Editor & Publisher

® THE FOURTH ESTATE

Market Guide

1987

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Take it to the top.
A recent major newspaper study shows that the News/Sun-Sentinel is the second fastest growing newspaper in the nation. Again. Unlike the ups and downs of other newspapers, the News/Sun-Sentinel has maintained its #2 position for two reporting periods in a row. Which shows consistency in performance. And that's what being #1 is all about.
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News/Sun-Sentinel
Florida's Money Market
Represented nationally by C.W.O. & O.; Sunday Magazine Network; in Florida by Publishers Representatives of Florida.
The News/Sun-Sentinel is a Tribune Company Newspaper.
Source: Audit Bureau of Circulation, EAS-EAX September 30, 1985 and March 31, 1986.

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1987 MARKET GUIDE

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A TESTIMONIAL

John Love, in his book about McDonald's, says: "Even after McDonald's had built one of the retailing industry's most sophisticated real estate departments, Kroc (founder of McDonald's) regularly contributed suggestions on new sites. The *Editor & Publisher Market Guide*, an inch-thick directory listing all newspapers in the United States and describing the population and commerce of the towns in which they are located, was Kroc's constant reading companion. All marketers use the guide in locating new outlets, but few knew it more intimately than Kroc. Copies of it were kept on his Gulfstream jet, and Kroc quickly turned to it if he spotted from the air a small town that looked like a good site for a McDonald's. Even in the founder's late seventies, long after he had turned over the reins of the company to Turner, the *E&P Guide* was Kroc's evening reader. 'Ray practically slept with that thing,' notes Wilburn H. Sutherland, McDonald's real estate vice president. And when Kroc spotted a town that might support a new McDonald's, he was on the phone the next day to Sutherland asking him to investigate the site."

McDonald's: Beyond the Arches by John F. Love
Bantam Books, November 1986

We are very proud of this unexpected "testimonial." Publishers, like teachers, get a great deal of satisfaction from knowing they have contributed to someone's success.

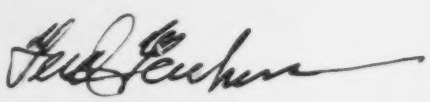
This 1987 edition of the *Market Guide* marks the 63rd year in which Editor & Publisher has published an annual compilation of marketing information for every city or community in the United States and Canada — more than 1,500 — where a daily newspaper is published.

Since the first edition was published in 1924, *Market Guide* editors have kept pace with the changing requirements of marketers by adding and refining data as surveys and discussions with users have indicated a need for additions and changes.

Users of this edition will find its contents are accurate, up-to-date and a reliable source of data and statistics that can be integrated into any marketing program with confidence. The individual 14-point market surveys, the heart of the *Market Guide*, provide users with unduplicated information gathered by our staff from many sources, including the daily newspapers.

Additional information about any of the markets listed may be obtained by contacting the newspaper or newspapers listed in item 14 of each market survey.

We welcome any suggestions for improvements or additions that will make future *Market Guides* more useful.



Ferdinand C. Teubner
Publisher

ERRATA

Dear *Market Guide* User:

Just prior to distribution we discovered a series of errors in the Retail Sales Estimates for the U.S.

We pride ourselves on our accuracy — which, over the years, our readers have come to expect. We therefore went back to the presses and reprinted Sections I and IV.

However, the revisions also needed to be reflected in the Retail Sales Estimates survey which precedes each state in Section II. To avoid an even greater delay, we decided to print this errata.

We suggest that you make a photocopy of this page and paste the revised figures onto each survey.

Our sincerest apologies for this inconvenience.

ALABAMA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	326	523	766
TOTAL SALES	10,705	14,480	20,484

ALASKA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	80	136	207
TOTAL SALES	1,831	3,227	4,746

ARIZONA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	275	525	906
TOTAL SALES	8,170	13,894	23,136

ARKANSAS

Kind of Business	1972 Census	1982 Census	1987 Est.
Drugs	193	257	378
TOTAL SALES	6,383	9,114	13,094

CALIFORNIA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	3,040	5,142	8,053
TOTAL SALES	81,058	123,946	186,849

COLORADO

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	248	354	522
TOTAL SALES	9,825	16,581	23,656

CONNECTICUT

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	310	467	743
TOTAL SALES	10,428	15,829	23,841

DELAWARE

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	74	107	157
TOTAL SALES	2,139	3,131	4,388

DISTRICT OF COLUMBIA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	97	128	190
TOTAL SALES	2,085	2,654	3,619

FLORIDA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	1,119	2,010	3,234
TOTAL SALES	31,413	55,469	86,940

GEORGIA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	510	799	1,273
TOTAL SALES	15,916	24,408	37,456

HAWAII

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	174	338	481
TOTAL SALES	3,294	5,193	6,984

IDAHO

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	106	163	222
TOTAL SALES	3,016	4,060	5,335

ILLINOIS

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	1,364	2,111	2,977
TOTAL SALES	39,215	50,747	68,624

INDIANA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	640	981	1,359
TOTAL SALES	18,266	23,724	31,463

IOWA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	275	388	492
TOTAL SALES	9,833	12,646	15,328

KANSAS

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	192	286	378
TOTAL SALES	7,696	10,842	13,868

KENTUCKY

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	354	534	760
TOTAL SALES	10,492	14,572	19,706

LOUISIANA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	405	730	942
TOTAL SALES	12,417	19,986	25,098

MAINE

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	103	161	253
TOTAL SALES	3,616	5,332	7,908

MARYLAND

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	516	737	1,151
TOTAL SALES	14,377	20,983	31,328

MASSACHUSETTS

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	579	944	1,550
TOTAL SALES	18,474	28,816	44,818

MICHIGAN

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	1,050	1,494	2,022
TOTAL SALES	31,677	39,216	51,016

MINNESOTA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	373	554	874
TOTAL SALES	13,567	19,599	29,564

MISSISSIPPI

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	193	331	493
TOTAL SALES	6,184	9,044	13,010

MISSOURI

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	445	610	875
TOTAL SALES	15,920	21,665	29,772

MONTANA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	99	135	167
TOTAL SALES	2,848	3,956	4,730

NEBRASKA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	139	201	264
TOTAL SALES	5,145	6,995	8,913

NEVADA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	149	179	286
TOTAL SALES	3,069	5,343	8,163

NEW HAMPSHIRE

Kind of Business	1972 Census	1982 Census	1987 Est.
Drugs	78	133	227
TOTAL SALES	3,387	5,354	8,721

NEW JERSEY

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	609	1,001	1,561
TOTAL SALES	24,287	36,307	53,771

NEW MEXICO

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	110	160	238
TOTAL SALES	4,022	6,319	9,097

NEW YORK

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	1,629	2,524	3,762
TOTAL SALES	50,698	72,267	101,817

NORTH CAROLINA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	558	858	1,411
TOTAL SALES	16,842	25,005	39,852

NORTH DAKOTA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	69	95	131
TOTAL SALES	2,250	3,367	4,546

OHIO

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	1,043	1,626	2,392
TOTAL SALES	35,563	46,315	64,959

OKLAHOMA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	211	337	478
TOTAL SALES	9,228	16,071	20,125

OREGON

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	307	372	511
TOTAL SALES	9,348	12,634	16,641

PENNSYLVANIA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	1,092	1,662	2,362
TOTAL SALES	37,244	50,776	68,613

RHODE ISLAND

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	96	172	262
TOTAL SALES	2,802	4,163	5,977

SOUTH CAROLINA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	264	412	642
TOTAL SALES	8,350	12,498	18,698

SOUTH DAKOTA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	82	108	146
TOTAL SALES	2,184	2,989	3,876

TENNESSEE

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	412	640	961
TOTAL SALES	13,692	19,605	28,311

TEXAS

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	1,311	2,008	2,883
TOTAL SALES	45,816	82,272	115,023

UTAH

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	130	161	239
TOTAL SALES	4,146	6,327	9,028

VERMONT

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	37	68	110
TOTAL SALES	1,668	2,601	3,961

VIRGINIA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	591	875	1,335
TOTAL SALES	16,545	24,706	36,226

WASHINGTON

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	536	796	1,125
TOTAL SALES	13,503	20,008	27,148

WEST VIRGINIA

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	175	270	337
TOTAL SALES	5,676	7,521	9,026

WISCONSIN

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	382	546	800
TOTAL SALES	14,930	20,554	28,692

WYOMING

Kind of Business	1977 Census	1982 Census	1987 Est.
Drugs	48	91	115
TOTAL SALES	1,654	2,819	3,360

SECTION I

1987 Market Rankings

Including Metropolitan Statistical Area definitions and Newspaper Representatives—U.S. and Canada

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Note: For more detailed maps showing newspaper cities in the United States and Canada see Section II and Section III.

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How to use the 1987 Editor & Publisher Market Guide

The data in this *MARKET GUIDE* is presented in four sections:

I — Market Ranking Tables

These tables show, ranked by size according to E&P estimates for 1987, the population, disposable income, total retail sales, total food sales, and income per household of all MSAs, PMSAs and larger counties and cities of the U.S.A.

II — Individual Market Surveys—United States

Facts and figures about all United States daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing MSAs, PMSAs, CMSAs, county boundaries, location of all daily newspaper cities, and county-seat cities without daily newspapers.

III — Individual Market Surveys—Canada

Facts and figures about all Canadian daily newspaper markets. The map of Canada shows national and provincial capitals, and location of all daily newspaper cities.

IV — Sales, Population and Income Tables

E&P 1987 retail sales estimates, total, and in nine categories, with number of stores in each, for all MSAs or PMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state (by province in Canada), followed by tables of estimated 1987 population, personal income — total, per capita and per household; also number of farms and value of crops and livestock.

SAMPLE SURVEY

1 - Location of city on map

4 - 1986 estimates of number of households in the community and county

6 - Number of passenger autos

7/8 - Gas and electric meters for CORPORATE LIMITS only

9 - KINDS of industries: NOT names of companies! Number of wage earners, and the average weekly wage for CITY ZONE only

12 - The most important shopping centers, the distance from "Downtown" and the name of principal stores in each shopping center

14 - ABC Publisher's Statement or Sworn Circulation Statement

1 - LOCATION: Jasper County, (In Joplin MSA) E&P Map A-4, County Seat. Agric., dairy, and mfg. area. 150 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific Systems.
Motor Freight Carriers-Amtrak-Brown; Bray Lines; Motor Transport; Ryder Truck Lines; Jones Truck; Becker Corp.; Campbell 66; Roadway; U.P.S.
Intercity Bus Lines-Greyhound; Crown Coach; American.

3 - POPULATION:
Corp. City 80 Cen. 11,104; E&P 85 Est. 11,683
County 80 Cen. 86,958; E&P 85 Est. 91,142
MSA 80 Cen. 127,513; E&P 85 Est. 134,643

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,379; E&P 85 Est. 4,757
County 80 Cen. 33,560; E&P 85 Est. 36,394
MSA 80 Cen. 48,436; E&P 85 Est. 52,841

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$812,898,142
Commercial	3	$1,863,741,166

6 - PASSENGER AUTOS: County 65,882

7 - ELECTRIC METERS: Residence 4,957

8 - GAS METERS: Residence 5,203

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,225; Marble & Limestone 150; Bed & Cushion Spring 851; Clothing 452; Adjacent Area Explosives and Fertilizers 879.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks on 5 sts.
Neighborhood Shopping Centers-Mound at Central; U.S. 71A at Grand; Fairlawn Drive; Central at Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garrison & Centennial	2	Family Foods IGA
Wal-Mart City Vlg.(6)	3	Wal-Mart
	3	Dollar General

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur. & Fri.
Stores Open Sundays-10

13 - RETAIL OUTLETS: Department Stores-Belk-Simpson.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart.
Chain Supermarkets-Family Foods IGA; Consumers; Ramey's.
Other Chain Stores-Oklahoma Supply; Coast-to-Coast.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 12,173; (S) 12,442; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Brown, Gen. Mgr., NEWS-CAPITAL & DEMOCRAT, 500 South 2nd St., McAlester, OK 74501; Tel. (918) 423-1700.
National Representative: Landon Associates.

2 - Railroads, inter-city bus lines, motor freight and airlines available to the community

3 - 1986 local population estimates of your community and county

5 - Number of banks in the City Zone, with the latest available totals of deposits

10 - Minimum and maximum temperatures during the year

11 - Kinds of tap water

13 - Retail stores in these categories which are located in the City Zone, plus the number of chain stores

14 - Name and title of the person on the newspaper to be contacted by advertising prospects for information

GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data are indicated in boldface type, with the survey paragraph number following the subject. Page indices for Section II, III and IV appear on dividers preceding those sections.

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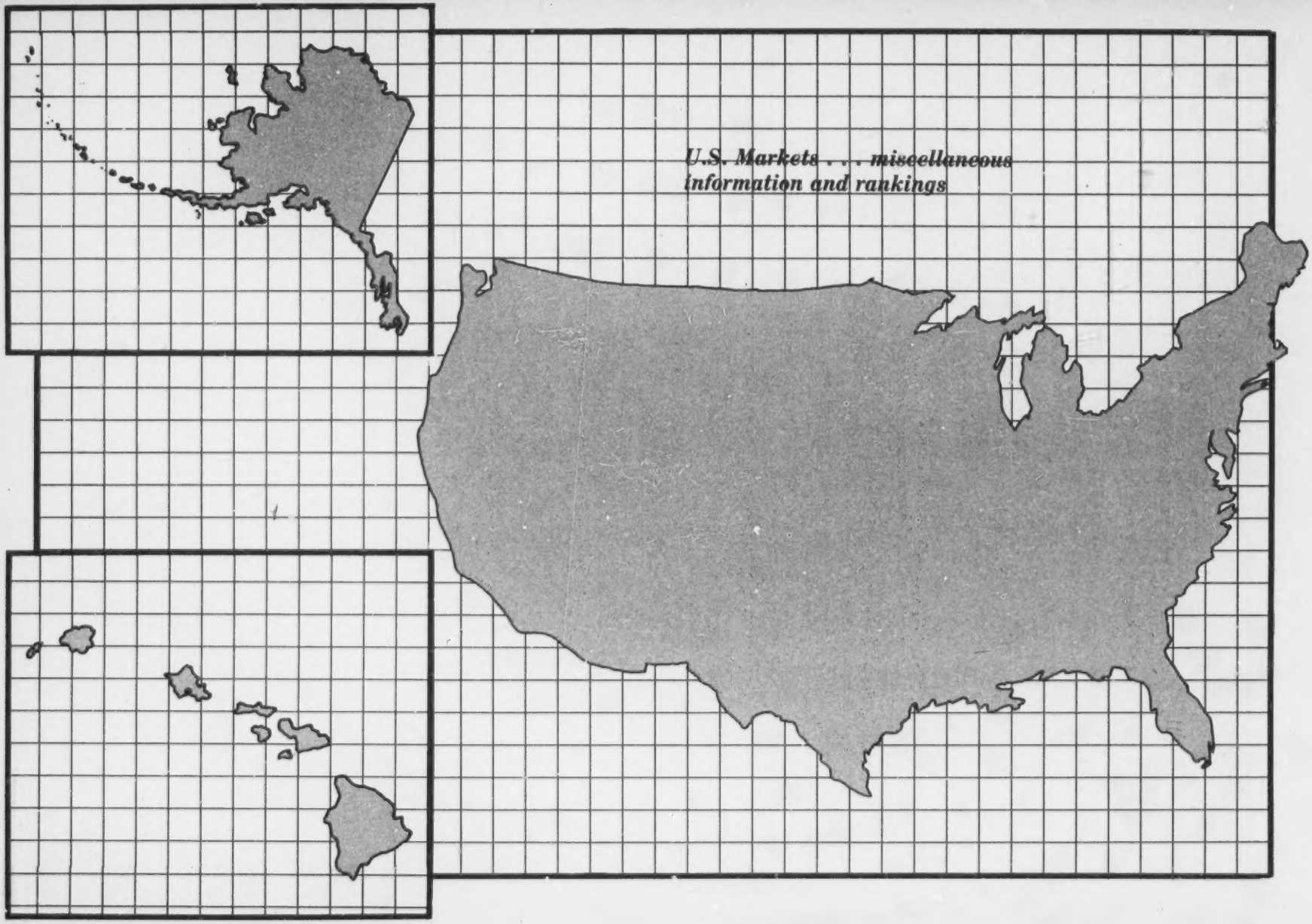

U.S. Markets . . . miscellaneous
information and rankings

DEFINITIONS AND NOTES

ABC—Adjacent to certain population figures and newspaper circulations in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditor's examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appear in paragraph 14 of each survey.

CIRCULATION FIGURES—The March 1986 figures appear in most of the surveys. Where March 1986 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations), VAC (Verified Audit Circulation), CAC (Certified Audit of Circulations), or CPVS (Community Papers Verification Service) or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA)—The larger geographical area of which Primary Metropolitan Statistical Areas are components. CMSA's are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas appears on the following pages.

CONSUMER SPENDABLE INCOME—See "Disposable Personal Income" below.

DISPOSABLE PERSONAL INCOME—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income," is equal to current income received individuals, unincorporated business and non-profit institutions, from all sources. It includes all that is received as wages, salaries and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property, and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

EFFECTIVE BUYING INCOME—See "Disposable Personal Income" above.

ESTIMATES—Figures on which estimates are based are always U.S. Government figures (U.S. Census) or in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or are considered "local estimates."

FARM DATA—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1982.

State Data: State totals of crops and livestock are released annually by the U.S. Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD (DISPOSABLE INCOME)—The total average income earned or received by each household with direct or indirect taxes deducted.

METROPOLITAN STATISTICAL AREA (MSA)—A large population nucleus with adjacent communities which have a high degree of economic and social integration within that nucleus. Metropolitan Statistical Areas are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas, with explanation of the standards applied to their designation, appears in the following pages.

NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)—Indicates specific street locations of active retail trade.

NEWSPAPER DESIGNATED MARKET (NDM)—The geographical area which a newspaper considers to be the market it serves. Publisher members have the option of reporting circulation according to just the new NDM or in combination with a City Zone and/or Retail Trading Zone figure.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states, no county breakdown is available. Motor vehicle figures in Canada are obtained from the Transportation and Communications Division of Statistics Canada.

PERSONAL INCOME—See "Disposable Personal Income" above.

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA)—A Metropolitan Statistical Area (MSA) of more than 1 million population which meets additional social and economic requirements and, together with one or more other PMSAs, forms a Consolidated Metropolitan Statistical Area (CMSA). For more information, see explanation on following pages.

RETAIL SALES ESTIMATE TABLES—Based upon the lastest available (1982) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions, all listed in this volume) rather than by the products sold. For example, many non-food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales per household exceed the figures shown for total income per household. This is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

RETAIL TRADING ZONE (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boundaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilites, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

STATISTICS CANADA—Canadian Government agency in Ottawa reponsible for all official statistics covering population, retail sales, etc.

STORES—Stores are typed according to the definition of the 1982 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions: annual sales volume of at least $1 million; four departments — dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the *Editor & Publisher Market Guide* is the same as that used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972.)

The 1982 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1982 Census is the basis for the Retail Sales Estimates included in the 1987 edition. However, strict comparison of the data for both the 1977 and 1982 census is limited by the following factors:

Geographic boundaries of a number of areas for which data are shown in the 1982 census are not the same as in the 1977 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1977. For 1982, data for census-defined, unincorporated places are no longer shown separately but are included as part of the "remainder of county" statistics.

In the 1977 census, and prior to that, the combined data for all establishments were presented for selected kind-of-business classifications, including all 2-digit major industry groups. For these, data for nonemployer firms were obtained from administrative records of the Internal Revenue Service (IRS) based on business tax returns. For 1982, data for nonemployers and combined data for all establishments are presented only at the retail trade total level for all geographic areas.

For your quick reference, we provide a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales in Section IV; the Miscellaneous Retail Stores category in this list is not included in the Tables. Numbers following names are SIC codes; PT following the SIC codes refers to "part"; n.e.c. refers to "not elsewhere classified."

Apparel and Accessories

Men's and boys' clothing and furnishings stores (5561)
Women's ready-to-wear stores (5621)
Millinery stores (5631 PT)
Corset and lingerie stores (5631 PT)
Other women's accesory, specialty stores (5631 PT)
Children's and infant's wear shoes (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT)
Women's shoe stores (5661 PT)
Children's and juveniles' shoe stores (5661 PT)
Family shoe stores (5661 PT)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory stores (5699)

Automotive Dealers

Dealers with domestic car franchise only (5511 PT)
Dealers with imported car franchise only (5511 PT)
Dealers with domestic, import car franchises (5511 PT)
Used-car dealers (5521)
Tire battery, and accessory dealers (5531 PT)
Other auto and home supply stores (5531 PT)
Boat dealers (5511)
Recreational and utitlity trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Drug Stores

Drug stores (5912 PT)
Proprietary stores (5912 PT)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT)
Social caterers (5812 PT)
Cafeterias (5812 PT)
Refreshment places (5812 PT)
Contract feeding (5812 PT)
Ice Cream, frozen custard stands (5812 PT)
Drinking places (alcoholic beverages) (5813)

Food

Grocery stores (5441)
Freezer and locker meat provisioners (5422)
Meat market (5423 PT)
Fish (seafood) markets (5423 PT)
Fruit stores and vegetable markets (5431)
Candy, nut and confectionery stores (5411)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)

Furniture, Home Furnishing and Equipment

Furniture stores (5712)
Floor covering stores (5713)
Drapery, curtain and upholstery stores (5714)
Miscellaneous home furnishing stores (5719)
Household appliance stores (5722)
Radio and television stores (5732)
Record shops (5733 PT)
Musical instrument stores (5733 PT)

Gasoline Service Stations

Gasoline service stations (5541)

General Merchandise

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Lumber, Hardware

(Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)
Lumber and other building material dealers (5211)
Paint, glass and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General-line sporting goods stores (5941 PT)
Specialty-line sporting goods stores (5941 PT)
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops (5945)
Camera and photographic supply stores (5946)
Gift, novelty and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing, needlework and piece goods stores (5949)
General merchandise, n.e.c. — mail order (5961 PT)
Other mail order houses (5961 PT)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment — direct selling (5963 PT)
Mobile food service — direct selling (5963 PT)
Other direct selling (5963 PT)
Fuel and ice dealers, n.e.c. (5982)
Fuel-oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT)
Optical goods stores (5999 PT)
Other retail stores, n.e.c. (5999 PT)

METROPOLITAN STATISTICAL AREAS
(MSAs, PMSAs and CMSAs)

METROPOLITAN STATISTICAL AREA defintions, which replaced the familiar Standard Metropolitan Statistical Area (SMSA) on June 30, 1983, were first developed and issued in the late 1940s. Their major purpose was to enable all federal statistical agencies to use consistent geographic definitions in the study of metropolitan characteristics. These definitions made it possible to compare more accurately population, housing, employment, trade and industry statistics. State and local governments, as well as the private sector, soon found these definitions most useful.

Metropolitan Statistical Areas are defined according to a set of detailed standards prepared by the Federal Committee on MSAs which advises the Office of Management and Budget. These standards are periodically reviewed in connection with each Decennial Census of Population.

In June 1983, the Committee released the results of a comprehensive review; this contained revisions in the criteria for designating MSAs, as well as new concepts in titling and classifying them. The old Standard Metropolitan Statistical Area (SMSA) was shortened to Metropolitan Statistical Area (MSA). If an area has more than 1 million population and meets certain other specified requirements, it is termed a Consolidated Metropolitan Statistical Area (CMSA), which consists of major components classified as Primary Metropolitan Statistical Areas (PMSA).

The general concept underlying the MSA is that of a geographic area consisting of a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus.

An MSA includes one city of at least 50,000 or more inhabitants *or* an urbanized area of at least 50,000 with total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties; each MSA has one or more central counties, containing the area's main population concentration. In addition to the county (or counties) containing the main city (or cities), an MSA may also include outlying counties which have close economic and social relationships with the central counties. Such counties must meet certain standards regarding "metropolitan character," such as population density, and must have a specified level of commuting to the central county(ies). For example, counties with a commuting rate of 50 percent or more must have a population density of at least 25 persons per square mile. When the commuting rate is lower than this, the density requirement proportionately increases.

In the six New England states, however, MSAs are defined in terms of cities and towns rather than entire counties. Because smaller areas are used, the total MSA population requirement is reduced from 100,000 to 75,000.

The official title of an MSA always includes the state or states into which it extends and the name of the largest city in that MSA. It might include several cities — as many as three — all dependant upon relative and minimum populations of the central city and other cities in the MSA. When more than one city appears in the MSA title, they are usually ordered by their relative populations.

In total, there are 265 recognized MSAs and 21 CMSAs, consisting of 73 PMSAs. Most MSA definitions are not subject to change until after the next national census. However, a few new MSAs may be added each year, usually because additional cities have reached the 50,000 population level according to official population estimates.

An area with more than 1 million population may be defined as a **PRIMARY METROPOLITAN STATISTICAL AREA**. A PMSA is a large urbanized county or a cluster of counties that exhibit very strong social and economic links. Local opinion, obtained through Congressional delegation, is also a very strong factor in determining if an area will be designated a PMSA. The specific standards for defining PMSAs are as follows:

1. The area must include at least one county that has a population of more than 100,000;
2. At least 60 percent of this county's population must be classified as urban;
3. Less than 50 percent of its workers commute to jobs outside of the county.

The larger area of which all PMSAs are component parts is defined as a **CONSOLIDATED METROPOLITAN STATISTICAL AREA**.

The complete criteria used in defining metropolitan statistical areas can be obtained directly fom the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce, Washington, D.C. 20230.

METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Abilene, TX
(MSA)
Taylor County

Aguadilla, PR
(MSA)
Aguada Municipio
Aguadilla Municipio
Isabela Municipio
Moca Municipio

Akron, OH
(PMSA)
Portage County
Summit County
see also Cleveland-Akron-Lorain, OH CSMA.

Albany, GA
(MSA)
Dougherty County
Lee County

Albany-Schenectady-Troy, NY
(MSA)
Albany County
Greene County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

Albuquerque, NM
(MSA)
Bernalillo County

Alexandria, LA
(MSA)
Rapides Parish

Allentown-Bethlehem, PA-NJ
(MSA)
Carbon County, PA
Lehigh County, PA
Northampton, PA
Warren County, NJ

Altoona, PA
(MSA)
Blair County

Amarillo, TX
(MSA)
Potter County
Randall County

Anaheim-Santa Ana, CA
(PMSA)
Orange County
see also Los Angeles-Anaheim-Riverside,CA CSMA.

Anchorage, AK
(MSA)
Anchorage Borough

Anderson, IN
(MSA)
Madison County

Anderson, SC
(MSA)
Anderson County

Ann Arbor, Mich.
Washtenaw County
see also Detroit-Ann Arbor, Mich. CSMA.

Anniston, AL
(MSA)
Calhoun County

Appleton-Oshkosh-Neenah, WI
(MSA)
Calumet County
Outagamie County
Winnebago County

Arecibo, PR
(MSA)
Arecibo Municipio
Camuy Municipio
Hatillo Municipio
Quebradillas Municipio

Asheville, NC
(MSA)
Buncombe County

Athens, GA
(MSA)
Clarke County
Jackson County
Madison County
Oconee County

Atlanta, GA
(MSA)
Barrow County
Butts County
Cherokee County
Clayton County
Cobb County
Coweta County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Spalding County
Walton County

Atlantic City, NJ
(MSA)
Atlantic County
Cape May County

Augusta, GA-SC
(MSA)
Columbia County, Ga.
McDuffie County, GA
Richmond County, Ga.
Aiken County, SC

Aurora-Elgin, IL
(PMSA)
Kane County
Kendall County
see also Chicago-Gary Lake County, IL-IN-WI CMSA.

Austin, TX
(MSA)
Hays County
Travis County
Williamson County

Bakersfield, CA
(MSA)
Kern County

Baltimore, MD
(MSA)
Anne Arundel County
Baltimore County
Carrol County
Harford County
Howard County
Queen Anne's County
Baltimore city

Bangor, ME
(MSA)
●Penobscot County:Bangor, Brewer, Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Old Town City, Orono, Orrington, Veazie; Penobscot Indian Island Indian Reservation.
●Waldo County: Winterport town.

Baton Rouge, LA
(MSA)
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

Battle Creek, MI
(MSA)
Calhoun County

Beaumont-Port Arthur, TX
(MSA)
Hardin County
Jefferson County
Orange County

Beaver County, PA
(PMSA)
Beaver County
see also Pittsburgh-Beaver Valley, PA CMSA.

Bellingham, WA
(MSA)
Whatcom County

Benton Harbor, MI
(MSA)
Berrien County

Bergen-Passaic, NJ
(PMSA)
Bergen County
Passaic County
see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.

Billings, MT
(MSA)
Yellowstone County

Biloxi-Gulfport, MS
(MSA)
Hancock County
Harrison County

Binghamton, NY
(MSA)
Broome County
Tioga County

Birmingham, AL
(MSA)
Blount County
Jefferson County
St. Clair County
Shelby County
Walker County

Bismarck, ND
(MSA)
Burleigh County
Morton County

Bloomington, IN
(MSA)
Monroe County

Bloomington-Normal, IL
(MSA)
McLean County

Boise City, ID
(MSA)
Ada County

Boston, MA
(PMSA)
●Bristol County: Mansfield, Norton and Raynham towns.
●Essex County: Lynn city; Lynnfield, Nahant and Saugus towns.
●Middlesex County: Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston,Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherbon, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns.
●Norfolk County: Quincy city; Belingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns.
●Plymouth County: Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns.
●Suffolk County: Boston, Chelsea and Revere cities; Winthrop town.
●Worcester County: Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Boulder-Longmont, CO
(PMSA)
Boulder County
see also Denver-Boulder, CO CMSA.

Bradenton, FL
(MSA)
Manatee County

Brazoria, TX
(PMSA)
Brazoria County
see also Houston-Galveston-Brazoria, TX CSMA.

Bremerton, WA
(MSA)
Kitsap County

Bridgeport-Milford, CT
(PMSA)
●Fairfield County: Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns.
●New Haven County: Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns.
see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.

Bristol, CT
(PMSA)
●Hartford County: Bristol city; Burlington town.
●Litchfield County: Plymouth town.
see also Hartford-New Britain-Middleton, CT CMSA.

Brockton, MA
(PMSA)
●Bristol County: Easton town.
●Norfolk County: Avon town.
●Plymouth County: Brockton city; Abington, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Brownsville-Harlingen, TX
(MSA)
Cameron County

Bryan-College Station, TX
(MSA)
Brazos County

Buffalo, NY
(PMSA/CMSA)
Erie County
see also Buffalo-Niagara Falls, NY CMSA.

Burlington, NC
(MSA)
Alamance County

Burlington, VT
(MSA)
●Chittenden County: Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns.
●Franklin County: Georgia town.
●Grand Isle County: Grand Isle and South Hero towns.

Caguas, PR
(PMSA)
Aguas Buenas Municipio
Caguas Municipio
Cayey Municipio
Cidra Municipio
Gurabo Municipio
San Lorenzo Municipio
see also San Juan-Caguas, PR CMSA.

Canton, OH
(MSA)
Carroll County
Stark County

Casper, WY
(MSA)
Natrona County

Cedar Rapids, IA
(MSA)
Linn County

Champaign-Urbana-Rantoul, IL
(MSA)
Champaign County

Charleston, SC
(MSA)
Berkeley County
Charleston County
Dorchester County

Charleston, WV
(MSA)
Kanawha County
Putman County

Charlotte-Gastonia-Rock Hill, NC-SC
(MSA)
Carbarrus County, NC
Gaston County, NC
Lincoln County, NC
Mecklenburg County, NC
Rowan County, NC
Union County, NC
York County, SC

Charlottesville, VA
(MSA)
Albemarle County
Fluvanna County
Greene County
Charlottesville City

Chattanooga, TN-GA
(MSA)
Hamilton County, TN
Marion County, TN
Sequatchie County, TN
Catoosa County, GA
Dade County, GA
Walker County, GA

Cheyenne, WY
(MSA)
Laramie County

Chicago, IL
(PMSA/CMSA)
Cook County
DuPage County
McHenry County
see also Chicago-Gary Lake County CMSA.

Chico, CA
(MSA)
Butte County

Cincinnati, OH-KY-IN
(PMSA)
Clermont County, OH
Hamilton County, OH
Warren County, OH
Boone County, KY
Campbell County, KY
Kenton County, KY
Dearborn County, IN
see also Cincinnati-Hamilton CMSA.

Clarksville-Hopkinsville, TN-KY
(MSA)
Montgomery County, TN
Christian County, KY

Cleveland, OH
(PMSA/CMSA)
Cuyahoga County
Geauga County
Lake County
Medina County
see also Cleveland-Akron-Lorain, OH CMSA.

Colorado Springs, CO
(MSA)
El Paso County

Columbia, MO
(MSA)
Boone County

Columbia, SC
(MSA)
Lexington County
Richland County

Columbus, GA-AL
(MSA)
Chattahochee County, GA
Muscogee County, GA
Russell County, AL

Columbus, OH
(MSA)
Delaware County
Fairfield County
Franklin County
Licking County
Madison County
Pickaway County
Union County

Corpus Christi, TX
(MSA)
Nueces County
San Patricio County

Cumberland, MD-WV
(MSA)
Alleghany County, MD
Mineral County, WV

Dallas, TX
(PMSA/CMSA)
Collin County
Dallas County
Denton County
Ellis County
Kaufman County
Rockwall County
see also Dallas-Fort Worth CMSA.

Danbury, CT
(PMSA)
●Fairfield County: Danbury city; Bethel, Brookfield, New Fairfield, Newton, Redding, Ridgefield and Sherman towns.
●Lichtfield County: Bridgewater and New Milford towns.
see also New York, Northern New Jersey-Long Island CMSA.

Danville, VA
(MSA)
Pittsylvania County
Danville City

Davenport-Rock Island-Moline, IA-IL
(MSA)
Scott County, IA
Henry County, IL
Rock Island County, IL

Dayton-Springfield, OH
(MSA)
Clark County
Greene County
Miami County
Montgomery County
see also Dayton-Springfield, OH CMSA.

Daytona Beach, FL
(MSA)
Volusia County

Decatur, IL
(MSA)
Macon County

Denver, CO
(PMSA)
Adams County
Arapahoe County
Denver County
Douglas County
Jefferson County
see also Denver-Boulder CMSA.

Des Moines County, IA
(MSA)
Dallas County
Polk County
Warren County

Detroit, MI
(PMSA)
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Wayne County
see also Detroit-Ann Arbor, MI CMSA.

Dothan, AL
(MSA)
Dale County
Houston County

Dubuque, IA
(MSA)
Dubuque County

Duluth, MN-WI
(MSA)
St. Louis County, MN
Douglas County, WI

Eau Claire, WI
(MSA)
Chippewa County
Eau Claire County

El Paso, TX
(MSA)
El Paso County

Elkhart-Goshen, IN
(MSA)
Elkhart County

Elmira, NY
(MSA)
Chemung County

Enid, OK
(MSA)
Garfield County

Erie, PA
(MSA)
Erie County

Eugene-Springfield, OR
(MSA)
Lane County

Evansville, IN-KY
(MSA)
Posey County, IN
Vanderburgh County, IN
Warrick County, IN
Henderson County, KY

Fall River, MA-RI
(PMSA)
●Bristol County, MA: Fall River city; Somerset, Swansea and Westport towns.
●Newport County, RI: Little Compton and Tiverton towns.
see also Providence-Pawtucket-Fall River CMSA.

Fargo-Moorhead, ND-MN
(MSA)
Cass County, ND
Clay County, MN

Fayetteville, NC
(MSA)
Cumberland County

Fayetteville-Springdale, AR
(MSA)
Washington County

Fitchburg-Leominster, MA
(MSA)
●Middlesex County: Ashby town.
●Worcester County: Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns.

Flint, MI
(MSA)
Genesee County

Florence, AL
(MSA)
Colbert County
Lauderdale County

Florence, SC
(MSA)
Florence County

Fort Collins-Loveland, CO
(MSA)
Larimer County

Fort Lauderdale-Hollywood-Pompano Beach, FL
(PMSA)
Broward County
see also Miami-Fort Lauderdale CMSA.

Fort Myers-Cape Coral, FL
(MSA)
Lee County

Fort Pierce, FL
(MSA)
Martin County
St. Lucie County

Fort Smith, AR-OK
(MSA)
Crawford County, AR
Sebastian County, AR
Sequoyah County, OK

Fort Walton Beach, FL
(MSA)
Okaloosa County

Fort Wayne, IN
(MSA)
Allen County
De Kalb County
Whitley County

Fort Worth-Arlington, TX
(PMSA)
Johnson County
Parker County
Tarrant County
see also Dallas-Fort Worth CMSA.

Fresno, CA
(MSA)
Fresno County

Gadsden, AL
(MSA)
Etowah County

Gainesville, FL
(MSA)
Alachua County
Bradford County

Galveston-Texas City, TX
(PMSA)
Galveston County
see also Houston-Galveston-Brazoria CMSA.

Gary-Hammond, IN
(PMSA)
Lake County
Porter County
see also Chicago-Gary-Lake County CMSA.

Glens Falls, NY
(MSA)
Warren County
Washington County

Grand Forks, ND
(MSA)
Grand Forks County

Grand Rapids, MI
(MSA)
Kent County
Ottawa County

Great Falls, MT
(MSA)
Cascade County

Greeley, CO
(MSA)
Weld County

Green Bay, WI
(MSA)
Brown County

Greensboro-Winston-Salem-High Point, NC
(MSA)
Davidson County
Davie County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartanburg, SC
(MSA)
Greenville County
Pickens County
Spartanburg County

Hagerstown, MD
(MSA)
Washington County

Hamilton-Middletown, OH
(PMSA)
Butler County
see also Cincinnati-Hamilton CMSA.

Harrisburg-Lebanon-Carlisle, PA
(MSA)
Cumberland County
Dauphin County
Lebanon County
Perry County

Hartford, CT
(PMSA)
●Hartford County: Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns.
●Litchfield County: Barkhamsted and New Hartford towns.
●Middlesex County: East Haddam town.
●New London County: Colchester town.
●Tolland County: Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns.
see also Hartford-New Britain-Middletown CMSA.

Hickory, NC
(MSA)
Alexander County
Burke County
Catawba County

Honolulu, HI
(MSA)
Honolulu County

Houma-Thibodaux, LA
(MSA)
Lafourche Parish
Terrebonne Parish

Houston, TX
(PMSA)
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County
see also Houston-Galveston-Brazoria, TX CMSA.

Huntington-Ashland, WV-KY-OH
(MSA)
Cabell County, WV
Wayne County, WV
Boyd County, KY
Carter County, KY
Greenup County, KY
Lawrence County, KY

Huntsville, AL
(MSA)
Madison County

Indianapolis, IN
(MSA)
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

Iowa City, IA
(MSA)
Johnson County

Jackson, MI
(MSA)
Jackson County

Jackson, MS
(MSA)
Hinds County
Madison County
Rankin County

Jackson, TN
(MSA)
Madison County

Jacksonville, FL
(MSA)
Clay County
Duval County
Nassau County
St. Johns County

Jacksonville, NC
(MSA)
Onslow County

Janesville-Beloit, WI
(MSA)
Rock County

Jersey City, NJ
(PMSA)
Hudson County
see also New York-Northern New Jersey-Long Island CMSA.

Johnson City-Kingsport-Bristol, TN-VA
(MSA)
Carter County, TN
Hawkins County, TN
Sullivan County, TN
Unicoi County, TN
Washington County, TN
Scott County, VA
Washington County, VA
Bristol city

Johnstown, PA
(MSA)
Cambria County
Somerset County

Joliet, IL
(PMSA)
Grundy County
Will County
see also Chicago-Gary-Lake County CMSA.

Joplin, MO
(MSA)
Jasper County
Newton County

Kalamazoo, MI
(MSA)
Kalamazoo County

Kankakee, IL
(MSA)
Kankakee County

Kansas City, MO-KS
(MSA)
Cass County, MO
Clay County, MO
Jackson County, MO
Lafayette County, MO
Platte County, MO
Ray County, MO
Johnson County, KS
Leavenworth County, KS
Miami County, KS
Wyandotte County, KS

Kenosha, WI
(PMSA)
Kenosha County
see also Chicago-Gary-Lake County CMSA.

Killeen-Temple, TX
(MSA)
Bell County
Coryell County

Knoxville, TN
(MSA)
Anderson County
Blount County
Grainger County
Jefferson County
Knox County
Sevier County
Union County

Kokomo, IN
(MSA)
Howard County
Tipton County

La Crosse, WI
(MSA)
La Crosse County

Lafayette, LA
(MSA)
Lafayette Parish
St. Martin Parish

Lafayette-West Lafayette, IN
(MSA)
Tippecanoe County

Lake Charles, LA
(MSA)
Calcasieu Parish

Lake County, IL
(PMSA)
Lake County
see also Chicago-Gary-Lake County CMSA.

Lakeland-Winter Haven, FL
(MSA)
Polk County

Lancaster, PA
(MSA)
Lancaster County

Lansing-East Lansing, MI
(MSA)
Clinton County
Eaton County
Ingham County

Laredo, TX
(MSA)
Webb County

La Cruces, NM
(MSA)
Dona Ana County

Las Vegas, NV
(MSA)
Clark County

Lawrence, KS
(MSA)
Douglas County

Lawrence-Haverhill, MA-NH
(PMSA)
●Essex County, MA: Haverhill, Lawrence and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns.
●Rockingham County, NH: Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Lawton, OK
(MSA)
Comanche County

Lewiston-Auburn, ME
(MSA)
●Androscoggin County: Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns.

Lexington-Fayette, KY
(MSA)
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, OH
(MSA)
Allen County
Auglaize County

Lincoln, NE
(MSA)
Lancaster County

Little Rock-North Little Rock, AR
(MSA)
Faulkner County
Lonoke County
Pulaski County
Saline County

Long Branch-Asbury Park, NJ
(see Monmouth-Ocean Counties, NJ PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Longview-Marshall, TX
(MSA)
Gregg County
Harrison County

Lorain-Elyria, OH
(PMSA)
Lorain County
see also Cleveland-Akron-Lorain CMSA.

Los Angeles-Long Beach, CA
(PMSA)
Los Angeles County
see also Los Angeles-Anaheim-Riverside, CA CMSA.

Louisville, KY-IN
(MSA)
Bullitt County, KY
Jefferson County, KY
Oldham County, KY
Shelby County, KY
Clark County, IN
Floyd County, IN
Harrison County, IN

Lowell, MA-NH
(PMSA)
●Middlesex County, MA: Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns.
●Hillsborough County, NH: Pelham town.
see also Boston-Lawrence-Salem CMSA.

Lubbock, TX
(MSA)
Lubbock County

Lynchburg, VA
(MSA)
Amherst County
Campbell County
Lynchburg city

Macon-Warner Robins, GA
(MSA)
Bibb County
Houston County
Jones County
Peach County

Madison, WI
(MSA)
Dane County

Manchester, NH
(MSA)
●Hillsborough County: Manchester city; Bedford and Goffstown towns.
●Merrimack County: Allenstown and Hooksett towns.
●Rockingham County: Auburn and Candia towns.

Mansfield, OH
(MSA)
Richland County

Mayaguez, PR
(MSA)
Anasco Municipio
Cabo Rojo Municipio
Hormigueros Municipio
Mayaguez Municipio
San German Municipio

McAllen-Edinburgh-Mission, TX
(MSA)
Hidalgo County

Medford, OR
(MSA)
Jackson County

Melbourne-Titusville-Palm Bay, FL
(MSA)
Brevard County

Memphis, TN-AR-MS
(MSA)
Shelby County, TN
Tipton County, TN
Crittenden County, AR
De Soto County, MS

Merced, CA
(MSA)
Merced County

Meriden, CT
(see New Haven-Meriden, CT)

Miami-Hialeah, FL
(PMSA)
Dade County
see also Miami-Fort Lauderdale CMSA.

Middlesex-Somerset-Hunterdon, NJ
(PMSA)
Hunterdon County
Middlesex County
Somerset County
see also New York-Northern New Jersey-Long Island CMSA.

Middletown, CT
(PMSA)
●Middlesex County: Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns.
see also Hartford-New Britain-Middletown CMSA.

Midland, TX
(MSA)
Midland County

Milwaukee, WI
(PMSA)
Milwaukee County
Ozaukee County
Washington County
Waukesha County
see also Milwaukee-Racine CMSA.

Minneapolis-St. Paul, MN-WI
(MSA)
Anoka County, MN
Carver County, MN
Chisago County, MN
Dakota County, MN
Hennepin County, MN
Isanti County, MN
Ramsey County, MN
Scott County, MN
Washington County, MN
Wright County, MN
St. Croix County, WI

Mobile, AL
(MSA)
Baldwin County
Mobile County

Modesto, CA
(MSA)
Stanislaus County

Monmouth-Ocean, NJ
(PMSA)
Monmouth County
Ocean County
see also New York-Northern New Jersey-Long Island CMSA.

Monroe, LA
(MSA)
Ouachita Parish

Montgomery, AL
(MSA)
Autauga County
Elmore County
Montgomery County

Muncie, IN
(MSA)
Delaware County

Muskegon, MI
(MSA)
Muskegon County

Naples, FL
(MSA)
Collier County

Nashua, NH
(PMSA)
●Hillsborough County: Nashua city; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mount Vernon and Wilton towns.
●Rockingham County: Londonderry town.
see also Boston-Lawrence-Salem CMSA.

Nashville, TN
(MSA)
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Sumner County
Williamson County
Wilson County

Nassau-Suffolk, NY
(PMSA)
Nassau County
Suffolk County
see also New York-Northern New Jersey-Long Island CMSA.

New Bedford, MA
(MSA)
●Bristol County: New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns.
●Plymouth County: Marion, Mattapoisett and Rochester towns.

New Britain, CT
(PMSA)
●Hartford County: New Britain city; Berlin, Plainville and Southington towns.
see also Hartford-New Britain-Middletown CMSA.

New Brunswick-Perth Amboy-Sayerville, NJ
●*(see Middlesex-Somerset-Hunterdon, NJ PMSA)*
see also New York-Northern New Jersey-Long Island CMSA.

New Haven-Meriden, CT
(MSA)
●Middlesex County: Clinton and Killingworth towns.
●New Haven County: Meriden, New Haven and West Haven cities; Bethany, Branford, Cheshire, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns.

New London-Norwich, CT
(MSA)
●New London County, CT: New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns.
●Windham County, CT: Cantebury town.
●Washington County, R.I.: Hopkinton and Westerly towns.

New Orleans, LA
(MSA)
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Charles Parish
St. John the Baptist Parish
St. Tammany Parish

New York, NY
(PMSA)
Bronx County
Kings County
New York County
Putnam County
Queens County
Richmond County
Rockland County
Westchester County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, NJ
(PMSA)
Essex County
Morris County
Sussex County
Union County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, OH
(See Columbus, OH)

Newburgh-Middletown, NY
(see Orange County, NY PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Newport News-Hampton, VA
(See Norfolk-Virginia Beach-Newport News, VA)
see also Buffalo-Niagara Falls CMSA.

Niagara Falls, NY
(PMSA)
Niagara County
see also Buffalo-Niagara Falls CMSA.

Norfolk-Virginia Beach-Newport News, VA
(MSA)
Gloucester County
James City County
York County
Chesapeake City
Hampton City
Newport News City
Norfolk City
Poquoson City
Portsmouth City
Suffolk City
Virginia Beach City
Williamsburg City

Northeast Pennsylvania
(see Scranton-Wilkes Barre, PA)

Norwalk, CT
(PMSA)
●Fairfield County: Norwalk city; Weston, Westport and Wilton towns.
see also New York-Northern New Jersey-Long Island CMSA.

Oakland, CA
(PMSA)
Alameda County
Contra Costa County
see also San Francisco-Oakland-San Jose CMSA.

Ocala, FL
(MSA)
Marion County

Odessa, TX
(MSA)
Ector County

Oklahoma City, OK
(MSA)
Canadian County
Cleveland County
Logan County
McClain County
Oklahoma County
Pottawattomie County, IA

Olympia, WA
(MSA)
Thurston County

Omaha, NE-IA
(MSA)
Douglas County, NE
Sarpy County, NE
Washington County, NE
Pottawattomie County, IA

Orange County, NY
(PMSA)
Orange County
see also New York-Northern New Jersey-Long Island CMSA.

Orlando, FL
(MSA)
Orange County
Osceola County
Seminole County

Owensboro, KY
(MSA)
Daviess County

Oxford-Ventura, CA
(PMSA)
Ventura County
see also Los Angeles-Anaheim-Riverside CMSA.

Panama City, FL
(MSA)
Bay County

Parkersburg-Marietta, WV-OH
(MSA)
Wood County, WV
Washington County, OH

Pascagoula, MS
(MSA)
Jackson County

Paterson-Clifton-Passaic, NJ
(see Bergen-Passaic, NJ PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Pawtucket-Woonsocket-Attleboro, RI-MA
(PMSA)
●Bristol County, MA: Attleborough city; North Attleboro, Rehoboth and Seekonk towns.
●Norfolk County, MA: Plainville town.
●Worchester County, MA: Blackstone and Millville towns.
●Providence County, RI: Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns.
see also Providence-Pawtucket-Fall River CMSA.

Pensacola, FL
(MSA)
Escambia County
Santa Rosa County

Peoria, IL
(MSA)
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, VA
(See Richmond-Petersburg, VA)

Philadelphia, PA-NJ
(PMSA)
Bucks County, PA
Chester County, PA
Delaware County, PA
Montgomery County, PA
Philadelphia County, PA
Burlington County, NJ
Camden County, NJ
Gloucester County, NJ
see also Philadelphia-Wilmington-Trenton CMSA.

Phoenix, AZ
(MSA)
Maricopa County

Pine Bluff, AR
(MSA)
Jefferson County

Pittsburgh, PA
(PMSA)
Allegheny County
Fayette County
Washington County
Westmoreland County
see also Pittsburgh-Beaver Valley CMSA.

Pittsfield, MA
(MSA)
●Berkshire County: Pittsfield city; Cheshire, Dalton,Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns.

Ponce, PR
(MSA)
Juan Diaz Municipio
Ponce Municipio

Portland, ME
(MSA)
●Cumberland County: Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns.
●York County: Buxton, Hollis and Old Orchard Beach towns.

Portland, OR
(PMSA)
Clackamas County
Multnomah County
Washington County
Yamhill County
see also Portland-Vancouver CMSA.

Portsmouth-Dover-Rochester, NH-ME
(MSA)
●Rockingham County, NH: Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns.
●Strafford County, NH: Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns.
●York County, ME: Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns.

Poughkeepsie, NY
(MSA)
Dutchess County

Providence, RI
(PMSA)
●Bristol County: Barrington, Bristol, and Warren towns.
●Kent County: Warwick city; Coventry, East Greenwich and West Warwick towns.
●Newport County: Jamestown.
●Providence County: Cranston, East Providence and Providence cities; Foster, Gloucester, Johnston, North Providence and Scituate towns.
●Washington County: Exeter, Narranganseth, North Kingstown, Richmond and South Kingston towns.
see also Providence-Pawtucket-Fall River CMSA.

Provo-Orem, UT
(MSA)
UT County

Pueblo, CO
(MSA)
Pueblo County

Racine, WI
(PMSA)
Racine County
see also Milwaukee-Racine CMSA.

Raleigh-Durham, NC
(MSA)
Durham County
Franklin County
Orange County
Wake County

Rapid City, SD
(MSA)
Pennington County

Reading, PA
(MSA)
Berks County

Redding, CA
(MSA)
Shasta County

Reno, NV
(MSA)
Washoe County

Richmond-Kennewick-Pasco, WA
(MSA)
Benton County
Franklin County

Richmond-Petersburg VA
(MSA)
Charles City County
Chesterfield County
Dinwiddie County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County
Prince George County
Colonial Heights city
Hopewell city
Petersburg city
Richmond city

Riverside-San Bernardino, CA
(PMSA)
Riverside County
San Bernardino County
see also Los Angeles-Anaheim-Riverside CMSA.

Roanoke, VA
(MSA)
Botetourt County
Roanoke County
Roanoke city
Salem city

Rochester, MN
(MSA)
Olmsted County

Rochester, NY
(MSA)
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rockford, IL
(MSA)
Boone County
Winnebago County

Rock Hill, SC
(See Charlotte-Gastonia-Rock Hill, NC-SC)

Sacramento, CA
(MSA)
El Dorado County
Placer County
Sacramento County
Yolo County

Saginaw-Bay City-Midland, MI
(MSA)
Bay County
Midland County
Saginaw County

St. Cloud, MN
(MSA)
Benton County
Sherburne County
Stearns County

St. Joseph, MO
(MSA)
Buchanan County

St. Louis, MO-IL
(MSA)
Franklin County, MO
Jefferson County, MO
St. Charles County, MO
St. Louis County, MO
St. Louis city, MO
Clinton County, IL
Jersey County, IL
Madison County, IL
Monroe County, IL
St. Clair County, IL

Salem, OR
(MSA)
Marion County
Polk County

Salem-Gloucester, MA
(PMSA)
●Essex County: Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton,Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns.
see also Boston-Lawrence-Salem CMSA.

Salinas-Seaside-Monterey, CA
(MSA)
Monterey County

Salisbury-Concord, NC
(See Charlotte-Gastonia-Rock Hill, NC-SC)

Salt Lake City-Ogden, UT
(MSA)
Davis County
Salt Lake County
Weber County

San Angelo, TX
(MSA)
Tom Green County

San Antonio, TX
(MSA)
Bexer County
Comal County
Guadalupe County

San Diego, CA
(MSA)
San Diego County

San Francisco, CA
(PMSA)
Marin County
San Francisco County
San Mateo County
see also San Francisco-Oakland-San Jose CMSA.

San Jose, CA
(PMSA)
Santa Clara County
see also San Francisco-Oakland-San Jose CMSA.

San Juan, PR
(PMSA)
Barceloneta Municipio
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Corozal Municipio
Dorado Municipio
Fajardo Municipio
Florida Municipio
Guaynabo Municipio
Humacao Municipio
Juncos Municipio
Las Piedras Municipio
Loiza Municipio
Luquillo Municipio
Manati Municipio
Naranjito Municipio
Rio Grande Municipio
San Juan Municipio
Toa Alta Municipio
Toa Baga Municipio
Trujillo Municipio
Vega Alta Municipio
Vega Baja Municipio
see also San Juan-Caguas CMSA.

Santa Barbara-Santa Maria-Lompoc, CA
(MSA)
Santa Barbara County

Santa Cruz, CA
(PMSA)
Santa Cruz County
see also San Francisco-Oakland-San Jose CMSA.

Santa Fe, NM
(MSA)
Los Alamos County
Santa Fe County

Santa Rosa-Petaluma, CA
(PMSA)
Sonoma County
see also San Francisco-Oakland-San Jose CMSA.

Sarasota, FL
(MSA)
Sarasota County

Savannah, GA
(MSA)
Chatham County
Effingham County

Scranton-Wilkes-Barre, PA
(MSA)
Columbia County
Lackawanna County
Luzerne County
Monroe County
Wyoming County

Seattle, WA
(PMSA)
King County
Snohomish County
see also Seattle-Tacoma CMSA.

Sharon, PA
(MSA)
Mercer County

Sheboygan, WI
(MSA)
Sheboygan County

Sherman-Denison, TX
(MSA)
Grayson County

Shreveport, LA
(MSA)
Bossier Parish
Caddo Parish

Sioux City, IA-NE
(MSA)
Woodbury County, IA
Dakota County, NE

Sioux Falls, SD
(MSA)
Minnehaha County

South Bend-Mishawaka, IN
(MSA)
St. Joseph County

Spokane, WA
(MSA)
Spokane County

Springfield, IL
(MSA)
Menard County
Sangamon County

Springfield, MA
(MSA)
●Hampden County: Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wibraham towns.
●Hampshire County: Northhampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns.

Springfield, MO
(MSA)
Christian County
Greene County

Springfield, OH
(See Dayton-Springfield, OH)

Stamford, CT
(PMSA)
●Fairfield County: Stamford city; Darien, Greenwich and New Canaan towns.
see also New York-Northern New Jersey-Long Island CMSA.

State College, PA
(MSA)
Centre County

Steubenville-Weirton, OH-WV
(MSA)
Jefferson County, OH
Brooke County, WV
Hancock County, WV

Stockton, CA
(MSA)
San Joaquin County

Syracuse, NY
(MSA)
Madison County
Onondaga County
Oswego County

Tacoma, WA
(PMSA)
Pierce County
see also Seattle-Tacoma CMSA.

Tallahassee, FL
(MSA)
Gadsen County
Leon County

Tampa-St. Petersburg-Clearwater, FL
(MSA)
Hernando County
Hillsborough County
Pasco County
Pinellas County

Terre Haute, IN
(MSA)
Clay County
Vigo County

Texarkana, TX-AR
(MSA)
Bowie County, TX
Miller County, AR

Toledo, OH
(MSA)
Fulton County
Lucas County
Wood County

Topeka, KS
(MSA)
Shawnee County

Trenton, NJ
(PMSA)
Mercer County
see also Philadelphia-Wilmington-Trenton CMSA.

Tucson, AZ
(MSA)
Pima County

Tulsa, OK
(MSA)
Creek County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, AL
(MSA)
Tuscaloosa County

Tyler, TX
(MSA)
Smith County

Utica-Rome, NY
(MSA)
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, CA
(PMSA)
Napa County
Solano County
see also San Francisco-Oakland-San Jose CMSA.

Vancouver, WA
(PMSA)
Clark County
see also Portland-Vancouver CMSA.

Victoria, TX
(MSA)
Victoria County

Vineland-Millville-Bridgeton, NJ
(PMSA)
Cumberland County
see also Philadelphia-Wilmington-Trenton CMSA.

Visalia-Tulare-Porterville, CA
(MSA)
Tulare County

Waco, TX
(MSA)
McLennan County

Washington, DC-MD-VA
(MSA)
District of Columbia
Calvert County, MD
Charles County, MD
Frederick County, MD
Montgomery County, MD
Prince George's County, MD
Arlington County, VA
Fairfax County, VA
Loudoun County, VA
Prince William County, VA
Stafford County, VA
Alexandria city, VA
Fairfax city, VA
Fall Church city, VA
Manassas city, VA
Manassas Park city, VA

Waterbury, CT
(MSA)
Litchfield County: Bethlehem, Thomaston, Watertown and Woodbury towns.
●New Haven County: Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns.

Waterloo-Cedar Falls, IA
(MSA)
Black Hawk County
Bremer County

Wausau, WI
(MSA)
Marathon County

West Palm Beach-Boca Raton-Delray Beach, FL
(MSA)
Palm Beach County

Wheeling, WV-OH
(MSA)
Marshall County, WV
OH County, WV
Belmont County, OH

Wichita, KS
(MSA)
Butler County
Sedgwick County

Wichita Falls, TX
(MSA)
Wichita County

Williamsport, PA
(MSA)
Lycoming County

Wilmington, DE-NJ-MD
(PMSA)
New Castle County, DE
Salem County, NJ
Cecil County, MD
see also Philadelphia-Wilmington-Trenton CMSA.

Wilmington, NC
(MSA)
New Hanover County

Worcester, MA
(MSA)
●Worcester County: Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns.

Yakima, WA
(MSA)
Yakima County

York, PA
(MSA)
Adams County
York County

Youngstown-Warren, OH
(MSA)
Mahoning County
Trumbull County

Yuba City, CA
(MSA)
Sutter County
Yuba County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Boston-Lawrence-Salem, MA-NH CMSA: Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua NH PMSA; and Salem-Gloucester, MA PMSA.

Buffalo-Niagara Falls, NY CMSA: Includes Buffalo, NY PMSA; and Niagara Falls, NY PMSA.

Chicago-Gary-Lake County, IL-IN-WI CMSA: Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; Lake County, IL PMSA.

Cincinnati-Hamilton, OH-KY-IN CMSA: Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

Cleveland-Akron-Lorain, OH CMSA: Includes Akron, OH PMSA; Cleveland, OH PMSA; and Lorain-Elyria, OH PMSA.

Dallas-Fort Worth, TX CMSA: Includes Dallas, TX FMSA; and Fort Worth-Arlington, TX PMSA.

Denver-Boulder, CO CMSA: Includes Boulder-Longmont, CO PMSA; and Denver CO PMSA.

Detroit-Ann Arbor, MI CMSA: Includes Ann Arbor, MI PMSA; and Detroit, MI PMSA.

Hartford-New Britain-Middletown, CT CMSA: Includes Bristol, CT PMSA; Hartford, CT PMSA; Middletown, CT PMSA; and New Britain, CT PMSA.

Houston-Galveston-Brazoria, TX CMSA: Includes Brazoria, TX PMSA; Galveston-Texas City, TX PMSA; and Houston, TX PMSA.

Los Angeles-Anaheim-Riverside, CA CMSA: Includes Anaheim-Santa Ana, CA PMSA; Los Angeles-Long Beach, CA PMSA; Oxnard-Ventura, CA PMSA; and Riverside-San Bernadino, CA PMSA.

Miami-Fort Lauderdale, FL CMSA: Includes Fort Lauderdale-Hollywood-Pompano Beach, FL PMSA; and Miami-Hialeah, FL PMSA.

Milwaukee-Racine, WI CMSA: Includes Milwaukee, WI PMSA; Racine, WI PMSA.

New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA: Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA, Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD CMSA: Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; and Wilmington, DE-NJ-MD PMSA.

Pittsburgh-Beaver Valley, PA CMSA: Includes Beaver County, PA PMSA; and Pittsburgh, PA PMSA.

Portland-Vancouver, OR-WA CMSA: Includes Portland, OR PMSA; Vancouver, WA PMSA.

Providence-Pawtucket-Fall River, RI-MA CMSA: Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro RI-MA PMSA; and Providence, RI PMSA.

San Francisco-Oakland-San Jose, CA CMSA: Includes Oakland, CA PMSA; San Francisco, CA PMSA; San Jose, CA PMSA; Santa Cruz, CA PMSA; Santa Rosa-Petaluma, CA PMSA; and Vallejo-Fairfield-Napa, CA PMSA.

San Juan-Caguas, PR CMSA: Includes Caguas, PR PMSA; and San Juan, PR PMSA.

Seattle-Tacoma, WA CMSA: Includes Seattle, WA PMSA; and Tacoma, WA PMSA.

EDITOR & PUBLISHER'S MARKET RANKINGS

This year *Editor & Publisher* has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year.

These tables have been a feature of the *E&P Market Guide* since they first appeared in the 1964 edition. The rankings, based on *E&P* estimates for 1987, are shown for five categories: population, disposable personal income, total retail sales, food sales and income per household.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis, for all counties whether daily newspapers are published in them or not, and for all metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1980 U.S. Census and the 1982 Census of Business, and 1987 research estimates by the Marketing Economics Institute Ltd.

Leading U.S. cities, counties and metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1987

POPULATION

Metropolitan Statistical Areas	
1 Los Angeles-Long Beach, Ca	8,365,559
2 New York, N.Y	8,131,187
3 Chicago, Il	6,012,900
4 Philadelphia, Pa-N.J	4,771,429
5 Detroit, Mi	4,222,195
6 Washington, D.C-Md-Va	3,587,788
7 Houston, Tx	3,426,160
8 Boston, Ma	3,012,436
9 Nassau-Suffolk, N.Y	2,637,718
10 Atlanta, Ga	2,596,577
11 Dallas, Tx	2,456,871
12 St. Louis, Mo-Il	2,418,567
13 San Diego, Ca	2,304,079
14 Anaheim-Santa Ana, Ca	2,287,668
15 Minneapolis-St. Paul, Mn-Wi	2,287,328
16 Baltimore, Md	2,287,048
17 Riverside-San Bernardino, Ca	2,076,478
18 Pittsburgh, Pa	2,070,586
19 Tampa-St. Petersburg-Clearwater, Fl	2 047,260
20 Phoenix, Az	2,000,507
21 Oakland, Ca	1,989,832
22 Miami-Hialeah, Fl	1,952,886
23 Newark, N.J	1,846,093
24 Seattle, Wa	1,819,851
25 Cleveland, Oh	1,803,216
26 Denver, Co	1,680,679
27 San Francisco, Ca	1,629,897
28 Kansas City, Mo-Ks	1,484,554
29 San Jose, Ca	1,462,196
30 Cincinnati, Oh-Ky-In	1,379,842
31 Sacramento, Ca	1,366,294
32 Milwaukee, Wi	1,355,155
33 New Orleans, La	1,324,514
34 Columbus, Oh	1,314,767
35 San Antonio, Tx	1,311,660
36 Norfolk-Virginia Beach-Newport News, Va	1,294,813
37 Fort Worth-Arlington, Tx	1,286,705
38 Bergen-Passaic, N.J	1,266,055
39 Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,219,393
40 Indianapolis, In	1,186,168
41 Portland, Or	1,157,870
42 Charlotte-Gastonia-Rock Hill, N.C-S.C	1,102,621
43 Salt Lake City-Ogden, Ut	1,081,086
44 Oklahoma City, Ok	1,022,430
45 Memphis, Tn-Ar-Ms	978,464
46 Rochester, N.Y	970,854
47 Monmouth-Ocean, N.J	961,468
48 Middlesex-Somerset-Hunterdon, N.J	957,047
49 Nashville, Tn	948,034
50 Orlando, Fl	940,731
51 Buffalo, N.Y	935,930
52 Greensboro-Winston-Salem-High Point, N.C	935,419
53 Providence, R.I	928,476
54 Louisville, Ky-In	927,794
55 Dayton-Springfield, Oh	905,034
56 Birmingham, Al	896,038
57 Albany-Schenectady-Troy, N.Y	856,375
58 Jacksonville, Fl	852,626
59 Honolulu, Hi	846,327
60 Richmond-Petersburg, Va	824,263
61 West Palm Beach-Boca Raton-Delray, Fl	807,538
62 Hartford, Ct	777,649
63 Tulsa, Ok	765,093
64 Austin, Tx	754,974
65 Scranton-Wilkes Barre, Pa	709,633
66 Raleigh-Durham, N.C	672,784
67 Allentown-Bethlehem, Pa-N.J	670,466
68 Grand Rapids, Mi	645,211
69 Syracuse, N.Y	643,713
70 Tucson, Az	640,342
71 Greenville-Spartanburg, S.C	634,691
72 Oxnard-Ventura, Ca	632,634
73 Akron, Oh	624,413
74 Fresno, Ca	623,353
75 Omaha, Ne-Ia	620,766
76 Knoxville, Tn	614,301
77 Las Vegas, Nv	607,536
78 Gary-Hammond, In	595,734
79 Harrisburg-Lebanon-Carlisle, Pa	589,903
80 Toledo, Oh	588,143
81 El Paso, Tx	584,333
82 Baton Rouge, La	563,117
83 Wilmington, De-N.J-Md	561,111
84 Tacoma, Wa	543,078
85 Jersey City, N.J	522,293
86 Little Rock-North Little Rock, Ar	516,620
87 Springfield, Ma	510,717
88 Bakersfield, Ca	505,365
89 Charleston, S.C	499,317
90 Youngstown-Warren, Oh	496,116
91 Mobile, Al	494,769
92 Albuquerque, N.M	485,889
93 Lake County, Il	484,326
94 Columbia, S.C	463,281
95 Bridgeport-Milford, Ct	457,683
96 Wichita, Ks	457,296
97 Johnson City-Kingsport-Bristol, Tn-Va	456,544
98 Stockton, Ca	455,677
99 Chattanooga, Tn-Ga	428,785
100 Worcester, Ma	413,377
101 Lansing-East Lansing, Mi	410,907
102 Flint, Mi	410,718
103 York, Pa	405,034
104 New Haven-Meriden, Ct	404,220
105 Pawtucket-Woonsocket-Attleboro, R.I.-Ma	402,002
106 Vallejo-Fairfield-Napa, Ca	401,481
107 Augusta, Ga-S.C	400,464
108 Lancaster, Pa	396,554
109 Canton, Oh	395,959
110 Saginaw-Bay City-Midland, Mi	393,992
111 Jackson, Ms	393,101
112 Lakeland-Winter Haven, Fl	392,554
113 McAllen-Edinburg-Mission, Tx	391,455
114 Beaumont-Port Arthur, Tx	391,154
115 Colorado Springs, Co	389,821
116 Des Moines, Ia	381,819
117 Corpus Christi, Tx	372,436
118 Shreveport, La	371,131
119 Melbourne-Titusville-Palm Bay, Fl	367,012
120 Spokane, Wa	366,710
121 Joliet, Il	366,119
122 Davenport-Rock Island-Moline, Ia-Il	364,292
123 Santa Rosa-Petaluma, Ca	361,461
124 Daytona Beach, Fl	353,886
125 Santa Barbara-Santa Maria-Lompoc, Ca	352,178
126 Madison, Wi	350,319
127 Fort Wayne, In	345,372
128 Lawrence-Haverhill, Ma-N.H.	342,818
129 Aurora-Elgin, Il	342,667
130 Salinas-Seaside-Monterey, Ca	337,309
131 Pensacola, Fl	336,598
132 Lexington-Fayette, Ky	336,258
133 Modesto, Ca	335,548
134 Peoria, Il	332,741
135 Reading, Pa	327,110
136 Huntington-Ashland, W.V-Ky-Oh	325,844
137 Trenton, N.J	325,221
138 Utica-Rome, N.Y	315,053
139 Appleton-Oshkosh-Neenah, Wi	309,238
140 Atlantic City, N.J	307,428
141 Visalia-Tulare-Porterville, Ca	302,365
142 Montgomery, Al	300,662
143 Fort Myers-Cape Coral, Fl	297,289
144 Rockford, Il	285,947
145 Macon-Warner Robins, Ga	285,237
146 Orange, N.Y	284,079
147 Evansville, In-Ky	276,221
148 Sarasota, Fl	275,880
149 Brownsville-Harlingen, Tx	275,488
150 Hamilton-Middletown, Oh	273,552
151 Erie, Pa	272,633
152 Salem, Or	266,991
153 Lorain-Elyria, Oh	265,036
154 Poughkeepsie, N.Y	263,613
155 Eugene-Springfield, Or	263,353
156 New London-Norwich, Ct-R.I.	260,698
157 Binghamton, N.Y	259,865
158 Ann Arbor, Mi	259,605
159 Salem-Gloucester, Ma	259,472
160 Fayetteville, N.C	257,122
161 Charleston, W.V	256,299
162 Anchorage, Ak	249,375
163 Columbus, Ga-Al	249,234
164 Provo-Orem, Ut	247,559
165 Johnstown, Pa	244,590
166 Savannah, Ga	241,054
167 Lowell, Ma-N.H.	240,102
168 Reno, Nv	238,693
169 South Bend-Mishawaka, In	234,545
170 Killeen-Temple, Tx	233,293
171 Duluth, Mn-Wi	233,181
172 Lafayette, La	232,193
173 Boulder-Longmont, Co	231,075
174 Springfield, Mo	230,704
175 Lubbock, Tx	229,566
176 Roanoke, Va	228,515
177 Santa Cruz, Ca	228,047
178 Hickory, N.C	225,628
179 Huntsville, Al	225,139
180 Galveston-Texas City, Tx	224,432
181 Tallahassee, Fl	221,386
182 Kalamazoo, Mi	218,508
183 Portsmouth-Dover-Rochester, N.H.-Me	218,069
184 Vancouver, Wa	216,884
185 Fort Pierce, Fl	216,374
186 Portland, Me	215,793
187 Waterbury, Ct	212,310
188 Lincoln, Ne	211,574
189 Biloxi-Gulfport, Ms	206,916
190 Stamford, Ct	206,078
191 Gainesville, Fl	205,655
192 Niagara Falls, N.Y	205,114
193 Amarillo, Tx	204,937
194 Boise City, Id	203,687
195 Brazoria, Tx	202,151
196 Houma-Thibodaux, La	198,614
197 Waco, Tx	197,101
198 Springfield, Il	194,356
199 Bradenton, Fl	192,958
200 Brockton, Ma	191,619
201 Fort Collins-Loveland, Co	188,419
202 Green Bay, Wi	188,096

203	Yakima, Wa	186,347
204	Beaver, Pa	183,995
205	Danbury, Ct	183,169
206	Lake Charles, La	181,651
207	Chico, Ca	181,126
208	Bremerton, Wa	180,777
209	St. Cloud, Mn	180,701
210	Longview-Marshall, Tx	179,447
211	Fort Smith, Ar-Ok	178,962
212	Ocala, Fl	178,503
213	Asheville, N.C	176,714
214	Wheeling, W.V-Oh	175,765
215	Champaign-Urbana-Rantoul, Il	172,881
216	Merced, Ca	169,910
217	Racine, Wi	169,489
218	Nashua, N.H.	166,765
219	Cedar Rapids, Ia	164,721
220	Muskegon, Mi	162,415
221	Topeka, Ks	162,000
222	Tyler, Tx	161,049
223	Parkersburg-Marietta, W.V-Oh	158,334
224	Olympia, Wa	154,108
225	Benton Harbor, Mi	154,034
226	Clarksville-Hopkinsville, Tn-Ky	151,149
227	Waterloo-Cedar Falls, Ia	150,426
228	Richland-Kennewick-Pasco, Wa	149,745
229	Steubenville-Weirton, Oh-W.V	149,368
230	Athens, Ga	149,326
231	Fargo-Moorhead, N.D-Mn	148,899
232	Elkhart-Goshen, In	148,665
233	Lima, Oh	147,446
234	Anderson, S.C	146,723
235	Monroe, La	146,520
236	Manchester, N.H.	145,589
237	New Britain, Ct	145,355
238	Lynchburg, Va	144,894
239	Medford, Or	144,781
240	Eau Claire, Wi	143,977
241	Odessa, Tx	143,871
242	Redding, Ca	143,187
243	Tuscaloosa, Al	143,151
244	Greeley, Co	142,931
245	Alexandria, La	142,149
246	Florence, Al	141,845
247	Jackson, Mi	141,297
248	Joplin, Mo	138,847
249	Fort Walton Beach, Fl	137,940
250	Vineland-Millville-Bridgeton, N.J	137,523
251	Janesville-Beloit, Wi	135,174
252	New Bedford, Ma	133,029
253	Norwalk, Ct	132,183
254	Las Cruces, N.M	131,961
255	Bryan-College Station, Tx	131,078
256	Terre Haute, In	130,914
257	Battle Creek, Mi	130,437
258	Fall River, Ma-R.I.	129,800
259	Pueblo, Co	129,288
260	Abilene, Tx	128,795
261	Wichita Falls, Tx	128,501
262	Laredo, Tx	128,243
263	Mansfield, Oh	127,848
264	Lafayette-West Lafayette, In	127,523
265	Burlington, Vt	127,265
266	Naples, Fl	126,665
267	Pascagoula, Ms	126,639
268	Billings, Mt	126,589
269	Altoona, Pa	126,442
270	Anderson, In	126,250
271	Anniston, Al	126,003
272	Sioux Falls, S.D	125,699
273	Dothan, Al	125,554
274	Charlottesville, Va	125,534
275	Decatur, Il	125,004
276	Jacksonville, N.C	124,566
277	Texarkana, Tx-Ar	122,111
278	Bloomington-Normal, Il	122,008
279	Panama City, Fl	121,984
280	Kenosha, Wi	120,418
281	Midland, Tx	120,044
282	Lawton, Ok	119,116
283	Sharon, Pa	119,022
284	Florence, S.C	118,994
285	Yuba City, Ca	118,900
286	Bellingham, Wa	118,177
287	Albany, Ga	117,620
288	Hagerstown, Md	117,560
289	Wilmington, N.C	116,981
290	Muncie, In	116,926
291	Glens Falls, N.Y	116,039
292	State College, Pa	116,025
293	Danville, Va	115,493
294	Wausau, Wi	114,364
295	Williamsport, Pa	113,230
296	Sioux City, Ia-Ne	110,594
297	Santa Fe, N.M.	110,559
298	Columbia, Mo	110,276
299	Fayetteville-Springdale, Ar	109,967
300	Fitchburg-Leominster, Ma	109,043
301	Burlington, N.C	107,136
302	Gadsden, Al	105,354
303	San Angelo, Tx	105,020
304	Sheboygan, Wi	104,763
305	Bloomington, In	103,589
306	Sherman-Denison, Tx	103,562
307	Cumberland, Md-W.V	102,517
308	Rochester, Mn	101,729
309	La Crosse, Wi	99,739
310	Kokomo, In	98,605
311	Kankakee, Il	97,752
312	Bismarck, N.D	90,523
313	Dubuque, Ia	89,839
314	Owensboro, Ky	89,671
315	Middletown, Ct	88,233
316	Elmira, N.Y	87,810
317	Bangor, Me	87,669
318	Pine Bluff, Ar	87,120
319	Iowa City, Ia	87,049
320	Lewiston-Auburn, Me	85,592
321	St. Joseph, Mo	82,202
322	Victoria, Tx	79,837
323	Jackson, Tn	78,919
324	Pittsfield, Ma	77,973
325	Rapid City, Sd	77,904
326	Bristol, Ct	77,409
327	Cheyenne, Wy	76,349
328	Great Falls, Mt	76,017
329	Casper, Wy	75,185
330	Lawrence, Ks	73,693
331	Grand Forks, N.D	68,475
332	Enid, Ok	64,714

Leading Counties

1	Los Angeles, Cal.	8,365,559
2	Cook, Ill.	5,086,497
3	Harris, Tex.	2,942,364
4	San Diego, Cal.	2,304,079
5	Orange, Cal.	2,287,668
6	Kings, N.Y.	2,098,425
7	Wayne, Mich.	2,052,989
8	Maricopa, Ariz.	2,000,507
9	Dade, Fla.	1,952,886
10	Queens, N.Y.	1,879,501
11	Dallas, Tex.	1,857,331
12	Philadelphia, Pa.	1,545,215
13	Santa Clara, Cal.	1,462,196
14	New York, N.Y.	1,418,386
15	King, Wash.	1,415,616
16	Cuyahoga, Ohio	1,386,456
17	Allegheny, Pa.	1,332,634
18	Suffolk, N.Y.	1,331,810
19	Middlesex, Mass.	1,318,618
20	Nassau, N.Y.	1,305,908
21	Alameda, Cal.	1,229,246
22	Broward, Fla.	1,219,393
23	Bexar, Tex.	1,200,006
24	San Bernardino, Cal.	1,171,035
25	Bronx, N.Y.	1,156,196
26	Tarrant, Tex.	1,124,443
27	Oakland, Mich.	1,040,074
28	St. Louis, Mo.	1,014,934
29	Hennepin, Minn.	990,853
30	Sacramento, Cal.	962,274
31	Erie, N.Y.	935,930
32	Franklin, Ohio	915,897
33	Riverside, Cal.	905,443
34	Milwaukee, Wisc.	902,928
35	Pinellas, Fla.	888,335
36	Honolulu, Hi.	846,327
37	Westchester, N.Y.	845,042
38	Fairfield, Conn.	844,335
39	Hartford, Conn.	840,453
40	Shelby, Tenn.	830,123
41	Bergen, N.J.	827,695
42	Hamilton, Ohio	824,844
43	Palm Beach, Fla.	807,538
44	Hillsborough, Fla.	799,477
45	New Haven, Conn.	792,389
46	Essex, N.J.	791,711
47	San Francisco, Cal.	762,411
48	Contra Costa, Cal.	760,586
49	Du Page, Ill.	760,377
50	Fairfax, Va.	750,470
51	Marion, Ind.	744,877
52	Salt Lake, Utah	730,745
53	Baltimore City, Md.	717,479
54	Baltimore, Md.	698,075
55	Montgomery, Pa.	694,830
56	Montgomery, Md.	686,810
57	Macomb, Mich.	683,845
58	Monroe, N.Y.	683,842
59	Prince Georges, Md.	676,598
60	Worcester, Mass.	666,481
61	Essex, Mass.	663,976
62	Jefferson, Ala	657,658
63	Suffolk, Mass.	642,673
64	Jefferson, Ky.	640,578
65	Pima, Ariz.	640,342
66	Duval, Fla.	638,212
67	Middlesex, N.J.	638,099
68	Oklahoma, Okla.	636,180
69	San Mateo, Cal.	634,516
70	Ventura, Cal.	632,634
71	Fulton, Ga.	626,693
72	Fresno, Cal.	623,353
73	Norfolk, Mass.	618,574
74	Clark, Nev.	607,536
75	Jackson, Mo.	597,760
76	Orange, Fla.	594,149
77	District of Columbia, D.C.	593,425
78	Providence, R.I.	591,844
79	El Paso, Tex.	584,333
80	Travis, Tex.	565,086
81	Monmouth, N.J.	558,064
82	Multnomah, Ore.	543,656
83	Pierce, Wash.	543,078
84	Delaware, Pa.	537,097
85	Montgomery, Ohio	535,428
86	Tulsa, Okla.	535,037
87	De Kalb, Ga.	534,691
88	Bucks, Pa.	529,055
89	Orleans, La.	527,634
90	Hudson, N.J.	522,293
91	Kern, Cal.	505,365
92	Camden, N.J.	501,806
93	Davidson, Tenn.	497,392
94	Union, N.J.	496,024
95	Bristol, Mass.	492,364
96	Bernalillo, N.M.	485,889
97	Lake, Ill.	484,326
98	Denver, Colo.	484,052
99	Summit, Ohio	483,296
100	Jefferson, La.	482,186
101	Kent, Mich.	472,070
102	Lake, Ind.	468,636
103	Mecklenburg, N.C.	462,045
104	San Joaquin, Cal.	455,677
105	Ramsey, Minn.	452,521
106	Jefferson, Colo.	452,310
107	Onondaga, N.Y.	452,278
108	Lucas, Ohio	438,495
109	Passaic, N.J.	438,360
110	Morris, N.J.	432,280
111	Plymouth, Mass.	431,141
112	Hampden, Mass.	429,524
113	New Castle, Del.	423,929
114	Douglas, Neb.	417,285
115	Anne Arundel, Md.	412,708
116	Arapahoe, Colo.	412,377
117	Genesee, Mich.	410,718
118	Sedgewick, Kans.	407,298
119	Cobb, Ga.	405,513
120	Snohomish, Wash.	404,235
121	Ocean, N.J.	403,404
122	Mobile, Ala.	399,568
123	East Baton Rouge, La.	397,913
124	Lancaster, Pa.	396,554
125	Burlington, N.J.	395,114
126	Polk, Fla.	392,554
127	Hidalgo, Tex.	391,455
128	El Paso, Colo.	389,821
129	St. Louis City, Mo.	385,519
130	Wake, N.C.	381,214
131	Richmond, N.Y.	380,314
132	Westmoreland, Pa.	375,645
133	Stark, Ohio	368,875
134	Brevard, Fla.	367,012
135	Spokane, Wash.	366,710
136	Pulaski, Ark.	362,755
137	Sonoma, Cal.	361,461
138	Volusia, Fla.	353,886
139	Chester, Pa.	353,462
140	Santa Barbara, Cal.	352,178
141	Dane, Wisc.	350,319
142	Virginia Beach, Va.	347,703
143	Knox, Tenn.	342,084
144	Guilford, N.C.	337,904
145	Monterey, Cal.	337,309
146	Stanislaus, Cal.	335,548
147	Will, Ill.	334,232
148	York, Pa.	331,725
149	Johnson, Kans.	328,715
150	Berks, Pa.	327,110
151	Mercer, N.J.	325,221
152	Greenville, S.C.	320,473
153	Lancaster, Pa.	319,577
154	Hillsborough, N.H.	318,031
155	Polk, Ia.	313,154
156	Nueces, Tex.	307,121
157	Kane, Ill.	305,953
158	Tulare, Cal.	302,365
159	Lee, Fla.	297,289
160	Charleston, S.C.	294,356
161	Albany, N.Y.	293,598
162	Waukesha, Wisc.	293,052
163	Richland, S.C.	290,365
164	Solano, Cal.	289,276
165	Adams, Colo.	288,643
166	Lehigh, Pa.	287,394
167	Allen, Ind.	286,006
168	Washington, Ore.	285,257
169	Orange, N.Y.	284,079
170	Hamilton, Tenn.	282,096
171	Gwinnett, Ga.	278,076
172	Pasco, Fla.	276,871
173	Sarasota, Fla.	275,880
174	Caddo, La.	275,696
175	Cameron, Tex.	275,488
176	Butler, Ohio	273,552
177	Erie, Pa.	272,633
178	Rockland, N.Y.	270,979
179	Forsyth, N.C.	270,754
180	Clackamas, Ore.	267,889
181	Escambia, Fla.	267,566
182	Lorain, Ohio	265,036
183	Ingham, Mich.	264,821
184	Mahoning, Ohio	264,289
185	Dutchess, N.Y.	263,613
186	Lane, Ore.	263,353
187	Jefferson, Tex.	259,969
188	Washtenaw, Mich.	259,605
189	Seminole, Fla.	259,456
190	Hinds, Miss.	259,201
191	St. Clair, Ill.	258,110
192	Cumberland, N.C.	257,122
193	Madison, Ill.	255,967
194	Winnebago, Ill.	255,543
195	Norfolk, Va.	253,339
196	Anchorage, Ak.	249,375
197	Utah, Utah	247,559
198	New London, Conn.	247,503
199	Oneida, N.Y.	246,411
200	Dauphin, Pa.	242,756
201	Cumberland, Me.	240,841
202	Washoe, Nev.	238,693
203	Northampton, Pa.	237,801
204	St. Joseph, Ind.	234,545
205	Marin, Cal.	232,970
206	Trumbull, Ohio	231,827
207	Boulder, Colo.	231,075
208	Lubbock, Tex.	229,566
209	Dakota, Minn.	229,280
210	Santa Cruz, Cal.	228,047
211	Rockingham, N.H.	227,545
212	Madison, Ala.	225,139
213	Galveston, Tex.	224,432
214	Marion, Ore.	223,828
215	Spartanburg, S.C.	223,174
216	Anoka, Minn.	222,795
217	Collin, Tex.	222,136
218	Somerset, N.J.	219,270
219	Lake, Ohio	218,777
220	Kalamazoo, Mich.	218,508
221	Chatham, Ga.	217,877
222	Clark, Wash.	216,884
223	Denton, Tex.	215,523
224	Fayette, Ky.	215,110
225	Montgomery, Ala.	215,052
226	Gloucester, N.J.	214,850
227	Lackawanna, Pa.	214,254
228	Kanawha, W.Va.	213,686
229	Lancaster, Neb.	211,574
230	Washington, Pa.	210,143
231	Fort Bend, Tex.	209,946
232	Atlantic, N.J.	209,917
233	Saginaw, Mich.	208,074
234	Broome, N.Y.	206,844
235	Henrico, Va.	205,835
236	San Luis Obispo, Cal.	205,476
237	Niagara, N.Y.	205,114
238	Ada, Ida.	203,687
239	Richmond, Va.	203,584
240	Greene, Mo.	203,037
241	Brazoria, Tex.	202,151
242	Richmond, Ga.	200,672
243	McLennan, Tex.	197,101
244	Cumberland, Pa.	196,133
245	St. Louis, Minn.	193,223
246	Manatee, Fla.	192,958
247	Larimer, Colo.	188,419
248	Montgomery, Tex.	188,201
249	Brown, Wisc.	188,096
250	Yakima, Wash.	186,347
251	Davis, Utah	186,076
252	Chesterfield, Va.	185,289
253	Beaver, Pa.	183,995
254	Lafayette, La.	183,409
255	Sangamon, Ill.	182,887
256	St. Charles, Mo.	182,420
257	Alachua, Fla.	181,656
258	Calcasieu, La.	181,651
259	Butte, Cal.	181,126
260	Muscogee, Ga.	180,820
261	Kitsap, Wash.	180,777
262	Barnstable, Mass.	179,025
263	Marion, Fla.	178,503
264	Gaston, N.C.	178,335
265	Prince William, Va.	178,103
266	Leon, Fla.	177,784
267	Peoria, Ill.	176,767
268	Buncombe, N.C.	176,714

		POPULATION
269	Cleveland, Okla.	175,185
270	Bell, Tex.	174,671
271	Harrison, Miss.	174,606
272	Ottawa, Mich.	173,141
273	Lexington, S.C.	172,916
274	Champaign, Ill.	172,881
275	Clayton, Ga.	172,532
276	Merced, Cal.	169,910
277	Ulster, N.Y.	169,777
278	Racine, Wisc.	169,489
279	Litchfield, Conn.	169,177
280	Durham, N.C.	168,674
281	McHenry, Ill.	166,026
282	Saratoga, N.Y.	165,721
283	Cambria, Pa.	165,348
284	Linn, Ia.	164,721
285	Weber, Utah	164,265
286	Jefferson, Mo.	163,889
287	Kent, R.I.	163,800
288	Wyandotte, Kans.	162,873
289	Muskegon, Mich.	162,415
290	Shawnee, Kans.	162,000
291	Smith, Tex.	161,049
292	Vanderburgh, Ind.	158,887
293	Bibb, Ga.	158,614
294	Harford, Md.	158,385
295	Newport News, Va.	158,268
296	Rensselaer, N.Y.	156,068
297	York, Me.	156,059
298	St. Tammany, La.	155,986
299	Rock Island, Ill.	155,651
300	Scott, Ia.	154,742
301	Thurston, Wash.	154,108
302	Berrien, Mich.	154,034
303	Placer, Cal.	153,482
304	Howard, Md.	152,973
305	Fayette, Pa.	152,164
306	Butler, Pa.	151,794
307	Arlington, Va.	150,924
308	Sullivan, Tenn.	149,889
309	Hampshire, Mass.	149,125
310	Schuylkill, Pa.	148,705
311	Elkhart, Ind.	148,665
312	Anderson, S.C.	146,723
313	Ouachita, La.	146,520
314	Clay, Mo.	145,831
315	Schenectady, N.Y.	145,626
316	Jackson, Ore.	144,781
317	Penobscot, Me.	144,697
318	Ector, Tex.	143,871
319	Shasta, Cal.	143,187
320	Tuscaloosa, Ala.	143,151
321	Weld, Colo.	142,931
322	Clermont, Ohio	142,909
323	Rapides, La.	142,149
324	Clark, Ohio	141,947
325	St. Clair, Mich.	141,871
326	Jackson, Mich.	141,297
327	Portage, Ohio	141,117
328	Middlesex, Conn.	140,954
329	Chautauqua, N.Y.	139,192
330	Lake, Fla.	138,648
331	Okaloosa, Fla.	137,940
332	Cumberland, N.J.	137,523
333	Outagamie, Wisc.	137,466
334	Winnebago, Wisc.	137,015
335	Chesapeake, Va.	136,960
336	Berkshire, Mass.	136,906
337	Frederick, Md.	135,432
338	Rock, Wisc.	135,174
339	Greene, Ohio	135,060
340	Horry, S.C.	134,680
341	Kenton, Ky.	134,271
342	Dona Ana, N.M.	131,961
343	Yolo, Cal.	131,822
344	Brazos, Tex.	131,078
345	Licking, Ohio	130,916
346	Calhoun, Mich.	130,437
347	Washington, Minn.	130,382
348	Pueblo, Colo.	129,288
349	Taylor, Tex.	128,795
350	Wichita, Tex.	128,501
351	Webb, Tex.	128,243
352	Monroe, Mich.	128,130
353	Richland, Ohio	127,846
354	Tippecanoe, Ind.	127,523
355	Chittenden, Vt.	127,523
356	Porter, Ind.	127,098
357	Collier, Fla.	126,665
358	York, S.C.	126,644
359	Jackson, Miss.	126,639
360	Yellowstone, Mont.	126,589
361	Blair, Pa.	126,442
362	Madison, Ind.	126,250
363	Sussex, N.J.	126,078
364	Calhoun, Ala.	126,003
365	Williamson, Tex.	125,840
366	Davidson, N.C.	125,733
367	Minnehaha, S.D.	125,699
368	Berkeley, S.C.	125,151
369	Black Hawk, Ia.	125,111
370	Macon, Ill.	125,004
371	Onslow, N.C.	124,566
372	St. Lucie, Fla.	124,443
373	Tazewell, Ill.	123,991
374	Oswego, N.Y.	122,886
375	McLean, Ill.	122,008
376	Bay, Fla.	121,984
377	Tolland, Conn.	121,748
378	Medina, Ohio	121,527
379	Aiken, S.C.	121,205
380	Kenosha, Wisc.	120,418
381	Franklin, Pa.	120,392
382	Midland, Tex.	120,044
383	Hampton, Va.	119,965
384	Comanche, Okla.	119,116
385	Mercer, Pa.	119,022
386	Florence, S.C.	118,994
387	El Dorado, Cal.	118,718
388	Hawaii, Hi.	118,241
389	Whatcom, Wash.	118,177
390	Stearns, Minn.	118,058
391	Gregg, Tex.	117,845
392	Washington, Md.	117,560
393	Humboldt, Cal.	117,237
394	Catawba, N.C.	117,201
395	New Hanover, N.C.	116,981
396	Delaware, Ind.	116,926
397	Carroll, Md.	116,751
398	Centre, Pa.	116,025
399	Kennebec, Me.	115,405
400	Marathon, Wisc.	114,364
401	Benton, Wash.	113,938
402	Lycoming, Pa.	113,230
403	Wood, Ohio	112,867
404	Sussex, Del.	112,629
405	Lebanon, Pa.	112,580
406	Napa, Cal.	112,205
407	St. Lawrence, N.Y.	111,545
408	Merrimack, N.H.	111,154
409	Bay, Mich.	110,650
410	Imperial, Cal.	110,646
411	Boone, Mo.	110,276
412	Washington, Ark.	109,967
413	Potter, Tex.	109,485
414	Columbiana, Ohio	109,253
415	Rowan, N.C.	109,092
416	Warren, Ohio	108,064
417	Alamance, N.C.	107,136
418	Robeson, N.C.	107,116
419	Rutherford, Tenn.	106,744
420	Livingston, Mich.	106,069
421	Pinal, Ariz.	105,832
422	Yuma, Ariz.	105,663
423	Etowah, Ala.	105,354
424	La Salle, Ill.	105,227
425	Vigo, Ind.	105,225
426	Kent, Del.	105,033
427	Tom Green, Tex.	105,020
428	Sheboygan, Wisc.	104,763
429	Terrebonne, La.	104,595
430	La Porte, Ind.	103,629
431	Alexandria, Va.	103,600
432	Monroe, Ind.	103,589
433	Grayson, Tex.	103,562
434	Allen, Ohio	103,513
435	Randolph, N.C.	103,085
436	Dougherty, Ga.	102,508
437	Wayne, Ohio	102,440
438	Northumberland, Pa.	102,066
439	Portsmouth, Va.	102,050
440	Androscoggin, Me.	102,040
441	Washington, R.I.	101,867
442	Olmsted, Minn.	101,729
443	Pitt, N.C.	101,324

Leading cities

1	New York City, N.Y.	6,932,822
2	Los Angeles, Cal.	3,273,566
3	Chicago, Ill.	2,852,598
4	Houston, Tex.	1,810,424
5	Philadelphia, Pa.	1,545,215
6	San Fernando Valley, Cal.	1,414,729
7	San Diego, Cal.	1,062,621
8	Dallas, Tex.	1,036,932
9	Detroit, Mich.	1,003,407
10	Phoenix, Ariz.	992,013
11	San Antonio, Tex.	925,751
12	San Francisco, Cal.	762,411
13	San Jose, Cal.	738,577
14	Baltimore, Md.	717,479
15	Indianapolis, Ind.	679,928
16	Memphis, Tenn.	674,783
17	South Bay, Cal.	619,829
18	Jacksonville, Fla.	597,430
19	Washington, D.C.	593,425
20	Columbus, Ohio	579,100
21	Milwaukee, Wisc.	572,298
22	Boston, Mass.	556,105
23	New Orleans, La.	527,634
24	El Paso, Tex.	514,054
25	Seattle, Wash.	508,102
26	Cleveland, Ohio	507,276
27	Denver, Colo.	484,052
28	Nashville, Tenn.	470,735
29	Oklahoma City, Okla.	453,678
30	Fort Worth, Tex.	448,498
31	Austin, Tex.	447,958
32	1Kansas City, Mo.	439,087
33	2Atlanta, Ga.	423,870
34	Miami, Fla.	417,714
35	Long Beach, Cal.	397,974
36	Honolulu, Hi.	392,685
37	Tulsa, Okla.	388,447
38	Tucson, Ariz.	386,531
39	St. Louis, Mo.	385,519
40	Albuquerque, N.M.	379,284
41	Pittsburgh, Pa.	373,171
42	Oakland, Cal.	362,966
43	Baton Rouge, La.	361,912
44	Minneapolis, Minn.	356,133
45	Charlotte, N.C.	355,719
46	Portland, Ore.	351,157
47	Cincinnati, Ohio	347,026
48	Omaha, Neb.	334,575
49	Sacramento, Cal.	331,950
50	Toledo, Ohio	321,859
51	Buffalo, N.Y.	313,187
52	San Gabriel Valley, Cal.	311,182
53	Wichita, Kans.	300,520
54	Fresno, Cal.	296,828
55	Newark, N.J.	295,947
56	Tampa, Fla.	291,617
57	Colorado Springs, Colo.	279,314
58	Birmingham, Ala.	269,576
59	Corpus Christi, Tex.	265,732
60	Louisville, Ky.	263,769
61	St. Petersburg, Fla.	263,352
62	Anaheim, Cal.	256,356
63	St. Paul, Minn.	252,353
64	Anchorage, Ak.	249,375
65	Santa Ana, Cal.	247,589
66	Arlington, Tex.	242,862
67	Mesa, Ariz.	230,051
68	Rochester, N.Y.	226,399
69	Shreveport, La.	223,362
70	1Lexington, Ky.	215,110
71	Mobile, Ala.	213,442
72	Akron, Ohio	210,231
73	Jackson, Miss.	210,096
74	Riverside, Cal.	208,616
75	Jersey City, N.J.	205,902
76	Amarillo, Tex.	204,937
77	Las Vegas, Nev.	203,020
78	Huntington Beach, Cal.	198,809
79	Stockton, Cal.	197,683
80	Montgomery, Ala.	195,824
81	Raleigh, N.C.	190,290
82	Lincoln, Neb.	188,049
83	Des Moines, Ia.	187,351
84	Lubbock, Tex.	186,906
85	Yonkers, N.Y.	185,682
86	Grand Rapids, Mich.	182,180
87	Columbus, Ga.	179,830
88	Knoxville, Tenn.	176,691
89	Garland, Tex.	176,435
90	Little Rock, Ark.	176,389
91	Madison, Wisc.	176,346
92	Spokane, Wash.	175,830
93	Dayton, Ohio	170,486
94	Chattanooga, Tenn.	167,180
95	Greensboro, N.C.	165,063
96	Tacoma, Wash.	164,202
97	Salt Lake City, Utah	163,598
98	Fort Wayne, Ind.	161,221
99	Worcester, Mass.	159,998
100	Fort Lauderdale, Fla.	159,736
101	Huntsville, Ala.	159,678
102	Syracuse, N.Y.	156,183
103	Glendale, Cal.	155,819
104	Fremont, Cal.	155,388
105	Providence, R.I.	155,033
106	Kansas City, Kans.	151,932
107	Orlando, Fla.	151,901
108	Winston-Salem, N.C.	149,479
109	Savannah, Ga.	149,453
110	Springfield, Mass.	144,946
111	San Bernardino, Cal.	144,576
112	Bridgeport, Conn.	144,355
113	Bakersfield, Cal.	144,032
114	Springfield, Mo.	142,374
115	Modesto, Cal.	140,324
116	Tempe, Ariz.	138,438
117	Rockford, Ill.	137,936
118	Torrance, Cal.	137,871
119	Hartford, Conn.	136,509
120	Flint, Mich.	136,290
121	Paterson, N.J.	133,094
122	Pasadena, Cal.	132,268
123	Oxnard, Cal.	132,234
124	Gary, Ind.	130,569
125	Hollywood, Fla.	130,219
126	Irving, Tex.	128,842
127	Pasadena, Tex.	126,228
128	New Haven, Conn.	125,472
129	Beaumont, Tex.	124,094
130	Lansing, Mich.	123,065
131	Evansville, Ind.	122,114
132	Ontario, Cal.	120,784
133	Macon, Ga.	120,036
134	Topeka, Kans.	119,749
135	Tallahassee, Fla.	119,733
136	Plano, Tex.	118,123
137	Laredo, Tex.	117,564
138	Reno, Nev.	117,543
139	Boise City, Ida.	113,904
140	Pomona, Cal.	113,757
141	Scottsdale, Ariz.	113,732
142	Abilene, Tex.	112,733
143	Waco, Tex.	111,276
144	Erie, Pa.	110,927
145	Clearwater, Fla.	108,646
146	Brownsville, Tex.	108,521
147	Odessa, Tex.	106,987
148	Durham, N.C.	106,666
149	Ann Arbor, Mich.	106,515
150	Peoria, Ill.	106,209
151	Allentown, Pa.	106,110
152	Elizabeth, N.J.	105,781
153	Cedar Rapids, Ia.	104,897
154	Waterbury, Conn.	104,695
155	Springfield, Ill.	104,102
156	Stamford, Conn.	104,037
157	Hayward, Cal.	103,799
158	Oceanside, Cal.	103,435
159	Pueblo, Colo.	103,110
160	Thousand Oaks, Cal.	102,995

DISPOSABLE PERSONAL INCOME

Metropolitan Statistical Areas (thousands)

1	New York, N.Y.	126,910,232
2	Los Angeles-Long Beach, Ca	115,817,096
3	Chicago, Il	90,952,113
4	Philadelphia, Pa-N.J	68,112,400
5	Washington, D.C.-Md-Va	64,246,401
6	Detroit, Mi	57,812,732
7	Houston, Tx	47,497,630
8	Nassau-Suffolk, N.Y	46,884,686
9	Boston, Ma	46,716,426
10	Anaheim-Santa Ana, Ca	38,386,168
11	Dallas, Tx	36,351,794
12	Atlanta, Ga	35,840,941
13	Minneapolis-St. Paul, Mn-Wi	35,260,016
14	St. Louis, Mo-Il	33,281,764
15	San Diego, Ca	32,863,283
16	Oakland, Ca	32,509,242
17	Newark, N.J	30,227,188
18	Baltimore, Md	29,778,554
19	San Francisco, Ca	28,926,626
20	San Jose, Ca	28,132,978
21	Seattle, Wa	27,735,513
22	Cleveland, Oh	27,517,436
23	Pittsburgh, Pa	27,084,034
24	Denver, Co	26,267,277
25	Tampa-St. Petersburg-Clearwater, Fl	25,099,458
26	Phoenix, Az	24,978,572
27	Riverside-San Bernardino, Ca	24,045,658
28	Miami-Hialeah, Fl	23,022,815
29	Bergen-Passaic, N.J	22,220,278
30	Kansas City, Mo-Ks	21,240,386
31	Sacramento, Ca	19,745,817
32	Milwaukee, Wi	19,143,573
33	Fort Worth-Arlington, Tx	18,763,553

34 Fort Lauderdale-Hollywood-Pompano Beach, Fl	18,343,547
35 Cincinnati, Oh-Ky-In	18,247,834
36 Columbus, Oh	16,752,216
37 Middlesex-Somerset-Hunterdon, N.J	16,171,015
38 Norfolk-Virginia Beach-Newport News, Va	16,054,754
39 Indianapolis, In	15,587,450
40 Portland, Or	15,509,910
41 New Orleans, La	15,453,336
42 Rochester, N.Y	15,187,149
43 Monmouth-Ocean, N.J	14,820,937
44 San Antonio, Tx	14,173,777
45 Charlotte-Gastonia-Rock Hill, N.C-S.C	13,399,653
46 Richmond-Petersburg, Va	12,825,964
47 Oklahoma City, Ok	12,557,739
48 Orlando, Fl	12,070,599
49 West Palm Beach-Boca Raton-Delray, Fl	12,052,637
50 Buffalo, N.Y	12,028,107
51 Nashville, Tn	11,899,663
52 Hartford, Ct	11,766,942
53 Dayton-Springfield, Oh	11,766,393
54 Albany-Schenectady-Troy, N.Y	11,676,170
55 Louisville, Ky-In	11,490,697
56 Providence, R.I	11,352,008
57 Greensboro-Winston-Salem-High Point, N.C	11,096,595
58 Honolulu, Hi	10,928,137
59 Salt Lake City-Ogden, Ut	10,872,750
60 Memphis, Tn-Ar-Ms	10,846,904
61 Austin, Tx	10,506,597
62 Birmingham, Al	9,942,846
63 Oxnard-Ventura, Ca	9,845,015
64 Jacksonville, Fl	9,730,868
65 Tulsa, Ok	9,333,455
66 Raleigh-Durham, N.C	9,186,731
67 Syracuse, N.Y	9,112,446
68 Allentown-Bethlehem, Pa-N.J	8,618,393
69 Omaha, Ne-Ia	8,458,851
70 Harrisburg-Lebanon-Carlisle, Pa	8,418,442
71 Grand Rapids, Mi	8,333,827
72 Akron, Oh	8,037,435
73 Tucson, Az	7,834,603
74 Scranton-Wilkes Barre, Pa	7,815,444
75 Bridgeport-Milford, Ct	7,656,683
76 Toledo, Oh	7,624,975
77 Lake County, Il	7,533,424
78 Wilmington, De-N.J-Md	7,441,214
79 Las Vegas, Nv	7,112,256
80 Gary-Hammond, In	6,730,195
81 Springfield, Mo	6,701,491
82 Fresno, Ca	6,630,954
83 Greenville-Spartanburg, S.C	6,610,236
84 Baton Rouge, La	6,383,056
85 Jersey City, N.J	6,364,495
86 Vallejo-Fairfield-Napa, Ca	6,361,196
87 Tacoma, Wa	6,320,559
88 Knoxville, Tn	6,313,336
89 Bakersfield, Ca	6,301,099
90 New Haven-Meriden, Ct	6,174,459
91 Wichita, Ks	6,092,793
92 Flint, Mi	6,004,599
93 Little Rock-North Little Rock, Ar	5,945,968
94 Youngstown-Warren, Oh	5,823,020
95 Albuquerque, N.M	5,803,134
96 Lansing-East Lansing, Mi	5,759,694
97 Worcester, Ma	5,468,036
98 Santa Rosa-Petaluma, Ca	5,347,263
99 Columbia, S.C	5,269,315
100 Des Moines, Ia	5,267,725
101 Joliet, Il	5,262,634
102 Atlantic City, N.J	5,257,814
103 Santa Barbara-Santa Maria-Lompoc, Ca	5,146,986
104 Lawrence-Haverhill, Ma-N.H.	5,116,069
105 Melbourne-Titusville-Palm Bay, Fl	5,062,996
106 York, Pa	5,018,949
107 Lancaster, Pa	4,976,715
108 Saginaw-Bay City-Midland, Mi	4,962,561
109 Charleston, S.C	4,955,568
110 Aurora-Elgin, Il	4,951,313
111 Stockton, Ca	4,950,706
112 Colorado Springs, Co	4,920,761
113 Pawtucket-Woonsocket-Attleboro, R.I.-Ma	4,906,713
114 Madison, Wi	4,857,273
115 Trenton, N.J	4,790,349
116 El Paso, Tx	4,776,814
117 Mobile, Al	4,748,966
118 Davenport-Rock Island-Moline, Ia-Il	4,727,154
119 Canton, Oh	4,677,934
120 Beaumont-Port Arthur, Tx	4,550,037
121 Reading, Pa	4,445,690
122 New London-Norwich, Ct-R.I.	4,411,611
123 Anchorage, Ak	4,408,561
124 Peoria, Il	4,378,805
125 Chattanooga, Tn-Ga	4,351,262
126 Salinas-Seaside-Monterey, Ca	4,325,132
127 Fort Wayne, In	4,284,353
128 Johnson City-Kingsport-Bristol, Tn-Va	4,230,862
129 Salem-Gloucester, Ma	4,184,360
130 Shreveport, La	4,166,921
131 Jackson, Ms	4,128,847
132 Spokane, Wa	4,092,125
133 Lexington-Fayette, Ky	4,077,407
134 Ann Arbor, Mi	4,013,902
135 Augusta, Ga-S.C	4,009,250
136 Stamford, Ct	3,910,107
137 Appleton-Oshkosh-Neenah, Wi	3,906,908
138 Corpus Christi, Tx	3,834,325
139 Lakeland-Winter Haven, Fl	3,744,361
140 Orange, N.Y	3,726,396
141 Rockford, Il	3,713,713
142 Sarasota, Fl	3,679,574
143 Binghamton, N.Y	3,668,616
144 Daytona Beach, Fl	3,656,137
145 Utica-Rome, N.Y	3,642,699
146 Lowell, Ma-N.H.	3,613,178
147 Poughkeepsie, N.Y	3,589,571
148 Modesto, Ca	3,540,912
149 Evansville, In-Ky	3,510,282
150 Fort Myers-Cape Coral, Fl	3,472,996
151 Boulder-Longmont, Co	3,398,658
152 Danbury, Ct	3,338,438
153 Visalia-Tulare-Porterville, Ca	3,330,906
154 Santa Cruz, Ca	3,314,528
155 Pensacola, Fl	3,292,194
156 Reno, Nv	3,265,572
157 Hamilton-Middletown, Oh	3,263,421
158 Montgomery, Al	3,237,327
159 Erie, Pa	3,205,995
160 Waterbury, Ct	3,188,028
161 Huntington-Ashland, W.V-Ky-Oh	3,149,642
162 Lorain-Elyria, Oh	3,096,428
163 Charleston, W.V	3,030,258
164 Portsmouth-Dover-Rochester, N.H.-Me	3,027,846
165 Huntsville, Al	3,016,810
166 Macon-Warner Robins, Ga	2,996,140
167 Eugene-Springfield, Or	2,988,275
168 Lincoln, Ne	2,940,834
169 South Bend-Mishawaka, In	2,900,152
170 Portland, Me	2,892,968
171 Lafayette, La	2,834,756
172 Kalamazoo, Mi	2,831,019
173 Salem, Or	2,818,762
174 Brockton, Ma	2,779,171
175 Galveston-Texas City, Tx	2,761,633
176 Nashua, N.H.	2,758,481
177 Vancouver, Wa	2,742,126
178 Springfield, Mo	2,695,788
179 Roanoke, Va	2,681,019
180 Brazoria, Tx	2,673,032
181 Niagara Falls, N.Y	2,635,691
182 Springfield, Il	2,622,946
183 Boise City, Id	2,591,034
184 Savannah, Ga	2,497,242
185 Lubbock, Tx	2,492,516
186 Amarillo, Tx	2,474,387
187 Beaver, Pa	2,453,584
188 Norwalk, Ct	2,437,998
189 Green Bay, Wi	2,436,946
190 McAllen-Edinburg-Mission, Tx	2,394,857
191 Fayetteville, N.C	2,370,657
192 Johnstown, Pa	2,365,239
193 Fort Pierce, Fl	2,357,867
194 Hickory, N.C	2,332,629
195 Duluth, Mn-Wi	2,328,835
196 Killeen-Temple, Tx	2,326,495
197 Fort Collins-Loveland, Co	2,305,666
198 Tallahassee, Fl	2,304,696
199 Columbus, Ga-Al	2,297,419
200 Cedar Rapids, Ia	2,269,673
201 Champaign-Urbana-Rantoul, Il	2,228,947
202 New Britain, Ct	2,222,152
203 Racine, Wi	2,211,745
204 Bradenton, Fl	2,193,467
205 Manchester, N.H.	2,185,191
206 Topeka, Ks	2 161,492
207 Houma-Thibodaux, La	2,096,023
208 Bremerton, Wa	2,034,889
209 Gainesville, Fl	2,032,609
210 Waco, Tx	2,017,516
211 Richland-Kennewick-Pasco, We	1,974,696
212 Olympia, Wa	1,973,371
213 Biloxi-Gulfport, Ms	1,968,129
214 Lake Charles, La	1,948,183
215 Longview-Marshall, Tx	1,939,583
216 Tyler, Tx	1,892,551
217 Fargo-Moorhead, N.D-Mn	1,875,424
218 Chico, Ca	1,868,292
219 Asheville, N.C	1,861,118
220 St. Cloud, Mn	1,849,725
221 Waterloo-Cedar Falls, Ia	1,836,679
222 Yakima, Wa	1,833,280
223 Parkersburg-Marietta, W.V-Oh	1,821,723
224 Provo-Orem, Ut	1,805,514
225 Fort Smith, Ar-Ok	1,787,296
226 Midland, Tx	1,766,115
227 Benton Harbor, Mi	1,749,950
228 Bloomington-Normal, Il	1,743,990
229 Wheeling, W.V-Oh	1,737,473
230 Janesville-Beloit, Wi	1,735,739
231 Lima, Oh	1,715,093
232 Elkhart-Goshen, In	1,705,123
233 Muskegon, Mi	1,688,063
234 Brownsville-Harlingen, Tx	1,676,378
235 Merced, Ca	1,675,856
236 Sioux Falls, S.D	1,664,281
237 Naples, Fl	1,650,313
238 Decatur, Il	1,647,024
239 Odessa, Tx	1,643,007
240 Burlington, Vt	1,641,922
241 Anderson, In	1,594,355
242 Kenosha, Wi	1,553,507
243 Ocala, Fl	1,546,066
244 Eau Claire, Wi	1,544,979
245 Jackson, Mi	1,544,904
246 Steubenville-Weirton, Oh-W.V	1,525,145
247 Lafayette-West Lafayette, In	1,522,413
248 Fort Walton Beach, Fl	1,521,431
249 Rochester, Mn	1,519,507
250 Mansfield, Oh	1,509,583
251 Redding, Ca	1,503,765
252 New Bedford, Ma	1,498,263
253 Monroe, La	1,489,525
254 Middletown, Ct	1,486,527
255 Greeley, Co	1,475,566
256 Charlottesville, Va	1,471,678
257 Lynchburg, Va	1,461,338
258 Medford, Or	1,453,816
259 Athens, Ga	1,447,580
260 Fitchburg-Leominster, Ma	1,446,021
261 Joplin, Mo	1,443,463
262 Billings, Mt	1,440,517
263 Tuscaloosa, Al	1,435,841
264 Fall River, Ma-R.I.	1,432,371
265 Wichita Falls, Tx	1,425,220
266 Battle Creek, Mi	1,422,274
267 Terre Haute, In	1,421,418
268 Alexandria, La	1,410,255
269 Altoona, Pa	1,408,768
270 Abilene, Tx	1,396,873
271 Sharon, Pa	1,389,873
272 Bryan-College Station, Tx	1,389,873
273 Anderson, S.C	1,387,263
274 Columbia, Mo	1,332,545
275 Bellingham, Wa	1,326,015
276 Vineland-Millville-Bridgeton, N.J	1,325,966
277 Wilmington, N.C	1,320,927
278 Muncie, In	1,316,170
279 Kokomo, In	1,311,898
280 Florence, Al	1,298,059
281 Sioux City, Ia-Ne	1,293,901
282 Clarksville-Hopkinsville, Tn-Ky	1,291,822
283 Wausau, Wi	1,288,076
284 Sheboygan, Wi	1,285,468
285 Hagerstown, Md	1,283,768
286 Glens Falls, N.Y	1,264,813
287 Panama City, Fl	1,234,331
288 Dothan, Al	1,214,098
289 State College, Pa	1,213,991
290 Williamsport, Pa	1,208,377
291 Fayetteville-Springdale, Ar	1,207,711
292 Texarkana, Tx-Ar	1,204,546
293 Burlington, N.C	1,198,128
294 Santa Fe, N.M.	1,185,855
295 Bristol, Ct	1,183,712
296 Yuba City, Ca	1,183,687
297 Bloomington, In	1,166,456
298 Pascagoula, Ms	1,151,453
299 Bismarck, N.D	1,149,119
300 Anniston, Al	1,146,935
301 La Crosse, Wi	1,137,297
302 Sherman-Denison, Tx	1,136,324
303 Albany, Ga	1,135,426
304 Pittsfield, Ma	1,111,720
305 Pueblo, Co	1,108,553
306 San Angelo, Tx	1,106,978
307 Florence, S.C	1,090,015
308 Kankakee, Il	1,075,471
309 Lawton, Ok	1,074,997
310 Las Cruces, N.M	1,052,715
311 Danville, Va	1,047,075
312 Iowa City, Ia	1,033,137
313 Casper, Wy	1,022,555
314 Elmira, N.Y	1,005,827
315 Owensboro, Ky	1,002,093
316 Cumberland, Md-W.V	999,653
317 Victoria, Tx	991,586
318 St. Joseph, Mo	987,373
319 Dubuque, Ia	978,729
320 Gadsden, Al	959,185
321 Bangor, Me	932,469
322 Jacksonville, N.C	924,992
323 Rapid City, Sd	920,607
324 Cheyenne, Wy	900,087
325 Lewiston-Auburn, Me	871,285
326 Pine Bluff, Ar	838,353
327 Great Falls, Mt	832,404
328 Lawrence, Ks	804,821
329 Grand Forks, N.D	788,196
330 Laredo, Tx	784,160
331 Enid, Ok	777,290
332 Jackson, Tn	766,995

Leading counties (thousands)

1 Los Angeles, Cal.	115,817,096
2 Cook, Ill.	75,018,456
3 Harris, Tex.	41,401,395
4 Orange, Cal.	38,386,168
5 San Diego, Cal.	32,863,283
6 Queens, N.Y.	31,016,808
7 Dallas, Tex.	28,401,200
8 Santa Clara, Cal.	28,132,978
9 New York, N.Y.	27,435,785
10 Kings, N.Y.	26,602,445
11 Wayne, Mich.	26,136,173
12 Nassau, N.Y.	25,482,865
13 Maricopa, Ariz.	24,978,572
14 Dade, Fla.	23,022,815
15 Middlesex, Mass.	22,679,079
16 King, Wash.	22,242,778
17 Cuyahoga, Ohio	21,886,395
18 Suffolk, N.Y.	21,401,821
19 Alameda, Cal.	19,320,577
20 Allegheny, Pa.	18,470,208
21 Broward, Fla.	18,343,547
22 Philadelphia, Pa.	18,156,594
23 St. Louis, Mo.	16,687,221
24 Tarrant, Tex.	16,646,228
25 Westchester, N.Y.	16,571,478
26 Hennepin, Minn.	16,452,869
27 Oakland, Mich.	16,255,991
28 Fairfax, Va.	16,103,175
29 Bergen, N.J.	15,996,287
30 Fairfield, Conn.	15,098,826
31 Sacramento, Cal.	14,464,002
32 Montgomery, Md.	13,833,225
33 San Bernardino, Cal.	13,522,574
34 Du Page, Ill.	13,450,333
35 Bronx, N.Y.	13,307,300
36 Hartford, Conn.	13,267,348
37 Contra Costa, Cal.	13,188,665
38 Bexar, Tex.	12,884,774
39 Milwaukee, Wisc.	12,537,388
40 New Haven, Conn.	12,352,885
41 San Francisco, Cal.	12,290,034
42 Palm Beach, Fla.	12,052,637
43 Franklin, Ohio	12,043,677

44	Erie, N.Y.	12,028,107
45	Pinellas, Fla.	11,853,946
46	San Mateo, Cal.	11,845,404
47	Essex, N.J.	11,537,255
48	Monroe, N.Y.	11,459,275
49	Montgomery, Pa.	11,397,820
50	Hamilton, Ohio	11,287,820
51	Honolulu, Hi.	10,928,137
52	Prince Georges, Md.	10,880,167
53	Riverside, Cal.	10,523,084
54	Norfolk, Mass.	10,483,528
55	Middlesex, N.J.	10,404,706
56	Baltimore, Md.	10,371,192
57	District of Columbia, D.C.	10,136,302
58	Essex, Mass.	10,110,604
59	Macomb, Mich.	9,894,971
60	Ventura, Cal.	9,845,015
61	Marion, Ind.	9,825,223
62	Hillsborough, Fla.	9,649,078
63	Shelby, Tenn.	9,384,783
64	Monmouth, N.J.	9,163,340
65	Worcester, Mass.	8,991,285
66	Bucks, Pa.	8,950,657
67	Union, N.J.	8,754,404
68	Suffolk, Mass.	8,663,807
69	Fulton, Ga.	8,335,545
70	Jackson, Mo.	8,307,673
71	Jefferson, Ky.	8,270,879
72	Delaware, Pa.	8,247,803
73	De Kalb, Ga.	8,232,976
74	Oklahoma, Okla.	8,177,362
75	Travis, Tex.	8,119,719
76	Morris, N.J.	7,904,385
77	Pima, Ariz.	7,834,603
78	Jefferson, Ala.	7,644,892
79	Salt Lake, Utah	7,536,640
80	Lake, Ill.	7,533,424
81	Orange, Fla.	7,520,306
82	Jefferson, Colo.	7,418,633
83	Denver, Colo.	7,364,127
84	Duval, Fla.	7,325,450
85	Montgomery, Ohio	7,299,521
86	Baltimore City, Md.	7,290,715
87	Providence, R.I.	7,225,145
88	Multnomah, Ore.	7,184,047
89	Ramsey, Minn.	7,146,044
90	Clark, Nev.	7,112,256
91	Camden, N.J.	7,079,372
92	Arapahoe, Colo.	7,016,170
93	Tulsa, Okla.	6,922,188
94	Onondaga, N.Y.	6,834,321
95	Plymouth, Mass.	6,750,992
96	Fresno, Cal.	6,630,954
97	Davidson, Tenn.	6,531,511
98	Summit, Ohio	6,445,568
99	Mecklenburg, N.C.	6,431,793
100	Hudson, N.J.	6,364,495
101	Pierce, Wash.	6,320,559
102	Kern, Cal.	6,301,099
103	Cobb, Ga.	6,261,596
104	Passaic, N.J.	6,223,991
105	Jefferson, La.	6,189,727
106	Kent, Mich.	6,132,120
107	Bristol, Mass.	6,069,583
108	Richmond, N.Y.	6,032,755
109	Genesee, Mich.	6,004,599
110	Douglas, Neb.	5,963,096
111	Burlington, N.J.	5,837,459
112	Hampden, Mass.	5,828,228
113	Lucas, Ohio	5,818,749
114	Bernalillo, N.M.	5,803,134
115	New Castle, Del.	5,767,314
116	Anne Arundel, Md.	5,762,464
117	Johnson, Kans.	5,691,824
118	Orleans, La.	5,664,886
119	Ocean, N.J.	5,657,597
120	Wake, N.C.	5,549,601
121	Snohomish, Wash.	5,492,735
122	Sedgewick, Kans.	5,465,956
123	Chester, Pa.	5,448,183
124	Sonoma, Cal.	5,347,263
125	Lake, Ind.	5,255,108
126	Santa Barbara, Cal.	5,146,986
127	Brevard, Fla.	5,062,996
128	Hillsborough, N.H.	5,044,645
129	Lancaster, Pa.	4,976,715
130	San Joaquin, Cal.	4,950,706
131	El Paso, Colo.	4,920,761
132	Dane, Wisc.	4,857,273
133	Will, Ill.	4,838,811
134	Marin, Cal.	4,791,188
135	Mercer, N.J.	4,790,349
136	El Paso, Tex.	4,776,814
137	East Baton Rouge, La.	4,680,582
138	Rockland, N.Y.	4,611,791
139	Westmoreland, Pa.	4,555,799
140	Virginia Beach, Va.	4,481,610
141	Berks, Pa.	4,445,690
142	Kane, Ill.	4,430,728
143	Polk, Ia.	4,425,387
144	Stark, Ohio	4,419,240
145	Anchorage, Ak.	4,408,561
146	Solano, Cal.	4,406,212
147	Waukesha, Wisc.	4,377,533
148	Pulaski, Ark.	4,371,305
149	Monterey, Cal.	4,325,132
150	St. Louis City, Mo.	4,318,270
151	New London, Conn.	4,251,394
152	York, Pa.	4,207,127
153	Guilford, N.C.	4,200,236
154	Albany, N.Y.	4,191,437
155	Spokane, Wash.	4,092,125
156	Gwinnett, Ga.	4,085,930
157	Washington, Ore.	4,084,537
158	Somerset, N.J.	4,030,738
159	Washtenaw, Mich.	4,013,902
160	Atlantic, N.J.	3,931,968
161	Arlington, Va.	3,870,115
162	Lehigh, Pa.	3,861,508
163	Mobile, Ala.	3,845,281
164	Adams, Colo.	3,787,787
165	Polk, Fla.	3,744,361
166	Orange, N.Y.	3,726,396
167	Sarasota, Fla.	3,679,574
168	Volusia, Fla.	3,656,137
169	Dauphin, Pa.	3,650,661
170	Ingham, Mich.	3,636,637
171	Knox, Tenn.	3,627,728
172	Allen, Ind.	3,606,041
173	Clackamas, Ore.	3,592,941
174	Dutchess, N.Y.	3,589,571
175	Seminole, Fla.	3,585,606
176	Luzerne, Pa.	3,544,338
177	Stanislaus, Cal.	3,540,912
178	Lee, Fla.	3,472,996
179	Greenville, S.C.	3,467,294
180	Forsyth, N.C.	3,425,648
181	Boulder, Colo.	3,398,658
182	Cumberland, Me.	3,349,423
183	Tulare, Cal.	3,330,906
184	Rockingham, N.H.	3,329,853
185	Winnebago, Ill.	3,325,448
186	Santa Cruz, Cal.	3,314,528
187	Dakota, Minn.	3,294,794
188	Washoe, Nev.	3,265,572
189	Butler, Ohio	3,263,421
190	Denton, Tex.	3,247,637
191	Erie, Pa.	3,205,995
192	Nueces, Tex.	3,190,709
193	Richland, S.C.	3,168,024
194	Anoka, Minn.	3,154,076
195	Caddo, La.	3,150,561
196	Hamilton, Tenn.	3,109,125
197	Lorain, Ohio	3,096,428
198	Cumberland, Pa.	3,053,550
199	Madison, Ill.	3,041,882
200	Jefferson, Tex.	3,040,540
201	Prince William, Va.	3,040,095
202	Mahoning, Ohio	3,017,486
203	Madison, Ala.	3,016,810
204	Charleston, S.C.	2,998,660
205	Gloucester, N.J.	2,994,512
206	Northampton, Pa.	2,988,911
207	Lane, Ore.	2,988,275
208	Lake, Ohio	2,984,361
209	Pasco, Fla.	2,970,327
210	Broome, N.Y.	2,965,105
211	Lancaster, Neb.	2,940,834
212	Oneida, N.Y.	2,928,055
213	St. Joseph, Ind.	2,900,152
214	Kalamazoo, Mich.	2,831,019
215	Fort Bend, Tex.	2,817,860
216	Trumbull, Ohio	2,805,534
217	Henrico, Va.	2,804,319
218	Hinds, Miss.	2,795,476
219	Barnstable, Mass.	2,793,232
220	St. Clair, Ill.	2,788,877
221	Galveston, Tex.	2,761,633
222	Fayette, Ky.	2,751,280
223	Clark, Wash.	2,742,126
224	Brazoria, Tex.	2,673,032
225	Collin, Tex.	2,660,149
226	Alexandria, Va.	2,644,499
227	Niagara, N.Y	2,635,691
228	Escambia, Fla.	2,629,927
229	Litchfield, Conn.	2,627,606
230	St. Charles, Mo.	2,602,096
231	Kanawha, W.Va.	2,596,220
232	Ada, Ida.	2,591,034
233	Saginaw, Mich.	2,588,249
234	Chesterfield, Va.	2,568,526
235	Washington, Pa.	2,556,423
236	Howard, Md.	2,529,240
237	Norfolk, Va.	2,525,551
238	Lubbock, Tex.	2,492,516
239	McHenry, Ill.	2,483,324
240	Sangamon, Ill.	2,474,445
241	San Luis Obispo, Cal.	2,453,706
242	Beaver, Pa.	2,453,584
243	Lafayette, La.	2,439,207
244	Middlesex, Conn.	2,437,086
245	Brown, Wisc.	2,436,946
246	Greene, Mo.	2,425,302
247	Hidalgo, Tex.	2,394,857
248	Lackawanna, Pa.	2,394,458
249	Montgomery, Tex.	2,392,128
250	Montgomery, Ala.	2,378,143
251	Richmond, Va.	2,377,307
252	Clayton, Ga.	2,374,223
253	Cumberland, N.C.	2,370,657
254	Marion, Ore.	2,350,609
255	Peoria, Ill.	2,335,222
256	Larimer, Colo.	2,305,666
257	Chatham, Ga.	2,293,354
258	Linn, Ia.	2,269,673
259	Spartanburg, S.C.	2,254,901
260	Saratoga, N.Y.	2,237,813
261	Champaign, Ill.	2,228,947
262	Kent, R.I.	2,225,982
263	Durham, N.C.	2,224,374
264	Ulster, N.Y.	2,217,580
265	Racine, Wisc.	2,211,745
266	Ottawa, Mich.	2,201,707
267	Newport News, Va.	2,196,161
268	Manatee, Fla.	2,193,467
269	Schenectady, N.Y.	2,171,416
270	Shawnee, Kans.	2,161,492
271	Placer, Cal.	2,159,009
272	Clay, Mo.	2,127,890
273	Lexington, S.C.	2,101,291
274	Cleveland, Okla.	2,100,898
275	Scott, Ia.	2,092,763
276	Jefferson, Mo.	2,067,589
277	Gaston, N.C.	2,058,546
278	Harford, Md.	2,038,725
279	Kitsap, Wash.	2,034,889
280	Vanderburgh, Ind.	2,034,118
281	Sussex, N.J.	2,031,144
282	McLennan, Tex.	2,017,516
283	Rock Island, Ill.	2,013,961
284	Wyandotte, Kans.	2,004,143
285	Leon, Fla.	1,997,692
286	Berkshire, Mass.	1,974,791
287	Tolland, Conn.	1,973,947
288	Thurston, Wash.	1,973,371
289	Napa, Cal.	1,954,984
290	Calcasieu, La.	1,948,183
291	Washington, Minn.	1,927,445
292	Rensselaer, N.Y.	1,916,738
293	Smith, Tex.	1,892,551
294	St. Louis, Minn.	1,877,043
295	Butte, Cal.	1,868,292
296	Richmond, Ga.	1,865,884
297	Buncombe, N.C.	1,861,118
298	Bell, Tex.	1,849,868
299	Alachua, Fla.	1,846,955
300	Yakima, Wash.	1,833,280
301	St. Tammany, La.	1,830,378
302	Hampshire, Mass.	1,818,243
303	Utah, Utah	1,805,514
304	Kenton, Ky.	1,795,445
305	Winnebago, Wisc.	1,767,997
306	Midland, Tex.	1,766,115
307	York, Me.	1,763,409
308	Hampton, Va.	1,752,640
309	Berrien, Mich.	1,749,950
310	Muscogee, Ga.	1,744,383
311	McLean, Ill.	1,743,990
312	Rock, Wisc.	1,735,739
313	Hunterdon, N.J.	1,735,571
314	Greene, Ohio	1,727,005
315	Davis, Utah	1,726,639
316	Outagamie, Wisc.	1,710,450
317	Williamson, Tex.	1,708,607
318	Elkhart, Ind.	1,705,123
319	Clermont, Ohio	1,702,688
320	Butler, Pa.	1,700,503
321	Chautauqua, N.Y.	1,699,904
322	Muskegon, Mich.	1,688,063
323	Cameron, Tex.	1,676,378
324	Yolo, Cal.	1,675,986
325	Merced, Cal.	1,675,856
326	Chittenden, Vt.	1,672,040
327	Harrison, Miss.	1,669,999
328	Minnehaha, S.D.	1,664,281
329	Collier, Fla.	1,650,313
330	Macon, Ill.	1,647,024
331	Ector, Tex.	1,643,007
332	Tazewell, Ill.	1,641,530
333	Cambria, Pa.	1,640,137
334	Clark, Ohio	1,626,976
335	Bibb, Ga.	1,621,403
336	Chesapeake, Va.	1,609,507
337	Frederick, Md.	1,609,478
338	Weber, Utah	1,609,471
339	St. Clair, Mich.	1,609,194
340	Monroe, Mich.	1,606,646
341	Madison, Ind.	1,594,355
342	Medina, Ohio	1,594,248
343	Portage, Ohio	1,591,867
344	Benton, Wash.	1,578,650
345	Sullivan, Tenn.	1,575,226
346	Kenosha, Wisc.	1,553,507
347	Black Hawk, Ia.	1,550,269
348	Schuylkill, Pa.	1,548,179
349	Marion, Fla.	1,546,066
350	Jackson, Mich.	1,544,904
351	Penobscot, Me.	1,538,377
352	Tippecanoe, Ind.	1,522,413
353	Merrimack, N.H.	1,521,727
354	Okaloosa, Fla.	1,521,431
355	Olmsted, Minn.	1,519,507
356	Richland, Ohio	1,509,583
357	Shasta, Cal.	1,503,765
358	Fayette, Pa.	1,501,604
359	Ouachita, La.	1,489,525
360	Newport, R.I.	1,479,074
361	Weld, Colo.	1,475,566
362	Porter, Ind.	1,475,087
363	Oswego, N.Y.	1,473,180
364	Jackson, Ore.	1,453,816
365	Licking, Ohio	1,448,598
366	El Dorado, Cal.	1,446,820
367	Yellowstone, Mont.	1,440,517
368	Tuscaloosa, Ala.	1,435,841
369	Carroll, Md.	1,435,436
370	Livingston, Mich.	1,433,969
371	Wichita, Tex.	1,425,220
372	Calhoun, Mich.	1,422,274
373	Lake, Fla.	1,417,035
374	Hamilton, Ind.	1,415,986
375	Rapides, La.	1,410,255
376	Blair, Pa.	1,408,768
377	Cass, N.D.	1,406,738
378	Taylor, Tex.	1,396,875
379	Mercer, Pa.	1,389,873
380	Brazos, Tex.	1,389,873
381	Anderson, S.C.	1,387,263
382	Wood, Ohio	1,365,183
383	Bay, Mich.	1,363,971
384	La Salle, Ill.	1,359,044
385	Eaton, Mich.	1,357,243
386	Aiken, S.C.	1,352,680
387	Davidson, N.C.	1,351,457
388	Gregg, Tex.	1,346,353
389	Washington, R.I.	1,338,330
390	Boone, Mo.	1,332,545
391	Putnam, N.Y.	1,331,870
392	Whatcom, Wash.	1,326,015
393	Cumberland, N.J.	1,325,966
394	Cape May, N.J.	1,325,846
395	Randall, Tex.	1,324,502
396	New Hanover, N.C.	1,320,927
397	Franklin, Pa.	1,316,461
398	Delaware, Ind.	1,316,170
399	York, S.C.	1,309,040
400	Warren, Ohio	1,307,239
401	Sarpy, Neb.	1,297,888
402	Johnson, Tex.	1,295,287
403	Catawba, N.C.	1,290,732
404	Ontario, N.Y.	1,288,538
405	Marathon, Wisc.	1,288,076
406	La Porte, Ind.	1,285,947
407	Sheboygan, Wisc.	1,285,468
408	Washington, Md.	1,283,768
409	Lebanon, Pa.	1,272,383
410	Kennebec, Me.	1,264,657
411	Horry, S.C.	1,261,015
412	Charles, Md.	1,260,544
413	Windham, Conn.	1,259,845
414	Hawaii, Hi.	1,250,274
415	Allen, Ohio	1,237,188
416	Humboldt, Cal.	1,235,214
417	Fairfield, Ohio	1,234,777
418	Bay, Fla.	1,234,331
419	Sumner, Tenn.	1,219,082
420	Strafford, N.H.	1,217,977
421	Centre, Pa.	1,213,991
422	Lycoming, Pa.	1,208,377
423	Washington, Ark.	1,207,711
424	St. Lucie, Fla.	1,205,101
425	Loudoun, Va.	1,204,436
426	Alamance, N.C.	1,198,128
427	Terrebonne, La.	1,178,325
428	Rutherford, Tenn.	1,177,513
429	Wayne, N.Y.	1,170,029
430	Stearns, Minn.	1,169,599
431	Monroe, Ind.	1,166,456
432	Vigo, Ind.	1,165,767
433	Sussex, Del.	1,162,091
434	Warren, N.J.	1,161,421
435	Martin, Fla.	1,152,766
436	Rowan, N.C.	1,152,568
437	Portsmouth, Va.	1,152,384
438	Washington, Wisc.	1,151,610
439	Jackson, Miss.	1,151,453
440	Vermilion, Ill.	1,151,073
441	Berkeley, S.C.	1,150,920
442	Potter, Tex.	1,149,885
443	St. Lawrence, N.Y.	1,149,600
444	Calhoun, Ala.	1,146,935
445	Steuben, N.Y.	1,143,463
446	Wayne, Ohio	1,138,109
447	La Crosse, Wisc.	1,137,297
448	Sebastian, Ark.	1,136,821
449	Grayson, Tex.	1,136,324
450	Orange, N.C.	1,135,585
451	Randolph, N.C.	1,124,263
452	Columbiana, Ohio	1,124,086
453	Lawrence, Pa.	1,121,708
454	Maui, Hi.	1,114,231
455	Miami, Ohio	1,112,891
456	Pueblo, Colo.	1,108,553
457	Tom Green, Tex.	1,106,978
458	Clay, Fla.	1,106,598
459	Campbell, Ky.	1,106,352
460	Morgan, Ala.	1,105,915
461	Cabell, W.Va.	1,104,953
462	Wood, W.Va.	1,103,449
463	Howard, Ind.	1,100,868

464 Fairbanks North Star, Ak.	1,099,592
465 Mesa, Colo.	1,092,385
466 Florence, S.C.	1,090,015
467 Woodbury, Ia.	1,082,687
468 Ozaukee, Wisc.	1,077,042
469 Kankakee, Ill.	1,075,471
470 Comanche, Okla.	1,074,997
471 Charlotte, Fla.	1,073,606
472 Roanoke, Va.	1,069,653
473 Williamson, Tenn.	1,068,639
474 Cabarrus, N.C.	1,065,755
475 Benton, Ark.	1,065,160
476 Kent, Del.	1,062,937
477 Dona Ana, N.M.	1,052,715
478 Geauga, Ohio	1,052,432
479 Johnson, Ind.	1,051,116
480 Hendricks, Ind.	1,050,788
481 Fond du Lac, Wisc.	1,046,686
482 Ashtabula, Ohio	1,039,142
483 Tompkins, N.Y.	1,038,667
484 Clark, Ind.	1,037,845
485 Johnson, Ia.	1,033,137
486 Androscoggin, Me.	1,031,394
487 Natrona, Wyo.	1,022,555
488 Roanoke, Va.	1,017,525
489 Bossier, La.	1,016,360
490 Orange, Tex.	1,015,196
491 Midland, Mich.	1,010,341
492 Houston, Ga.	1,009,719
493 Chemung, N.Y.	1,005,827
494 Pottawattamie, Ia.	1,004,033
495 Daviess, Ky.	1,002,093
496 Ellis, Tex.	992,019
497 Victoria, Tex.	991,586
498 Pitt, N.C.	991,427
499 Dougherty, Ga.	990,684
500 Canadian, Okla.	989,139
501 Buchanan, Mo.	987,373
502 Indian River, Fla.	986,430
503 Jasper, Mo.	985,798
504 Northumberland, Pa.	981,922
505 Erie, Ohio	980,633
506 Dubuque, Ia.	978,729
507 Eau Claire, Wisc.	975,558
508 Jefferson, N.Y.	973,738
509 Monroe, Pa.	966,406
510 Osceola, Fla.	964,687
511 Lenawee, Mich.	963,429
512 Manitowoc, Wisc.	962,527
513 Linn, Ore.	961,852
514 Etowah, Ala.	959,185
515 Allegan, Mich.	941,059
516 Douglas, Ore.	940,097
517 Cowlitz, Wash.	938,697
518 Rankin, Miss.	934,734
519 Franklin, Mo.	932,244
520 Iredell, N.C.	930,844
521 Union, N.C.	925,310
522 Onslow, N.C.	924,992
523 Dodge, Wisc.	922,189
524 Hall, Ga.	921,601
525 Wayne, N.C.	921,031
526 Salem, N.J.	920,899
527 Pennington, S.D.	920,607
528 Tuscarawas, Ohio	917,732
529 Lafourche, La.	917,698
530 Indiana, Pa.	914,365
531 Washington, Tenn.	913,640
532 Beaufort, S.C.	906,585
533 Baldwin, Ala.	903,685
534 Cattaraugus, N.Y.	900,160
535 Laramie, Wyo.	900,087
536 Wood, Wisc.	900,006
537 Crawford, Pa.	897,844
538 Jefferson, Ohio	893,135
539 Shelby, Ala.	888,590
540 Pickens, S.C.	888,041
541 Nevada, Cal.	886,607
542 De Kalb, Ill.	880,836
543 Santa Fe, N.M.	879,699
544 Canyon, Ida.	879,599
545 Cheshire, N.H.	879,224
546 Missoula, Mont.	877,620
547 Lapeer, Mich.	875,788
548 Walworth, Wisc.	874,792
549 Monroe, Fla.	873,487
550 Rockingham, N.C.	867,841
551 Imperial, Cal.	867,089
552 Warren, Ky.	861,899
553 Blount, Tenn.	859,771
554 Grant, Ind.	859,312
555 Bowie, Tex.	858,540
556 Cochise, Ariz.	857,628
557 Muskingum, Ohio	852,625
558 Yuma, Ariz.	852,418
559 Cherokee, Ga.	850,946
560 Cayuga, N.Y.	848,944
561 Bartholomew, Ind.	847,324
562 Tangipahoa, La.	845,800
563 Skagit, Wash.	839,116
564 Jefferson, Ark.	838,353
565 Burleigh, N.D.	837,484
566 Yavapai, Ariz.	837,306
567 Clinton, N.Y.	835,480
568 St. Johns, Fla.	833,881
569 St. Marys, Md.	832,839
570 Shiawassee, Mich.	832,568
571 Cascade, Mont.	832,404
572 Whiteside, Ill.	832,379
573 Pinal, Ariz.	828,927
574 Franklin, Mass.	828,915
575 Livingston, La.	824,605
576 Citrus, Fla.	823,278
577 Jefferson, Wisc.	823,258
578 Grafton, N.H.	822,222
579 Parker, Tex.	822,038
580 Clarke, Ga.	818,600
581 Floyd, Ga.	816,990
582 Houston, Ala.	815,769
583 San Juan, N.M.	814,850
584 Raleigh, W.Va.	814,163
585 Story, Ia.	813,791
586 Albemarle, Va.	813,639
587 Cleveland, N.C.	812,651
588 Bonneville, Ida.	812,355
589 Adams, Pa.	811,822
590 Wilson, Tenn.	811,653
591 Clearfield, Pa.	810,997
592 Armstrong, Pa.	809,952
593 Garland, Ark.	807,248
594 Dorchester, S.C.	805,988
595 Madison, N.Y.	804,945
596 Douglas, Ga.	804,904
597 Madera, Cal.	804,872
598 Douglas, Kans.	804,821
599 Hancock, Ohio	803,534
600 Bannock, Ida.	799,211
601 Kings, Cal.	797,501
602 Columbia, N.Y.	796,499
603 Anderson, Tenn.	796,471
604 Cole, Mo.	792,279
605 Sullivan, N.Y.	791,587
606 Wright, Minn.	788,532
607 Grand Forks, N.D.	788,196
608 Mendocino, Cal.	786,782
609 Marshall, Ala.	785,830
610 Lauderdale, Ala.	785,727
611 Webb, Tex.	784,160
612 Wayne, Ind.	784,132
613 St. Bernard, La.	783,655
614 Montgomery, Tenn.	779,744
615 Robeson, N.C.	779,528
616 Henderson, N.C.	779,352
617 Floyd, Ind.	778,856
618 Platte, Mo.	777,709
619 Garfield, Okla.	777,290
620 Deschutes, Ore.	776,387
621 Mohave, Ariz.	774,937
622 Burke, N.C.	773,442
623 Benton, Ore.	772,980
624 Kosciusko, Ind.	772,477
625 Monongalia, W.Va.	770,050
626 Delaware, Ohio	769,666
627 Adams, Ill.	768,846
628 Madison, Tenn.	766,995
629 Wicomico, Md.	766,265
630 Clinton, Mich.	765,814
631 Aroostook, Me.	760,552
632 Bradley, Tenn.	759,625
633 Belmont, Ohio	759,187
634 Hardin, Ky.	756,486
635 Kootenai, Ida.	755,835
636 Fayette, Ga.	753,516
637 Cecil, Md.	753,001
638 Reno, Kans.	751,720
639 Nash, N.C.	749,273
640 Livingston, N.Y.	747,815
641 Lea, N.M.	743,286
642 Scioto, Ohio	742,315
643 Harrison, W.Va.	738,862
644 Lee, Ala.	738,222
645 Cass, Mo.	736,397
646 Hunt, Tex.	734,400
647 Ross, Ohio	731,749
648 Hanover, Va.	730,246
649 Allegany, Md.	730,092
650 Lauderdale, Miss.	727,636
651 De Soto, Miss.	727,356
652 Craven, N.C.	726,156
653 Coconino, Ariz.	725,521
654 Marion, Ohio	725,191
555 Somerset, Pa.	725,102
656 Angelina, Tex.	718,893
657 Washington, Ohio	718,274
658 St. Landry, La.	714,689
659 Herkimer, N.Y.	714,644
660 Sandusky, Ohio	714,326
661 Creek, Okla.	713,632
662 Sumter, S.C.	711,672
663 Whitfield, Ga.	710,837
664 Sutter, Cal.	704,413
665 Scott, Minn.	704,171
666 Tioga, N.Y.	703,511
667 Leavenworth, Kans.	703,359
668 Lynchburg, Va.	702,881
669 Pike, Ky.	697,947
670 Saline, Ark.	696,191
671 Van Buren, Mich.	695,352
672 St. Mary, La.	695,002
673 Iberia, La.	694,704
674 Cape Girardeau, Mo.	693,669
675 Johnston, N.C.	692,951
676 McCracken, Ky.	691,359
677 Genesee, N.Y.	690,170
678 Lenoir, N.C.	689,782
679 Venango, Pa.	685,598
680 Muskogee, Okla.	684,732
681 Douglas, Colo.	680,560
682 Grand Traverse, Mich.	680,235
683 Pottawatomie, Okla.	679,874
684 Caldwell, N.C.	678,941
685 Hays, Tex.	678,271
686 Rogers, Okla.	672,172
687 Mercer, W.Va.	670,589
688 Washington, Okla.	670,327
689 Clinton, Ia.	670,154
690 Knox, Ill.	668,669
691 Grays Harbor, Wash.	666,707
692 Kaufman, Tex.	665,624
693 Morgan, Ind.	664,078
694 Warren, N.Y.	662,998
695 Boone, Ky.	662,511
696 Glynn, Ga.	662,506
697 Santa Rosa, Fla.	662,267
698 Ascension, La.	661,438
699 Williamson, Ill.	660,013
700 York, Va.	657,602
701 Ward, N.D.	654,025
702 Bristol, R.I.	653,297
703 Stafford, Va.	650,601
704 Yamhill, Ore.	648,385
705 Walker, Ala.	646,530
706 Bradford, Pa.	646,469
707 Marion, W.Va.	646,175
708 Lowndes, Ga.	646,162
709 Guadalupe, Tex.	646,097
710 Rutland, Vt.	645,819
711 San Patricio, Tex.	643,616
712 Seneca, Ohio	643,481
713 Wilson, N.C.	642,960
714 Comal, Tex.	642,906
715 Orangeburg, S.C.	642,711
716 Grant, Wash.	641,225
717 Coles, Ill.	639,607
718 Montgomery, N.Y.	639,378
719 Cortland, N.Y.	634,035
720 Portage, Wisc.	632,446
721 Liberty, Tex.	630,044
722 Kenai Peninsula, Ak.	629,549
723 Fulton, N.Y.	629,485
724 Rockdale, Ga.	628,623
725 Coos, Ore.	628,271
726 Stephenson, Ill.	627,324
727 Butler, Kans.	626,837
728 Marquette, Mich.	626,798
729 Moore, N.C.	626,294
730 Hernando, Fla.	626,107
731 Kay, Okla.	625,411
732 Windsor, Vt.	621,644
733 Tuscola, Mich.	621,407
734 Henry, Ill.	620,430
735 Columbia, Pa.	620,313
736 Payne, Okla.	620,048
737 Huron, Ohio	618,542
738 St. Croix, Wisc.	618,382
739 Columbia, Ga.	617,054
740 Otsego, N.Y.	616,169
741 Flathead, Mont.	615,548
742 Craighead, Ark.	614,851
743 Lewis, Wash.	613,830
744 Jackson, Ill.	611,300
745 Twin Falls, Ida.	611,290
746 Hall, Neb.	610,905
747 Carbon, Pa.	606,553
748 Umatilla, Ore.	605,103
749 Calvert, Md.	603,233
750 Forrest, Miss.	602,906
751 Washington, N.Y.	601,815
752 Montgomery, Va.	601,805
753 Chelan, Wash.	600,636
754 Saline, Kans.	600,225
755 Hancock, Ind.	599,524
756 Ionia, Mich.	598,474
757 Talladega, Ala.	596,501
758 Matanuska-Susitna, Ak.	595,332
759 Cache, Utah	595,131
760 Sweetwater, Wyo.	594,364
761 Lee, Miss.	593,480
762 Harrison, Tex.	593,230
763 Highlands, Fla.	591,996
764 St. Joseph, Mich.	591,713
765 Warrick, Ind.	591,559
766 Henry, Ga.	591,544
767 Berkeley, W.Va.	591,146
768 Carroll, Ga.	590,994
769 Wilkes, N.C.	590,270
770 Greenwood, S.C.	589,293
771 Pittsylvania, Va.	589,047
772 Cerro Gordo, Ia.	587,318
773 Surry, N.C.	586,032
774 Ohio, W.Va.	585,842
775 Henderson, Tex.	585,828
776 Washington, Vt.	584,561
777 Clallam, Wash.	584,128
778 Jones, Miss.	583,513
779 Josephine, Ore.	583,350
780 Ogle, Ill.	582,680
781 Walla Walla, Wash.	580,982
782 Riley, Kans.	579,914
783 Henderson, Ky.	572,981
784 Oconee, S.C.	571,493
785 Klamath, Ore.	571,445
786 Darke, Ohio	571,025
787 Livingston, Ill.	570,582
788 Chippewa, Wisc.	569,421
789 Lancaster, S.C.	568,660
790 Franklin, Ky.	565,732
791 Augusta, Va.	564,743
792 Belknap, N.H.	563,993
793 Limestone, Ala.	563,578
794 Roane, Tenn.	563,138
795 Carson City, Nev.	561,242
796 Cullman, Ala.	560,818
797 Boyd, Ky.	560,785
798 Campbell, Wyo.	559,432
799 Carver, Minn.	559,357
800 Des Moines, Ia.	558,728
801 Vermilion, La.	555,064
802 Macoupin, Ill.	545,893
803 Wagoner, Okla.	545,881
804 Kauai, Hi.	543,355
805 Matagorda, Tex.	542,711
806 St. Charles, La.	542,648
807 Island, Wash.	541,199
808 Juneau, Ak.	539,672
809 Chaves, N.M.	539,456
810 Darlington, S.C.	539,176
811 Oxford, Me.	538,362
812 Suffolk, Va.	537,979
813 Henry, Ind.	537,864
814 Acadia, La.	537,385
815 Lewis and Clark, Mont.	537,128
816 Fauquier, Va.	536,907
817 Warren, Miss.	535,988
818 Faulkner, Ark.	535,734
819 Edgecombe, N.C.	533,410
820 Harnett, N.C.	531,336
821 Hamblen, Tenn.	530,752
822 Carteret, N.C.	530,088
823 Blue Earth, Minn.	529,900
824 Chenango, N.Y.	528,367
825 Crawford, Ohio	526,889
826 Putnam, Fla.	526,467
827 Sauk, Wisc.	524,987
828 Greene, Tenn.	524,916
829 Eddy, N.M.	524,457
830 Henry, Va.	524,141
831 Rockingham, Va.	522,852
832 Orleans, N.Y.	521,492
833 Kendall, Ill.	520,585
834 Ashland, Ohio	519,672
835 Grant, Wisc.	519,662
836 Greene, N.Y.	519,388
837 Haywood, N.C.	517,681
838 Muscatine, Ia.	517,635
839 Boone, Ind.	517,021
840 Isabella, Mich.	517,007
841 Lowndes, Miss.	513,843
842 Rice, Minn.	513,196
843 Colbert, Ala.	512,332
844 Troup, Ga.	512,126
845 Christian, Ky.	512,078
846 Stanly, N.C.	511,648
847 Webster, Ia.	510,771
848 Marshall, Ia.	509,801
849 Montcalm, Mich.	509,584
850 Spalding, Ga.	508,825
851 Washington, Miss.	507,342
852 Rutherford, N.C.	506,863
853 Stephens, Okla.	505,241
854 Ottawa, Ohio	504,789
855 Lee, Ia.	502,040
856 Scott, Mo.	501,746
857 Columbia, Wisc.	501,709
858 Hopkins, Ky.	500,788
859 Delaware, N.Y.	500,558
860 Lawrence, Ohio	499,456
861 Nacogdoches, Tex.	498,851
862 Warren, Pa.	498,732
863 McKinley, N.M.	497,719
864 Navajo, Ariz.	496,890
865 Marion, Ill.	495,714
866 Lake, Cal.	495,567
867 Maury, Tenn.	495,350
868 Elmore, Ala.	494,656
869 Walker, Tex.	494,605
870 Hardin, Tex.	494,301
871 Wharton, Tex.	493,995
872 Winona, Minn.	493,813
873 Campbell, Va.	493,523
874 Madison, Ky.	493,399
875 Laurens, S.C.	492,801
876 Union, Ark.	492,062
877 Barry, Mich.	491,654

878 Pickaway, Ohio 490,401
879 McKean, Pa. 490,067
880 Jefferson, Pa. 489,279
881 Allegany, N.Y. 488,032
882 Cass, Mich. 487,445
883 Carter, Okla. 487,315
884 Walker, Ga. 486,864
885 Gallatin, Mont. 485,975
886 Mifflin, Pa. 485,157
887 Sevier, Tenn. 484,075
888 Charlottesville, Va. 483,183
889 Goodhue, Minn. 482,290
890 Athens, Ohio 480,462
891 Franklin, Ill. 479,805
892 Osage, Okla. 479,582
893 Yuba, Cal. 479,274
894 White, Ark. 478,659
895 Auglaize, Ohio 477,905
896 Coryell, Tex. 476,627
897 Tehama, Cal. 476,336
898 Putnam, Tenn. 476,175
899 Spotsylvania, Va. 474,864
900 Rusk, Tex. 474,717
901 Whitman, Wash. 473,938
902 Grady, Okla. 470,412
903 Shelby, Ohio 470,242
904 Knox, Ohio 470,189
905 Coweta, Ga. 469,944
906 Christian, Ill. 468,820
907 Clay, Minn. 468,686
908 Siskiyou, Cal. 468,648
909 Polk, Ore. 468,153
910 Cowley, Kans. 468,079
911 Otter Tail, Minn. 467,572
912 Webster, La. 467,046
913 Bullitt, Ky. 466,500
914 Kerr, Tex. 465,948
915 Jackson, Ala. 465,918
916 Nassau, Fla. 464,939
917 Shelby, Ind. 463,714
918 Lyon, Kans. 462,865
919 Vernon, La. 462,231
920 Waupaca, Wisc. 462,132
921 De Kalb, Ala. 461,104
922 Lincoln, Neb. 460,201
923 Danville, Va. 458,028
924 Newton, Mo. 457,665
925 Cass, Ind. 457,508
926 Sullivan, N.H. 457,377
927 Defiance, Ohio 457,235
928 Lincoln, N.C. 456,641
929 Warren, Ia. 454,947
930 Tuolumne, Cal. 454,946
931 Lamar, Tex. 454,855
932 Wise, Tex. 452,684
933 Douglas, Wisc. 451,792
934 Mower, Minn. 451,741
935 Fayette, W.Va. 450,255
936 Forsyth, Ga. 450,029
937 Anderson, Tex. 449,866
938 Marshall, Ind. 449,864
939 James City, Va. 448,547
940 Bedford, Pa. 447,980
941 Preble, Ohio 447,845
942 Georgetown, S.C. 447,770
943 Franklin, N.Y. 447,704
944 Hancock, Me. 447,147
945 Pope, Ark. 446,923
946 Russell, Ala. 446,182
947 Robertson, Tenn. 442,674
948 St. John the Baptist, La. 442,042
949 Perry, Pa. 441,848
950 McMinn, Tenn. 441,633
951 Fulton, Ohio 441,043
952 Lawrence, Ind. 440,748
953 Jefferson, Ill. 437,253
954 Bureau, Ill. 437,227
955 Gibson, Tenn. 436,108
956 Scotts Bluff, Neb. 435,590
957 Laurens, Ga. 434,595
958 Putnam, W.Va. 434,038
959 Fremont, Wyo. 432,783
960 Newton, Ga. 432,106
961 Mississippi, Ark. 432,043
962 Wapello, Ia. 431,419
963 Randolph, Ill. 431,322
964 Lee, Ill. 431,228
965 Windham, Vt. 430,225
966 Columbus, N.C. 429,993
967 St. Clair, Ala. 429,446
968 Knox, Ind. 429,065
969 Hood, Tex. 428,851
970 Dodge, Neb. 428,832
971 Montgomery, Kans. 428,652
972 Clarion, Pa. 428,496
973 Calumet, Wisc. 428,461
974 Howard, Tex. 428,294
975 Richmond, N.C. 427,765
976 Bartow, Ga. 427,568
977 Carter, Tenn. 426,467
978 Fairfax, Va. 426,019
979 Washington, La. 425,765
980 Lee, N.C. 425,531
981 Morgan, Ill. 424,773
982 Kershaw, S.C. 424,588
983 Jasper, Ia. 424,454
984 Grundy, Ill. 423,823
985 Brunswick, N.C. 422,009
986 Coffee, Tenn. 421,878
987 Fulton, Ill. 420,403
988 Barton, Kans. 419,348
989 Otero, N.M. 419,215
990 Dallas, Ala. 418,856
991 Navarro, Tex. 418,545
992 Logan, W.Va. 418,227
993 Halifax, N.C. 416,677
994 Lincoln, Ore. 416,223
995 Madison, Ohio 414,551
996 Essex, N.Y. 414,209
997 Van Zandt, Tex. 413,284
998 Huntingdon, Pa. 412,738
999 Pulaski, Ky. 412,534
1000 Logan, Ill. 412,018
1001 Lincoln, La. 412,005
1002 Sandoval, N.M. 411,955
1003 Columbia, Ore. 411,690
1004 Montgomery, Ind. 411,636
1005 Mercer, Ohio 411,408
1006 Buffalo, Neb. 410,691
1007 Somerset, Me. 410,609
1008 Coffee, Ala. 410,294
1009 Itasca, Minn. 408,168
1010 Brown, S.D. 408,120
1011 Williams, Ohio 407,948
1012 Iroquois, Ill. 407,697
1013 Logan, Ohio 407,659
1014 Sanilac, Mich. 406,874
1015 Hillsdale, Mich. 406,440
1016 Bennington, Vt. 405,933
1017 Gibson, Ind. 405,679
1018 Cherokee, Tex. 405,313
1019 Greene, Pa. 405,067
1020 Wyoming, N.Y. 405,008
1021 Tazewell, Va. 403,777
1022 Woodford, Ill. 402,053
1023 Gratiot, Mich. 401,914
1024 Sherburne, Minn. 400,135
1025 Douglas, Nev. 399,661
1026 Huntington, Ind. 399,571
1027 Branch, Mich. 399,511
1028 Wayne, W.Va. 399,416
1029 Hawkins, Tenn. 399,149
1030 Madison, Miss. 398,637
1031 Dale, Ala. 398,329
1032 Noble, Ind. 397,178
1033 Crittenden, Ark. 397,046
1034 Floyd, Ky. 396,935
1035 Sampson, N.C. 396,894
1036 Barron, Wisc. 396,284
1037 Franklin, Wash. 396,046
1038 Adams, Neb. 395,906
1039 Tioga, Pa. 395,667
1040 St. Martin, La. 395,549
1041 St. Francois, Mo. 395,375
1042 Marinette, Wisc. 394,295
1043 Curry, N.M. 394,045
1044 Nez Perce, Ida. 393,781
1045 Gloucester, Va. 393,695
1046 Dubois, Ind. 393,350
1047 Franklin, Va. 393,245
1048 Cherokee, S.C. 393,033
1049 Washington, Va. 392,904
1050 Marshall, W.Va. 392,444
1051 Susquehanna, Pa. 392,278
1052 Coshocton, Ohio 391,749
1053 Madison, Neb. 391,643
1054 Effingham, Ill. 391,091
1055 Kandiyohi, Minn. 390,426
1056 Guernsey, Ohio 390,184
1057 Jackson, Ind. 390,100
1058 Chatham, N.C. 389,622
1059 Beaufort, N.C. 389,453
1060 Knox, Me. 389,262
1061 Baldwin, Ga. 388,330
1062 Boone, Ill. 388,265
1063 Hutchinson, Tex. 388,020
1064 Dallas, Ia. 387,391
1065 Wayne, Pa. 387,050
1066 Elk, Pa. 386,505
1067 Carroll, N.H. 386,467
1068 Crawford, Ark. 386,253
1069 Dearborn, Ind. 385,779
1070 Rockwall, Tex. 385,165
1071 Williams, N.D. 384,157
1072 Catoosa, Ga. 383,789
1073 Worcester, Md. 383,776
1074 Brown, Tex. 383,712
1075 Geary, Kans. 383,691
1076 Monroe, Wisc. 382,189
1077 Greenup, Ky. 382,118
1078 Pettis, Mo. 381,756
1079 Frederick, Va. 381,259
1080 Oldham, Ky. 380,452
1081 Bastrop, Tex. 379,676
1082 Green, Wisc. 379,046
1083 Stokes, N.C. 378,324
1084 Crow Wing, Minn. 378,267
1085 Mason, Wash. 377,103
1086 Jefferson, W.Va. 376,971
1087 Hancock, W.Va. 376,206
1088 Union, Pa. 375,690
1089 Freeborn, Minn. 375,673
1090 Columbia, Fla. 375,024
1091 Wabash, Ind. 374,639
1092 Finney, Kans. 373,498
1093 Coos, N.H. 371,702
1094 Sagadahoc, Me. 371,372
1095 De Kalb, Ind. 370,291
1096 Jim Wells, Tex. 369,611
1097 Pittsburg, Okla. 369,058
1098 Clinton, Ohio 369,009
1099 Talbot, Md. 367,324
1100 Miami, Ind. 366,476
1101 Van Wert, Ohio 366,418
1102 Delta, Mich. 365,459
1103 Clatsop, Ore. 364,635
1104 Autauga, Ala. 364,528
1105 Greenbrier, W.Va. 364,412
1106 Manassas, Va. 364,369
1107 Crawford, Kans. 364,290
1108 Box Elder, Utah 364,214
1109 Phelps, Mo. 363,845
1110 Lawrence, Tenn. 363,711
1111 Clinton, Pa. 363,709
1112 Champaign, Ohio 361,750
1113 Snyder, Pa. 360,569
1114 Seneca, N.Y. 360,535
1115 Okmulgee, Okla. 360,493
1116 Gray, Tex. 360,379
1117 Harvey, Kans. 359,266
1118 Shawano, Wisc. 359,258
1119 Avoyelles, La. 358,522
1120 Thomas, Ga. 358,376
1121 Garfield, Colo. 357,556
1122 Dickson, Tenn. 357,077
1123 Pierce, Wisc. 356,857
1124 Montgomery, Ill. 356,212
1125 Platte, Neb. 355,948
1126 Silver Bow, Mont. 355,432
1127 Johnson, Mo. 355,275
1128 Newaygo, Mich. 354,645
1129 Huron, Mich. 354,560
1130 Natchitoches, La. 354,315
1131 Wise, Va. 354,065
1132 Polk, Wisc. 353,771
1133 Bedford, Va. 352,857
1134 Laurel, Ky. 352,754
1135 McLeod, Minn. 352,441
1136 Petersburg, Va. 351,972
1137 Clinton, Ill. 351,923
1138 Queen Annes, Md. 350,782
1139 Union, Ohio 350,546
1140 Tallapoosa, Ala. 350,163
1141 Callaway, Mo. 350,040
1142 Upshur, Tex. 349,695
1143 Hale, Tex. 349,195
1144 Lafayette, Mo. 348,770
1145 Le Flore, Okla. 348,703
1146 Chisago, Minn. 348,181
1147 Addison, Vt. 347,644
1148 Henry, Ohio 347,435
1149 Putnam, Ohio 347,413
1150 Calaveras, Cal. 346,910
1151 San Benito, Cal. 346,021
1152 Miller, Ark. 346,006
1153 Bulloch, Ga. 345,701
1154 McDonough, Ill. 345,572
1155 Bingham, Ida. 345,503
1156 Chambers, Ala. 344,420
1157 Steele, Minn. 344,047
1158 Mayes, Okla. 343,282
1159 Lonoke, Ark. 342,738
1160 Clark, Ky. 342,458
1161 Duplin, N.C. 341,816
1162 Paulding, Ga. 340,891
1163 Pulaski, Mo. 340,154
1164 Dunn, Wisc. 338,721
1165 Baxter, Ark. 338,235
1166 Tipton, Tenn. 337,719
1167 Custer, Okla. 337,621
1168 Butler, Mo. 337,151
1169 Graves, Ky. 336,615
1170 Walton, Ga. 336,593
1171 Marion, Ia. 335,640
1172 Covington, Ala. 335,622
1173 Beauregard, La. 335,200
1174 Ellis, Kans. 335,076
1175 La Plata, Colo. 334,755
1176 Putnam, Ind. 334,466
1177 Clinton, Ind. 334,282
1178 Stark, N.D. 333,916
1179 Pontotoc, Okla. 333,568
1180 Blount, Ala. 333,388
1181 Sheridan, Wyo. 333,304
1182 Latah, Ida. 333,133
1183 Franklin, Va. 333,072
1184 McDowell, N.C. 332,933
1185 Loudon, Tenn. 332,736
1186 Ware, Ga. 332,617
1187 Escambia, Ala. 332,424
1188 Cooke, Tex. 331,370
1189 Gila, Ariz. 331,073
1190 Jackson, Fla. 329,462
1191 Oneida, Wisc. 328,754
1192 McDowell, W.Va. 328,556
1193 Pearl River, Miss. 327,935
1194 Barren, Ky. 327,610
1195 Hardin, Ohio 326,962
1196 Granville, N.C. 326,454
1197 Okanogan, Wash. 326,132
1198 Obion, Tenn. 326,042
1199 Jasper, Ind. 325,903
1200 Jasper, Tex. 325,348
1201 Sioux, Ia. 325,136
1202 Brown, Ohio 324,873
1203 Chesterfield, S.C. 323,737
1204 Franklin, Me. 323,399
1205 Ford, Kans. 322,631
1206 Saline, Ill. 321,799
1207 Watauga, N.C. 321,020
1208 Dorchester, Md. 320,788
1209 Adams, Miss. 320,155
1210 Greene, Ind. 319,931
1211 Adams, Ind. 319,178
1212 Logan, Okla. 318,937
1213 Highland, Ohio 318,696
1214 Dyer, Tenn. 318,585
1215 Jefferson Davis, La. 316,599
1216 Harlan, Ky. 316,403
1217 Colquitt, Ga. 315,911
1218 Muhlenberg, Ky. 315,473
1219 McPherson, Kans. 315,240
1220 Jefferson, Tenn. 315,175
1221 Cass, Tex. 314,505
1222 Vance, N.C. 313,876
1223 Morton, N.D. 311,635
1224 Posey, Ind. 311,624
1225 Polk, Minn. 311,351
1226 Hopkins, Tex. 311,218
1227 Salem, Va. 311,016
1228 Kittitas, Wash. 310,535
1229 Pulaski, Va. 310,154
1230 Caddo, Okla. 309,850
1231 Gallia, Ohio 309,631
1232 Oktibbeha, Miss. 309,502
1233 Boone, Ia. 309,482
1234 Davie, N.C. 309,008
1235 Independence, Ark. 308,716
1236 Whitley, Ind. 308,021
1237 Yadkin, N.C. 307,659
1238 Gadsden, Fla. 307,004
1239 Wood, Tex. 306,442
1240 Los Alamos, N.M. 306,156
1241 Clark, Wisc. 305,777
1242 Ouachita, Ark. 305,060
1243 Kleberg, Tex. 304,775
1244 Mecosta, Mich. 304,767
1245 Steuben, Ind. 304,237
1246 Liberty, Ga. 304,195
1247 Alcorn, Miss. 304,061
1248 Monroe, Miss. 303,838
1249 Gordon, Ga. 303,769
1250 Sumner, Kans. 303,656
1251 Jefferson, Ind. 302,575
1252 Franklin, Tenn. 301,997
1253 Schoharie, N.Y. 301,613
1254 Jessamine, Ky. 301,470
1255 Door, Wisc. 300,386
1256 Scotland, N.C. 299,982
1257 Wyoming, W.Va. 298,272
1258 Hancock, Miss. 298,130
1259 Colleton, S.C. 298,111
1260 Marion, Mo. 297,685
1261 Tift, Ga. 297,320
1262 Fremont, Colo. 296,298
1263 Ottawa, Okla. 295,512
1264 Warren, Tenn. 295,217
1265 Alpena, Mich. 294,896
1266 Albany, Wyo. 294,793
1267 Hill, Tex. 294,492
1268 Polk, Ga. 294,257
1269 Valencia, N.M. 293,517
1270 Lawrence, Mo. 293,472
1271 Transylvania, N.C. 293,425
1272 Harrison, Ind. 292,874
1273 Washington, Me. 291,881
1274 Decatur, Ind. 291,809
1275 Calloway, Ky. 291,792
1276 Garvin, Okla. 291,556
1277 McClain, Okla. 291,529
1278 Cheatham, Tenn. 291,514
1279 Dunklin, Mo. 290,783
1280 Gage, Neb. 290,530
1281 Washington, Tex. 290,468
1282 Val Verde, Tex. 289,958
1283 Wyoming, Pa. 289,929
1284 Randolph, Ind. 289,490
1285 Carlton, Minn. 289,411
1286 Morehouse, La. 289,404
1287 Park, Wyo. 289,398
1288 Leflore, Miss. 289,328
1289 Wells, Ind. 288,764
1290 Elko, Nev. 288,233
1291 Lincoln, Wisc. 288,153
1292 Maverick, Tex. 287,665
1293 Brown, Minn. 287,263

1294	Bolivar, Miss.	286,939
1295	Campbell, Tenn.	286,872
1296	Bremer, Ia.	286,410
1297	Shelby, Ill.	285,998
1298	Tooele, Utah	285,925
1299	Jackson, W.Va.	285,323
1300	Evangeline, La.	285,077
1301	Fayette, Ind.	283,739
1302	Pike, Miss.	283,601
1303	Amador, Cal.	283,535
1304	Nicollet, Minn.	283,455
1305	Woodward, Okla.	282,894
1306	Botetourt, Va.	282,825
1307	Plaquemines, La.	281,893
1308	Uinta, Wyo.	281,195
1309	Boyle, Ky.	281,041
1310	Marshall, Ky.	280,832
1311	Apache, Ariz.	280,750
1312	Cherokee, Okla.	280,723
1313	Miami, Kans.	280,683
1314	Martin, Minn.	280,642
1315	Perry, Ohio	280,636
1316	Benton, Minn.	279,991
1317	Newberry, S.C.	279,817
1318	Bryan, Okla.	279,669
1319	Mingo, W.Va.	278,980
1320	Iberville, La.	278,819
1321	Union, S.C.	278,097
1322	Russell, Va.	277,528
1323	Stevens, Wash.	277,317
1324	Franklin, N.C.	277,171
1325	Oconto, Wisc.	277,160
1326	Chambers, Tex.	277,139
1327	Perry, Ill.	277,033
1328	Crawford, Ill.	276,659
1329	Lincoln, Me.	276,644
1330	Williamsburg, S.C.	276,341
1331	Chester, S.C.	275,863
1332	Houghton, Mich.	275,277
1333	Boone, Ark.	275,215
1334	Audrain, Mo.	275,022
1335	Lincoln, Okla.	274,816
1336	Buchanan, Va.	273,369
1337	Labette, Kans.	273,311
1338	Mason, Mich.	273,183
1339	Marion, Ala.	273,152
1340	Plymouth, Ia.	272,945
1341	Cass, Neb.	272,942
1342	Daviess, Ind.	272,939
1343	Brookings, S.D.	272,867
1344	Fayette, Ohio	272,804
1345	Greene, Ark.	272,542
1346	Accomac, Va.	272,502
1347	Boone, W.Va.	272,304
1348	Chilton, Ala.	272,170
1349	Jackson, Ga.	271,503
1350	Monroe, Tenn.	271,319
1351	Camden, Mo.	271,234
1352	De Soto, La.	270,964
1353	Franklin, Ala.	270,833
1354	Polk, Tex.	270,785
1355	Christian, Mo.	270,486
1356	Austin, Tex.	270,255
1357	Perry, Ky.	270,244
1358	Lafayette, Miss.	270,089
1359	Mineral, W.Va.	269,561
1360	Person, N.C.	269,315
1361	Whitley, Ky.	268,802
1362	Hockley, Tex.	268,736
1363	Monroe, Ill.	268,696
1364	Alexander, N.C.	268,455
1365	Culpeper, Va.	268,342
1366	Benton, Ia.	268,232
1367	Vernon, Wisc.	268,162
1368	Cumberland, Tenn.	268,078
1369	Yankton, S.D.	267,950
1370	Marion, S.C.	267,864
1371	Pasquotank, N.C.	267,672
1372	Douglas, Minn.	267,498
1373	Codington, S.D.	266,880
1374	Jo Daviess, Ill.	266,876
1375	Eagle, Colo.	266,864
1376	Beltrami, Minn.	266,419
1377	Isanti, Minn.	266,165
1378	Falls Church, Va.	266,082
1379	Shenandoah, Va.	265,746
1380	Stoddard, Mo.	265,691
1381	Stutsman, N.D.	265,654
1382	Erath, Tex.	265,645
1383	Amherst, Va.	264,934
1384	Preston, W.Va.	264,794
1385	Morrow, Ohio	264,665
1386	Lassen, Cal.	264,487
1387	Sequoyah, Okla.	264,222
1388	Barry, Mo.	263,822
1389	Pike, Pa.	263,666
1390	Shelby, Ky.	263,291
1391	Jackson, Ohio	263,101
1392	Taney, Mo.	262,856
1393	Caldwell, Tex.	262,730
1394	Titus, Tex.	262,621
1395	Sumter, Ga.	262,579
1396	Nelson, Ky.	262,377
1397	Fannin, Tex.	262,175
1398	Ray, Mo.	261,938
1399	Randolph, W.Va.	261,904
1400	Waldo, Me.	261,715
1401	Calhoun, Tex.	261,217
1402	Becker, Minn.	261,180
1403	Douglas, Wash.	261,083
1404	Seminole, Okla.	260,720
1405	McCurtain, Okla.	260,574
1406	Weakley, Tenn.	260,564
1407	Douglas, Ill.	260,396
1408	Columbia, Ark.	259,704
1409	Montrose, Colo.	258,900
1410	Lincoln, Mo.	258,720
1411	Carroll, Ohio	258,694
1412	Palo Pinto, Tex.	258,307
1413	Randolph, Mo.	258,023
1414	Grant, N.M.	257,847
1415	Mason, W.Va.	257,841
1416	Washington, Utah	257,637
1417	White, Ind.	257,592
1418	Trempealeau, Wisc.	257,588
1419	Beadle, S.D.	257,450
1420	Bedford, Tenn.	257,213
1421	Lewis, N.Y.	256,799
1422	Dawson, Neb.	256,609
1423	Fayette, Ia.	256,274
1424	Waller, Tex.	256,203
1425	Smyth, Va.	255,945
1426	Young, Tex.	255,808
1427	Brooke, W.Va.	255,804
1428	Clay, Ind.	255,651
1429	Franklin, Kans.	255,404
1430	Jackson, Okla.	255,389
1431	Sabine, La.	254,814
1432	Harrisonburg, Va.	254,523
1433	Carroll, Ia.	254,522
1434	Lincoln, Miss.	254,429
1435	Laclede, Mo.	254,125
1436	Lyon, Minn.	253,528
1437	Glenn, Cal.	253,166
1438	Buena Vista, Ia.	252,550
1439	Beckham, Okla.	251,857
1440	Caledonia, Vt.	251,842
1441	Edgar, Ill.	251,482
1442	Holmes, Ohio	251,368
1443	Walton, Fla.	250,707
1444	Hot Spring, Ark.	250,638
1445	Iosco, Mich.	250,611
1446	Howell, Mo.	249,927
1447	Lagrange, Ind.	249,474
1448	Henry, Tenn.	249,338
1449	Le Sueur, Minn.	248,647
1450	Sumter, Fla.	248,128
1451	Hardin, Ia.	248,042
1452	Atascosa, Tex.	247,986
1453	Lamar, Miss.	247,833
1454	Wasco, Ore.	247,138
1455	Morgan, Colo.	246,838
1456	Lawrence, Ala.	246,440
1457	Ripley, Ind.	246,103
1458	Saline, Mo.	246,092
1459	Staunton, Va.	246,006
1460	Caroline, Md.	245,926
1461	Morrison, Minn.	245,673
1462	De Witt, Ill.	245,238
1463	Hancock, Ill.	244,859
1464	Winchester, Va.	244,503
1465	Cibola, N.M.	244,068
1466	Bonner, Ida.	243,687
1467	Fredericksburg, Va.	243,594
1468	Panola, Tex.	243,365
1469	Ashley, Ark.	243,259
1470	Union, Ore.	242,882
1471	Rhea, Tenn.	242,627
1472	Nicholas, W.Va.	242,379
1473	Mahaska, Ia.	242,252
1474	Macon, N.C.	242,098
1475	Fayette, Ill.	242,010
1476	Upson, Ga.	241,654
1477	Dickinson, Mich.	241,165
1478	Carbon, Wyo.	241,104
1479	Jackson, N.C.	241,028
1480	Ketchikan Gateway, Ak.	240,145
1481	Wexford, Mich.	240,037
1482	Orleans, Vt.	239,964
1483	Milam, Tex.	239,899
1484	Scott, Ky.	239,790
1485	Woodford, Ky.	239,084
1486	Colorado, Tex.	238,710
1487	Davison, S.D.	238,477
1488	Barrow, Ga.	238,240
1489	Scurry, Tex.	238,093
1490	Malheur, Ore.	238,052
1491	Medina, Tex.	237,788
1492	Menominee, Mich.	237,156
1493	Bell, Ky.	236,976
1494	Clay, Ia.	236,869
1495	Jackson, Ia.	236,869
1496	Chippewa, Mich.	236,758
1497	Logan, Ky.	236,156
1498	Bladen, N.C.	236,124
1499	Manistee, Mich.	235,955
1500	Emmet, Mich.	235,653
1501	Okeechobee, Fla.	235,646
1502	Cocke, Tenn.	235,023
1503	Buchanan, Ia.	234,593
1504	Fulton, Ind.	234,553
1505	Clarke, Ala.	234,451
1506	Burnet, Tex.	234,128
1507	White, Ill.	233,194
1508	Meade, S.D.	232,320
1509	Adair, Mo.	232,225
1510	Piatt, Ill.	231,980
1511	Bee, Tex.	231,963
1512	Coahoma, Miss.	230,993
1513	Hocking, Ohio	230,867
1514	Isle of Wight, Va.	230,725
1515	Arkansas, Ark.	230,611
1516	Habersham, Ga.	230,524
1517	Warren, Va.	230,508
1518	Carbon, Utah	230,350
1519	Ravalli, Mont.	230,349
1520	Wyandot, Ohio	230,045
1521	Pender, N.C.	229,728
1522	Mecklenburg, Va.	229,557
1523	Jennings, Ind.	229,224
1524	Dare, N.C.	229,136
1525	Lincoln, Tenn.	229,101
1526	Fayette, Tex.	228,380
1527	Delaware, Okla.	228,249
1528	Dillon, S.C.	228,210
1529	Decatur, Ga.	227,797
1530	Saunders, Neb.	227,169
1531	Kossuth, Ia.	226,907
1532	Seward, Kans.	226,821
1533	Jay, Ind.	226,304
1534	Marshall, Miss.	225,803
1535	Halifax, Va.	225,504
1536	Marlboro, S.C.	225,371
1537	Paulding, Ohio	224,866
1538	Carroll, Tenn.	224,564
1539	Cedar, Ia.	224,289
1540	Mason, Ill.	224,133
1541	Hendry, Fla.	223,764
1542	Suwannee, Fla.	223,672
1543	Shelby, Tex.	223,592
1544	Coffee, Ga.	223,526
1545	Washington, Ia.	223,502
1546	Starke, Ind.	223,113
1547	Jersey, Ill.	222,966
1548	Sunflower, Miss.	222,903
1549	Tillamook, Ore.	222,797
1550	Pointe Coupee, La.	222,717
1551	Pike, Ala.	222,534
1552	Lyon, Nev.	222,332
1553	Spencer, Ind.	221,853
1554	Letcher, Ky.	221,083
1555	Green Lake, Wisc.	220,494
1556	Richland, N.D.	220,023
1557	Lawrence, S.D.	220,018
1558	Yates, N.Y.	219,975
1559	Plumas, Cal.	219,170
1560	Nobles, Minn.	218,896
1561	Garrett, Md.	218,895
1562	Johnson, Ky.	218,892
1563	Giles, Tenn.	218,723
1564	Phillips, Ark.	218,642
1565	Andrews, Tex.	218,188
1566	Warren, Ill.	217,750
1567	Inyo, Cal.	217,584
1568	Sullivan, Ind.	217,277
1569	West Baton Rouge, La.	216,431
1570	Upshur, W.Va.	216,365
1571	Orange, Vt.	216,313
1572	Martin, N.C.	216,248
1573	Poinsett, Ark.	216,154
1574	Winneshiek, Ia.	215,906
1575	Kewaunee, Wisc.	215,279
1576	Jones, Ia.	215,263
1577	Uintah, Utah	215,149
1578	Clare, Mich.	214,881
1579	Clark, Ark.	214,307
1580	Meeker, Minn.	214,126
1581	St. James, La.	213,953
1582	Montgomery, N.C.	213,798
1583	Hopewell, Va.	213,761
1584	St. Francis, Ark.	213,603
1585	Marion, Tenn.	213,594
1586	Mercer, Ill.	213,438
1587	Delta, Colo.	212,796
1588	Marion, Miss.	212,594
1589	Lawrence, Ill.	212,122
1590	Limestone, Tex.	212,054

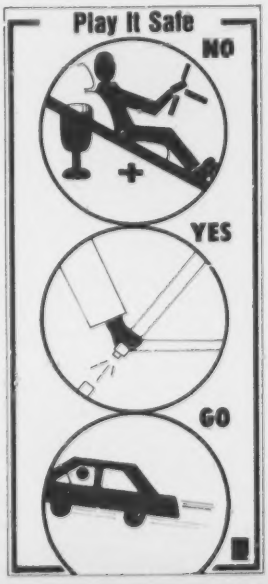
Leading cities (thousands)

1	New York City, N.Y.	104,395,093
2	Los Angeles, Cal.	44,834,371
3	Chicago, Ill.	36,295,556
4	Houston, Tex.	24,626,533
5	Philadelphia, Pa.	18,156,594
6	Dallas, Tex.	15,686,564
7	San Diego, Cal.	14,922,776
8	San Fernando Valley, Cal.	13,650,141

9	San Jose, Cal.	13,225,702
10	San Francisco, Cal.	12,290,034
11	Phoenix, Ariz.	11,334,070
12	Detroit, Mich.	10,713,153
13	Washington, D.C.	10,136,302
14	San Antonio, Tex.	9,221,731
15	Indianapolis, Ind.	8,899,655
16	South Bay, Cal.	8,629,548
17	Cleveland, Ohio	8,601,545
18	Seattle, Wash.	7,613,427
19	Boston, Mass.	7,508,849
20	Denver, Colo.	7,364,127
21	Baltimore, Md.	7,290,715
22	Memphis, Tenn.	7,276,757
23	Milwaukee, Wisc.	7,243,588
24	Columbus, Ohio	7,093,170
25	Jacksonville, Fla.	6,782,832
26	Austin, Tex.	6,157,201
27	Nashville, Tenn.	6,047,711
28	Fort Worth, Tex.	5,974,581
29	Oklahoma City, Okla.	5,866,613
30	Honolulu, Hi.	5,828,721
31	Long Beach, Cal.	5,719,515
32	New Orleans, La.	5,664,886
33	Tulsa, Okla.	5,254,967
34	Minneapolis, Minn.	5,225,241
35	Oakland, Cal.	5,140,110
36	1Kansas City, Mo.	5,004,984
37	Charlotte, N.C.	4,888,249
38	Albuquerque, N.M.	4,748,207
39	2Atlanta, Ga.	4,741,531
40	Portland, Ore.	4,597,862
41	Sacramento, Cal.	4,486,231
42	Omaha, Neb.	4,482,477
43	Pittsburgh, Pa.	4,429,084
44	Anchorage, Ak.	4,408,561
45	El Paso, Tex.	4,338,359
46	St. Louis, Mo.	4,318,270
47	Cincinnati, Ohio	4,268,114
48	Tucson, Ariz.	4,248,602
49	Anaheim, Cal.	4,130,432
50	Baton Rouge, La.	4,073,742
51	Wichita, Kans.	4,070,182
52	Toledo, Ohio	4,060,106
53	Arlington, Tex.	3,999,818
54	Miami, Fla.	3,801,288
55	St. Paul, Minn.	3,741,423
56	Colorado Springs, Colo.	3,723,689
57	San Gabriel Valley, Cal.	3,479,367
58	Buffalo, N.Y.	3,456,280
59	Yonkers, N.Y.	3,270,395
60	Tampa, Fla.	3,229,039
61	Rochester, N.Y.	3,146,898
62	Santa Ana, Cal.	3,122,253
63	St. Petersburg, Fla.	3,101,123
64	Fresno, Cal.	3,100,461
65	Louisville, Ky.	2,970,125
66	Newark, N.J.	2,917,430
67	Mesa, Ariz.	2,903,320
68	Corpus Christi, Tex.	2,788,068
69	1Lexington, Ky.	2,788,003
70	Raleigh, N.C.	2,725,126
71	Garland, Tex.	2,671,644
72	Birmingham, Ala.	2,654,878
73	Fremont, Cal.	2,627,901
74	Lincoln, Neb.	2,613,367
75	Fort Lauderdale, Fla.	2,599,716
76	Torrance, Cal.	2,558,724
77	Shreveport, La.	2,541,462
78	Des Moines, Ia.	2,498,459
79	Glendale, Cal.	2,476,278
80	Akron, Ohio	2,475,448
81	Amarillo, Tex.	2,474,387
82	Madison, Wisc.	2,414,259
83	Huntsville, Ala.	2,318,219
84	Jersey City, N.J.	2,299,797
85	Jackson, Miss.	2,292,104
86	Las Vegas, Nev.	2,282,942
87	Riverside, Cal.	2,255,128
88	Mobile, Ala.	2,186,982
89	Montgomery, Ala.	2,185,259
90	Little Rock, Ark.	2,169,057
91	Grand Rapids, Mich.	2,132,530
92	Stockton, Cal.	2,110,174
93	Lubbock, Tex.	2,073,142
94	Syracuse, N.Y.	2,068,182
95	Greensboro, N.C.	2,062,703
96	Scottsdale, Ariz.	2,046,873
97	Irving, Tex.	2,041,472
98	Bakersfield, Cal.	2,004,614
99	Pasadena, Cal.	1,967,055
100	Thousand Oaks, Cal.	1,964,646
101	Stamford, Conn.	1,955,394
102	Spokane, Wash.	1,940,989
103	Worcester, Mass.	1,938,232
104	Newport Beach, Cal.	1,923,415

105	Fort Wayne, Ind.	1,920,181
106	Huntington Beach, Cal.	1,910,411
107	Kansas City, Kans.	1,855,893
108	Tacoma, Wash.	1,841,865
109	Bridgeport, Conn.	1,839,015
110	Dayton, Ohio	1,831,966
111	Hollywood, Fla.	1,826,151
112	Knoxville, Tenn.	1,813,998
113	Orlando, Fla.	1,813,637
114	Salt Lake City, Utah	1,789,536
115	Flint, Mich.	1,781,002
116	Santa Monica, Cal.	1,779,684
117	Winston-Salem, N.C.	1,771,247
118	Rockford, Ill.	1,766,610
119	Providence, R.I.	1,762,840
120	Tempe, Ariz.	1,762,812
121	Pasadena, Tex.	1,745,397
122	Columbus, Ga.	1,736,659
123	Springfield, Mass.	1,729,344
124	Lansing, Mich.	1,700,834
125	Chattanooga, Tenn.	1,699,486
126	San Mateo, Cal.	1,658,070
127	Springfield, Mo.	1,654,367
128	Oxnard, Cal.	1,646,248
129	Modesto, Cal.	1,609,532
130	Richardson, Tex.	1,604,159
131	Hayward, Cal.	1,602,315
132	Reno, Nev.	1,588,098
133	Costa Mesa, Cal.	1,583,073
134	Boise City, Ida.	1,558,017
135	Clearwater, Fla.	1,552,077
136	Topeka, Kans.	1,549,932
137	San Buenaventura, Cal. Ventura, Cal.	1,537,314
138	Ann Arbor, Mich.	1,534,562
139	Hartford, Conn.	1,530,204
140	Midland, Tex.	1,522,353
141	Independence, Mo.	1,517,076
142	Woodbridge, N.J.	1,508,617
143	Santa Rosa, Cal.	1,500,841
144	New Haven, Conn.	1,499,388
145	West Covina, Cal.	1,485,086
146	Elizabeth, N.J.	1,480,123
147	Evansville, Ind.	1,471,473
148	Cedar Rapids, Ia.	1,467,598
149	Manchester, N.H.	1,462,562
150	Savannah, Ga.	1,453,375
151	Norwalk, Conn.	1,445,488
152	Beaumont, Tex.	1,440,530
153	Oceanside, Cal.	1,438,797
154	Pompano Beach, Fla.	1,425,380
155	Waterbury, Conn.	1,423,669
156	Springfield, Ill.	1,421,682
157	Vallejo, Cal.	1,414,871
158	Peoria, Ill.	1,414,681
159	Simi Valley, Cal.	1,409,063
160	Bellevue, Wash.	1,400,068
161	Quincy, Mass.	1,376,424
162	Palo Alto, Cal.	1,375,663
163	Walnut Creek, Cal.	1,368,645
164	San Bernardino, Cal.	1,365,688
165	Paterson, N.J.	1,337,776
166	Albany, N.Y.	1,324,955
167	Allentown, Pa.	1,314,134
168	Santa Barbara, Cal.	1,311,428
169	Nashua, N.H.	1,295,462
170	Sioux Falls, S.D.	1,282,437
171	Greenwich, Conn.	1,277,722
172	New Rochelle, N.Y.	1,274,619
173	Alameda, Cal.	1,272,879
174	Durham, N.C.	1,271,404
175	Davenport, Ia.	1,262,946
176	Grand Prairie, Tex.	1,258,156
177	Brockton, Mass.	1,254,940
178	Boca Raton, Fla.	1,251,709
179	Odessa, Tex.	1,248,394
180	South Bend, Ind.	1,244,985
181	Erie, Pa.	1,230,270
182	El Cajon, Cal.	1,228,754
183	Redondo Beach, Cal.	1,228,698
184	Ontario, Cal.	1,223,835
185	Gary, Ind.	1,222,986
186	Clifton, N.J.	1,215,509
187	Abilene, Tex.	1,212,465
188	Lowell, Mass.	1,210,632
189	Tallahassee, Fla.	1,201,451
190	Aurora, Ill.	1,200,096
191	Eugene, Ore.	1,197,355
192	Pomona, Cal.	1,193,279
193	Framingham, Mass.	1,179,848
194	Lafayette, La.	1,178,410
195	Macon, Ga.	1,170,292
196	Decatur, Ill.	1,168,466
197	Green Bay, Wisc.	1,162,179
198	Boulder, Colo.	1,160,027
199	Escondido, Cal.	1,146,774
200	Whittier, Cal.	1,145,626
201	Salinas, Cal.	1,132,215
202	Wichita Falls, Tex.	1,106,183
203	Danbury, Conn.	1,097,289
204	Waco, Tex.	1,082,953
205	Carrollton, Tex.	1,080,495
206	Lynn, Mass.	1,079,347
207	New Bedford, Mass.	1,058,716
208	Levittown, Pa.	1,052,709
209	Salem, Ore.	1,052,487
210	Houma, La.	1,044,993
211	Mount Vernon, N.Y.	1,034,841
212	Joliet, Ill.	1,027,071
213	New Britain, Conn.	1,024,688
214	Redwood City, Cal.	1,022,620
215	Royal Oak, Mich.	1,021,133
216	Elgin, Ill.	1,018,482
217	Trenton, N.J.	1,015,952
218	Cherry Hill, N.J.	1,009,229
219	Norman, Okla.	999,855
220	Fargo, N.D.	983,750
221	Tyler, Tex.	981,194
222	Racine, Wisc.	978,936
223	Rochester, Minn.	977,635
224	Napa, Cal.	974,903
225	Youngstown, Ohio	972,124
226	Waukegan, Ill.	966,385
227	Fall River, Mass.	955,441
228	Arcadia, Cal.	953,324
229	Parsippany, N.J.	951,264
230	Columbia, S.C.	947,379
231	Fairfield, Cal.	945,245
232	San Angelo, Tex.	940,162
233	Brick Township, N.J.	936,888
234	Meriden, Conn.	934,018
235	Livermore, Cal.	927,149
236	Palm Springs, Cal.	923,991
237	Hammond, Ind.	915,436
238	Longview, Tex.	915,213
239	Waltham, Mass.	913,683
240	Reading, Pa.	913,426
241	Canton, Ohio	908,994
242	Bethlehem, Pa.	908,724
243	Milford, Conn.	906,935
244	Bristol, Conn.	902,086
245	Gainesville, Fla.	898,442
246	San Rafael, Cal.	895,733
247	Wheaton, Ill.	892,184
248	Sioux City, Ia.	889,775
249	Fort Smith, Ark.	887,844
250	White Plains, N.Y.	885,860
251	Kenosha, Wisc.	884,751
252	North Little Rock, Ark.	877,063
253	Pueblo, Colo.	875,399
254	Schenectady, N.Y.	873,983
255	Billings, Mont.	869,869
256	Fort Collins, Colo.	866 741
257	Pawtucket, R.I.	865,044
258	Waterloo, Ia.	856,527
259	West Palm Beach, Fla.	856,377
260	Baytown, Tex.	853,334
261	Kalamazoo, Mich.	851,637
262	St. Joseph, Mo.	848,907
263	Appleton, Wisc.	846,456
264	La Habra, Cal.	840,064
265	Medford, Mass.	838,828
266	Vacaville, Cal.	836,046
267	Lawton, Okla.	831,819
268	Manchester, Conn.	821,634
269	Hicksville, N.Y.	821,240
270	Upland, Cal.	819,859
271	Scranton, Pa.	819,561
272	Middletown, N.J.	800,180
273	Lake Charles, La.	796,673
274	Malden, Mass.	795,888
275	Manhattan Beach, Cal.	793,618
276	Rockville, Md.	773,704
277	Antioch, Cal.	772,644
278	Wilmington, Del.	772,506
279	Everett, Wash.	770,618
280	Lorain, Ohio	769,535
281	Charleston, W.Va.	769,104
282	Portland, Me.	768,849
283	Pleasanton, Cal.	768,263
284	Lawrence, Mass.	767,989
285	High Point, N.C.	763,030
286	Albany, Ga.	759,478
287	Champaign, Ill.	751,390
288	Utica, N.Y.	749,877
289	Olathe, Kans.	748,078
290	Pontiac, Mich.	746,602
291	Columbia, Mo.	741,862
292	Tuscaloosa, Ala.	736,369
293	Niagara Falls, N.Y.	732,589
294	Denton, Tex.	732,427
295	Muncie, Ind.	731,939
296	McAllen, Tex.	729,454
297	Charleston, S.C.	727,016
298	Peabody, Mass.	722,475
299	Longmont, Colo.	721,247
300	Bryan, Tex.	719,729
301	Visalia, Cal.	719,003
302	Waukesha, Wisc.	714,235
303	Brea, Cal.	714,090
304	Fayetteville, N.C.	713,233
305	Victoria, Tex.	706,596
306	Bloomington, Ill.	700,852
307	Saginaw, Mich.	700,109
308	Springfield, Ohio	699,075
309	Camden, N.J.	697,382
310	Hurst, Tex.	694,196
311	Anderson, Ind.	693,638
312	Paso Robles, Cal.	693,541
313	Binghamton, N.Y.	689,746
314	Redlands, Cal.	688,760
315	Hempstead, N.Y.	688,759
316	Edmond, Okla.	686,625
317	Casper, Wyo.	685,530
318	Bismarck, N.D.	685,180
319	Hackensack, N.J.	683,151
320	Galveston, Tex.	679,136
321	Pensacola, Fla.	676,513
322	San Clemente, Cal.	675,657
323	Hamilton, Ohio	674,600
324	Pittsfield, Mass.	668,715
325	Sarasota, Fla.	667,823
326	Ogden, Utah	667,592
327	Janesville, Wisc.	667,136
328	Dubuque, Ia.	662,313
329	Midwest City, Okla.	661,248
330	Haverhill, Mass.	660,450
331	Laredo, Tex.	660,038
332	Duluth, Minn.	658,143
333	Broken Arrow, Okla.	656,962
334	Port Arthur, Tex.	656,377
335	Vista, Cal.	655,884
336	Sun City, Ariz.	654,224
337	Elyria, Ohio	651,956
338	Harrisburg, Pa.	649,146
339	Cheyenne, Wyo.	648,802
340	Mentor, Ohio	648,684
341	Wallingford, Conn.	647,998
342	Plano, Tex.	643,212
343	Glendora, Cal.	632,380
344	Great Falls, Mont.	631,797
345	Owensboro, Ky.	631,627
346	Enfield, Conn.	631,079
347	Council Bluffs, Ia.	628,270
348	Enid, Okla.	626,666
349	Cape Coral, Fla.	624,666
350	Santa Maria, Cal.	623,248
351	Trumbull, Conn.	621,468
352	Covina, Cal.	621,293
353	Eau Claire, Wisc.	620,338
354	Rapid City, S.D.	619,735
355	Santa Cruz, Cal.	618,241
356	Redding, Cal.	617,721
357	Greeley, Colo.	616,547
358	Greenville, S.C.	614,547
359	Lawrence, Kans.	614,091
360	Huntington, W.Va.	609,426
361	Asheville, N.C.	608,185
362	Moline, Ill.	607,411
363	Middletown, Conn.	607,099
364	Killeen, Tex.	606,384
365	Brownsville, Tex.	605,615
366	Texarkana, Ark.-Texarkana, Tex., Ark.	603,409
367	Texarkana, Tex.	603,409
368	Beverly, Mass.	600,257
369	Marietta, Ga.	600,160
370	Troy, N.Y.	599,765
371	Saratoga, Cal.	597,757
372	Oshkosh, Wisc.	597,331
373	Atlantic City, N.J.	596,150
374	Willingboro, N.J.	596,395
375	Woburn, Mass.	594,060
376	Lakeland, Fla.	592,084
377	Lancaster, Pa.	591,650
378	Petaluma, Cal.	589,778
379	Warren, Ohio	588,682
380	Gastonia, N.C.	586,589
381	Roswell, Ga.	585,910
382	Pittsburg, Cal.	585,286
383	Mansfield, Ohio	584,574
384	Iowa City, Ia.	583,393
385	Daytona Beach, Fla.	582,307
386	Dothan, Ala.	581,550
387	Taunton, Mass.	579,350
388	Santa Fe, N.M.	578,898
389	Norwich, Conn.	577,347
390	Sheboygan, Wisc.	576,882
391	Passaic, N.J.	574,263
392	Midland, Mich.	573,457
393	Newark, Cal.	566,856
394	Salem, Mass.	565,840
395	Davis, Cal.	562,901
396	Carson City, Nev.	561,242
397	Vancouver, Wash.	558,713
398	Kokomo, Ind.	558,028
399	Terre Haute, Ind.	557,796
400	Chandler, Ariz.	556,332
401	Grand Forks, N.D.	554,732
402	Temple, Tex.	554,496
403	Fontana, Cal.	553,738
404	Union City, N.J.	552,672
405	Camarillo, Cal.	551,126
406	Altoona, Pa.	550,873
407	Pocatello, Ida.	548,815
408	Warner Robins, Ga.	547,155
409	Kennewick, Wash.	545,549
410	Bridgewater, N.J.	544,869
411	Las Cruces, N.M.	542,565
412	La Crosse, Wisc.	541,086
413	Alexandria, La.	534,552
414	Lodi, Cal.	534,194
415	Yakima, Wash.	533,440
416	Vineland, N.J.	529,820
417	Lafayette, Ind.	529,458
418	Marlborough, Mass.	528,048
419	Belleville, Ill.	526,927
420	Kent, Wash.	525,899
421	Idaho Falls, Ida.	522,993
422	Middletown, Ohio	520,986
423	Salina, Kans.	520,571
424	Clarksville, Tenn.	519,166
425	Rock Island, Ill.	518,742
426	Richland, Wash.	514,153
427	Jackson, Tenn.	513,860
428	Monroe, La.	513,030
429	Holyoke, Mass.	510,409
430	Elkhart, Ind.	510,212
431	Pine Bluff, Ark.	509,374
432	Merced, Cal.	508,199
433	Provo, Utah	506,559
434	Westfield, Mass.	505,816
435	Rocky Mount, N.C.	505,195
436	Bartlesville, Okla.	504,785
437	Decatur, Ala.	500,475
438	Blue Springs, Mo.	498,291
439	Corona, Cal.	498,031
440	Mishawaka, Ind.	495,317
441	Vernon, Conn.	494,620
442	Woonsocket, R.I.	492,005
443	Euless, Tex.	491,835
444	New Brunswick, N.J.	490,391
445	Woodland, Cal.	489,511
446	Bristol, Tenn.-Bristol, Va., Tenn.	489,492
447	Jefferson City, Mo.	487,756
448	Juneau, Ak.	487,592
449	Bloomington, Ind.	487,058
450	Melrose, Mass.	485,862
451	Texas City, Tex.	485,368
452	Fitchburg, Mass.	481,262
453	Fairbanks, Ak.	478,993
454	Ames, Ia.	478,552
455	Medford, Ore.	477,029
456	Attleboro, Mass.	476,889
457	Perth Amboy, N.J.	475,538
458	Hutchinson, Kans.	474,525
459	Grand Island, Neb.	473,582
460	Annapolis, Md.	473,004
461	Danville, Ill.	472,851
462	Battle Creek, Mich.	471,973
463	Martinez, Cal.	470,416
464	East Lansing, Mich.	468,559
465	Wilkes-Barre, Pa.	467,668
466	College Station, Tex.	467,616
467	Rome, N.Y.	466,096
468	Bellingham, Wash.	464,990
469	Naples, Fla.	464,405
470	Normal, Ill.	464,164
471	Monterey, Cal.	463,410
472	Covington, Ky.	463,080
473	Chapel Hill, N.C.	462,898
474	Lima, Ohio	460,679
475	Burlington, N.C.	459,833
476	York, Pa.	459,693
477	Biloxi, Miss.	457,794
478	Spartanburg, S.C.	457,391
479	Newport, R.I.	456,600
480	Newark, Ohio	455,912
481	Slidell, La.	455,662
482	Hilo, Hi.	454,869
483	San Luis Obispo, Cal.	453,704
484	Murfreesboro, Tenn.	453,224
485	Torrington, Conn.	452,528
486	Haltom City, Tex.	452,440
487	Quincy, Ill.	448,986
488	Fayetteville, Ark.	448,950
489	Gloucester, Mass.	448,927
490	Joplin, Mo.	448,910
491	Naugatuck, Conn.	448,444
492	Wakefield, Mass.	448,391
493	Chester, Pa.	447,240
494	Loveland, Colo.	445,363

495	Palm Beach, Fla.	444,936
496	Findlay, Ohio	443,720
497	Parkersburg, W.Va.	443,665
498	New Albany, Ind.	443,444
499	1St. Cloud, Minn.	442,251
500	Bowling Green, Ky.	441,939
501	Meridian, Miss.	438,747
502	Auburn, Wash.	438,029
503	Ocala, Fla.	436,586
504	Minot, N.D.	436,204
505	Muskogee, Okla.	434,823
506	Burlington, Vt.	433,921
507	Johnson City, Tenn.	432,956
508	Baldwin Park, Cal.	432,606
509	Concord, N.H.	431,717
510	Gilroy, Cal.	430,290
511	Bettendorf, Ia.	428,606
512	Gadsden, Ala.	428,383
513	Roswell, N.M.	426,978
514	Oak Ridge, Tenn.	426,765
515	Beaver Creek, Ohio	425,555
516	Gulfport, Miss.	424,875
517	Corvallis, Ore.	424,341
518	Ossining, N.Y.	423,396
519	Fond du Lac, Wisc.	419,321
520	Bay City, Mich.	419,136
521	Norristown, Pa.	418,968
522	Wilmington, N.C.	418,643
523	Wheeling, W.Va.	415,480
524	Lancaster, Ohio	414,234
525	Columbus, Ind.	413,110
526	Garden City, N.Y.	412,295
527	Richmond, Ind.	411,525
528	North Tonawanda, N.Y.	411,137
529	Manteca, Cal.	411,026
530	Port Chester, N.Y.	409,831
531	Ridgecrest, Cal.	406,441
532	Lewisville, Tex.	405,969
533	Dedham, Mass.	405,945
534	New London, Conn.	405,508
535	Urbana, Ill.	405,225
536	Cape Girardeau, Mo.	399,277
537	Athens, Ga.	397,060
538	Port St Lucie, Fla.	397,004
539	Lompoc, Cal.	395,858
540	Greenville, N.C.	395,848
541	Pekin, Ill.	395,711
542	Yuma, Ariz.	394,674
543	Hobbs, N.M.	394,391
544	Frederick, Md.	390,347
545	Leavenworth, Kans.	389,338
546	Olympia, Wash.	389,322
547	Bradenton, Fla.	389,300
548	Lewiston, Me.	387,595
549	Michigan City, Ind.	387,578
550	Harlingen, Tex.	385,836
551	Turlock, Cal.	385,426
552	Farmington, N.M.	385,089
553	Augusta, Ga.	384,663
554	Beloit, Wisc.	384,047
555	Roseville, Cal.	382,058
556	Clinton, Ia.	381,489
557	Hermosa Beach, Cal.	381,285
558	Galesburg, Ill.	381,257
559	Wausau, Wisc.	380,230
560	Manitowoc, Wisc.	379,169
561	Marion, Ind.	378,563
562	Gillette, Wyo.	376,418
563	Hattiesburg, Miss.	374,464
564	Poughkeepsie, N.Y.	373,038
565	Rock Hill, S.C.	372,166
566	Northampton, Mass	371,556
567	Kingsport, Tenn.	371,498
568	Sherman, Tex.	371,070
569	Manhattan, Kans.	369,529
570	Frankfort, Ky.	369,151
571	Lake Jackson, Tex.	368,247
572	Henderson, Ky.	368,032
573	Wilson, N.C.	367,486
574	Grand Junction, Colo.	367,063
575	Longview, Wash.	364,596
576	Missoula, Mont.	363,500
577	Jamestown, N.Y.	362,676
578	Ponca City, Okla.	360,979
579	Fairborn, Ohio	360,431
580	Fort Myers, Fla.	359,490
581	Bremerton, Wash.	358,470
582	Butte, Mont.	358,448
583	Marion, Ohio	357,977
584	West Warwick, R.I.	356,531
585	Florence, Ala.	356,500
586	Watsonville, Cal.	356,187
587	Holland, Mich.	355,433
588	Renton, Wash.	353,116
589	Alton, Ill.	352,268
590	New Iberia, La.	351,238
591	Kannapolis, N.C.	348,995
592	Cleburne, Tex.	347,822
593	Mamaroneck, N.Y.	346,725
594	Hot Springs, Ark.	346,234
595	Myrtle Beach, S.C.	345,566
596	East Chicago, Ind.	345,362
597	Peekskill, N.Y.	345,277
598	Jackson, Mich.	344,484
599	Valdosta, Ga.	342,182
600	Muskegon, Mich.	342,451
601	Sanford, Fla.	342,145
602	Hagerstown, Md.	341,806
603	Rosenberg, Tex.	341,572
604	Bangor, Me.	341,462
605	Sandusky, Ohio	341,400
606	Burlington, Ia.	338,019
607	Palmdale, Cal.	337,892
608	Neenah, Wisc.	337,465
609	Crystal Lake, Ill.	337,383
610	Mason City, Ia.	337,253
611	Stillwater, Okla.	336,321
612	Panama City, Fla.	336,149
613	Hemet, Cal.	335,922
614	Lewiston, Ida.	335,086
615	Emporia, Kans.	334,780
616	Port Huron, Mich.	334,119
617	Pottstown, Pa.	331,528
618	Willoughby, Ohio	330,997
619	Marshalltown, Ia.	330,582
620	Florence, S.C.	328,172
621	Fort Dodge, Ia.	327,014
622	Freeport Ill.	326,390
623	North Attleboro, Mass.	326,090
624	Lufkin, Tex.	326,035
625	Massillon, Ohio	325,748
626	League City, Tex.	325,380
627	Portsmouth, N.H.	324,530
628	Dover, N.H.	324,506
629	Cortland, N.Y.	323,785
630	Lockport, N.Y.	323,486
631	Springdale, Ark.	322,955
632	Jonesboro, Ark.	322,309
633	De Kalb, Ill.	322,055
634	New Braunfels, Tex.	321,641
635	Twin Falls, Ida.	319,819
636	Bethpage, N.Y.	317,468
637	Albany, Ore.	317,146
638	Big Spring, Tex.	317,055
639	Tulare, Cal.	313,859
640	Indio, Cal.	313,579
641	North Platte, Neb.	312,358
642	Carlisle, Pa.	312,227
643	Clovis, N.M.	312,093
644	McKinney, Tex.	311,712
645	Milford, Mass.	310,975
646	Morristown, N.J.	310,569
647	McKeesport, Pa.	309,695
648	Port Hueneme, Cal.	309,632
649	Cleveland, Tenn.	309,225
650	Shawnee, Okla.	308,483
651	Hickory, N.C.	308,023
652	Conroe, Tex.	306,985
653	Fort Pierce, Fla.	306,355
654	Chico, Cal.	306,035
655	Vero Beach, Fla.	305,906
656	Chillicothe, Ohio	305,722
657	Santa Paula, Cal.	304,476
658	Saratoga Springs, N.Y.	303,413
659	New Castle, Pa.	302,377
660	Elmira, N.Y.	302,300
661	Hastings, Neb.	302,074
662	Goldsboro, N.C.	300,515
663	Auburn, N.Y.	300,000
664	Marion, Ia.	299,346
665	Paducah, Ky.	298,913
666	North Chicago, Ill.	298,857
667	Greenville, Tex.	297,683
668	Manhato, Minn.	297,565
669	Ottumwa, Ia.	296,294
670	Fremont, Neb.	296,103
671	Tupelo, Miss.	295,383
672	Jacksonville, Ark.	295,328
673	Xenia, Ohio	295,311
674	Muscatine, Ia.	295,203
675	West Lafayette, Ind.	294,984
676	Williamsport Pa.	294,769
677	Rome, Ga.	294,469
678	Ansonia, Conn.	293,466
679	Pampa, Tex.	293,093
680	Newark, Del.	292,599
681	Cocoa, Fla.	292,236
682	Ypsilanti, Mich.	292,209
683	Woodbridge, Va.	292,082
684	Dublin, Cal.	290,979
685	Fort Walton Beach, Fla.	290,553
686	Winter Haven, Fla.	290,360
687	Duncan, Okla.	289,858
688	Pascagoula, Miss.	289,547
689	Rock Springs, Wyo.	288,360
690	Austin, Minn.	286,741
691	San Marcos, Tex.	286,397
692	Denison, Tex.	286,290
693	Orange, Tex.	286,289
694	Kingston, N.Y.	285,765
695	Chelsea, Mass.	285,605
696	El Dorado, Ark.	285,241
697	Aberdeen, S.D.	285,042
698	Anniston, Ala.	284,594
699	Bell, Cal.	284,317
700	Middletown, N.Y.	283,304
701	Porterville, Cal.	281,314
702	Flagstaff, Ariz.	281,153
703	Kankakee, Ill.	280,805
704	Niles, Ohio	279,842
705	Garden City, Kans.	279,496
706	Helena, Mont.	279,423
707	Greenville, Miss.	279,190
708	Ardmore, Okla.	278,689
709	Newburgh, N.Y.	278,528
710	Yuba City, Cal.	278,495
711	Junction City, Kans.	278,489
712	Mattoon, Ill.	277,617
713	Ashland, Ky.	277,600
714	Moorhead, Minn.	277,558
715	Dover, Del.	277,169
716	Lansdale, Pa.	277,120
717	Huntsville, Tex.	276,204
718	Hudson, Mass.	276,108
719	Lebanon, Pa.	275,815
720	Carlsbad, N.M.	274,977
721	Walla Walla, Wash.	274,650
722	Hazleton, Pa.	273,952
723	La Porte, Ind.	273,250
724	Corsicana, Tex.	273,075
725	Nacogdoches, Tex.	273,035
726	Millville, N.J.	272,825
727	Johnstown, Pa.	272,126
728	State College, Pa.	271,602
729	Kent, Ohio	270,177
730	Keene, N.H.	269,941
731	Norfolk, Neb.	269,795
732	Monroe, Mich.	269,656
733	East Moline, Ill.	269,395
734	Eureka, Cal.	269,357
735	South Lake Tahoe, Cal.	269,260
736	Hanford, Cal.	269,177
737	Gardner, Mass.	269,045
738	Hopkinsville, Ky.	268,131
739	Amsterdam, N.Y.	268,016
740	Logan, Utah	267,677
741	Paris, Tex.	267,479
742	Westerly, R.I.	267,447
743	Bristol, Pa.	266,665
744	Pinole, Cal.	266,290
745	Marshall, Tex.	264,971
746	El Centro, Cal.	262,771
747	Alliance, Ohio	262,734
748	Barstow, Cal.	262,692
749	Madera, Cal.	261,276
750	Kearney, Neb.	261,005
751	Columbia, Tenn.	258,812
752	Nampa, Ida.	258,313
753	Valparaiso, Ind.	257,489
754	Rogers, Ark.	257,181
755	Salisbury, N.C.	256,928
756	Easton, Pa.	256,818
757	La Grange, Ga.	256,654
758	Wooster, Ohio	256,580
759	Auburn, Me.	255,915
760	Fairmont, W.Va.	253,680
761	Superior, Wisc.	253,305
762	Mount Clemens, Mich.	253,252
763	Medina, Ohio	252,665
764	Steubenville, Ohio	252,543
765	Belvidere, Ill.	252,503
766	Wisconsin Rapids, Wisc.	251,649
767	Winona, Minn.	251,108
768	Newburyport, Mass.	248,248
769	Troy, Ohio	247,043
770	Delaware, Ohio	246,724
771	Conway, Ark.	246,559
772	Goshen, Ind.	246,233
773	Dodge City, Kans.	245,967
774	Zanesville, Ohio	245,615
775	Kinston, N.C.	245,354
776	Jeffersonville, Ind.	245,345
777	Coeur d'Alene, Ida.	244,671
778	West Memphis, Ark.	244,171
779	Great Bend, Kans.	243,164
780	Ithaca, N.Y.	243,076
781	Dickinson, N.D.	243,014
782	West Chester, Pa.	242,650
783	Jacksonville, N.C.	242,639
784	Auburn, Ala.	242,539
785	Pullman, Wash.	241,782
786	Oswego, N.Y.	241,369
787	Sui Sun, Cal.	241,359
788	Weirton, W.Va.	240,216
789	Anderson, S.C.	239,829
790	Ottawa, Ill.	239,825
791	Waxahachie, Tex.	239,595
792	Stevens Point, Wisc.	239,381
793	Marshfield, Wisc.	239,026
794	Tonawanda, N.Y.	237,696
795	Vicksburg, Miss.	237,603
796	Morgantown, W.Va.	237,519
797	Beckley, W.Va.	237,442
798	Watertown, N.Y.	237,344
799	Dalton, Ga.	236,298
800	Ashland, Ohio	235,087
801	Benton, Ark.	234,638
802	Laramie, Wyo.	234,466
803	Del Rio, Tex.	234,226
804	Hays, Kans.	234,106
805	Sikeston, Mo.	233,809
806	Alamagordo, N.M.	233,272
807	Somerville, N.J.	232,834
808	Ruston, La.	232,813
809	Columbus, Neb.	232,454
810	Cookeville, Tenn.	232,150
811	Columbus, Miss.	232,083
812	Homestead, Fla.	231,501
813	Cumberland, Md.	231,417
814	Opelika, Ala.	230,858
815	Sumter, S.C.	230,785
816	Bay City, Tex.	230,427
817	Augusta, Me.	230,079
818	Clarksburg, W.Va.	229,806
819	Prichard, Ala.	229,743
820	Portsmouth, Ohio	229,561
821	Southbridge, Mass.	228,719
822	Piqua, Ohio	228,451
823	Bowling Green, Ohio	228,324
824	Dover, N.J.	228,264
825	Menasha, Wisc.	228,146
826	Victorville, Cal.	228,024
827	Asbury Park, N.J.	227,788
828	Jacksonville, Ill.	227,223
829	Williston, N.D.	226,865
830	El Reno, Okla.	225,806
831	Griffin, Ga.	225,510
832	Borger, Tex.	225,204
833	Mount Vernon, Ill.	224,267
834	Owatonna, Minn.	224,028
835	Aiken, S.C.	222,694
836	Palestine, Tex.	222,651
837	Sedalia, Mo.	221,904
838	Kerrville, Tex.	221,824
839	Selma, Ala.	221,737
840	Point Pleasant, N.J.	221,282
841	Tarrytown, N.Y.	221,146
842	Enterprise, Ala.	220,365
843	Greensburg, Pa.	220,320
844	Brunswick, Me.	220,175
845	Weatherford, Tex.	219,950
846	Palm Desert, Cal.	218,436
847	Concord, N.C.	218,329
848	Albert Lea, Minn.	218,239
849	Watertown, Wisc.	217,729
850	Phoenixville, Pa.	217,182



TOTAL RETAIL SALES

Metropolitan Statistical Areas (thousands)	
1 Los Angeles-Long Beach, Ca	53,933,256
2 New York, N.Y	40,650,872
3 Chicago, Il	39,109,054
4 Philadelphia, Pa-N.J	30,996,502
5 Washington, D.C.-Md-Va	27,257,308
6 Detroit, Mi	25,315,624
7 Boston, Ma	24,112,001
8 Nassau-Suffolk, N.Y	22,442,347
9 Dallas, Tx	21,968,543
10 Houston, Tx	21,000,699
11 Atlanta, Ga	19,331,350
12 Anaheim-Santa Ana, Ca	18,620,847
13 Minneapolis-St. Paul, Mn-Wi	18,418,821
14 San Diego, Ca	15,971,371
15 St. Louis, Mo-Il	15,517,604
16 Phoenix, Az	15,003,713
17 Baltimore, Md	14,782,987
18 Oakland, Ca	14,495,998
19 Tampa-St. Petersburg-Clearwater, Fl	14,048,174
20 San Francisco, Ca	12,978,906
21 Seattle, Wa	12,942,427
22 Denver, Co	12,663,584
23 Riverside-San Bernardino, Ca	12,622,553
24 Newark, N.J	12,258,786
25 Miami-Hialeah, Fl	12,156,015
26 Cleveland, Oh	12,137,945
27 Pittsburgh, Pa	11,766,655
28 San Jose, Ca	11,297,811
29 Fort Lauderdale-Hollywood-Pompano Beach, Fl	10,796,734
30 Kansas City, Mo-Ks	10,667,252
31 Bergen-Passaic, N.J	10,533,820
32 Fort Worth-Arlington, Tx	10,020,749
33 Sacramento, Ca	9,534,477
34 Cincinnati, Oh-Ky-In	9,477,864
35 Columbus, Oh	9,095,485
36 Milwaukee, Wi	9,008,273
37 San Antonio, Tx	8,972,780
38 New Orleans, La	8,037,415
39 Orlando, Fl	7,987,507
40 Portland, Or	7,970,519
41 Norfolk-Virginia Beach-Newport News, Va	7,882,405
42 Indianapolis, In	7,837,642
43 Charlotte-Gastonia-Rock Hill, N.C-S.C	7,354,212
44 Oklahoma City, Ok	7,077,585
45 Monmouth-Ocean, N.J	7,067,404
46 Middlesex-Somerset-Hunterdon, N.J	7,008,063
47 Nashville, Tn	6,939,973
48 West Palm Beach-Boca Raton-Delray, Fl	6,844,639
49 Austin, Tx	6,566,862
50 Greensboro-Winston-Salem-High Point, N.C	6,445,397
51 Memphis, Tn-Ar-Ms	6,324,783
52 Louisville, Ky-In	6,271,318
53 Dayton-Springfield, Oh	6,117,436
54 Salt Lake City-Ogden, Ut	6,099,145
55 Rochester, N.Y	6,095,336
56 Hartford, Ct	5,815,854
57 Jacksonville, Fl	5,807,671
58 Richmond-Petersburg, Va	5,804,199
59 Albany-Schenectady-Troy, N.Y	5,414,169
60 Buffalo, N.Y	5,395,230
61 Raleigh-Durham, N.C	5,303,260
62 Birmingham, Al	5,186,237
63 Honolulu, Hi	4,999,592
64 Las Vegas, Nv	4,697,142
65 Tulsa, Ok	4,398,195
66 Omaha, Ne-Ia	4,385,583
67 Toledo, Oh	4,309,459
68 Scranton-Wilkes Barre, Pa	4,185,708
69 Harrisburg-Lebanon-Carlisle, Pa	4,172,280
70 Oxnard-Ventura, Ca	4,125,267
71 Allentown-Bethlehem, Pa-N.J	4,079,595
72 Tucson, Az	4,048,300
73 Akron, Oh	3,890,847
74 Grand Rapids, Mi	3,818,475
75 Syracuse, N.Y	3,806,310
76 Knoxville, Tn	3,795,189
77 Fresno, Ca	3,763,475
78 Greenville-Spartanburg, S.C	3,723,962
79 Lake County, Il	3,552,588
80 Albuquerque, N.M	3,518,794
81 Springfield, Ma	3,474,786
82 Little Rock-North Little Rock, Ar	3,434,363
83 Providence, R.I	3,407,494
84 Baton Rouge, La	3,384,972
85 Wilmington, De-N.J-Md	3,379,518
86 Gary-Hammond, In	3,051,851
87 Youngstown-Warren, Oh	2,977,863
88 Flint, Mi	2,964,293
89 El Paso, Tx	2,956,964
90 Colorado Springs, Co	2,950,188
91 Tacoma, Wa	2,940,561
92 New Haven-Meriden, Ct	2,910,425
93 Wichita, Ks	2,893,853
94 Charleston, S.C	2,884,224
95 Bridgeport-Milford, Ct	2,876,913
96 Melbourne-Titusville-Palm Bay, Fl	2,861,967
97 Pawtucket-Woonsocket-Attlebaro, R.I.-Ma	2,851,509
98 Des Moines, Ia	2,840,669
99 Santa Barbara-Santa Maria-Lompoc, Ca	2,827,205
100 Bakersfield, Ca	2,749,741
101 Columbia, S.C	2,747,390
102 Atlantic City, N.J	2,730,684
103 Santa Rosa-Petaluma, Ca	2,631,758
104 Jersey City, N.J	2,608,336
105 Mobile, Al	2,597,561
106 Worcester, Ma	2,551,574
107 Lancaster, Pa	2,540,059
108 Lansing-East Lansing, Mi	2,533,355
109 Chattanooga, Tn-Ga	2,530,063
110 Anchorage, Ak	2,525,959
111 Madison, Wi	2,506,267
112 Jackson, Ms	2,491,933
113 Stockton, Ca	2,389,130
114 Lexington-Fayette, Ky	2,383,357
115 Shreveport, La	2,364,464
116 Beaumont-Port Arthur, Tx	2,357,772
117 Spokane, Wa	2,352,476
118 Johnson City-Kingsport-Bristol, Tn-Va	2,347,242
119 Sarasota, Fl	2,330,310
120 Davenport-Rock Island-Moline, Ia-Il	2,310,021
121 Fort Wayne, In	2,297,931
122 Lakeland-Winter Haven, Fl	2,279,190
123 Vallejo-Fairfield-Napa, Ca	2,276,462
124 Saginaw-Bay City-Midland, Mi	2,275,427
125 Daytona Beach, Fl	2,269,764
126 Trenton, N.J	2,266,782
127 Reading, Pa	2,258,007
128 Augusta, Ga-S.C	2,256,747
129 Canton, Oh	2,246,333
130 Aurora-Elgin, Il	2,240,661
131 Reno, Nv	2,236,955
132 York, Pa	2,233,439
133 Salem-Gloucester, Ma	2,221,001
134 Fort Myers-Cape Coral, Fl	2,207,135
135 Portland, Me	2,153,543
136 New London-Norwich, Ct-R.I.	2,117,839
137 Lawrence-Haverhill, Ma-N.H.	2,117,134
138 Salinas-Seaside-Monterey, Ca	2,079,465
139 Orange, N.Y	2,057,203
140 Stamford, Ct	2,045,330
141 Modesto, Ca	1,954,357
142 Peoria, Il	1,927,009
143 Pensacola, Fl	1,881,270
144 Corpus Christi, Tx	1,874,602
145 Ann Arbor, Mi	1,866,162
146 Appleton-Oshkosh-Neenah, Wi	1,850,192
147 Joliet, Il	1,814,767
148 Binghamton, N.Y	1,813,880
149 Manchester, N.H.	1,774,048
150 McAllen-Edinburg-Mission, Tx	1,763,605
151 Macon-Warner Robins, Ga	1,744,161
152 Evansville, In-Ky	1,742,158
153 Boulder-Longmont, Co	1,720,965
154 Rockford, Il	1,705,801
155 Portsmouth-Dover-Rochester, N.H.-Me	1,659,718
156 Huntington-Ashland, W.V-Ky-Oh	1,641,780
157 Santa Cruz, Ca	1,639,407
158 Amarillo, Tx	1,634,080
159 Utica-Rome, N.Y	1,627,546
160 South Bend-Mishawaka, In	1,624,200
161 Danbury, Ct	1,613,655
162 Montgomery, Al	1,581,011
163 Lubbock, Tx	1,579,928
164 Fort Pierce, Fl	1,578,192
165 Eugene-Springfield, Or	1,574,923
166 Lorain-Elyria, Oh	1,573,710
167 Charleston, W.V	1,558,336
168 Waterbury, Ct	1,541,635
169 Poughkeepsie, N.Y	1,534,008
170 Erie, Pa	1,533,551
171 Lafayette, La	1,529,873
172 Duluth, Mn-Wi	1,501,718
173 Huntsville, Al	1,497,637
174 Fayetteville, N.C	1,495,359
175 Roanoke, Va	1,490,577
176 Hamilton-Middletown, Oh	1,487,832
177 Killeen-Temple, Tx	1,476,833
178 Bradenton, Fl	1,471,127
179 St. Cloud, Mn	1,439,549
180 Springfield, Mo	1,434,020
181 Brownsville-Harlingen, Tx	1,431,073
182 Lowell, Ma-N.H.	1,415,183
183 Tallahassee, Fl	1,414,159
184 Visalia-Tulare-Porterville, Ca	1,412,340
185 Savannah, Ga	1,392,395
186 Norwalk, Ct	1,354,038
187 Columbus, Ga-Al	1,348,781
188 Waco, Tx	1,341,533
189 Salem, Or	1,325,730
190 Springfield, Il	1,314,297
191 Brockton, Ma	1,312,095
192 Hickory, N.C	1,300,652
193 Kalamazoo, Mi	1,281,193
194 Asheville, N.C	1,279,653
195 Lincoln, Ne	1,273,331
196 Green Bay, Wi	1,272,317
197 Boise City, Id	1,270,899
198 Gainesville, Fl	1,267,542
199 Longview-Marshall, Tx	1,258,273
200 Fargo-Moorhead, N.D-Mn	1,255,661
201 Nashua, N.H.	1,245,945
202 Laredo, Tx	1,241,787
203 Ocala, Fl	1,238,231
204 Tyler, Tx	1,228,354
205 Galveston-Texas City, Tx	1,216,156
206 Fort Collins-Loveland, Co	1,201,242
207 Elkhart-Goshen, In	1,171,652
208 Niagara Falls, N.Y	1,158,905
209 Cedar Rapids, Ia	1,143,783
210 Biloxi-Gulfport, Ms	1,107,837
211 Topeka, Ks	1,092,691
212 Abilene, Tx	1,090,739
213 Odessa, Tx	1,089,416
214 Burlington, Vt	1,084,127
215 Chico, Ca	1,083,502
216 Houma-Thibodaux, La	1,054,846
217 New Bedford, Ma	1,047,311
218 Champaign-Urbana-Rantoul, Il	1,042,146
219 Johnstown, Pa	1,034,678
220 Racine, Wi	1,029,492
221 Provo-Orem, Ut	1,024,498
222 Fort Smith, Ar-Ok	1,001,088
223 Bruzoria, Tx	993,951
224 Eau Claire, Wi	992,734
225 Parkersburg-Marietta, W.V-Oh	989,559
226 Naples, Fl	986,487
227 Monroe, La	979,721
228 Lima, Oh	967,621
229 Wilmington, N.C	962,865
230 Vancouver, Wa	962,193
231 Yakima, Wa	945,791
232 Redding, Ca	941,789
233 Anderson, In	934,162
234 Lake Charles, La	931,975
235 Fort Walton Beach, Fl	929,039
236 Sioux Falls, S.D	928,553
237 Medford, Or	928,076
238 Midland, Tx	924,339
239 Fall River, Ma-R.I.	907,833
240 Wheeling, W.V-Oh	904,036
241 San Angelo, Tx	890,613
242 Panama City, Fl	887,293
243 Billings, Mt	884,045
244 Texarkana, Tx-Ar	883,720
245 Janesville-Beloit, Wi	882,327
246 Kokomo, In	881,497
247 Terre Haute, In	870,255
248 New Britain, Ct	869,097
249 Wichita Falls, Tx	865,992
250 Mansfield, Oh	858,399
251 Dothan, Al	858,192
252 Bryan-College Station, Tx	849,002
253 Athens, Ga	848,943
254 Alexandria, La	845,993
255 Lynchburg, Va	844,423
256 Bloomington-Normal, Il	831,810
257 Santa Fe, N.M.	829,523
258 Fayetteville-Springdale, Ar	828,750
259 Burlington, N.C	823,222
260 Waterloo-Cedar Falls, Ia	821,008
261 Sherman-Denison, Tx	819,629
262 Altoona, Pa	816,728
263 Benton Harbor, Mi	814,887
264 Richland-Kennewick-Pasco, Wa	814,711
265 Joplin, Mo	803,492
266 Muncie, In	797,378
267 Charlottesville, Va	791,293
268 Bremerton, Wa	780,937
269 Hagerstown, Md	777,204
270 Olympia, Wa	775,422
271 Clarksville-Hopkinsville, Tn-Ky	773,914
272 Glens Falls, N.Y	769,290
273 Decatur, Il	766,350
274 Anderson, S.C	763,911
275 Tuscaloosa, Al	756,128
276 Florence, Al	755,899
277 Lawton, Ok	751,218
278 Beaver, Pa	747,391
279 Rochester, Mn	735,647
280 Merced, Ca	732,396
281 Lafayette-West Lafayette, In	729,952
282 Vineland-Millville-Bridgeton, N.J	729,393
283 Bangor, Me	724,831
284 Albany, Ga	724,205
285 La Crosse, Wi	719,085
286 Sioux City, Ia-Ne	712,382
287 State College, Pa	697,940
288 Bismarck, N.D	688,993
289 Florence, S.C	684,005
290 Pittsfield, Ma	665,920
291 Muskegon, Mi	659,541
292 Wausau, Wi	658,894
293 Jacksonville, N.C	658,364
294 Williamsport, Pa	647,333
295 Grand Forks, N.D	646,368
296 Bellingham, Wa	643,104
297 Rapid City, Sd	642,604
298 Steubenville-Weirton, Oh-W.V	629,969
299 Las Cruces, N.M	629,925
300 Fitchburg-Leominster, Ma	620,379
301 Jackson, Tn	609,252
302 Pueblo, Co	601,992
303 Bloomington, In	596,207
304 Bristol, Ct	591,982
305 Jackson, Mi	590,885
306 Anniston, Al	588,522
307 Victoria, Tx	580,535
308 Sharon, Pa	574,732
309 Elmira, N.Y	573,107
310 Cumberland, Md-W.V	572,260
311 Cheyenne, Wy	570,682
312 Columbia, Mo	567,911
313 Greeley, Co	564,572
314 Yuba City, Ca	560,612
315 Lewiston-Auburn, Me	558,284
316 Owensboro, Ky	557,367
317 Pascagoula, Ms	554,965
318 Battle Creek, Mi	542,343
319 Kenosha, Wi	541,062
320 Pine Bluff, Ar	527,771
321 Dubuque, Ia	527,197
322 Gadsden, Al	526,963
323 Kankakee, Il	515,763
324 Iowa City, Ia	514,354
325 Great Falls, Mt	503,766

326 Sheboygan, Wi 494,107
327 St. Joseph, Mo 491,658
328 Casper, Wy 481,533
329 Danville, Va 474,778
330 Middletown, Ct 417,717
331 Lawrence, Ks 414,088
332 Enid, Ok 405,073

Leading counties (thousands)

1 Los Angeles, Cal. 53,933,256
2 Cook, Ill. 30,555,073
3 Harris, Tex. 18,664,050
4 Orange, Cal. 18,620,847
5 Dallas, Tex. 18,182,565
6 San Diego, Cal. 15,971,371
7 Maricopa, Ariz. 15,003,713
8 New York, N.Y. 13,510,902
9 Nassau, N.Y. 12,204,337
10 Dade, Fla. 12,156,015
11 Middlesex, Mass. 11,384,291
12 Santa Clara, Cal. 11,297,811
13 Broward, Fla. 10,796,734
14 King, Wash. 10,589,753
15 Suffolk, N.Y. 10,238,010
16 Wayne, Mich. 9,691,017
17 Cuyahoga, Ohio 9,465,338
18 Tarrant, Tex. 9,205,515
19 Hennepin, Minn. 9,112,800
20 Alameda, Cal. 8,838,809
21 Bexar, Tex. 8,418,970
22 Oakland, Mich. 8,211,576
23 St. Louis, Mo. 8,178,321
24 Allegheny, Pa. 8,157,614
25 Du Page, Ill. 7,733,350
26 Bergen, N.J. 7,570,751
27 Philadelphia, Pa. 7,350,951
28 Franklin, Ohio 7,251,223
29 Queens, N.Y. 7,241,875
30 Fairfield, Conn. 7,167,111
31 Sacramento, Cal. 7,021,309
32 Westchester, N.Y. 6,883,093
33 Palm Beach, Fla. 6,844,639
34 San Bernardino, Cal. 6,828,246
35 Kings, N.Y. 6,534,801
36 Hartford, Conn. 6,496,418
37 Pinellas, Fla. 6,381,548
38 Hamilton, Ohio 6,228,777
39 Montgomery, Md. 6,025,108
40 Hillsborough, Fla. 5,897,157
41 Milwaukee, Wisc. 5,895,169
42 Montgomery, Pa. 5,859,288
43 Riverside, Cal. 5,794,307
44 Marion, Ind. 5,782,268
45 Baltimore, Md. 5,722,406
46 Contra Costa, Cal. 5,657,189
47 Travis, Tex. 5,605,312
48 Shelby, Tenn. 5,597,391
49 Essex, Mass. 5,530,910
50 Norfolk, Mass. 5,523,743
51 San Francisco, Cal. 5,477,838
52 New Haven, Conn. 5,448,300
53 San Mateo, Cal. 5,440,677
54 Erie, N.Y. 5,395,230
55 Fulton, Ga. 5,380,905
56 Macomb, Mich. 5,366,350
57 Fairfax, Va. 5,295,060
58 Prince Georges, Md. 5,211,519
59 Jackson, Mo. 5,132,007
60 Orange, Fla. 5,057,957
61 Jefferson, Ky. 5,029,078
62 Honolulu, Hi. 4,999,592
63 Oklahoma, Okla. 4,995,706
64 Monroe, N.Y. 4,783,809
65 Duval, Fla. 4,752,890
66 Davidson, Tenn. 4,700,965
67 Clark, Nev. 4,697,142
68 De Kalb, Ga. 4,640,124
69 Essex, N.J. 4,598,106
70 Suffolk, Mass. 4,435,042
71 Salt Lake, Utah 4,326,762
72 Monmouth, N.J. 4,282,284
73 Jefferson, Ala. 4,243,706
74 Bucks, Pa. 4,219,871
75 Middlesex, N.J. 4,181,172
76 Montgomery, Ohio 4,178,201
77 Ventura, Cal. 4,125,267
78 Worcester, Mass. 4,097,694
79 Pima, Ariz. 4,048,300
80 Multnomah, Ore. 4,044,236
81 Ramsey, Minn. 4,000,646
82 Morris, N.J. 3,925,098
83 Mecklenburg, N.C. 3,923,477
84 Arapahoe, Colo. 3,907,795
85 Jefferson, La. 3,820,964
86 Fresno, Cal. 3,763,475
87 Delaware, Pa. 3,628,589
88 District of Columbia, D.C. 3,619,017
89 Tulsa, Okla. 3,618,790
90 Lake, Ill. 3,552,588
91 Bernalillo, N.M. 3,518,794
92 Lucas, Ohio 3,472,027
93 Camden, N.J. 3,468,071
94 Cobb, Ga. 3,457,191
95 Douglas, Neb. 3,418,795
96 Denver, Colo. 3,363,256
97 Bristol, Mass. 3,360,185
98 Wake, N.C. 3,347,284
99 Summit, Ohio 3,330,137
100 Providence, R.I. 3,281,065
101 Jefferson, Colo. 3,274,541
102 Baltimore City, Md. 3,212,002
103 Union, N.J. 3,143,360
104 Plymouth, Mass. 3,130,324
105 Anne Arundel, Md. 3,108,478
106 Onondaga, N.Y. 2,999,402
107 Genesee, Mich. 2,964,293
108 Passaic, N.J. 2,963,069
109 Orleans, La. 2,958,245
110 El Paso, Tex. 2,956,964
111 El Paso, Colo. 2,950,188
112 Pierce, Wash. 2,940,561
113 Hampden, Mass. 2,914,765
114 Hillsborough, N.H. 2,902,096
115 Kent, Mich. 2,892,565
116 Burlington, N.J. 2,878,668
117 Brevard, Fla. 2,861,967
118 Pulaski, Ark. 2,844,057
119 East Baton Rouge, La. 2,830,370
120 Santa Barbara, Cal. 2,827,205
121 Ocean, N.J. 2,785,120
122 New Castle, Del. 2,782,502
123 Guilford, N.C. 2,777,458
124 Kern, Cal. 2,749,741
125 Sedgewick, Kans. 2,708,875
126 Johnson, Kans. 2,680,394
127 Sonoma, Cal. 2,631,758
128 Polk, Ia. 2,620,605
129 Bronx, N.Y. 2,615,610
130 Hudson, N.J. 2,608,336
131 Lancaster, Pa. 2,540,059
132 Anchorage, Ak. 2,525,959
133 Lake, Ind. 2,506,817
134 Dane, Wisc. 2,506,267
135 Lehigh, Pa. 2,419,885
136 Knox, Tenn. 2,400,666
137 San Joaquin, Cal. 2,389,130
138 Cumberland, Me. 2,378,066
139 Snohomish, Wash. 2,352,674
140 Spokane, Wash. 2,352,476
141 Forsyth, N.C. 2,351,095
142 Sarasota, Fla. 2,330,310
143 Albany, N.Y. 2,311,794
144 Washington, Ore. 2,296,438
145 Seminole, Fla. 2,295,290
146 Polk, Fla. 2,279,190
147 Volusia, Fla. 2,269,764
148 Mercer, N.J. 2,266,782
149 Berks, Pa. 2,258,007
150 Rockingham, N.H. 2,255,942
151 Charleston, S.C. 2,253,210
152 Washoe, Nev. 2,238,955
153 Waukesha, Wisc. 2,231,600
154 Lee, Fla. 2,207,135
155 Chester, Pa. 2,188,952
156 Stark, Ohio 2,153,114
157 Greenville, S.C. 2,125,004
158 Mobile, Ala. 2,117,478
159 Kane, Ill. 2,113,294
160 Barnstable, Mass. 2,112,887
161 Monterey, Cal. 2,079,465
162 Marin, Cal. 2,060,391
163 Orange, N.Y. 2,057,203
164 Allen, Ind. 2,018,570
165 Virginia Beach, Va. 2,014,349
166 Adams, Colo. 1,986,538
167 Richland, S.C. 1,985,563
168 Westmoreland, Pa. 1,960,204
169 Stanislaus, Cal. 1,954,357
170 Hamilton, Tenn. 1,951,250
171 York, Pa. 1,946,184
172 Somerset, N.J. 1,922,720
173 Henrico, Va. 1,906,793
174 Hinds, Miss. 1,899,774
175 Caddo, La. 1,873,183
176 Atlantic, N.J. 1,872,937
177 Richmond, Va. 1,870,243
178 Washtenaw, Mich. 1,866,162
179 Fayette, Ky. 1,862,264
180 Dakota, Minn. 1,853,642
181 Rockland, N.Y. 1,842,017
182 St. Louis City, Mo. 1,817,489
183 Jefferson, Tex. 1,807,406
184 New London, Conn. 1,790,304
185 Cumberland, Pa. 1,784,711
186 Hidalgo, Tex. 1,763,605
187 Luzerne, Pa. 1,740,615
188 Gwinnett, Ga. 1,728,183
189 Boulder, Colo. 1,720,965
190 Norfolk, Va. 1,696,090
191 Will, Ill. 1,671,488
192 Lake, Ohio 1,668,450
193 Ingham, Mich. 1,662,677
194 Solano, Cal. 1,656,053
195 Broome, N.Y. 1,647,064
196 Santa Cruz, Cal. 1,639,407
197 Escambia, Fla. 1,632,481
198 Nueces, Tex. 1,629,445
199 St. Joseph, Ind. 1,824,200
200 Mahoning, Ohio 1,603,107
201 Dauphin, Pa. 1,600,393
202 Clayton, Ga. 1,583,670
203 Lubbock, Tex. 1,579,928
204 Lane, Ore. 1,574,923
205 Lorain, Ohio 1,573,710
206 Winnebago, Ill. 1,563,077
207 Richmond, N.Y. 1,560,807
208 Collin, Tex. 1,535,659
209 Dutchess, N.Y. 1,534,008
210 Erie, Pa. 1,533,551
211 St. Clair, Ill. 1,532,499
212 Anoka, Minn. 1,499,281
213 Madison, Ala. 1,497,637
214 Cumberland, N.C. 1,495,359
215 Butler, Ohio 1,487,832
216 Madison, Ill. 1,481,969
217 Manatee, Fla. 1,471,127
218 Denton, Tex. 1,457,319
219 Horry, S.C. 1,443,169
220 Pasco, Fla. 1,439,384
221 Cameron, Tex. 1,431,073
222 Saginaw, Mich. 1,424,188
223 Tulare, Cal. 1,412,340
224 Richmond, Ga. 1,408,381
225 Gloucester, N.J. 1,402,112
226 Lafayette, La. 1,387,162
227 Trumbull, Ohio 1,374,756
228 Alexandria, Va. 1,374,549
229 Kanawha, W.Va. 1,373,929
230 Oneida, N.Y. 1,365,072
231 Lackawanna, Pa. 1,363,809
232 Clackamas, Ore. 1,362,268
233 Chatham, Ga. 1,346,596
234 Durham, N.C. 1,342,695
235 McLennan, Tex. 1,341,533
236 Greene, Mo. 1,335,165
237 Kent, R.I. 1,329,883
238 Montgomery, Ala. 1,317,065
239 San Luis Obispo, Cal. 1,314,973
240 Bell, Tex. 1,311,723
241 Sangamon, Ill. 1,288,192
242 Kalamazoo, Mich. 1,281,193
243 Buncombe, N.C. 1,279,653
244 Lancaster, Neb. 1,273,331
245 Brown [illegible] 1,272,317
246 Ada, [illegible] 1,270,899
247 St. Louis, [illegible] 1,267,786
248 Vanderburgh, Ind. 1,261,442
249 Webb, Tex. 1,241,787
250 St. Charles, Mo. 1,241,172
251 Marion, Fla. 1,238,231
252 Leon, Fla. 1,232,689
253 Smith, Tex. 1,228,354
254 Marion, Ore. 1,222,108
255 Galveston, Tex. 1,216,156
256 Clay, Mo. 1,209,112
257 Larimer, Colo. 1,201,242
258 Stearns, Minn. 1,186,939
259 Alachua, Fla. 1,186,462
260 Spartanburg, S.C. 1,185,139
261 Muscogee, Ga. 1,182,028
262 Placer, Cal. 1,179,133
263 Bibb, Ga. 1,175,049
264 Elkhart, Ind. 1,171,652
265 Niagara, N.Y. 1,158,905
266 Scott, Ia. 1,146,202
267 Linn, Ia. 1,143,783
268 Potter, Tex. 1,107,572
269 Prince William, Va. 1,107,531
270 Shawnee, Kans. 1,092,691
271 Taylor, Tex. 1,090,739
272 Ector, Tex. 1,089,416
273 Cleveland, Okla. 1,088,678
274 Butte, Cal. 1,083,502
275 Howard, Md. 1,051,691
276 Arlington, Va. 1,049,931
277 Ulster, N.Y. 1,047,047
278 Champaign, Ill. 1,042,146
279 Chittenden, Vt. 1,041,024
280 Racine, Wisc. 1,029,492
281 Utah, Utah 1,024,498
282 Hampton, Va. 1,022,941
283 Newport News, Va. 1,018,722
284 Cass, N.D. 1,017,475
285 Weber, Utah 1,010,548
286 Peoria, Ill. 1,009,901
287 York, Me. 1,009,673
288 Maui, Hi. 1,001,755
289 Chesterfield, Va. 997,855
290 Clermont, Ohio 997,800
291 Brazoria, Tex. 993,951
292 Berkshire, Mass. 991,694
293 Collier, Fla. 986,487
294 Ouachita, La. 979,721
295 Harrison, Miss. 978,289
296 Gregg, Tex. 976,393
297 Litchfield, Conn. 974,715
298 New Hanover, N.C. 962,865
299 Clark, Wash. 962,103
300 Rock Island, Ill. 959,688
301 Gaston, N.C. 956,366
302 Saratoga, N.Y. 953,805
303 Penobscot, Me. 948,460
304 Yakima, Wash. 945,791
305 Shasta, Cal. 941,789
306 Northampton, Pa. 938,280
307 Sullivan, Tenn. 936,441
308 Madison, Ind. 934,162
309 Calcasieu, La. 931,975
310 Washington, Pa. 929,832
311 Okaloosa, Fla. 929,039
312 Minnehaha, S.D. 928,553
313 Jackson, Ore. 928,076
314 Outagamie, Wisc. 926,839
315 Ottawa, Mich. 925,910
316 Midland, Tex. 924,339
317 Middlesex, Conn. 923,879
318 Frederick, Md. 916,828
319 Catawba, N.C. 913,011
320 Hunterdon, N.J. 904,171
321 Montgomery, Tex. 899,763
322 Tom Green, Tex. 890,613
323 Bay, Fla. 887,293
324 Yellowstone, Mont. 884,045
325 Rock, Wisc. 882,327
326 Roanoke, Va. 870,764
327 Wichita, Tex. 865,992
328 Schenectady, N.Y. 865,669
329 Harford, Md. 860,469
330 Richland, Ohio 858,399
331 Cape May, N.J. 857,747
332 Brazos, Tex. 849,002
333 Kent, Del. 847,858
334 Rapides, La. 845,993
335 McLean, Ill. 831,810
336 Benton, Ark. 830,773
337 Washington, Ark. 828,750
338 Alamance, N.C. 823,222
339 McHenry, Ill. 820,631
340 Grayson, Tex. 819,629
341 Blair, Pa. 816,728
342 Berrien, Mich. 814,887
343 Lake, Fla. 812,618
344 Winnebago, Wisc. 810,834
345 Wyandotte, Kans. 801,073
346 St. Lucie, Fla. 799,295
347 Delaware, Ind. 797,378
348 Howard, Ind. 794,661
349 Kennebec, Me. 793,897
350 Tazewell, Ill. 789,845
351 Kitsap, Wash. 780,937
352 Cabell, W.Va. 780,278
353 Martin, Fla. 778,897
354 Washington, Md. 777,204
355 Clark, Ohio 777,030
356 Fairfax, Va. 776,406
357 Thurston, Wash. 775,422
358 Allen, Ohio 772,059
359 Vigo, Ind. 767,403
360 Macon, Ill. 766,350
361 St. Tammany, La. 764,096
362 Anderson, S.C. 763,911
363 Davis, Utah 761,835
364 Lexington, S.C. 761,827
365 Sussex, Del. 757,369
366 Tuscaloosa, Ala. 756,128
367 Santa Fe, N.M. 752,151
368 Cambria, Pa. 751,308
369 Comanche, Okla. 751,218
370 Beaver, Pa. 747,391
371 Black Hawk, Ia. 744,998
372 Sebastian, Ark. 742,222
373 Kenton, Ky. 740,922
374 Chautauqua, N.Y. 737,946
375 Rensselaer, N.Y. 737,514
376 Olmsted, Minn. 735,647
377 Merced, Cal. 732,396
378 Hampshire, Mass. 731,561
379 Tippecanoe, Ind. 729,952
380 Cumberland, N.J. 729,293
381 Merrimack, N.H. 722,056
382 Humboldt, Cal. 720,871
383 La Crosse, Wisc. 719,085
384 Fayette, Pa. 719,005
385 Schuylkill, Pa. 717,144
386 Dougherty, Ga. 713,992
387 Butler, Pa. 709,980
388 Fort Bend, Tex. 709,296
389 Yolo, Cal. 708,790
390 Hawaii, Hi. 699,534
391 Centre, Pa. 697,940
392 Bowie, Tex. 688,715
393 Washington, Minn. 684,226
394 Florence, S.C. 684,005
395 Medina, Ohio 679,994
396 Pitt, N.C. 672,931
397 Clarke, Ga. 670,916
398 Carroll, Md. 670,641
399 York, S.C. 670,577
400 Houston, Ala. 668,273
401 Eau Claire, Wisc. 666,903
402 La Salle, Ill. 666,170
403 Muskegon, Mich. 659,541
404 Marathon, Wisc. 658,894
405 Onslow, N.C. 658,364
406 Washington, R.I. 653,196
407 Licking, Ohio 652,542
408 Wood, Wisc. 652,201
409 Greene, Ohio 650,920
410 Wood, Ohio 648,520

411	Lebanon, Pa.	648,192
412	Lycoming, Pa.	647,333
413	Grand Forks, N.D.	646,368
414	Beaufort, S.C.	646,339
415	Whatcom, Wash.	643,104
416	Woodbury, Ia.	643,007
417	Pennington, S.D.	642,604
418	Williamson, Tex.	641,207
419	Grafton, N.H.	641,147
420	Osceola, Fla.	634,260
421	Wayne, N.C.	633,197
422	Wood, W.Va.	630,370
423	Dona Ana, N.M.	629,925
424	Jefferson, Mo.	629,863
425	Fairbanks North Star, Ak.	626,707
426	El Dorado, Cal.	625,245
427	Davidson, N.C.	625,210
428	Androscoggin, Me.	623,089
429	Terrebonne, La.	621,933
430	Jasper, Mo.	621,861
431	Rowan, N.C.	621,503
432	Napa, Cal.	620,409
433	Ontario, N.Y.	620,091
434	Wicomico, Md.	617,524
435	Eaton, Mich.	613,838
436	Mesa, Colo.	612,745
437	Clark, Ind.	611,851
438	Cabarrus, N.C	610,606
439	Tangipahoa, La.	610,201
440	Madison, Tenn.	609,252
441	Yuma, Ariz.	608,976
442	Monroe, Pa.	606,148
443	Chesapeake, Va.	602,007
444	Pueblo, Colo.	601,992
445	Lynchburg, Va.	599,832
446	Monroe, Ind.	596,207
447	Sussex, N.J.	592,222
448	Jackson, Mich.	590,885
449	Coconino, Ariz.	589,273
450	Calhoun, Ala.	588,522
451	Lauderdale, Miss.	585,281
452	Boone, Ky.	584,568
453	Rutherford, Tenn.	584,405
454	Benton, Wash.	582,720
455	Victoria, Tex.	580,535
456	Indian River, Fla.	578,390
457	Charlotte, Fla.	577,954
458	Mercer, Pa.	574,732
459	Missoula, Mont.	574,099
460	Chemung, N.Y.	573,107
461	Laramie, Wyo.	570,682
462	St. Clair, Mich.	569,393
463	Boone, Mo.	567,911
464	Hall, Ga.	567,213
465	Washington, Tenn.	566,406
466	Weld, Colo.	564,572
467	Iredell, N.C.	561,564
468	Warren, Ky.	561,034
469	Burleigh, N.D.	560,848
470	Portage, Ohio	560,710
471	Mohave, Ariz.	560,043
472	Warren, N.Y.	557,792
473	Daviess, Ky.	557,367
474	Jackson, Miss.	554,965
475	Erie, Ohio	554,761
476	Jefferson, N.Y.	554,752
477	Tolland, Conn.	554,069
478	Morgan, Ala.	553,871
479	Strafford, N.H.	553,194
480	Blount, Tenn.	549,478
481	Bay, Mich.	548,667
482	Garland, Ark.	547,665
483	La Porte, Ind.	547,612
484	Aiken, S.C.	546,157
485	Porter, Ind.	545,034
486	Monroe, Fla.	544,254
487	Oswego, N.Y.	544,195
488	Calhoun, Mich.	542,343
489	Kenosha, Wisc.	541,062
490	Nash, N.C.	539,892
491	Portsmouth, Va.	539,456
492	Franklin, Pa.	538,917
493	San Juan, N.M.	538,054
494	Bonneville, Ida.	537,521
495	Grant, Ind.	536,493
496	St. Lawrence, N.Y.	531,757
497	Forrest, Miss.	528,234
498	Jefferson, Ark.	527,771
499	Imperial, Cal.	527,391
500	Dubuque, Ia.	527,197
501	Etowah, Ala.	526,963
502	Randall, Tex.	526,506
503	Pottawattamie, Ia.	526,490
504	Warren, N.J.	519,508
505	Lowndes, Ga.	519,074
506	Lee, Miss.	518,523
507	Orange, N.C.	517,435
508	Clay, Fla.	517,068
509	Kankakee, Ill.	515,763
510	Ashtabula, Ohio	514,684
511	Fond du Lac, Wisc.	514,481
512	Johnson, Ia.	514,354
513	Whitfield, Ga.	513,878
514	Johnson, Ind.	513,131
515	Columbiana, Ohio	512,934
516	Charlottesville, Va.	511,936
517	Miami, Ohio	511,285
518	Newport, R.I.	508,939
519	Allegany, Md.	504,552
520	Cascade, Mont.	503,766
521	Raleigh, W.Va.	501,563
522	Grand Traverse, Mich.	501,290
523	Ward, N.D.	496,108
524	Johnson, Tex.	494,974
525	Hamilton, Ind.	494,546
526	Sheboygan, Wisc.	494,107
527	Williamson, Tenn.	491,929
528	Buchanan, Mo.	491,658
529	Douglas, Ore.	491,515
530	Warren, Pa.	491,422
531	Bossier, La.	491,281
532	Montgomery, Tenn.	491,112
533	Deschutes, Ore.	490,752
534	Henderson, N.C.	489,018
535	Windham, Conn.	486,183
536	Yavapai, Ariz.	483,533
537	Muskogee, Okla.	482,568
538	Clinton, N.Y.	482,400
539	Tompkins, N.Y.	481,338
540	Natrona, Wyo.	481,533
541	Rutland, Vt.	481,524
542	Mendocino, Cal.	481,256
543	Baldwin, Ala.	480,083
544	Robeson, N.C.	477,998
545	McCracken, Ky.	473,649
546	Wilson, N.C.	473,609
547	Clearfield, Pa.	472,887
548	Tuscarawas, Ohio	472,353
549	Linn, Ore.	471,478
550	Charles, Md.	471,011
551	Houston, Ga.	469,817
552	Lawrence, Pa.	469,240
553	Crawford, Pa.	464,215
554	Livingston, Mich.	463,896
555	Wayne, Ohio	462,970
556	Putnam, N.Y.	461,767
557	Surry, N.C.	461,571
558	Washington, Wisc.	461,455
559	Loudoun, Va.	459,553
560	Lee, Ala.	457,040
561	Vermilion, Ill.	453,716
562	Sumter, S.C.	453,540
563	Belknap, N.H.	452,985
564	Bartholomew, Ind.	452,562
565	Payne, Okla.	451,228
566	Lauderdale, Ala.	450,458
567	Wayne, Ind.	449,447
568	Craven, N.C.	447,404
569	Sumner, Tenn.	444,589
570	Cowlitz, Wash.	444,574
571	Belmont, Ohio	444,278
572	Muskingum, Ohio	444,172
573	Craighead, Ark.	441,042
574	Jackson, Ill.	440,870
575	Hunt, Tex.	439,801
576	Johnston, N.C.	435,926
577	Fairfield, Ohio	434,112
578	Hancock, Ohio	434,110
579	Warren, Ohio	434,088
580	Cole, Mo.	433,303
581	Lafourche, La.	432,913
582	Steuben, N.Y.	432,548
583	Rockingham, N.C.	430,877
584	Skagit, Wash.	429,600
585	Canyon, Ida.	427,415
586	Glynn, Ga.	427,396
587	Cheshire, N.H.	423,089
588	Navajo, Ariz.	422,289
589	Worcester, Md.	422,013
590	Bradley, Tenn.	421,376
591	Kootenai, Ida.	420,994
592	Walworth, Wisc.	420,213
593	Ozaukee, Wisc.	420,049
594	Aroostook, Me.	417,821
595	Sullivan, N.Y.	416,630
596	Bennington, Vt.	416,083
597	Liberty, Tex.	415,948
598	Douglas, Kans.	414,088
599	Pickens, S.C.	413,819
600	Cleveland, N.C.	411,879
601	Cullman, Ala.	410,726
602	Floyd, Ga.	410,280
603	Monroe, Mich.	409,875
604	Reno, Kans.	409,735
605	Indiana, Pa.	408,999
606	Northumberland, Pa.	406,032
607	Garfield, Okla.	405,073
608	Josephine, Ore.	405,035
609	Cape Girardeau, Mo.	404,047
610	Klamath, Ore.	404,030
611	Pinal, Ariz.	400,140
612	Carson City, Nev.	399,791
613	Angelina, Tex.	399,717
614	Mercer, W.Va.	397,718
615	Rutherford, N.C.	397,638
616	Adams, Ill.	396,952
617	Lea, N.M.	396,673
618	Story, Ia.	395,148
619	Chaves, N.M.	394,927
620	Randolph, N.C.	393,965
621	Nevada, Cal.	393,796
622	Blue Earth, Minn.	393,081
623	Hardin, Ky.	392,777
624	Lowndes, Miss.	392,113
625	Sarpy, Neb.	388,674
626	Harrisonburg, Va.	388,603
627	Scioto, Ohio	388,118
628	Jefferson, Ohio	386,916
629	Anderson, Tenn.	385,612
630	Ellis, Tex.	385,091
631	Fredericksburg, Va.	384,770
632	Pottawatomie, Okla.	384,239
633	Washington, Vt.	384,192
634	Marshall, Ala.	383,176
635	Flathead, Mont.	383,060
636	Harrison, W.Va.	380,789
637	Citrus, Fla.	380,525
638	Cochise, Ariz.	379,267
639	Gallatin, Mont.	376,219
640	Monongalia, W.Va.	375,203
641	Danville, Va.	372,830
642	Petersburg, Va.	372,710
643	Kenai Peninsula, Ak.	371,308
644	Union, N.C.	371,202
645	Lenawee, Mich.	371,084
646	Manitowoc, Wisc.	370,805
647	Chelan, Wash.	370,719
648	Cayuga, N.Y.	370,588
649	Wright, Minn.	369,573
650	St. Landry, La.	368,556
651	Walker, Ala.	367,204
652	Cerro Gordo, Ia.	366,893
653	Orangeburg, S.C.	366,557
654	Campbell, Ky.	364,862
655	Manassas, Va.	364,581
656	Lenoir, N.C.	363,589
657	Kay, Okla.	362,788
658	Iberia, La.	362,749
659	Washington, Miss.	362,457
660	Douglas, Ga.	362,040
661	Winona, Minn.	361,976
662	Bannock, Ida.	361,448
663	Pike, Ky.	360,513
664	De Kalb, Ill.	360,117
665	Washington, Ohio	359,189
666	Jefferson, Wisc.	357,959
667	St. Mary, La.	356,966
668	Umatilla, Ore.	356,773
669	Canadian, Okla.	354,662
670	Crow Wing, Minn.	354,464
671	Knox, Ill.	353,027
672	Rankin, Miss.	352,021
673	Caldwell, N.C.	351,912
674	Saline, Kans.	350,000
675	Madison, Ky.	349,714
676	Crittenden, Ark.	349,500
677	Highlands, Fla.	349,011
678	Winchester, Va.	348,432
679	Montcalm, Mich.	348,385
680	Montgomery, Va.	348,059
681	Franklin, Mo.	345,952
682	McKinley, N.M.	345,675
683	Orange, Tex.	345,581
684	Cattaraugus, N.Y.	345,248
685	Portage, Wisc.	344,569
686	Jones, Miss.	343,634
687	Greenwood, S.C.	340,774
688	Haywood, N.C.	339,266
689	Kings, Cal.	338,650
690	Columbia, Pa.	336,668
691	Franklin, Mass.	336,430
692	Windham, Vt.	335,304
693	Hamblen, Tenn.	333,586
694	Creek, Okla.	333,010
695	Carroll, N.H.	332,320
696	Putnam, Fla.	331,304
697	Hernando, Fla.	330,085
698	Boyd, Ky.	329,503
699	Rockdale, Ga.	329,257
700	Grays Harbor, Wash.	328,861
701	Troup, Ga.	328,116
702	St. Johns, Fla.	327,239
703	Hall, Neb.	326,619
704	Dorchester, S.C.	325,976
705	Chippewa, Wisc.	325,831
706	Lee, N.C.	325,042
707	Sutter, Cal.	324,267
708	Geauga, Ohio	324,163
709	Marion, W.Va.	322,343
710	Carroll, Ga.	322,136
711	Roanoke, Va.	321,928
712	Twin Falls, Ida.	321,185
713	Windsor, Vt.	320,519
714	Hays, Tex.	320,343
715	Parker, Tex.	320,260
716	Coos, Ore.	319,704
717	Otsego, N.Y.	319,347
718	Saviar, Tenn.	317,566
719	Ohio, W.Va.	316,166
720	Wilkes, N.C.	316,005
721	Carteret, N.C.	315,988
722	Marion, Ohio	315,855
723	Pope, Ark.	314,714
724	Maury, Tenn.	314,214
725	Putnam, Tenn.	314,100
726	Allegan, Mich.	312,161
727	Waller, Tex.	311,642
728	Madera, Cal.	311,330
729	Halifax, N.C.	310,948
730	St. Marys, Md.	309,746
731	Williamson, Ill.	309,601
732	Kosciusko, Ind.	307,900
733	Lewis, Wash.	307,825
734	Nacogdoches, Tex.	306,830
735	Moore, N.C.	305,956
736	Benton, Ore.	305,832
737	Colbert, Ala.	305,441
738	Berkeley, S.C.	305,038
739	Montgomery, N.Y.	304,886
740	Walker, Tex.	304,758
741	Lapeer, Mich.	303,517
742	Midland, Mich.	302,572
743	Cache, Utah	302,081
744	Ottawa, Ohio	301,305
745	Brown, S.D.	300,695
746	Talladega, Ala.	300,179
747	Anderson, Tex.	299,762
748	Coles, Ill.	299,170
749	Burke, N.C.	299,125
750	Bradford, Pa.	299,074
751	Salem, N.J.	299,008
752	Okmulgee, Okla.	298,796
753	Dodge, Wisc.	298,487
754	Cecil, Md.	298,008
755	Clinton, Ia.	296,762
756	Eddy, N.M.	296,155
757	Lewis and Clark, Mont.	295,863
758	Seneca, Ohio	295,273
759	Spalding, Ga.	294,990
760	Lamar, Tex.	293,412
761	Armstrong, Pa.	292,993
762	Sandusky, Ohio	292,250
763	Dubois, Ind.	292,161
764	Whiteside, Ill.	290,781
765	Webster, La.	288,831
766	Wayne, N.Y.	288,314
767	Warren, Miss.	287,603
768	Adams, Pa.	287,255
769	Clallam, Wash.	285,003
770	Williamsburg, Va.	284,725
771	Somerset, Pa.	283,370
772	Kauai, Hi.	282,894
773	Christian, Ky.	282,802
774	Harrison, Tex.	281,880
775	Wilson, Tenn.	281,774
776	Georgetown, S.C.	281,217
777	Comal, Tex.	280,465
778	Hancock, Me.	280,354
779	Ross, Ohio	279,627
780	Shiawassee, Mich.	279,497
781	Greene, Tenn.	279,420
782	Nez Perce, Ida.	279,328
783	Sweetwater, Wyo.	279,015
784	Union, Ark.	277,391
785	Ascension, La.	276,546
786	Effingham, Ill.	276,300
787	Huron, Ohio	276,265
788	Faulkner, Ark.	275,366
789	Sauk, Wisc.	275,154
790	Adams, Miss.	275,108
791	Columbia, Fla.	274,489
792	Kaufman, Tex.	274,188
793	Tazewell, Va.	273,926
794	Suffolk, Va.	273,432
795	Guadalupe, Tex.	273,345
796	Washington, Utah	273,248
797	Oconee, S.C.	273,163
798	St. Bernard, La.	271,996
799	Coffee, Tenn.	271,603
800	Shelby, Ala.	271,596
801	Stanly, N.C.	271,509
802	Columbia, N.Y.	270,217
803	Hanover, Va.	269,490
804	Green, Wisc.	269,293
805	Marquette, Mich.	268,658
806	Yamhill, Ore.	267,577
807	St. Joseph, Mich.	266,710
808	White, Ark.	266,475
809	Kerr, Tex.	266,421
810	Riley, Kans.	266,324
811	Webster, Ia.	266,077
812	Hancock, Ind.	265,954
813	Columbus, N.C.	265,830
814	Coweta, Ga.	265,518
815	Des Moines, Ia.	265,151
816	Columbia, Wisc.	265,146
817	Howard, Tex.	265,127
818	Berkeley, W.Va.	264,926
819	Genesee, N.Y.	264,205
820	Snyder, Pa.	264,081
821	Harnett, N.C.	263,363
822	Pulaski, Ky.	263,009
823	Madison, N.Y.	262,713
824	Herkimer, N.Y.	262,474
825	Livingston, N.Y.	261,398
826	Hopkins, Ky.	260,930

827	Delaware, Ohio	260,861
828	Eagle, Colo.	260,527
829	Scott, Minn.	259,779
830	Fulton, N.Y.	259,686
831	Talbot, Md.	259,350
832	Cortland, N.Y.	258,929
833	Ionia, Mich.	258,668
834	Carter, Okla.	257,213
835	Clinton, Mich.	256,840
836	Rice, Minn.	256,554
837	Rogers, Okla.	255,883
838	Washington, Okla.	255,183
839	Stephenson, Ill.	254,141
840	Ware, Ga.	254,124
841	Watauga, N.C.	252,692
842	Butler, Mo.	252,214
843	Itasca, Minn.	252,064
844	De Soto, Miss.	250,831
845	Kodiak Island, Ak.	250,335
846	Pontotoc, Okla.	249,694
847	Venango, Pa.	249,248
848	Santa Rosa, Fla.	248,789
849	Waupaca, Wisc.	248,032
850	Oneida, Wisc.	247,603
851	Wharton, Tex.	247,540
852	Curry, N.M.	246,147
853	Bartow, Ga.	245,510
854	Franklin, Ky.	245,455
855	Mississippi, Ark.	245,351
856	San Patricio, Tex.	245,157
857	Grant, Wash.	244,849
858	Oxford, Me.	244,741
859	Huron, Mich.	241,785
860	Otter Tail, Minn.	241,617
861	Somerset, Me.	241,011
862	Greene, N.Y.	240,501
863	Madison, Miss.	240,138
864	Darlington, S.C.	239,395
865	Whitley, Ky.	239,387
866	Pasquotank, N.C.	239,335
867	Titt, Ga.	239,129
868	Clay, Minn.	238,186
869	Franklin, Vt.	238,104
870	Otero, N.M.	237,618
871	Jefferson, Ill.	237,129
872	Jackson, Ind.	237,123
873	St. Croix, Wisc.	236,922
874	Franklin, N.Y.	236,851
875	Alcorn, Miss.	236,611
876	Yuba, Cal.	236,345
877	La Plata, Colo.	236,312
878	Wayne, Pa.	236,259
879	Scotts Bluff, Neb.	236,249
880	Dare, N.C.	236,069
881	Beaufort, N.C.	235,927
882	Cherokee, Ga.	235,654
883	Albemarle, Va.	235,248
884	Marion, Ill.	234,789
885	Emmet, Mich.	234,263
886	Grant, Wisc.	234,214
887	Darke, Ohio	234,024
888	Floyd, Ind.	233,986
889	Douglas, Wisc.	233,932
890	Lake, Cal.	233,913
891	Brunswick, N.C.	233,886
892	Tenama, Cal.	233,049
893	Dallas, Ala.	233,028
894	Pittsburg, Okla.	232,817
895	Matagorda, Tex.	232,501
896	Franklin, Wash.	231,991
897	Richmond, N.C.	231,918
898	Tuolumne, Cal.	230,985
899	Delaware, N.Y.	230,815
900	Athens, Ohio	230,469
901	Bristol, Va.	229,753
902	McMinn, Tenn.	229,253
903	Jefferson, Pa.	228,456
904	Henderson, Ky.	228,339
905	Wapello, Ia.	227,906
906	Van Buren, Mich.	227,695
907	Sullivan, N.H.	227,011
908	Coffee, Ala.	226,272
909	Chenango, N.Y.	225,630
910	Campbell, Wyo.	225,602
911	Mower, Minn.	225,528
912	Salem, Va.	225,439
913	Livingston, La.	224,985
914	Ellis, Kans.	224,489
915	Laurens, Ga.	224,420
916	Kandiyohi, Minn.	224,327
917	Acadia, La.	223,578
918	Leflore, Miss.	223,479
919	Vermilion, La.	222,777
920	Barron, Wisc.	222,665
921	Augusta, Va.	222,263
922	Leavenworth, Kans.	222,081
923	Lincoln, La.	221,982
924	Marshall, Ia.	221,980
925	Essex, N.Y.	221,842
926	Pettis, Mo.	221,072
927	Garfield, Colo.	220,438
928	Franklin, Ill.	220,411
929	Edgecombe, N.C.	220,179
930	Walla Walla, Wash.	220,031
931	Lancaster, S.C.	219,559
932	Laurel, Ky.	219,242
933	Tuscola, Mich.	218,861
934	Bedford, Pa.	218,485
935	Cooke, Tex.	218,104
936	Spotsylvania, Va.	217,757
937	Matanuska-Susitna, Ak.	217,458
938	Falls Church, Va.	217,417
939	Buffalo, Neb.	217,165
940	Phelps, Mo.	216,989
941	Custer, Okla.	216,663
942	Stephens, Okla.	216,515
943	Knox, Ind.	216,236
944	Washington, Tex.	216,065
945	Dodge, Neb.	215,699
946	McKean, Pa.	215,640
947	Wise, Tex.	214,877
948	Bulloch, Ga.	214,841
949	Pickaway, Ohio	214,485
950	Calloway, Ky.	214,458
951	Montgomery, Kans.	214,441
952	Hendricks, Ind.	214,426
953	Clatsop, Ore.	213,686
954	Goodhue, Minn.	213,472
955	Juneau, Ak.	213,354

Leading cities (thousands)

1	New York City, N.Y.	31,463,995
2	Los Angeles, Cal.	20,067,632
3	Houston, Tex.	14,381,723
4	San Fernando Valley, Cal.	11,978,206
5	Chicago, Ill.	11,668,380
6	Dallas, Tex.	10,884,854
7	Phoenix, Ariz.	7,606,276
8	San Antonio, Tex.	7,395,660
9	Philadelphia, Pa.	7,350,951
10	San Diego, Cal.	6,953,431
11	South Bay, Cal.	5,596,932
12	San Francisco, Cal.	5,477,838
13	Indianapolis, Ind.	5,475,792
14	Austin, Tex.	5,277,955
15	Memphis, Tenn.	4,936,415
16	San Jose, Cal.	4,854,273
17	Columbus, Ohio	4,669,263
18	Fort Worth, Tex.	4,425,528
19	Nashville, Tenn.	4,409,701
20	Jacksonville, Fla.	4,397,094
21	Seattle, Wash.	4,167,227
22	Boston, Mass.	3,888,564
23	Oklahoma City, Okla.	3,765,389
24	Washington, D.C.	3,619,017
25	Honolulu, Hi.	3,526,660
26	1Kansas City, Mo.	3,507,232
27	Charlotte, N.C.	3,387,710
28	Denver, Colo.	3,363,256
29	2Atlanta, Ga.	3,345,241
30	Miami, Fla.	3,327,844
31	Albuquerque, N.M.	3,295,682
32	Tucson, Ariz.	3,249,683
33	Detroit, Mich.	3,240,133
34	Tampa, Fla.	3,234,266
35	Baltimore, Md.	3,212,002
36	Milwaukee, Wisc.	3,149,773
37	Tulsa, Okla.	3,029,126
38	New Orleans, La.	2,958,245
39	Omaha, Neb.	2,914,432
40	El Paso, Tex.	2,873,504
41	Colorado Springs, Colo.	2,747,535
42	Portland, Ore.	2,713,612
43	Fort Lauderdale, Fla.	2,713,327
44	Minneapolis, Minn.	2,599,824
45	Fresno, Cal.	2,586,433
46	Sacramento, Cal.	2,533,719
47	Anchorage, Ak.	2,525,959
48	Wichita, Kans.	2,463,125
49	Pittsburgh, Pa.	2,451,118
50	Cincinnati, Ohio	2,407,374
51	Cleveland, Ohio	2,390,386
52	San Gabriel Valley, Cal.	2,370,917
53	Baton Rouge, La.	2,333,649
54	Toledo, Ohio	2,322,593
55	Raleigh, N.C.	2,258,904
56	Long Beach, Cal.	2,193,577
57	Oakland, Cal.	2,098,717
58	Orlando, Fla.	2,090,021
59	Anaheim, Cal.	2,073,451
60	Mesa, Ariz.	2,053,444
61	Arlington, Tex.	2,049,625
62	Birmingham, Ala.	2,029,521
63	St. Paul, Minn.	2,028,165
64	Santa Ana, Cal.	2,006,927
65	Torrance, Cal.	1,997,894
66	Greensboro, N.C.	1,980,931
67	Knoxville, Tenn.	1,868,247
68	1Lexington, Ky.	1,862,264
69	Riverside, Cal.	1,821,141
70	St. Louis, Mo.	1,817,489
71	Clearwater, Fla.	1,801,306
72	Winston-Salem, N.C.	1,776,571
73	Las Vegas, Nev.	1,773,921
74	Jackson, Miss.	1,760,133
75	Des Moines, Ia.	1,745,256
76	Shreveport, La.	1,706,329
77	Salt Lake City, Utah	1,698,683
78	Costa Mesa, Cal.	1,684,114
79	Little Rock, Ark.	1,678,193
80	Mobile, Ala.	1,669,201
81	Hollywood, Fla.	1,631,371
82	Huntington Beach, Cal.	1,626,116
83	Scottsdale, Ariz.	1,625,787
84	Louisville, Ky.	1,602,463
85	Fort Wayne, Ind.	1,577,084
86	Chattanooga, Tenn.	1,574,948
87	Reno, Nev.	1,570,102
88	Glendale, Cal.	1,563,530
89	Akron, Ohio	1,554,544
90	Amarillo, Tex.	1,546,406
91	Bakersfield, Cal.	1,525,563
92	Corpus Christi, Tex.	1,517,019
93	San Bernardino, Cal.	1,495,324
94	Spokane, Wash.	1,485,006
95	Santa Rosa, Cal.	1,485,060
96	Madison, Wisc.	1,477,461
97	Lubbock, Tex.	1,453,866
98	Tacoma, Wash.	1,444,811
99	Huntsville, Ala.	1,394,434
100	Tempe, Ariz.	1,391,058
101	West Palm Beach, Fla.	1,390,816
102	Santa Monica, Cal.	1,389,653
103	Pasadena, Cal.	1,380,103
104	Irving, Tex.	1,369,393
105	St. Petersburg, Fla.	1,344,263
106	Stockton, Cal.	1,304,705
107	Modesto, Cal.	1,285,608
108	Montgomery, Ala.	1,269,480
109	Buffalo, N.Y.	1,264,200
110	Lincoln, Neb.	1,241,967
111	Springfield, Mo.	1,228,337
112	Laredo, Tex.	1,223,782
113	Lafayette, La.	1,221,536
114	Richardson, Tex.	1,214,024
115	Worcester, Mass.	1,210,223
116	Evansville, Ind.	1,197,515
117	Columbus, Ga.	1,182,028
118	Flint, Mich.	1,179,552
119	Dayton, Ohio	1,174,329
120	Rochester, N.Y.	1,168,225
121	Bellevue, Wash.	1,165,087
122	Fremont, Cal.	1,145,267
123	Springfield, Mass.	1,144,049
124	Beaumont, Tex.	1,131,067
125	Durham, N.C.	1,125,624
126	Manchester, N.H.	1,121,226
127	Danbury, Conn.	1,119,366
128	White Plains, N.Y.	1,118,108
129	Macon, Ga.	1,112,693
130	Savannah, Ga.	1,109,731
131	El Cajon, Cal.	1,107,529
132	Yonkers, N.Y.	1,104,257
133	Springfield, Ill.	1,103,682
134	Tyler, Tex.	1,101,982
135	Rockford, Ill.	1,090,923
136	Garland, Tex.	1,090,731
137	Fort Myers, Fla.	1,087,343
138	Thousand Oaks, Cal.	1,085,917
139	Waco, Tex.	1,071,440
140	Cherry Hill, N.J.	1,071,210
141	Escondido, Cal.	1,067,127
142	Hayward, Cal.	1,050,637
143	Fayetteville, N.C.	1,044,154
144	San Buenaventura, Cal. Ventura, Cal.	1,039,354
145	Walnut Creek, Cal.	1,035,980
146	Greenville, S.C.	1,034,457
147	Abilene, Tex.	1,031,853
148	Topeka, Kans.	1,031,299
149	Odessa, Tex.	1,026,158
150	Charleston, S.C.	1,016,278
151	Grand Rapids, Mich.	1,012,322
152	Tallahassee, Fla.	1,005,525
153	Boise City, Ida.	984,597
154	Stamford, Conn.	976,882
155	Pompano Beach, Fla.	975,793
156	Ann Arbor, Mich.	967,325
157	Syracuse, N.Y.	962,159
158	Jersey City, N.J.	959,205
159	Cedar Rapids, Ia.	958,370
160	1St. Cloud, Minn.	948,815
161	Ocala, Fla.	945,876
162	Woodbridge, N.J.	944,376
163	Fargo, N.D.	943,846
164	Santa Barbara, Cal.	938,923
165	San Mateo, Cal.	933,696
166	McAllen, Tex.	933,031
167	Plano, Tex.	931,160
168	Brockton, Mass.	930,796
169	Lansing, Mich.	930,376
170	Eugene, Ore.	923,311
171	Waterbury, Conn.	912,706
172	Daytona Beach, Fla.	912,452
173	Allentown, Pa.	912,199
174	Redwood City, Cal.	908,010
175	Boulder, Colo.	906,128
176	Columbia, S.C.	887,857
177	Midland, Tex.	886,973
178	San Rafael, Cal.	881,237
179	Nashua, N.H.	879,447
180	San Angelo, Tex.	878,213
181	Newark, N.J.	875,045
182	Newport Beach, Cal.	872,686
183	Asheville, N.C.	864,977
184	Sioux Falls, S.D.	864,951
185	Marietta, Ga.	857,059
186	Salinas, Cal.	855,997
187	Framingham, Mass.	850,168
188	South Bend, Ind.	844,960
189	Sarasota, Fla.	844,954
190	Gainesville, Fla.	838,504
191	Norman, Okla.	831,806
192	Davenport, Ia.	825,208
193	1Salem, Ore.	812,277
194	Ontario, Cal.	808,285
195	North Little Rock, Ark.	807,489
196	Lakeland, Fla.	799,180
197	Hicksville, N.Y.	794,909
198	West Covina, Cal.	792,640
199	Billings, Mont.	786,575
200	Ogden, Utah	774,795
201	Wichita Falls, Tex.	765,481
202	Peoria, Ill.	762,517
203	Green Bay, Wisc.	761,246
204	Denton, Tex.	758,036
205	Longview, Tex.	757,591
206	Kansas City, Kans.	755,972
207	Joliet, Ill.	753,194
208	Pasadena, Tex.	753,156
209	Boca Raton, Fla.	752,661
210	Brownsville, Tex.	750,147
211	Providence, R.I.	748,609
212	Fort Collins, Colo.	748,105
213	Independence, Mo.	745,583
214	Rockville, Md.	744,103
215	Elkhart, Ind.	737,264
216	Palo Alto, Cal.	736,017
217	Kokomo, Ind.	734,932
218	Santa Maria, Cal.	733,997
219	Oxnard, Cal.	732,538
220	Redding, Cal.	729,866
221	Myrtle Beach, S.C.	726,676
222	Norwalk, Conn.	717,422
223	Santa Fe, N.M.	716,742
224	Fort Smith, Ark.	716,485
225	Texarkana, Ark.-Texarkana, Tex., Ark.	710,318
226	1Texarkana, Tex.	710,318
227	Bridgeport, Conn.	710,063
228	Lawton, Okla.	707,822
229	Alameda, Cal.	703,487
230	Quincy, Mass.	701,210
231	Everett, Wash.	700,515
232	Hartford, Conn.	700,264
233	Wilmington, N.C.	698,045
234	Charleston, W.Va.	693,336
235	Whittier, Cal.	692,767
236	Santa Cruz, Cal.	689,331
237	Hurst, Tex.	684,705
238	High Point, N.C.	677,573
239	Portland, Me.	675,262
240	Alexandria, La.	672,297
241	Monroe, La.	666,733
242	Muncie, Ind.	664,245
243	Medford, Ore.	663,540
244	Aurora, Ill.	656,499
245	Conroe, Tex.	655,423
246	Visalia, Cal.	654,123
247	Frederick, Md.	651,746
248	Albany, Ga.	649,012
249	Pomona, Cal.	644,017
250	Mentor, Ohio	643,356
251	Lake Charles, La.	640,611
252	Anderson, Ind.	639,445
253	Panama City, Fla.	634,881
254	Duluth, Minn.	634,357
255	Eau Claire, Wisc.	630,795
256	Greenwich, Conn.	627,646
257	Rochester, Minn.	621,935
258	Fort Pierce, Fla.	621,324
259	Lynn, Mass.	619,208
260	Grand Forks, N.D.	617,884
261	Albany, N.Y.	616,852
262	Canton, Ohio	613,856
263	Lowell, Mass.	610,740
264	Spartanburg, S.C.	610,194
265	Naples, Fla.	607,519

266	Vallejo, Cal.	607,349
267	Decatur, Ill.	607,258
268	Gastonia, N.C.	606,678
269	Sioux City, Ia.	605,978
270	New Haven, Conn.	603,023
271	Erie, Pa.	601,086
272	Dothan, Ala.	600,955
273	Racine, Wisc.	596,967
274	Covina, Cal.	596,193
275	Scranton, Pa.	596,144
276	Waukegan, Ill.	594,431
277	Terre Haute, Ind.	593,345
278	Kingsport, Tenn.	592,609
279	Renton, Wash.	590,481
280	Burlington, N.C.	589,320
281	Killeen, Tex.	586,713
282	Rapid City, S.D.	586,594
283	Jackson, Tenn.	580,426
284	La Crosse, Wisc.	579,891
285	Tuscaloosa, Ala.	578,949
286	Fairbanks, Ak.	576,679
287	Portsmouth, N.H.	574,563
288	Victoria, Tex.	568,688
289	Pensacola, Fla.	565,084
290	Clifton, N.J.	563,566
291	Pueblo, Colo.	561,569
292	Bloomington, Ill.	557,859
293	Las Cruces, N.M.	556,692
294	Salisbury, Md.	553,782
295	Champaign, Ill.	553,393
296	Bismarck, N.D.	553,335
297	Corona, Cal.	550,149
298	Waltham, Mass.	549,210
299	Youngstown, Ohio	546,732
300	Temple, Tex.	546,615
301	Bristol, Conn.	546,116
302	Hackensack, N.J.	539,330
303	Yakima, Wash.	538,869
304	Greenville, N.C.	535,321
305	New Rochelle, N.Y.	535,218
306	Mishawaka, Ind.	534,204
307	Meridian, Miss.	532,833
308	Oceanside, Cal.	526,95?
309	Fairfield, Cal.	526,5..
310	Peabody, Mass.	526,412
311	San Luis Obispo, Cal.	526,139
312	Bowling Green, Ky.	525,824
313	Hickory, N.C.	523,574
314	[illegible], Mo.	521,979
315	Binghamton, N.Y.	521,399
316	Bloomington, Ind.	519,605
317	1Huntington, W.Va.	519,482
318	New Bedford, Mass.	518,496
319	Lafayette, Ind.	516,999
320	Lancaster, Pa.	515,663
321	Chico, Cal.	515,153
322	Mansfield, Ohio	513,168
323	Roseville, Cal.	511,510
324	Reading, Pa.	510,511
325	Longmont, Colo.	509,827
326	Waukesha, Wisc.	508,673
327	Idaho Falls, Ida.	507,694
328	Jacksonville, N.C.	506,304
329	Hot Springs, Ark.	506,289
330	Cheyenne, Wyo.	505,053
331	Grand Junction, Colo.	504,267
332	Simi Valley, Cal.	501,430
333	Missoula, Mont.	501,146
334	Arcadia, Cal.	501,040
335	Johnson City, Tenn.	500,846
336	Bangor, Me.	500,454
337	Milford, Conn.	499,219
338	Elizabeth, N.J.	498,926
339	Wilmington, Del.	498,666
340	Bristol, Tenn.-Bristol, Va., Tenn.	497,051
341	Owensboro, Ky.	495,672
342	Kalamazoo, Mich.	494,740
343	Annapolis, Md.	493,519
344	Woodbridge, Va.	492,083
345	Hattiesburg, Miss.	490,890
346	Fayetteville, Ark.	484,869
347	Redondo Beach, Cal.	483,805
348	2Joplin, Mo.	483,732
349	Pine Bluff, Ark.	482,714
350	Fall River, Mass.	481,004
351	Bryan, Tex.	480,810
352	Palm Springs, Cal.	480,234
353	Minot, N.D.	480,092
354	Janesville, Wisc.	479,272
355	Royal Oak, Mich.	478,788
356	St. Joseph, Mo.	478,461
357	Elyria, Ohio	477,461
358	Manchester, Conn.	477,427
359	Woburn, Mass.	474,021
360	Merced, Cal.	468,398
361	Dubuque, Ia.	468,505
162	Rocky Mount, N.C.	468,497
363	Pontiac, Mich.	466,901
364	Atlantic City, N.J.	465,418
365	Clarksville, Tenn.	464,832
366	Harlingen, Tex.	462,081
367	Murfreesboro, Tenn.	460,923
368	Moline, Ill.	460,613
369	Waterloo, Ia.	459,987
370	Grand Prairie, Tex.	459,935
371	Oshkosh, Wisc.	459,539
372	Anderson, S.C.	459,320
373	Marion, Ind.	458,524
374	Athens, Ga.	458,242
375	Winter Haven, Fla.	456,216
376	Gulfport, Miss.	455,206
377	Napa, Cal.	452,043
378	Sherman, Tex.	450,675
379	Dover, Del.	450,583
380	Bellingham, Wash.	448,327
381	Casper, Wyo.	447,384
382	Valdosta, Ga.	444,649
383	Yuma, Ariz.	444,348
384	Council Bluffs, Ia.	443,521
385	Florence, S.C.	442,727
386	Hempstead, N.Y.	441,527
387	Bradenton, Fla.	441,504
388	Dalton, Ga.	441,101
389	Houma, La.	441,088
390	Medford, Mass.	440,759
391	Gainesville, Ga.	439,629
392	Hamilton, Ohio	438,841
393	Pittsfield, Mass.	438,070
394	Stuart, Fla.	437,047
395	Muskogee, Okla.	434,974
396	Tupelo, Miss.	434,179
397	Redlands, Cal.	432,487
398	Schenectady, N.Y.	431,547
399	Decatur, Ala.	429,205
400	Baytown, Tex.	429,203
401	Augusta, Ga.	427,817
402	Manhattan Beach, Cal.	426,709
403	Fort Walton Beach, Fla.	426,650
404	Middletown, N.Y.	426,303
405	Galveston, Tex.	426,057
406	Appleton, Wisc.	425,240
407	Great Falls, Mont.	424,929
408	Farmington, N.M.	424,678
409	Bremerton, Wash.	424,524
410	Paterson, N.J.	423,804
411	Olympia, Wash.	423,583
412	Vero Beach, Fla.	421,923
413	Hammond, Ind.	420,280
414	Rock Hill, S.C.	418,874
415	Warren, Ohio	417,227
416	Salem, Mass.	417,197
417	Brick Township, N.J.	417,086
418	Parkersburg, W.Va.	415,390
419	Elgin, Ill.	415,166
420	Slidell, La.	414,169
421	Hemet, Cal.	411,694
422	Wallingford, Conn.	410,650
423	Lawrenceville, Ga.	409,846
424	Utica, N.Y.	409,692
425	Vineland, N.J.	408,172
426	State College, Pa.	406,565
427	Midwest City, Okla.	406,065
428	Altoona, Pa.	406,052
429	Springfield, Ohio	405,349
430	Glendora, Cal.	405,122
431	Greeley, Colo.	404,927
432	Dedham, Mass.	403,867
433	Carrollton, Tex.	403,252
434	Kenosha, Wisc.	402,162
435	Goldsboro, N.C.	401,560
436	Jefferson City, Mo.	401,411
437	Lewisville, Tex.	400,335
438	Carson City, Nev.	399,791
439	Carlisle, Pa.	398,043
440	Belleville, Ill.	396,933
441	Hilo, Hi.	395,534
442	Rome, Ga.	395,258
443	Lawrence, Kans.	395,153
444	Sanford, Fla.	394,378
445	Upland, Cal.	393,136
446	Columbus, Ind.	392,220
447	Jonesboro, Ark.	391,399
448	Wilson, N.C.	390,515
449	Eureka, Cal.	388,898
450	Anniston, Ala.	388,407
451	Paducah, Ky.	388,202
452	Flagstaff, Ariz.	387,831
453	Hagerstown, Md.	387,366
454	Salisbury, N.C.	387,238
455	Gadsden, Ala.	386,378
456	Parsippany, N.J.	386,331
457	Enid, Okla.	386,193
458	Wausau, Wisc.	385,468
459	Port Arthur, Tex.	385,287
460	Concord, N.H.	385,067
461	Wilkes-Barre, Pa.	384,521
462	Florence, Ala.	381,617
463	Richmond, Ind.	379,414
464	Cleveland, Tenn.	378,690
465	Roswell, N.M.	378,196
466	Norwich, Conn.	375,096
467	Newburgh, N.Y.	374,845
468	Brea, Cal.	374,390
469	Iowa City, Ia.	374,353
470	Kingston, N.Y.	372,552
471	Warner Robins, Ga.	371,464
472	Columbus, Miss.	370,247
473	Hammond, La.	369,901
474	Harrisburg, Pa.	369,127
475	Rogers, Ark.	369,009
476	Newark, Ohio	368,563
477	Pawtucket, R.I.	368,531
478	Haverhill, Mass.	365,717
479	Quincy, Ill.	365,502
480	Kent, Wash.	364,427
481	Attleboro, Mass.	363,166
482	Monterey, Cal.	362,773
483	Traverse City, Mich.	362,503
484	Meriden, Conn.	362,063
485	Holyoke, Mass.	361,812
486	College Station, Tex.	359,577
487	Fontana, Cal.	358,606
488	Morristown, N.J.	358,457
489	Hutchinson, Kans.	358,265
490	Victorville, Cal.	357,940
491	Gary, Ind.	357,926
492	Lufkin, Tex.	357,767
493	Beckley, W.Va.	357,679
494	New London, Conn.	355,339
495	Kennewick, Wash.	354,048
496	Olathe, Kans.	352,441
497	1Bethlehem, Pa.	351,905
498	Burlington, Vt.	350,937
499	Lawrence, Mass.	349,973
500	Lodi, Cal.	348,619
501	Lorain, Ohio	348,264
502	Fond du Lac, Wisc.	348,071
503	Statesville, N.C.	347,956
504	McKinney, Tex.	346,113
505	Antioch, Cal.	346,060
506	Lexington, N.C.	346,047
507	Sandusky, Ohio	346,046
508	Mount Vernon, N.Y.	343,393
509	Mankato, Minn.	342,741
510	Auburn, Wash.	341,739
511	Grants Pass, Ore.	341,383
512	Salina, Kans.	341,360
513	Enfield, Conn.	340,621
514	Covington, Ky.	340,594
515	Cape Girardeau, Mo.	340,347
516	La Habra, Cal.	340,253
517	Newark, Del.	340,228
518	Sumter, S.C.	339,969
519	Findlay, Ohio	339,863
520	Provo, Utah	338,737
521	Sheboygan, Wisc.	336,762
522	Roswell, Ga.	336,503
523	Carbondale, Ill.	335,947
524	Poughkeepsie, N.Y.	335,668
525	Danville, Ill.	334,584
526	New Britain, Conn.	332,796
527	Biloxi, Miss.	331,112
528	Hendersonville, N.C.	328,320
529	Alcoa, Tenn.	327,317
530	Middletown, Ohio	324,978
531	Rosenberg, Tex.	324,544
532	Hanover, Pa.	323,707
533	Lancaster, Ohio	320,299
534	Watertown, N.Y.	320,267
535	Niagara Falls, N.Y.	319,730
536	Ithaca, N.Y.	319,204
537	Ames, Ia.	315,511
538	Morristown, Tenn.	315,454
539	Shawnee, Okla.	315,218
540	Bend, Ore.	314,278
541	Greenville, Miss.	312,979
542	Alton, Ill.	312,923
543	Roseburg, Ore.	312,326
544	Longview, Wash.	312,014
545	Michigan City, Ind.	311,840
546	Brunswick, Ga.	311,435
547	Loveland, Colo.	311,384
548	Vernon, Conn.	310,592
549	Petaluma, Cal.	310,432
550	New Iberia, La.	309,904
551	Chambersburg, Pa.	309,421
552	Cullman, Ala.	306,971
553	Warren, Pa.	306,814
554	Niles, Ohio	306,652
555	Galesburg, Ill.	306,636
556	Stillwater, Okla.	306,283
557	Malden, Mass.	306,261
558	Pocatello, Ida.	306,118
559	Albany, Ore.	305,448
560	Zanesville, Ohio	305,280
561	Augusta, Me.	303,991
562	Wisconsin Rapids, Wisc.	303,709
563	Uniontown, Pa.	303,344
564	Saginaw, Mich.	303,176
565	Middletown, N.J.	302,927
566	Pottstown, Pa.	302,283
567	Bozeman, Mont.	301,972
568	Hobbs, N.M.	301,582
569	Edmond, Okla.	301,510
570	Chapel Hill, N.C.	300,281
571	Vancouver, Wash.	300,011
572	Woonsocket, R.I.	299,270
573	Livermore, Cal.	298,528
574	Beloit, Wisc.	298,508
575	Valparaiso, Ind.	298,479
576	Trenton, N.J.	297,139
577	Yuba City, Cal.	296,611
578	Washington, Pa.	296,503
579	Gallup, N.M.	296,153
580	Greenwood, S.C.	295,635
581	Red Bank, N.J.	295,556
582	Pascagoula, Miss.	294,258
583	Leesburg, Fla.	294,165
584	Glens Falls, N.Y.	293,899
585	Coeur d'Alene, Ida.	292,865
586	Vista, Cal.	291,386
587	Keene, N.H.	290,763
588	Beverly, Mass.	290,281
589	Morgantown, W.Va.	288,684
590	Kingman, Ariz.	288,462
591	Laurel, Miss.	288,402
592	Huntsville, Tex.	287,982
593	Conyers, Ga.	286,672
594	Watsonville, Cal.	286,545
595	Cookeville, Tenn.	285,372
596	Nacogdoches, Tex.	284,940
597	Stevens Point, Wisc.	284,820
598	Rutland, Vt.	284,077
599	Holland, Mich.	283,805
600	Griffin, Ga.	283,661
601	Mason City, Ia.	283,609
602	Corvallis, Ore.	282,784
603	Greenville, Tex.	281,494
604	Trumbull, Conn.	281,444
605	Cleburne, Tex.	280,862
606	Peekskill, N.Y.	280,666
607	La Grange, Ga.	279,632
608	Norristown, Pa.	279,467
609	Torrington, Conn.	279,148
610	Burlington, N.J.	279,003
611	Russellville, Ark.	278,573
612	Lima, Ohio	278,156
613	Homestead, Fla.	277,667
614	Texas City, Tex.	277,452
615	Bristol, Pa.	277,225
616	Garden City, N.Y.	277,068
617	San Marcos, Tex.	276,094
618	Aberdeen, S.D.	275,972
619	Lewiston, Ida.	275,884
620	Wheeling, W.Va.	275,629
621	Twin Falls, Ida.	274,372
622	Manteca, Cal.	274,172
623	Haltom City, Tex.	272,861
624	Greensburg, Pa.	272,860
625	Columbia, Tenn.	272,760
626	Auburn, Ala.	271,954
627	Brunswick, Me.	270,889
628	Sanford, N.C.	270,006
629	Stroudsburg, Pa.	269,367
630	Midland, Mich.	268,862
631	Helena, Mont.	268,657
632	Vicksburg, Miss.	268,532
633	Paris, Tex.	268,348
634	Palm Beach, Fla.	267,902
635	Union City, N.J.	267,403
636	Troy, N.Y.	267,357
637	Woodland, Cal.	267,145
638	Wheaton, Ill.	266,742
639	Ashland, Ky.	266,587
640	Vacaville, Cal.	266,148
641	Grand Island, Neb.	265,998
642	Middletown, Conn.	265,524
643	Lewiston, Me.	264,009
644	Marshfield, Wisc.	263,984
645	Concord, N.C.	263,776
646	Camarillo, Cal.	263,229
647	Monroe, N.C.	263,164
648	Auburn, N.Y.	263,158
649	India, Cal.	263,017
650	Denison, Tex.	261,892
651	Key West, Fla.	261,178
652	Natchez, Miss.	261,167
653	Porterville, Cal.	260,834
654	Pekin, Ill.	260,204
655	Laconia, N.H.	260,185
656	West Memphis, Ark.	259,996
657	Auburn, Me.	259,231
658	Waterville, Me.	258,917
659	Lumberton, N.C.	258,547

660	Fitchburg, Mass.	257,748
661	Hazleton, Pa.	257,530
662	Rome, N.Y.	256,958
663	Northampton, Mass.	255,693
664	Big Spring, Tex.	255,541
665	New Braunfels, Tex.	255,104
666	Logan, Utah	254,959
667	Davis, Cal.	254,948
668	Winona, Minn.	253,981
669	Port Huron, Mich.	253,954
670	Carrollton, Ga.	253,457
671	Somerville, N.J.	253,143
672	Chillicothe, Ohio	252,649
673	Saratoga Springs, N.Y.	252,401
674	Conway, Ark.	252,309
675	Klamath Falls, Ore.	251,506
676	Wenatchee, Wash.	250,833
677	Lenoir, N.C.	250,658
678	Ponca City, Okla.	250,625
679	Wooster, Ohio	250,565
680	Asheboro, N.C.	250,497
681	Fort Dodge, Ia.	249,718
682	Jasper, Ala.	248,828
683	Westfield, Mass.	248,068
684	Richmond, Ky.	247,529
685	Manitowoc, Wisc.	247,416
686	Waycross, Ga.	247,231
687	Manhattan, Kans.	246,980
688	Auburn, Cal.	246,755
689	Kinston, N.C.	246,727
690	Jamestown, N.Y.	245,691
691	Nampa, Ida.	245,579
692	Massillon, Ohio	245,189
693	Greeneville, Tenn.	244,535
694	Prescott, Ariz.	244,503
695	Westerly, R.I.	243,223
696	Oak Ridge, Tenn.	242,863
697	Oroville, Cal.	242,045
698	Springdale, Ark.	241,171
699	St. Augustine, Fla.	240,509
700	Shelby, N.C.	240,471
701	Crystal Lake, Ill.	240,226
702	Orangeburg, S.C.	239,587
703	Pleasanton, Cal.	239,233
704	Kalispell, Mont.	238,992
705	Portsmouth, Ohio	238,681
706	Brooksville, Fla.	238,153
707	Elmira, N.Y.	237,428
708	Effingham, Ill.	237,326
709	Bay City, Mich.	237,278
710	Frankfort, Ky.	[illegible]
711	Butler, Pa.	236,884
712	Kankakee, Ill.	236,247
713	Taunton, Mass.	235,602
714	El Dorado, Ark.	235,385
715	Clinton, Ia.	235,331
716	Marlborough, Mass.	234,722
717	Fairborn, Ohio	234,210
718	South Lake Tahoe, Cal.	233,861
719	Clovis, N.M.	233,727
720	Chandler, Ariz.	233,630
721	Fairmont, W.Va.	233,059
722	Barstow, Cal.	232,565
723	Marshall, Tex.	232,181
724	Kerrville, Tex.	232,012
725	Sequin, Tex.	231,952
726	Palestine, Tex.	231,492
727	Poplar Bluff, Mo.	231,120
728	Williamsport, Pa.	231,043
729	Freeport, Ill.	229,843
730	Bartlesville, Okla.	229,233
731	New Brunswick, N.J.	228,437
732	New Castle, Pa.	227,260
733	Perth Amboy, N.J.	226,981
734	Ardmore, Okla.	226,801
735	Turlock, Cal.	226,199
736	Blue Springs, Mo.	226,049
737	Brainerd, Minn.	225,293
738	Ada, Okla.	225,228
739	Lebanon, Tenn.	224,395
740	Grass Valley, Cal.	223,958
741	Henderson, Ky.	223,342
742	Willoughby, Ohio	222,709
743	Mount Vernon, Ill.	222,489
744	Hanford, Cal.	222,464
745	Hopkinsville, Ky.	222,213
746	Mount Vernon, Wash.	222,040
747	Alamagordo, N.M.	221,566
748	New Bern, N.C.	221,548
749	Hermosa Beach, Cal.	220,677
750	El Centro, Cal.	219,719
751	Milford, Mass.	219,283
752	Monroe, Wisc.	218,773
753	Port Chester, N.Y.	218,287
754	Steubenville, Ohio	218,178
755	Jackson, Mich.	217,784
756	Mount Airy, N.C.	217,612

757	Gillette, Wyo.	217,538
758	Cumberland, Md.	217,355
759	Mamaroneck, N.Y.	217,289
760	Selma, Ala.	217,167
761	Cape Coral, Fla.	216,978
762	Madisonville, Ky.	216,696
763	Punta Gorda, Fla.	216,688
764	Plattsburgh, N.Y.	216,456
765	Palm Desert, Cal.	215,965
766	Palatka, Fla.	215,690
767	Muskegon, Mich.	214,655
768	Johnstown, Pa.	214,135
769	Meadville, Pa.	213,854
770	Broken Arrow, Okla.	213,781
771	Bettendorf, Ia.	213,248
772	St. George, Utah	212,969
773	Corinth, Miss.	212,315
774	Lake City, Fla.	211,993
775	Durango, Colo.	211,964
776	Juneau, Ak.	211,756
777	Ottumwa, Ia.	211,438
778	Quakertown, Pa.	211,325
779	Aiken, S.C.	210,415
780	New Albany, Ind.	209,871
781	Cortland, N.Y.	209,565
782	Marshalltown, Ia.	209,522
783	Elizabethtown, Ky.	209,181
784	Lompoc, Cal.	208,829
785	Gloucester, Mass.	208,711
786	Ukiah, Cal.	208,366
787	Marietta, Ohio	207,385
788	Sedalia, Mo.	207,327

TOTAL FOOD SALES

Metropolitan Statistical Areas (thousands)

1	Los Angeles-Long Beach, Ca	10,566,636
2	New York, N.Y	8,376,460
3	Chicago, Il	6,830,375
4	Philadelphia, Pa-N.J	6,106,063
5	Washington, D.C-Md-Va	5,141,450
6	Detroit, Mi	4,670,609
7	Nassau-Suffolk, N.Y	4,597,280
8	Boston, Ma	4,095,002
9	Houston, Tx	4,045,602
10	Dallas, Tx	3,920,837
11	Atlanta, Ga	3,491,814
12	Anaheim-Santa Ana, Ca	3,404,495
13	St. Louis, Mo-Il	3,123,755
14	Minneapolis-St. Paul, Mn-Wi	3,099,759
15	Tampa-St. Petersburg-Clearwater, Fl	3,086,919
16	Phoenix, Az	3,082,170
17	Baltimore, Md	2,974,494
18	San Diego, Ca	2,968,552
19	Oakland, Ca	2,951,562
20	Riverside-San Bernardino, Ca	2,834,327
21	Newark, N.J	2,725,041
22	Seattle, Wa	2,576,797
23	Cleveland, Oh	2,535,185
24	Pittsburgh, Pa	2,449,772
25	Denver, Co	2,432,753
26	San Francisco, Ca	2,385,818
27	San Jose, Ca	2,070,530
28	Miami-Hialeah, Fl	2,045,773
29	Bergen-Passaic, N.J	2,040,426
30	Fort Worth-Arlington, Tx	1,968,759
31	Cincinnati, Oh-Ky-In	1,963,176
32	Sacramento, Ca	1,955,454
33	Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,946,523
34	San Antonio, Tx	1,888,820
35	Kansas City, Mo-Ks	1,870,722
36	Milwaukee, Wi	1,829,000
37	New Orleans, La	1,805,880
38	Columbus, Oh	1,801,198
39	Charlotte-Gastonia-Rock Hill, N.C-S.C	1,660,474
40	Monmouth-Ocean, N.J	1,552,244
41	Orlando, Fl	1,514,029
42	Middlesex-Somerset-Hunterdon, N.J	1,510,565
43	Norfolk-Virginia Beach-Newport News, Va	1,482,282
44	West Palm Beach-Boca Raton-Delroy, Fl	1,357,414
45	Indianapolis, In	1,351,559
46	Nashville, Tn	1,348,531
47	Portland, Or	1,344,375
48	Buffalo, N.Y	1,304,990
49	Louisville, Ky-In	1,303,254
50	Rochester, N.Y	1,292,790
51	Dayton-Springfield, Oh	1,283,884
52	Memphis, Tn-Ar-Ms	1,255,367
53	Austin, Tx	1,240,671
54	Greensboro-Winston-Salem-High Point, N.C	1,238,861
55	Salt Lake City-Ogden, Ut	1,234,637
56	Albany-Schenectady-Troy, N.Y	1,232,639
57	Oklahoma City, Ok	1,221,313
58	Richmond-Petersburg, Va	1,213,663
59	Hartford, Ct	1,120,126
60	Birmingham, Al	1,114,493
61	Jacksonville, Fl	1,069,927
62	Raleigh-Durham, N.C	1,057,482
63	Scranton-Wilkes Barre, Pa	932,112
64	Las Vegas, Nv	923,054
65	Syracuse, N.Y	897,344
66	Harrisburg-Lebanon-Carlisle, Pa	885,523
67	Akron, Oh	877,266
68	Oxnard-Ventura, Ca	875,156
69	Toledo, Oh	870,408
70	Tulsa, Ok	866,849
71	Honolulu, Hi	860,470
72	Tucson, Az	851,680
73	Allentown-Bethlehem, Pa-N.J	844,869
74	Greenville-Spartanburg, S.C	820,256
75	Omaha, Ne-Ia	808,694
76	Knoxville, Tn	776,988
77	Fresno, Ca	767,165
78	Baton Rouge, La	743,995
79	Providence, R.I	716,374
80	Springfield, Ma	709,044
81	Jersey City, N.J	685,037
82	Albuquerque, N.M	668,020
83	Gary-Hammond, In	658,470
84	Wilmington, De-N.J-Md	641,814
85	Charleston, S.C	632,854
86	Pawtucket-Woonsocket-Attleboro, R.I.-Ma	632,077
87	Youngstown-Warren, Oh	623,677
88	Bakersfield, Ca	619,876
89	Little Rock-North Little Rock, Ar	615,975
90	Mobile, Al	601,745
91	Bridgeport-Milford, Ct	589,499
92	Grand Rapids, Mi	588,054
93	Chattanooga, Tn-Ga	586,040
94	New Haven-Meriden, Ct	583,717
95	Atlantic City, N.J	581,808
96	Des Moines, Ia	575,686
97	Santa Rosa-Petaluma, Ca	573,357
98	Tacoma, Wa	571,872
99	El Paso, Tx	554,804
100	Lancaster, Pa	553,372
101	Lake County, Il	541,221
102	Vallejo-Fairfield-Napa, Ca	533,016
103	Melbourne-Titusville-Palm Bay, Fl	523,593
104	Lakeland-Winter Haven, Fl	517,755
105	Stockton, Ca	514,856
106	Santa Barbara-Santa Maria-Lompoc, Ca	514,797
107	Johnson City-Kingsport-Bristol, Tn-Va	513,544
108	Columbia, S.C	508,492
109	Wichita, Ks	508,139
110	Canton, Oh	506,984
111	Colorado Springs, Co	504,279
112	Orange, N.Y	494,497
113	Spokane, Wa	494,269
114	York, Pa	489,188
115	Daytona Beach, Fl	482,827
116	Jackson, Ms	482,446
117	Flint, Mi	481,100
118	Worcester, Ma	478,418
119	Trenton, N.J	476,638
120	Fort Myers-Cape Coral, Fl	465,678
121	Beaumont-Port Arthur, Tx	461,516
122	Augusta, Ga-S.C	451,470
123	Portland, Me	450,867
124	Aurora-Elgin, Il	450,057
125	Lexington-Fayette, Ky	438,601
126	Lansing-East Lansing, Mi	437,511
127	Shreveport, La	436,299
128	Fort Wayne, In	434,150
129	Davenport-Rock Island-Moline, Ia-Il	430,549
130	Modesto, Ca	429,451
131	Corpus Christi, Tx	426,275
132	Sarasota, Fl	426,130
133	Reading, Pa	418,000
134	Reno, Nv	417,305
135	Saginaw-Bay City-Midland, Mi	415,383
136	Binghamton, N.Y	411,211
137	New London-Norwich, Ct-R.I.	407,322
138	Peoria, Il	402,192
139	Madison, Wi	396,776
140	Lawrence-Haverhill, Ma-N.H.	395,114
141	Pensacola, Fl	391,929
142	Utica-Rome, N.Y	375,919
143	Boulder-Longmont, Co	372,367
144	Lorain-Elyria, Oh	372,255
145	Santa Cruz, Ca	371,155
146	Poughkeepsie, N.Y	371,050
147	Waterbury, Ct	369,566
148	Hamilton-Middletown, Oh	369,365
149	McAllen-Edinburg-Mission, Tx	364,106
150	Salinas-Seaside-Monterey, Ca	361,178
151	Huntington-Ashland, W.V-Ky-Oh	354,388
152	Anchorage, Ak	346,989
153	Macon-Warner Robins, Ga	346,495
154	Evansville, In-Ky	345,855
155	Joliet, Il	344,060
156	Salem-Gloucester, Ma	341,528
157	Fort Pierce, Fl	339,136
158	Lowell, Ma-N.H.	338,886
159	Rockford, Il	336,795
160	Charleston, W.V	335,091
161	Appleton-Oshkosh-Neenah, Wi	335,010
162	Visalia-Tulare-Porterville, Ca	332,689
163	Brownsville-Harlingen, Tx	332,257
164	Roanoke, Va	328,070
165	Stamford, Ct	324,937
166	Erie, Pa	322,900
167	Manchester, N.H.	318,292
168	Danbury, Ct	315,496
169	Eugene-Springfield, Or	310,864
170	Galveston-Texas City, Tx	306,994
171	Bradenton, Fl	306,020
172	Killeen-Temple, Tx	304,476
173	Montgomery, Al	302,510
174	Tallahassee, Fl	297,651
175	Amarillo, Tx	295,502
176	Duluth, Mn-Wi	294,572
177	South Bend-Mishawaka, In	293,708
178	Hickory, N.C	283,948
179	Portsmouth-Dover-Rochester, N.H.-Me	281,080
180	Niagara Falls, N.Y	280,854
181	Boise City, Id	279,213
182	Gainesville, Fl	279,043
183	Chico, Ca	278,077
184	Waco, Tx	273,223
185	Brazoria, Tx	272,794
186	Fayetteville, N.C	271,235
187	Ann Arbor, Mi	268,559

188	Lubbock, Tx	266,169
189	Savannah, Ga	267,881
190	Lafayette, La	266,731
191	Springfield, Mo	266,248
192	Huntsville, Al	264,532
193	Laredo, Tx	261,635
194	Ocala, Fl	256,859
195	Nashua, N.H.	251,850
196	Longview-Marshall, Tx	251,327
197	Asheville, N.C	251,159
198	Norwalk, Ct	247,078
199	Elkhart-Goshen, In	245,554
200	Salem, Or	244,282
201	New Bedford, Ma	243,011
202	Brockton, Ma	239,496
203	Fort Collins-Loveland, Co	238,514
204	Springfield, Il	238,368
205	Columbus, Ga-Al	238,245
206	Johnstown, Pa	231,687
207	Vancouver, Wa	230,457
208	Houma-Thibodaux, La	223,833
209	Yakima, Wa	222,156
210	Racine, Wi	221,530
211	Cedar Rapids, Ia	221,308
212	Lincoln, Ne	220,310
213	Topeka, Ks	218,093
214	Biloxi-Gulfport, Ms	215,128
215	Provo-Orem, Ut	214,814
216	Tyler, Tx	213,390
217	Lake Charles, La	212,497
218	Anderson, In	208,611
219	Wheeling, W.V-Oh	207,049
220	Redding, Ca	206,274
221	Parkersburg-Marietta, W.V-Oh	200,767
222	Fall River, Ma-R.I.	199,766
223	Beaver, Pa	199,140
224	New Britain, Ct	198,614
225	Burlington, Vt	197,167
226	Naples, Fl	196,636
227	Odessa, Tx	193,706
228	Richland-Kennewick-Pasco, Wa	188,572
229	Olympia, Wa	187,848
230	Lima, Oh	185,983
231	Vineland-Millville-Bridgeton, N.J	184,542
232	Glens Falls, N.Y	184,468
233	Bryan-College Station, Tx	184,343
234	Lynchburg, Va	183,788
235	St. Cloud, Mn	183,469
236	Janesville-Beloit, Wi	181,546
237	Athens, Ga	181,183
238	Monroe, La	180,776
239	Bremerton, Wa	180,711
240	Green Bay, Wi	180,614
241	Texarkana, Tx-Ar	179,539
242	Fort Smith, Ar-Ok	179,388
243	Tuscaloosa, Al	179,036
244	Wilmington, N.C	178,985
245	Altoona, Pa	178,310
246	Champaign-Urbana-Rantoul, Il	177,076
247	Kalamazoo, Mi	176,232
248	Abilene, Tx	175,961
249	Midland, Tx	175,619
250	Anderson, S.C	173,316
251	Charlottesville, Va	171,644
252	Steubenville-Weirton, Oh-W.V	168,791
253	San Angelo, Tx	168,634
254	Fargo-Moorhead, N.D-Mn	167,318
255	Fort Walton Beach, Fl	165,323
256	Benton Harbor, Mi	163,741
257	Burlington, N.C	163,345
258	Dothan, Al	162,990
259	Alexandria, La	162,709
260	Santa Fe, N.M.	160,918
261	Kokomo, In	160,882
262	Mansfield, Oh	157,963
263	Eau Claire, Wi	157,602
264	Medford, Or	157,377
265	Fayetteville-Springdale, Ar	157,182
266	Joplin, Mo	156,702
267	Lawton, Ok	154,295
268	Sherman-Denison, Tx	154,000
269	Williamsport, Pa	152,090
270	Billings, Mt	151,291
271	Pascagoula, Ms	149,285
272	Florence, Al	148,533
273	Merced, Ca	148,312
274	Bloomington-Normal, Il	147,873
275	Waterloo-Cedar Falls, Ia	147,844
276	Muncie, In	147,170
277	Terre Haute, In	146,690
278	Pueblo, Co	143,970
279	Decatur, Il	142,768
280	State College, Pa	141,776
281	Sioux City, Ia-Ne	141,165
282	Clarksville-Hopkinsville, Tn-Ky	140,956
283	Bangor, Me	139,400
284	Kenosha, Wi	138,883
285	Wichita Falls, Tx	138,723
286	Panama City, Fl	138,525
287	Pittsfield, Ma	137,777
288	Bellingham, Wa	137,569
289	Hagerstown, Md	136,936
290	Sioux Falls, S.D	135,743
291	Albany, Ga	135,176
292	Muskegon, Mi	133,681
293	Florence, S.C	132,815
294	Gadsden, Al	131,985
295	Yuba City, Ca	131,512
296	Wausau, Wi	127,216
297	La Crosse, Wi	126,968
298	Greeley, Co	126,345
299	Sharon, Pa	124,430
300	Lewiston-Auburn, Me	122,930
301	Lafayette-West Lafayette, In	122,466
302	Jacksonville, N.C	121,367
303	Cumberland, Md-W.V	120,516
304	Anniston, Al	118,535
305	Las Cruces, N.M	117,099
306	Bloomington, In	116,669
307	Danville, Va	115,514
308	Rochester, Mn	115,156
309	Columbia, Mo	115,042
310	Victoria, Tx	111,782
311	Bristol, Ct	111,529
312	Pine Bluff, Ar	110,127
313	Owensboro, Ky	109,566
314	Elmira, N.Y	108,783
315	Kankakee, Il	107,715
316	Fitchburg-Leominster, Ma	106,865
317	Sheboygan, Wi	106,297
318	Bismarck, N.D	105,425
319	St. Joseph, Mo	105,363
320	Jackson, Tn	103,598
321	Rapid City, Sd	101,720
322	Iowa City, Ia	98,903
323	Jackson, Mi	98,331
324	Battle Creek, Mi	97,293
325	Dubuque, Ia	95,640
326	Casper, Wy	91,620
327	Great Falls, Mt	83,267
328	Cheyenne, Wy	83,089
329	Lawrence, Ks	82,276
330	Grand Forks, N.D	78,262
331	Middletown, Ct	77,053
332	Enid, Ok	75,255

Leading counties (thousands)

1	Los Angeles, Cal.	10,566,636
2	Cook, Ill.	5,520,733
3	Harris, Tex.	3,500,920
4	Orange, Cal.	3,404,495
5	Maricopa, Ariz.	3,082,170
6	Dallas, Tex.	2,980,232
7	San Diego, Cal.	2,968,552
8	Nassau, N.Y.	2,312,634
9	Suffolk, N.Y.	2,284,646
10	Santa Clara, Cal.	2,070,530
11	King, Wash.	2,065,396
12	Dade, Fla.	2,045,773
13	Middlesex, Mass.	2,015,908
14	Wayne, Mich.	1,978,814
15	Broward, Fla.	1,946,523
16	Cuyahoga, Ohio	1,934,448
17	Queens, N.Y.	1,852,929
18	Tarrant, Tex.	1,767,221
19	Bexar, Tex.	1,744,504
20	Alameda, Cal.	1,712,456
21	Kings, N.Y.	1,696,574
22	Allegheny, Pa.	1,671,100
23	New York, N.Y.	1,657,355
24	Philadelphia, Pa.	1,604,741
25	Bergen, N.J.	1,553,373
26	St. Louis, Mo.	1,536,346
27	San Bernardino, Cal.	1,485,757
28	Westchester, N.Y.	1,465,238
29	Hennepin, Minn.	1,428,499
30	Franklin, Ohio	1,370,259
31	Palm Beach, Fla.	1,357,414
32	Riverside, Cal.	1,348,565
33	Pinellas, Fla.	1,342,217
34	Sacramento, Cal.	1,333,123
35	Fairfield, Conn.	1,329,925
36	Oakland, Mich.	1,316,530
37	Erie, N.Y.	1,304,990
38	Hillsborough, Fla.	1,273,092
39	Contra Costa, Cal.	1,239,106
40	Hartford, Conn.	1,215,856
41	Hamilton, Ohio	1,194,840
42	New Haven, Conn.	1,149,367
43	Milwaukee, Wisc.	1,148,266
44	Baltimore, Md.	1,131,772
45	Du Page, Ill.	1,130,881
46	Shelby, Tenn.	1,080,858
47	Montgomery, Md.	1,075,070
48	Prince Georges, Md.	1,056,185
49	Montgomery, Pa.	1,036,867
50	San Mateo, Cal.	1,027,423
51	Jefferson, Ky.	1,019,100
52	Fairfax, Va.	1,009,485
53	Monroe, N.Y.	1,009,251
54	Norfolk, Mass.	1,005,996
55	Essex, N.J.	991,634
56	Travis, Tex.	988,640
57	Macomb, Mich.	980,042
58	Morris, N.J.	937,456
59	Monmouth, N.J.	931,514
60	Orange, Fla.	931,238
61	Marion, Ind.	929,353
62	San Francisco, Cal.	927,693
63	Clark, Nev.	923,054
64	Essex, Mass.	900,675
65	Middlesex, N.J.	896,573
66	Ventura, Cal.	875,156
67	Jefferson, Ala.	869,841
68	Duval, Fla.	866,430
69	Salt Lake, Utah	863,005
70	Honolulu, Hi.	860,470
71	Jackson, Mo.	857,384
72	Pima, Ariz.	851,680
73	Montgomery, Ohio	845,200
74	Oklahoma, Okla.	836,583
75	Bucks, Pa.	811,928
76	Jefferson, La.	807,260
77	Bronx, N.Y.	803,838
78	Davidson, Tenn.	802,886
79	Bristol, Mass.	801,921
80	Fulton, Ga.	792,589
81	Worcester, Mass.	771,761
82	Fresno, Cal.	767,165
83	Delaware, Pa.	761,338
84	Suffolk, Mass.	759,423
85	De Kalb, Ga.	747,125
86	Summit, Ohio	744,876
87	Mecklenburg, N.C.	735,752
88	Jefferson, Colo.	731,605
89	Providence, R.I.	701,826
90	Lucas, Ohio	692,229
91	Hudson, N.J.	685,037
92	Onondaga, N.Y.	682,773
93	Bernalillo, N.M.	668,020
94	Camden, N.J.	663,291
95	Tulsa, Okla.	644,681
96	Baltimore City, Md.	643,760
97	Ramsey, Minn.	635,874
98	Douglas, Neb.	634,330
99	Union, N.J.	628,545
100	Denver, Colo.	625,856
101	District of Columbia, D.C.	625,139
102	Wake, N.C.	623,334
103	Ocean, N.J.	620,730
104	Kern, Cal.	619,876
105	Orleans, La.	611,246
106	Anne Arundel, Md.	594,594
107	Cobb, Ga.	593,092
108	East Baton Rouge, La.	583,915
109	Plymouth, Mass.	581,019
110	Hampden, Mass.	580,793
111	Multnomah, Ore.	579,044
112	Sonoma, Cal.	573,357
113	Pierce, Wash.	571,872
114	Arapahoe, Colo.	561,212
115	El Paso, Tex.	554,804
116	Lancaster, Pa.	553,372
117	Hillsborough, N.H.	547,970
118	Lake, Ill.	541,221
119	Lake, Ind.	529,615
120	New Castle, Del.	525,567
121	Brevard, Fla.	523,593
122	Polk, Ia.	518,708
123	Polk, Fla.	517,755
124	San Joaquin, Cal.	514,856
125	Santa Barbara, Cal.	514,797
126	Snohomish, Wash.	511,401
127	El Paso, Colo.	504,279
128	Guilford, N.C.	497,324
129	Burlington, N.J.	496,212
130	Orange, N.Y.	494,497
131	Spokane, Wash.	494,269
132	Stark, Ohio	488,376
133	Passaic, N.J.	487,053
134	Pulaski, Ark.	486,395
135	Volusia, Fla.	482,827
136	Genesee, Mich.	481,100
137	Mercer, N.J.	476,638
138	Cumberland, Me.	476,383
139	Mobile, Ala.	475,774
140	Waukesha, Wisc.	474,478
141	Adams, Colo.	470,856
142	Sedgewick, Kans.	467,501
143	Lee, Fla.	465,678
144	Rockingham, N.H.	464,459
145	Knox, Tenn.	460,954
146	Chester, Pa.	449,138
147	Seminole, Fla.	444,892
148	Forsyth, N.C.	444,477
149	Lehigh, Pa.	437,186
150	Charleston, S.C.	436,879
151	Marin, Cal.	430,702
152	Stanislaus, Cal.	429,451
153	Sarasota, Fla.	426,130
154	Greenville, S.C.	422,698
155	Somerset, N.J.	419,834
156	Kent, Mich.	418,285
157	Berks, Pa.	418,000
158	Washoe, Nev.	417,305
159	York, Pa.	417,130
160	Kane, Ill.	415,914
161	Johnson, Kans.	414,813
162	Westmoreland, Pa.	402,917
163	Gwinnett, Ga.	400,280
164	Albany, N.Y.	399,237
165	Rockland, N.Y.	398,826
166	Dane, Wisc.	396,776
167	Richmond, N.Y.	395,279
168	Barnstable, Mass.	394,354
169	St. Louis City, Mo.	392,263
170	Denton, Tex.	390,246
171	Richmond, Va.	388,205
172	Luzerne, Pa.	384,791
173	Henrico, Va.	380,829
174	Cumberland, Pa.	376,730
175	Hamilton, Tenn.	376,541
176	Boulder, Colo.	372,367
177	Lorain, Ohio	372,255
178	Atlantic, N.J.	371,549
179	Santa Cruz, Cal.	371,155
180	Dutchess, N.Y.	371,050
181	Butler, Ohio	369,365
182	Pasco, Fla.	368,442
183	Solano, Cal.	366,312
184	Hidalgo, Tex.	364,106
185	Virginia Beach, Va.	361,677
186	Monterey, Cal.	361,178
187	Clackamas, Ore.	360,696
188	Allen, Ind.	357,805
189	Broome, N.Y.	356,647
190	Collin, Tex.	355,978
191	Caddo, La.	348,166
192	Anchorage, Ak.	346,989
193	Nueces, Tex.	345,815
194	Mahoning, Ohio	343,500
195	Lake, Ohio	342,432
196	New London, Conn.	341,898
197	Dauphin, Pa.	341,044
198	Washington, Ore.	339,253
199	Tulare, Cal.	332,689
200	Cameron, Tex.	332,257
201	Madison, Ill.	328,308
202	Jefferson, Tex.	325,221
203	Hinds, Miss.	324,551
204	Erie, Pa.	322,900
205	Dakota, Minn.	320,509
206	Escambia, Fla.	314,662
207	Will, Ill.	312,349
208	San Luis Obispo, Cal.	311,212
209	Lane, Ore.	310,864
210	Oneida, N.Y.	309,775
211	Galveston, Tex.	306,994
212	Manatee, Fla.	306,020
213	Winnebago, Ill.	303,217
214	Fayette, Ky.	300,702
215	Lackawanna, Pa.	297,400
216	Spartanburg, S.C.	296,373
217	St. Joseph, Ind.	293,708
218	Richland, S.C.	293,497
219	Kanawha, W.Va.	292,376
220	Clayton, Ga.	289,850
221	St. Clair, Ill.	285,033
222	Gloucester, N.J.	282,548
223	Horry, S.C.	282,418
224	Niagara, N.Y.	280,854
225	Trumbull, Ohio	280,177
226	Ada, Ida.	279,213
227	Butte, Cal.	278,077
228	Norfolk, Va.	276,353
229	McLennan, Tex.	273,223
230	Ingham, Mich.	273,010
231	Brazoria, Tex.	272,794
232	Cumberland, N.C.	271,235
233	Washtenaw, Mich.	268,559
234	Lubbock, Tex.	268,169
235	Placer, Cal.	265,348
236	Madison, Ala.	264,532
237	Webb, Tex.	261,635
238	Durham, N.C.	257,473
239	Marion, Fla.	256,859
240	Bell, Tex.	256,788
241	St. Charles, Mo.	252,877
242	St. Louis, Minn.	252,827
243	Chatham, Ga.	252,195
244	Alachua, Fla.	251,932
245	Buncombe, N.C.	251,159
246	Elkhart, Ind.	245,554
247	Anoka, Minn.	243,160
248	Gaston, N.C.	243,121
249	Leon, Fla.	242,308
250	Ulster, N.Y.	241,982
251	Rensselaer, N.Y.	239,996
252	Larimer, Colo.	238,514

253 Greene, Mo.	237,683
254 Chesterfield, Va.	235,297
255 Vanderburgh, Ind.	233,902
256 Saratoga, N.Y.	233,860
257 Sangamon, Ill.	232,985
258 Litchfield, Conn.	231,584
259 Clermont, Ohio	230,775
260 Clark, Wash.	230,457
261 Saginaw, Mich.	229,235
262 Montgomery, Ala.	227,476
263 Northampton, Pa.	226,246
264 York, Me.	224,545
265 Montgomery, Tex.	224,329
266 Richmond, Ga.	224,092
267 Lafayette, La.	223,361
268 Kent, R.I.	223,218
269 Yakima, Wash.	222,156
270 Racine, Wisc.	221,530
271 Linn, Ia.	221,308
272 Berkshire, Mass.	221,282
273 Lancaster, Neb.	220,310
274 Shawnee, Kans.	218,093
275 Prince William, Va.	217,611
276 Rowan, N.C.	216,834
277 Schenectady, N.Y.	215,815
278 Lexington, S.C.	214,995
279 Utah, Utah	214,814
280 Scott, Ia.	214,768
281 Smith, Tex.	213,390
282 Calcasieu, La.	212,497
283 Cape May, N.J.	210,259
284 Washington, Minn.	209,867
285 Clay, Mo.	209,289
286 Maui, Hi.	208,805
287 Madison, Ind.	208,611
288 Bibb, Ga.	206,352
289 Shasta, Cal.	206,274
290 Howard, Md.	206,066
291 Marion, Ore.	203,022
292 Washington, Pa.	202,397
293 Weber, Utah	200,661
294 Kenton, Ky.	199,761
295 Gregg, Tex.	199,363
296 Beaver, Pa.	199,140
297 Tazewell, Ill.	198,364
298 Chittenden, Vt.	198,291
299 Collier, Fla.	196,636
300 Hunterdon, N.J.	194,158
301 Penobscot, Me.	194,151
302 Ector, Tex.	193,706
303 Schuylkill, Pa.	192,998
304 Frederick, Md.	192,767
305 Humboldt, Cal.	191,455
306 Alexandria, Va.	191,182
307 St. Tammany, La.	190,933
308 Yolo, Cal.	189,811
309 Benton, Ark.	188,316
310 Thurston, Wash.	187,848
311 Harford, Md.	186,797
312 Arlington, Va.	186,738
313 Fort Bend, Tex.	185,030
314 Cumberland, N.J.	184,542
315 Brazos, Tex.	184,343
316 Hawaii, Hi.	183,925
317 York, S.C.	183,161
318 Jefferson, Mo.	182,809
319 Williamson, Tex.	182,260
320 Rock, Wisc.	181,548
321 Peoria, Ill.	181,141
322 Ouachita, La.	180,776
323 Kitsap, Wash.	180,711
324 Wyandotte, Kans.	180,686
325 Brown, Wisc.	180,614
326 Hampshire, Mass.	179,704
327 Hampton, Va.	179,547
328 Chautauqua, N.Y.	179,414
329 Potter, Tex.	179,194
330 Tuscaloosa, Ala.	179,036
331 New Hanover, N.C.	178,985
332 Grafton, N.H.	178,854
333 McHenry, Ill.	178,761
334 Blair, Pa.	178,310
335 Muscogee, Ga.	178,128
336 Lake, Fla.	177,461
337 Champaign, Ill.	177,076
338 Middlesex, Conn.	176,427
339 Kalamazoo, Mich.	176,232
340 Taylor, Tex.	175,961
341 Midland, Tex.	175,619
342 St. Lucie, Fla.	174,977
343 Harrison, Miss.	174,325
344 Rock Island, Ill.	173,997
345 Newport News, Va.	173,865
346 Catawba, N.C.	173,577
347 Fayette, Pa.	173,358
348 Anderson, S.C.	173,316
349 Clark, Ohio	171,840
350 Davis, Utah	170,971
351 Cambria, Pa.	170,034
352 Ottawa, Mich.	169,769
353 Tom Green, Tex.	168,634
354 Merrimack, N.H.	168,230
355 Medina, Ohio	168,195
356 Sussex, N.J.	167,406
357 Sullivan, Tenn.	167,287
358 El Dorado, Cal.	167,172
359 Napa, Cal.	166,704
360 Sussex, Del.	165,998
361 Okaloosa, Fla.	165,323
362 Carroll, Md.	164,310
363 Martin, Fla.	164,159
364 Berrien, Mich.	163,741
365 Alamance, N.C.	163,345
366 Roanoke, Va.	163,263
367 Rapides, La.	162,709
368 Cleveland, Okla.	161,447
369 Kennebec, Me.	159,200
370 Tolland, Conn.	159,194
371 Richland, Ohio	157,963
372 Jackson, Ore.	157,377
373 Washington, Ark.	157,182
374 Outagamie, Wisc.	155,188
375 Winnebago, Wisc.	154,857
376 Comanche, Okla.	154,295
377 Grayson, Tex.	154,000
378 Greene, Ohio	153,861
379 Kent, Del.	153,849
380 Lycoming, Pa.	152,090
381 Yellowstone, Mont.	151,291
382 Loudoun, Va.	150,885
383 Imperial, Cal.	150,662
384 Jackson, Miss.	149,285
385 Merced, Cal.	148,312
386 Orange, N.C.	148,172
387 McLean, Ill.	147,873
388 Oswego, N.Y.	147,329
389 Delaware, Ind.	147,170
390 Androscoggin, Me.	146,497
391 Benton, Wash.	145,912
392 Butler, Pa.	145,875
393 Aiken, S.C.	144,060
394 Pueblo, Colo.	143,970
395 Licking, Ohio	143,780
396 Macon, Ill.	142,768
397 Centre, Pa.	141,776
398 Beaufort, S.C.	140,971
399 Mohave, Ariz.	140,165
400 Allen, Ohio	139,452
401 Howard, Ind.	138,977
402 Kenosha, Wisc.	138,883
403 Mendocino, Cal.	138,868
404 Wichita, Tex.	138,723
405 Bay, Fla.	138,525
406 St. Clair, Mich.	138,048
407 Wood, Ohio	137,941
408 Osceola, Fla.	137,899
409 Washington, R.I.	137,862
410 Whatcom, Wash.	137,569
411 Cabell, W.Va.	137,535
412 Davidson, N.C.	137,309
413 Washington, Md.	136,936
414 Chesapeake, Va.	136,547
415 Lebanon, Pa.	136,103
416 Iredell, N.C.	135,852
417 Minnehaha, S.D.	135,743
418 Ashtabula, Ohio	135,106
419 Santa Fe, N.M.	134,915
420 Columbiana, Ohio	134,740
421 Yuma, Ariz.	134,508
422 Rutherford, Tenn.	134,341
423 La Salle, Ill.	134,316
424 Cabarrus, N.C.	134,222
425 Muskegon, Mich.	133,681
426 Florence, S.C.	132,815
427 Portage, Ohio	132,390
428 Etowah, Ala.	131,985
429 Dougherty, Ga.	130,375
430 Strafford, N.H.	130,312
431 Monroe, Pa.	130,159
432 Indian River, Fla.	130,122
433 Washington, Tenn.	129,723
434 Charlotte, Fla.	129,192
435 Tangipahoa, La.	128,988
436 Porter, Ind.	128,855
437 Vigo, Ind.	128,759
438 Woodbury, Ia.	128,740
439 Yavapai, Ariz.	127,686
440 Black Hawk, Ia.	127,572
441 Navajo, Ariz.	127,543
442 Marathon, Wisc.	127,216
443 La Crosse, Wisc.	126,968
444 Charles, Md.	126,642
445 Weld, Colo.	126,345
446 Baldwin, Ala.	125,971
447 Monroe, Fla.	125,694
448 Stearns, Minn.	125,498
449 St. Lawrence, N.Y.	124,889
450 Mercer, Pa.	124,430
451 Pitt, N.C.	123,802
452 Rockingham, N.C.	123,511
453 Johnson, Tex.	123,221
454 Lawrence, Pa.	123,148
455 Pinal, Ariz.	122,772
456 Tippecanoe, Ind.	122,466
457 Hall, Ga.	121,391
458 Onslow, N.C.	121,367
459 Williamson, Tenn.	120,966
460 Clarke, Ga.	120,183
461 San Juan, N.M.	120,105
462 Bay, Mich.	119,883
463 Coconino, Ariz.	119,264
464 Wayne, N.C.	119,135
465 Franklin, Pa.	118,934
466 Wood, W.Va.	118,567
467 Calhoun, Ala.	118,535
468 Dona Ana, N.M.	117,099
469 Charlottesville, Va.	116,692
470 Monroe, Ind.	116,669
471 Douglas, Ore.	116,647
472 Mesa, Colo.	116,501
473 Portsmouth, Va.	116,462
474 Warren, N.J.	116,434
475 Randall, Tex.	116,308
476 Washington, Wisc.	115,946
477 Cowlitz, Wash.	115,759
478 Houston, Ala.	115,405
479 Warren, N.Y.	115,377
480 Olmsted, Minn.	115,156
481 Terrebonne, La.	115,062
482 Jefferson, N.Y.	115,045
483 Boone, Mo.	115,042
484 La Porte, Ind.	114,938
485 Fond du Lac, Wisc.	114,468
486 Sumner, Tenn.	114,392
487 Warren, Ohio	114,281
488 Wayne, Ohio	114,271
489 Wood, Wisc.	113,144
490 Miami, Ohio	112,983
491 Sebastian, Ark.	112,654
492 Bowie, Tex.	112,579
493 Hamilton, Ind.	112,477
494 Morgan, Ala.	112,081
495 Cass, N.D.	111,828
496 Victoria, Tex.	111,782
497 Tompkins, N.Y.	111,661
498 St. Bernard, La.	111,440
499 Jasper, Mo.	110,652
500 Cleveland, N.C.	110,648
501 Fairfield, Ohio	110,648
502 Houston, Ga.	110,552
503 Liberty, Tex.	110,352
504 Jefferson, Ark.	110,127
505 Hunt, Tex.	109,788
506 Daviess, Ky.	109,566
507 Blount, Tenn.	109,390
508 Deschutes, Ore.	108,864
509 Chemung, N.Y.	108,783
510 Lafourche, La.	108,771
511 Belmont, Ohio	107,958
512 Ontario, N.Y.	107,839
513 Kankakee, Ill.	107,715
514 Eau Claire, Wisc.	107,281
515 Skagit, Wash.	107,164
516 Raleigh, W.Va.	107,055
517 Warren, Ky.	106,470
518 Putnam, N.Y.	106,421
519 Sheboygan, Wisc.	106,297
520 Sullivan, N.Y.	105,925
521 Nevada, Cal.	105,900
522 Grant, Ind.	105,383
523 Nash, N.C.	105,378
524 Buchanan, Mo.	105,363
525 Allegany, Md.	105 314
526 Lynchburg, Va.	105,312
527 Flathead, Mont.	105,183
528 Missoula, Mont.	104,986
529 Fairbanks North Star, Ak.	104,794
530 Crawford, Pa.	104,213
531 Windham, Conn.	104,185
532 Lauderdale, Miss.	103,998
533 Madison, Tenn.	103,598
534 Craven, N.C.	103,586
535 Citrus, Fla.	103,553
536 Hernando, Fla.	103,168
537 Grays Harbor, Wash.	103,110
538 Creek, Okla.	102,615
539 Muskogee, Okla.	102,569
540 Bonneville, Ida.	102,345
541 Steuben, N.Y.	101,911
542 Clark, Ind.	101,731
543 Pennington, S.D.	101,720
544 Robeson, N.C.	101,641
545 Belknap, N.H.	101,543
546 Vermilion, Ill.	101,483
547 Tuscarawas, Ohio	101,225
548 Erie, Ohio	101,202
549 Pickens, S.C.	101,185
550 Douglas, Ga.	101,121
551 Payne, Okla.	100,915
552 Ellis, Tex.	100,249
553 Garland, Ark.	100,231
554 Lee, Ala.	99,981
555 Kootenai, Ida.	99,689
556 Whitfield, Ga.	99,242
557 Eaton, Mich.	98,982
558 Johnson, Ia.	98,903
559 Muskingum, Ohio	98,883
560 Wicomico, Md.	98,610
561 Dorchester, S.C.	98,535
562 Campbell, Ky.	98,498
563 Jackson, Mich.	98,331
564 Livingston, Mich.	98,311
565 Clearfield, Pa.	98,300
566 Roanoke, Va.	98,264
567 Kenai Peninsula, Ak.	98,096
568 Aroostook, Me.	97,867
569 Berkeley, S.C.	97,440
570 Calhoun, Mich.	97,293
571 Cochise, Ariz.	97,174
572 Madera, Cal.	96,787
573 Clinton, N.Y.	96,370
574 Northumberland, Pa.	96,209
575 Dubuque, Ia.	95,640
576 Cullman, Ala.	94,948
577 Union, N.C.	94,405
578 Fairfax, Va.	94,357
579 Walworth, Wisc.	94,315
580 McCracken, Ky.	94,109
581 Rutland, Vt.	94,069
582 Rutherford, N.C.	93,783
583 Bradley, Tenn.	93,359
584 Highlands, Fla.	93,155
585 Floyd, Ga.	93,145
586 Pottawatomie, Okla.	93,117
587 Rankin, Miss.	92,960
588 Monroe, Mich.	92,775
589 Angelina, Tex.	92,650
590 Henderson, N.C.	92,607
591 Wilson, N.C.	92,497
592 Johnston, N.C.	92,437
593 Lauderdale, Ala.	92,271
594 Lowndes, Ga.	91,910
595 Boone, Ky.	91,712
596 Natrona, Wyo.	91,620
597 Shelby, Ala.	91,341
598 Pottawattamie, Ia.	90,912
599 Anderson, Tenn.	90,654
600 Ozaukee, Wisc.	90,310
601 Canyon, Ida.	90,115
602 Geauga, Ohio	90,110
603 Montgomery, Tenn.	89,603
604 Harrison, W.Va.	89,485
605 Carson City, Nev.	89,412
606 Surry, N.C.	89,214
607 Lea, N.M.	88,985
608 Jefferson, Ohio	88,620
609 Pike, Ky.	88,561
610 Monongalia, W.Va.	88,329
611 Forrest, Miss.	88,148
612 Bossier, La.	88,133
613 St. Landry, La.	88,110
614 Worcester, Md.	87,603
615 Lowndes, Miss.	87,014
616 Danville, Va.	86,973
617 De Soto, Miss.	86,941
618 Orange, Tex.	86,882
619 Randolph, N.C.	86,847
620 Umatilla, Ore.	86,838
621 Burke, N.C.	86,715
622 Cayuga, N.Y.	86,508
623 St. Mary, La.	86,415
624 Caldwell, N.C.	86,255
625 Linn, Ore.	86,216
626 Scioto, Ohio	86,184
627 Lee, N.C.	85,780
628 Story, Ia.	85,768
629 Jefferson, Wisc.	85,628
630 Lee, Miss.	85,528
631 Hancock, Ohio	85,516
632 Harrisonburg, Va.	85,492
633 Lake, Cal.	85,477
634 Sauk, Wisc.	85,388
635 Cheshire, N.H.	85,311
636 Brunswick, N.C.	85,018
637 Armstrong, Pa.	84,679
638 McMinn, Tenn.	84,671
639 Bartholomew, Ind.	84,391
640 Talladega, Ala.	84,319
641 McKinley, N.M.	84,248
642 Wright, Minn.	84,003
643 Clay, Fla.	83,755
644 Burleigh, N.D.	83,619
645 Wayne, Ind.	83,504
646 Cascade, Mont.	83,267
647 Laramie, Wyo.	83,089
648 Sumter, S.C.	82,969
649 Columbia, Pa.	82,936
650 Douglas, Kans.	82,276
651 Lenawee, Mich.	82,202
652 Washington, Ohio	82,200
653 Tazewell, Va.	82,199
654 Cattaraugus, N.Y.	82,111
655 Franklin, Mo.	81,839
656 Putnam, Fla.	81,508
657 Comal, Tex.	81,492
658 Moore, N.C.	81,390
659 Walker, Ga.	81,161
660 Webster, La.	80,896
661 Windham, Vt.	80,621
662 San Patricio, Tex.	80,460
663 Washington, Vt.	80,330
664 Cape Girardeau, Mo.	80,315
665 Newport, R.I.	80,197
666 Craighead, Ark.	79,849
667 Lewis, Wash.	79,406
668 Winona, Minn.	79,037
669 Carroll, Ga.	78,987
670 Josephine, Ore.	78,820

671	Reno, Kans.	78,706
672	Kauai, Hi.	78,673
673	Parker, Tex.	78,317
674	Grand Forks, N.D.	78,262
675	Grand Traverse, Mich.	78,228
676	Glynn, Ga.	78,032
677	St. Marys, Md.	77,495
678	Chaves, N.M.	77,438
679	Kings, Cal.	77,375
680	Santa Rosa, Fla.	77,267
681	Walker, Ala.	77,069
682	Cerro Gordo, Ia.	76,676
683	Lenoir, N.C.	76,624
684	Putnam, Tenn.	76,208
685	Chelan, Wash.	76,198
686	Sandusky, Ohio	75,905
687	A Jams, Ill.	75,856
688	Matanuska-Susitna, Ak.	75,755
689	Berkeley, W.Va.	75,673
690	Garfield, Okla.	75,255
691	Marshall, Ala.	75,220
692	Wise, Va.	74,989
693	Manassas, Va.	74,895
694	Sarpy, Neb.	74,834
695	Mercer, W.Va.	74,831
696	Montgomery, Va.	74,812
697	Maury, Tenn.	74,757
698	Hamblen, Tenn.	74,740
699	Coos, Ore.	74,515
700	Montgomery, N.Y.	74,334
701	Washington, Miss.	74,149
702	Klamath, Ore.	74,135
703	Otsego, N.Y.	74,003
704	Marion, W.Va.	73,721
705	Iberia, La.	73,389
706	Kodiak Island, Ak.	73,195
707	Greenwood, S.C.	73,190
708	Tuolumne, Cal.	73,111
709	Kay, Okla.	72,667
710	Sevier, Tenn.	72,638
711	Sutter, Cal.	72,622
712	Rockdale, Ga.	72,472
713	Allegan, Mich.	72,391
714	Columbia, N.Y.	72,344
715	Franklin, Mass.	72,343
716	Seneca, Ohio	72,310
717	Anderson, Tex.	72,192
718	Manitowoc, Wisc.	72,133
719	Spalding, Ga.	72,119
720	Adams, Pa.	72,058
721	Cherokee, Ga.	71,832
722	Warren, Miss.	71,817
723	Carroll, N.H.	71,808
724	Madison, Ky.	71,505
725	Catoosa, Ga.	71,490
726	Georgetown, S.C.	71,111
727	Bennington, Vt.	71,109
728	Benton, Ore.	71,040
729	Knox, Ill.	71,017
730	Livingston, La.	70,789
731	Winchester, Va.	70,340
732	Livingston, N.Y.	70,193
733	St. Joseph, Mich.	70,055
734	St. Johns, Fla.	69,954
735	Hays, Tex.	69,771
736	Haywood, N.C.	69,589
737	Bannock, Ida.	69,556
738	Greene, N.Y.	69,397
739	Washington, N.Y.	69,091
740	Halifax, N.C.	69,030
741	Orangeburg, S.C.	68,984
742	De Kalb, Ill.	68,975
743	Williamsburg, Va.	68,960
744	Hancock, Me.	68,834
745	Kaufman, Tex.	68,813
746	Lewis and Clark, Mont.	68,799
747	Crow Wing, Minn.	68,777
748	Somerset, Me.	68,742
749	Ottawa, Ohio	68,675
750	Montcalm, Mich.	68,534
751	Boyd, Ky.	68,425
752	Wilson, Tenn.	68,361
753	Clallam, Wash.	67,881
754	Valencia, N.M.	67,818
755	Bradford, Pa.	67,661
756	Oconee, S.C.	67,573
757	Blue Earth, Minn.	67,539
758	Jones, Miss.	67,304
759	Madison, N.Y.	67,242
760	Ascension, La.	67,109
761	Miller, Ark.	66,960
762	Nacogdoches, Tex.	66,933
763	Williamson, Ill.	66,815
764	Troup, Ga.	66,349
765	Midland, Mich.	66,265
766	Harnett, N.C.	66,204
767	Herkimer, N.Y.	66,144
768	Lapeer, Mich.	66,089
769	Hanover, Va.	66,032
770	Cole, Mo.	65,941
771	Marion, Ohio	65,924
772	Van Buren, Mich.	65,899
773	Ross, Ohio	65,899
774	Dare, N.C.	65,777
775	Suffolk, Va.	65,724
776	Hopkins, Ky.	65,606
777	Grant, Wash.	65,597
778	Clinton, Mich.	65,519
779	Kerr, Tex.	65,501
780	Yamhill, Ore.	65,382
781	Delaware, N.Y.	65,379
782	Huron, Ohio	65,360
783	Johnson, Ind.	65,332
784	Eddy, N.M.	65,302
785	Matagorda, Tex.	65,044
786	Carbon, Pa.	65,003
787	Madison, Miss.	64,935
788	Hendricks, Ind.	64,648
789	Pulaski, Ky.	64,648
790	Cache, Utah	64,533
791	Sweetwater, Wyo.	64,306
792	Essex, N.Y.	64,193
793	Shiawassee, Mich.	63,922
794	Henry, Ind.	63,903
795	Stanly, N.C.	63,684
796	Windsor, Vt.	63,668
797	Edgecombe, N.C.	63,635
798	Okmulgee, Okla.	63,564
799	Hardin, Ky.	63,431
800	Canadian, Okla.	63,413
801	Walker, Tex.	63,376
802	Fredericksburg, Va.	63,256
803	Greenbrier, W.Va.	63,095
804	Wayne, N.Y.	63,002
805	Greene, Tenn.	62,960
806	Franklin, N.Y.	62,921
807	Saline, Kans.	62,826
808	Guadalupe, Tex.	62,824
809	Wilkes, N.C.	62,735
810	Columbia, Fla.	62,542
811	Clinton, Ia.	62,507
812	Ward, N.D.	62,247
813	Coweta, Ga.	62,197
814	Rogers, Okla.	61,707
815	Somerset, Pa.	61,653
816	Gallatin, Mont.	61,599
817	Portage, Wisc.	61,488
818	Gila, Ariz.	61,453
819	Salem, N.J.	61,432
820	Jackson, Ill.	61,322
821	Kosciusko, Ind.	61,223
822	Stafford, Va.	61,217
823	Genesee, N.Y.	61,130
824	Juneau, Ak.	61,128
825	Siskiyou, Cal.	61,095
826	Washington, Me.	61,016
827	Vermilion, La.	60,955
828	Chenango, N.Y.	60,919
829	Beaufort, N.C.	60,678
830	Franklin, Vt.	60,646
831	Dodge, Wisc.	60,484
832	Athens, Ohio	60,276
833	Coles, Ill.	59,938
834	Marquette, Mich.	59,868
835	Indiana, Pa.	59,777
836	Fayette, Ga.	59,641
837	Tehama, Cal.	59,632
838	Henry, Va.	59,072
839	Russell, Ala.	59,016
840	Twin Falls, Ida.	58,921
841	Yuba, Cal.	58,890
842	Delaware, Ohio	58,889
843	Carteret, N.C.	58,642
844	Morgan, Ind.	58,517
845	Cortland, N.Y.	58,489
846	Floyd, Ind.	58,395
847	Oxford, Me.	58,095
848	St. John the Baptist, La.	58,014
849	Hancock, W.Va.	57,955
850	Columbus, N.C.	57,720
851	Wharton, Tex.	57,705
852	Union, Ark.	57,644
853	Cherokee, S.C.	57,554
854	Lancaster, S.C.	57,449
855	Crittenden, Ark.	57,368
856	Howard, Tex.	57,328
857	Fulton, N.Y.	57,241
858	Eagle, Colo.	56,977
859	Kleberg, Tex.	56,715
860	Pope, Ark.	56,308
861	Colbert, Ala.	56,262
862	Crawford, Ohio	56,177
863	Lamar, Tex.	56,117
864	Wapello, Ia.	56,086
865	Venango, Pa.	56,035
866	Bastrop, Tex.	56,032
867	Richmond, N.C.	55,932
868	Washington, Tex.	55,613
869	Clay, Minn.	55,490
870	Gadsden, Fla.	55,343
871	Salem, Va.	55,107
872	La Plata, Colo.	55,043
873	Ohio, W.Va.	54,969
874	Clatsop, Ore.	54,964
875	Calvert, Md.	54,864
876	Cecil, Md.	54,815
877	Cass, Mo.	54,813
878	Pontotoc, Okla.	54,709
879	Rice, Minn.	54,690
880	Tioga, N.Y.	54,564
881	Coffee, Tenn.	54,523
882	Bartow, Ga.	54,481
883	Des Moines, Ia.	54,342
884	Ionia, Mich.	54,286
885	Marion, Ill.	54,222
886	Washington, Okla.	53,982
887	Oneida, Wisc.	53,944
888	Tuscola, Mich.	53,802
889	Darlington, S.C.	53,749
890	Itasca, Minn.	53,743
891	McKean, Pa.	53,556
892	Franklin, Ky.	53,489
893	Goodhue, Minn.	53,485
894	Dallas, Ala.	53,390
895	Waupaca, Wisc.	53,296
896	Columbia, Ga.	53,099
897	Coahoma, Miss.	53,095
898	Fauquier, Va.	53,036
899	Lincoln, N.C.	52,979
900	Huron, Mich.	52,930
901	Grant, Wisc.	52,920

Leading cities (thousands)

1	New York City, N.Y.	6,405,975
2	Los Angeles, Cal.	4,041,143
3	Houston, Tex.	2,514,561
4	Chicago, Ill.	2,322,256
5	San Fernando Valley, Cal.	2,252,807
6	Dallas, Tex.	1,702,327
7	Philadelphia, Pa.	1,604,741
8	Phoenix, Ariz.	1,576,528
9	San Antonio, Tex.	1,471,550
10	San Diego, Cal.	1,192,994
11	South Bay, Cal.	1,032,690
12	San Jose, Cal.	978,896
13	Austin, Tex.	932,325
14	San Francisco, Cal.	927,693
15	Memphis, Tenn.	894,370
16	Indianapolis, Ind.	870,967
17	Columbus, Ohio	789,798
18	Jacksonville, Fla.	760,359
19	Nashville, Tenn.	754,723
20	Seattle, Wash.	740,070
21	Detroit, Mich.	730,465
22	Fort Worth, Tex.	720,455
23	Milwaukee, Wisc.	690,943
24	Boston, Mass.	653,735
25	Baltimore, Md.	643,960
26	Denver, Colo.	625,856
27	Washington, D.C.	625,139
28	New Orleans, La.	611,246
29	Tucson, Ariz.	603,835
30	Cleveland, Ohio	571,465
31	Albuquerque, N.M.	568,984
32	1Kansas City, Mo.	538,297
33	Honolulu, Hi.	537,717
34	El Paso, Tex.	534,619
35	Charlotte, N.C.	531,108
36	Toledo, Ohio	508,424
37	Tampa, Fla.	508,158
38	Oklahoma City, Okla.	503,167
39	Sacramento, Cal.	498,566
40	Omaha, Neb.	494,546
41	Pittsburgh, Pa.	491,915
42	Tulsa, Okla.	488,474
43	San Gabriel Valley, Cal.	479,223
44	Colorado Springs, Colo.	464,078
45	Long Beach, Cal.	451,245
46	2Atlanta, Ga.	441,531
47	Cincinnati, Ohio	434,654
48	Fresno, Cal.	431,934
49	Miami, Fla.	429,740
50	Minneapolis, Minn.	418,580
51	Oakland, Cal.	416,215
52	Louisville, Ky.	403,302
53	Wichita, Kans.	402,436
54	St. Louis, Mo.	392,263
55	Arlington, Tex.	387,488
56	Buffalo, N.Y.	385,555
57	Baton Rouge, La.	385,341
58	Anaheim, Cal.	375,310
59	Portland, Ore.	361,135
60	Santa Ana, Cal.	357,460
61	St. Paul, Minn.	350,202
62	Mesa, Ariz.	348,157
63	Anchorage, Ak.	346,989
64	Greensboro, N.C.	341,987
65	Des Moines, Ia.	334,920
66	Las Vegas, Nev.	327,086
67	Raleigh, N.C.	326,305
68	Birmingham, Ala.	318,058
69	Shreveport, La.	312,455
70	Corpus Christi, Tex.	308,252
71	Fort Lauderdale, Fla.	304,925
72	Akron, Ohio	302,403
73	Spokane, Wash.	301,129
74	1Lexington, Ky.	300,702
75	Huntington Beach, Cal.	299,081
76	Mobile, Ala.	297,094
77	Tempe, Ariz.	294,860
78	Knoxville, Tenn.	291,261
79	Santa Rosa, Cal.	287,577
80	Riverside, Cal.	285,919
81	St. Petersburg, Fla.	284,596
82	Torrance, Cal.	282,731
83	Winston-Salem, N.C.	282,401
84	Orlando, Fla.	278,749
85	Jackson, Miss.	278,098
86	Amarillo, Tex.	277,358
87	Yonkers, N.Y.	277,041
88	Chattanooga, Tenn.	268,113
89	Garland, Tex.	262,177
90	Fort Wayne, Ind.	262,068
91	Laredo, Tex.	261,028
92	Salt Lake City, Utah	258,342
93	Scottsdale, Ariz.	253,022
94	Glendale, Cal.	249,760
95	Lubbock, Tex.	249,697
96	Reno, Nev.	248,062
97	Huntsville, Ala.	243,386
98	Durham, N.C.	241,344
99	Little Rock, Ark.	241,231
100	Stockton, Cal.	240,586
101	Plano, Tex.	239,395
102	Modesto, Cal.	238,548
103	Hollywood, Fla.	235,014
104	Clearwater, Fla.	229,324
105	Evansville, Ind.	228,553
106	Fremont, Cal.	227,335
107	Madison, Wisc.	224,373
108	Flint, Mich.	221,983
109	Irving, Tex.	219,870
110	Springfield, Mo.	219,847
111	Rockford, Ill.	219,289
112	Springfield, Mass.	218,541
113	Montgomery, Ala.	216,882
114	Lincoln, Neb.	216,583
115	Bakersfield, Cal.	215,961
116	Rochester, N.Y.	214,094
117	Syracuse, N.Y.	212,289
118	Jersey City, N.J.	210,310
119	Waterbury, Conn.	206,868
120	Savannah, Ga.	206,255
121	Tacoma, Wash.	200,730
122	Worcester, Mass.	197,856
123	Macon, Ga.	196,539
124	Topeka, Kans.	195,736
125	Danbury, Conn.	192,894
126	Pasadena, Cal.	192,891
127	San Bernardino, Cal.	192,424
128	Dayton, Ohio	192,417
129	Tallahassee, Fla.	189,254
130	Boise City, Ida.	188,810
131	Tyler, Tex.	188,248
132	Lafayette, La.	188,185
133	Thousand Oaks, Cal.	186,848
134	Odessa, Tex.	186,069
135	Waco, Tex.	184,315
136	Fort Myers, Fla.	183,265
137	El Cajon, Cal.	183,169
138	Hayward, Cal.	181,501
139	Erie, Pa.	181,379
140	Springfield, Ill.	181,227
141	Brownsville, Tex.	179,244
142	Columbus, Ga.	178,128
143	Brockton, Mass.	177,494
144	Charleston, S.C.	177,489
145	Woodbridge, N.J.	176,563
146	Gainesville, Fla.	175,391
147	Midland, Tex.	172,782
148	Kansas City, Kans.	170,984
149	Abilene, Tex.	168,747
150	Ontario, Cal.	168,405
151	Elkhart, Ind.	167,745
152	Santa Barbara, Cal.	167,394
153	Escondido, Cal.	167,242
154	San Angelo, Tex.	166,907
155	Quincy, Mass.	164,392
156	Richardson, Tex.	163,705
157	Columbia, S.C.	162,933
158	Boca Raton, Fla.	160,473
159	Beaumont, Tex.	160,159
160	South Bend, Ind.	159,354
161	Ocala, Fla.	159,269
162	Cedar Rapids, Ia.	158,935
163	Redwood City, Cal.	158,244
164	Eugene, Ore.	157,840
165	Simi Valley, Cal.	157,554
166	Frederick, Md.	157,510
167	Portland, Me.	157,405
168	Pasadena, Tex.	157,307

169	Fayetteville, N.C.	156,874
170	Costa Mesa, Cal.	156,729
171	Denton, Tex.	156,718
172	Allentown, Pa.	156,178
173	Salinas, Cal.	155,992
174	Norwalk, Conn.	155,743
175	Youngstown, Ohio	155,193
176	San Buenaventura, Cal. Ventura, Cal.	153,657
177	Manchester, N.H.	153,301
178	San Mateo, Cal.	152,285
179	Stamford, Conn.	150,392
180	Racine, Wisc.	150,224
181	Longview, Tex.	149,950
182	Anderson, Ind.	149,132
183	Boulder, Colo.	149,122
184	Bridgeport, Conn.	148,737
185	North Little Rock, Ark.	147,691
186	Newark, N.J.	147,554
187	Sarasota, Fla.	147,075
188	Fort Collins, Colo.	146,647
189	Lakeland, Fla.	146,574
190	Bellevue, Wash.	146,329
191	Walnut Creek, Cal.	143,911
192	Providence, R.I.	142,506
193	Asheville, N.C.	140,421
194	Davenport, Ia.	140,021
195	White Plains, N.Y.	138,378
196	Texarkana, Ark.-Texarkana, Tex., Ark.	137,182
197	1Texarkana, Tex.	137,182
198	West Palm Beach, Fla.	136,909
199	Middletown, N.Y.	135,689
200	Independence, Mo.	135,045
201	Myrtle Beach, S.C.	134,458
202	Naples, Fla.	134,192
203	Lawton, Okla.	133,894
204	Nashua, N.H.	133,342
205	Marietta, Ga.	132,983
206	Rockville, Md.	132,832
207	Santa Cruz, Cal.	132,513
208	Napa, Cal.	132,188
209	Redondo Beach, Cal.	132,137
210	Pueblo, Colo.	132,046
211	Conroe, Tex.	131,398
212	Santa Fe, N.M.	131,094
213	Albany, N.Y.	130,966
214	Oxnard, Cal.	130,796
215	Kokomo, Ind.	130,779
216	Greenville, S.C.	130,752
217	Sioux Falls, S.D.	129,883
218	Ann Arbor, Mich.	129,791
219	Ogden, Utah	129,037
220	Billings, Mont.	128,705
221	Lansing, Mich.	128,578
222	Muncie, Ind.	126,719
223	Vallejo, Cal.	126,577
224	Brick Township, N.J.	126,070
225	Longmont, Colo.	125,066
226	Albany, Ga.	124,984
227	Joliet, Ill.	124,679
228	McAllen, Tex.	124,469
229	High Point, N.C.	124,232
230	Hamilton, Ohio	122,901
231	Chico, Cal.	122,894
232	Grand Rapids, Mich.	122,714
233	Clifton, N.J.	122,588
234	Terre Haute, Ind.	122,237
235	Carlisle, Pa.	121,971
236	Gastonia, N.C.	121,923
237	Fort Pierce, Fla.	121,502
238	Redding, Cal.	121,251
239	Sioux City, Ia.	120,889
240	Binghamton, N.Y.	120,595
241	Parsippany, N.J.	119,506
242	Wichita Falls, Tex.	119,218
243	Wilmington, N.C.	117,993
244	Johnson City, Tenn.	117,755
245	Hicksville, N.Y.	117,228
246	Everett, Wash.	116,794
247	West Covina, Cal.	116,352
248	Newport Beach, Cal.	114,913
249	Lake Charles, La.	114,802
250	Decatur, Ill.	114,245
251	Daytona Beach, Fla.	113,072
252	Pompano Beach, Fla.	112,975
253	New Bedford, Mass.	112,549
254	Canton, Ohio	111,812
255	Scranton, Pa.	111,785
256	Fall River, Mass.	111,662
257	Schenectady, N.Y.	111,538
258	Elizabeth, N.J.	111,415
259	Covina, Cal.	110,644
260	Duluth, Minn.	110,353
261	Tuscaloosa, Ala.	110,240
262	Peoria, Ill.	110,003
263	Victoria, Tex.	109,386
264	Temple, Tex.	109,210
265	Cherry Hill, N.J.	108,095
266	Las Cruces, N.M.	107,926
267	Utica, N.Y.	107,672
268	Charleston, W.Va.	105,619
269	Visalia, Cal.	105,538
270	Manchester, Conn.	105,430
271	Santa Monica, Cal.	105,006
272	Vineland, N.J.	104,968
273	Whittier, Cal.	104,854
274	Spartanburg, S.C.	104,737
275	1Huntington, W.Va.	104,732
276	Bristol, Conn.	104,471
277	St. Joseph, Mo.	104,310
278	Alexandria, La.	103,954
279	Rochester, Minn.	103,846
280	Midwest City, Okla.	103,195
281	Baytown, Tex.	103,190
282	Kenosha, Wisc.	103,072
283	Bowling Green, Ky.	102,776
284	Alameda, Cal.	102,741
285	Pomona, Cal.	102,673
286	Galveston, Tex.	102,663
287	Vista, Cal.	102,377
288	Lewisville, Tex.	102,062
289	Hurst, Tex.	102,023
290	Columbia, Mo.	101,871
291	Kingsport, Tenn.	101,613
292	Fort Smith, Ark.	101,440
293	Rock Hill, S.C.	101,293
294	Waltham, Mass.	100,959
295	Newark, Ohio	100,900
296	Bloomington, Ind.	100,813
297	Corona, Cal.	100,809
298	Jackson, Tenn.	100,801
299	Eau Claire, Wisc.	100,590
300	Glendora, Cal.	100,405
301	Rocky Mount, N.C.	100,310
302	Hemet, Cal.	100,218
303	San Rafael, Cal.	99,752
304	Owensboro, Ky.	99,359
305	Newburgh, N.Y.	99,294
306	Fargo, N.D.	99,224
307	Idaho Falls, Ida.	99,169
308	Killeen, Tex.	99,144
309	Dothan, Ala.	98,831
310	Kingston, N.Y.	98,395
311	New Haven, Conn.	97,556
312	San Luis Obispo, Cal.	97,550
313	Yakima, Wash.	97,376
314	Fontana, Cal.	97,348
315	Grand Prairie, Tex.	96,988
316	Hot Springs, Ark.	96,645
317	Middletown, N.J.	96,567
318	Milford, Conn.	96,008
319	Rapid City, S.D.	96,000
320	Arcadia, Cal.	95,823
321	Warren, Ohio	95,753
322	Woodbridge, Va.	95,689
323	Pine Bluff, Ark.	95,507
324	Palo Alto, Cal.	95,131
325	Parkersburg, W.Va.	94,363
326	Springfield, Ohio	94,023
327	Harlingen, Tex.	93,397
328	Grand Junction, Colo.	93,323
329	Houma, La.	93,183
330	Janesville, Wisc.	92,907
331	Mansfield, Ohio	92,805
332	Green Bay, Wisc.	92,789
333	Meridian, Miss.	92,746
334	Lorain, Ohio	92,621
335	Bellingham, Wash.	92,134
336	Paterson, N.J.	92,117
337	Vero Beach, Fla.	92,059
338	Greenville, N.C.	92,007
339	Champaign, Ill.	91,984
340	Framingham, Mass.	91,974
341	Bryan, Tex.	91,967
342	Monroe, La.	91,125
343	Salisbury, Md.	91,073
344	Norman, Okla.	91,066
345	Greeley, Colo.	90,760
346	Hartford, Conn.	90,408
347	Athens, Ga.	90,346
348	Yuma, Ariz.	90,181
349	Gadsden, Ala.	90,166
350	Sanford, Fla.	90,021
351	Bristol, Tenn.-Bristol, Va., Tenn.	89,959
352	Lowell, Mass.	89,562
353	College Station, Tex.	89,541
354	Hickory, N.C.	89,479
355	Niagara Falls, N.Y.	89,433
356	1Salem, Ore.	89,427
357	Carson City, Nev.	89,412
358	Waukesha, Wisc.	89,163
359	Missoula, Mont.	89,082
360	1Bethlehem, Pa.	89,059
361	Gary, Ind.	89,037
362	Bradenton, Fla.	88,906
363	Oceanside, Cal.	88,718
364	Pittsfield, Mass.	88,647
365	Burlington, N.C.	88,645
366	Malden, Mass.	88,620
367	Fairbanks, Ak.	88,538
368	Norristown, Pa.	88,445
369	Slidell, La.	88,428
370	Dubuque, Ia.	88,142
371	Elgin, Ill.	88,055
372	Salem, Mass.	87,430
373	Mentor, Ohio	87,385
374	2Joplin, Mo.	87,356
375	Lynn, Mass.	87,237
376	Renton, Wash.	87,119
377	Winter Haven, Fla.	86,970
378	Murfreesboro, Tenn.	86,912
379	Warner Robins, Ga.	86,474
380	Rome, Ga.	86,473
381	Santa Maria, Cal.	86,428
382	Greenwich, Conn.	86,408
383	Port Arthur, Tex.	85,635
384	Anderson, S.C.	85,205
385	Vernon, Conn.	85,191
386	Augusta, Ga.	85,119
387	Altoona, Pa.	84,907
388	Gainesville, Ga.	84,372
389	Hilo, Hi.	84,331
390	Livermore, Cal.	84,076
391	Mishawaka, Ind.	84,028
392	Stuart, Fla.	83,930
393	Columbus, Miss.	83,816
394	Troy, N.Y.	83,523
395	Casper, Wyo.	83,205
396	Belleville, Ill.	83,125
397	Jacksonville, N.C.	83,106
398	Peekskill, N.Y.	82,843
399	Marion, Ind.	82,764
400	Cleveland, Tenn.	82,744
401	Anniston, Ala.	82,137
402	Farmington, N.M.	82,015
403	Decatur, Ala.	81,973
404	Waukegan, Ill.	81,885
405	Chandler, Ariz.	81,741
406	Manhattan Beach, Cal.	81,728
407	Hammond, Ind.	81,515
408	Roseville, Cal.	81,492
409	Bismarck, N.D.	81,170
410	Florence, S.C.	80,907
411	La Crosse, Wisc.	80,620
412	Waterloo, Ia.	80,391
413	Muskogee, Okla.	80,351
414	Carrollton, Tex.	80,341
415	Statesville, N.C.	79,889
416	Medford, Mass.	79,830
417	Lancaster, Ohio	79,716
418	Fayetteville, Ark.	79,622
419	Salisbury, N.C.	79,556
420	Norwich, Conn.	79,352
421	Middletown, Ohio	79,309
422	Hattiesburg, Miss.	79,230
423	Bristol, Pa.	79,108
424	Lafayette, Ind.	78,261
425	Great Falls, Mont.	78,142
426	Kennewick, Wash.	78,006
427	Covington, Ky.	77,969
428	Council Bluffs, Ia.	77,895
429	Homestead, Fla.	77,835
430	Oshkosh, Wisc.	77,750
431	Gulfport, Miss.	77,745
432	1St. Cloud, Minn.	77,715
433	Valdosta, Ga.	77,633
434	Appleton, Wisc.	77,526
435	Lufkin, Tex.	77,510
436	Morgantown, W.Va.	77,449
437	Dalton, Ga.	77,008
438	Concord, N.H.	77,002
439	Lawrence, Kans.	76,910
440	Pawtucket, R.I.	76,666
441	Petaluma, Cal.	76,631
442	Lexington, N.C.	76,538
443	Palm Springs, Cal.	76,474
444	Antioch, Cal.	76,258
445	Iowa City, Ia.	76,077
446	Sanford, N.C.	76,006
447	Wilson, N.C.	75,436
448	Dover, Del.	75,238
449	New Rochelle, N.Y.	75,014
450	Athens, Tenn.	74,986
451	Clarksville, Tenn.	74,946
452	Roswell, N.M.	74,829
453	Fond du Lac, Wisc.	74,722
454	Woodland, Cal.	74,680
455	Harrisburg, Pa.	74,508
456	Morristown, N.J.	74,439
457	Sherman, Tex.	74,245
458	Massillon, Ohio	74,114
459	Grand Forks, N.D.	73,972
460	Sheboygan, Wisc.	73,922
461	Bloomington, Ill.	73,737
462	Mount Vernon, N.Y.	73,632
463	Hutchinson, Kans.	73,558
464	Merced, Cal.	73,300
465	Wilkes-Barre, Pa.	73,177
466	Shawnee, Okla.	73,053
467	Camarillo, Cal.	72,968
468	Bangor, Me.	72,955
469	Cheyenne, Wyo.	72,817
470	Lima, Ohio	72,547
471	Cullman, Ala.	72,326
472	Crystal Lake, Ill.	72,280
473	Manteca, Cal.	72,221
474	Quincy, Ill.	72,155
475	Columbus, Ind.	71,468
476	Olympia, Wash.	70,970
477	Olathe, Kans.	70,923
478	Rosenberg, Tex.	70,789
479	Hendersonville, N.C.	70,677
480	Lodi, Cal.	70,591
481	Panama City Fla.	70,551
482	Lewiston, Me.	70,455
483	Flagstaff, Ariz.	70,284
484	Griffin, Ga.	70,271
485	Bremerton, Wash.	70,042
486	Enid, Okla.	69,966
487	Rogers, Ark.	69,890
488	Valparaiso, Ind.	69,884
489	New Britain, Conn.	69,821
490	Aurora, Ill.	69,522
491	Sumter, S.C.	69,381
492	State College, Pa.	69,085
493	Pensacola, Fla.	69,009
494	Kalispell, Mont.	68,693
495	Pleasanton, Cal.	68,587
496	Gallup, N.M.	68,521
497	Beverly, Mass.	68,395
498	Glens Falls, N.Y.	68,115
499	New Braunfels, Tex.	67,968
500	Woburn, Mass.	67,811
501	Chapel Hill, N.C.	67,718
502	Elyria, Ohio	67,505
503	Chambersburg, Pa.	67,390
504	Fairfield, Cal.	67,362
505	Haltom City, Tex.	67,330
506	Wallingford, Conn.	67,273
507	Cape Girardeau, Mo.	67,162
508	Wausau, Wisc.	67,059
509	Portsmouth, N.H.	67,018
510	Stillwater, Okla.	66,956
511	Corvallis, Ore.	66,833
512	Loveland, Colo.	66,692
513	Auburn, N.Y.	66,612
514	Torrington, Conn.	66,527
515	Tupelo, Miss.	66,482
516	Vicksburg, Miss.	66,261
517	Cape Coral, Fla.	66,088
518	Michigan City, Ind.	65,949
519	Vacaville, Cal.	65,847
520	Beloit, Wisc.	65,844
521	Reading, Pa.	65,829
522	Florence, Ala.	65,668
523	Grass Valley, Cal.	65,597
524	Haverhill, Mass.	65,544
525	Redlands, Cal.	65,290
526	Peabody, Mass.	65,145
527	Cookeville, Tenn.	65,113
528	Paducah, Ky.	65,110
529	Hobbs, N.M.	65,065
530	Kalamazoo, Mich.	64,893
531	Ames, Ia.	64,803
532	Monroe, N.C.	64,800
533	Hackensack, N.J.	64,752
534	Porterville, Cal.	64,563
535	Richmond, Ind.	64,541
536	Coeur d'Alene, Ida.	64,481
537	Hagerstown, Md.	64,141
538	Greenville, Tex.	63,977
539	Westfield, Mass.	63,862
540	Columbia, Tenn.	63,758
541	Trumbull, Conn.	63,495
542	Morristown, Tenn.	63,393
543	Medford, Ore.	63,351
544	Watertown, N.Y.	63,317
545	Wooster, Ohio	63,294
546	Upland, Cal.	63,200
547	Taunton, Mass.	63,174
548	Yuba City, Cal.	63,138
549	Woonsocket, R.I.	63,127
550	Palestine, Tex.	63,052
551	Pascagoula, Miss.	62,880
552	Milford, Mass.	62,872
553	Texas City, Tex.	62,809
554	Salina, Kans.	62,826
555	Augusta, Me.	62,817
556	Davis, Cal.	62,645

557	Lenoir, N.C.	62,623
558	Mankato, Minn.	62,505
559	Oroville, Cal.	62,480
560	South Lake Tahoe, Cal.	62,473
561	Pontiac, Mich.	62,395
562	Rome, N.Y.	62,372
563	Nacogdoches, Tex.	62,361
564	Findlay, Ohio	62,351
565	Palm Desert, Cal.	62,249
566	Grants Pass, Ore.	62,141
567	Eureka, Cal.	62,041
568	Conyers, Ga.	62,035
569	Jefferson City, Mo.	61,901
570	Brooksville, Fla.	61,725
571	Greenwood, S.C.	61,724
572	Moline, Ill.	61,611
573	Bend, Ore.	61,377
574	Juneau, Ak.	61,128
575	Wisconsin Rapids, Wisc.	60,862
576	Elmira, N.Y.	60,805
577	Helena, Mont.	60,757
578	Laurel, Miss.	60,724
579	Galesburg, Ill.	60,611
580	Royal Oak, Mich.	60,566
581	San Marcos, Tex.	60,566
582	De Land, Fla.	60,456
583	Fairmont, W.Va.	60,368
584	Carrollton, Ga.	60,353
585	Concord, N.C.	60,267
586	St. Augustine, Fla.	60,017
587	Turlock, Cal.	59,924
588	Minot, N.D.	59,653
589	Watsonville, Cal.	59,464
590	Kerrville, Tex.	59,311
591	Stillwater, Minn.	59,309
592	Hazleton, Pa.	59,199
593	Johnstown, Pa.	59,153
594	Edmond, Okla.	59,149
595	Sapulpa, Okla.	59,112
596	Provo, Utah	58,995
597	Hanover, Pa.	58,979
598	Madera, Cal.	58,968
599	Lawrenceville, Ga.	58,903
600	Pekin, Ill.	58,541
601	Fort Walton Beach, Fla.	58,502
602	Saratoga Springs, N.Y.	58,354
603	Mason City, Ia.	58,318
604	Hammond, La.	58,305
605	Prescott, Ariz.	58,280
606	Longview, Wash.	58,132
607	Cleburne, Tex.	58,082
608	San Clemente, Cal.	57,798
609	Victorville, Cal.	57,749
610	Greenville, Miss.	57,672
611	Jonesboro, Ark.	57,434
612	Auburn, Wash.	56,964
613	Morganton, N.C.	56,686
614	Shelby, N.C.	56,514
615	Beckley, W.Va.	56,454
616	Danville, Ill.	56,413
617	Pocatello, Ida.	56,317
618	Traverse City, Mich.	56,302
619	Somerville, N.J.	56,300
620	Huntsville, Tex.	56,029
621	Auburn, Ala.	55,967
622	Pottstown, Pa.	55,931
623	Midland, Mich.	55,851
624	Mamaroneck, N.Y.	55,848
625	Indio, Cal.	55,759
626	Goldsboro, N.C.	55,667
627	New Iberia, La.	55,639
628	Roseburg, Ore.	55,446
629	Brea, Cal.	55,398
630	Zanesville, Ohio	55,253
631	Greeneville, Tenn.	55,251
632	Big Spring, Tex.	55,149
633	Bay City, Tex.	55,070
634	Sonora, Cal.	55,056
635	North Tonawanda, N.Y.	54,847
636	Oak Ridge, Tenn.	54,704
637	Winona, Minn.	54,688
638	Poughkeepsie, N.Y.	54,581
639	Meriden, Conn.	54,441
640	Denison, Tex.	54,326
641	Chillicothe Ohio	54,274
642	Key West, Fla.	54,220
643	Perth Amboy, N.J.	54,015
644	Newark, Cal.	53,989
645	Logan, Utah	53,957
646	Tonawanda, N.Y.	53,785
647	Sandusky, Ohio	53,677
648	Brunswick, Ga.	53,621
649	Greensburg, Pa.	53,569
650	Palatka, Fla.	53,562
651	Marlborough, Mass.	53,534
652	La Habra, Cal.	53,414
653	Kent, Wash.	53,299
654	Vancouver, Wash.	53,212
655	Hermosa Beach, Cal.	53,182
656	Normal, Ill.	53,181
657	Broken Arrow, Okla.	53,053
658	La Grange, Ga.	53,037
659	Saginaw, Mich.	52,861
660	Enfield, Conn.	52,817
661	Roswell, Ga.	52,783
662	West Monroe, La.	52,732
663	Keene, N.H.	52,617
664	Wheeling, W.Va.	52,569
665	Wheaton, Ill.	52,553
666	Ottumwa, Ia.	52,414
667	Pottsville, Pa.	52,359
668	Pittsburg, Cal.	52,313
669	Portsmouth, Ohio	52,270
670	Lake City, Fla.	52,245
671	Jamestown, N.Y.	52,229
672	Barstow, Cal.	52,085
673	Monterey, Cal.	51,968
674	Lewiston, Ida.	51,942
675	Burlington, Vt.	51,848
676	Stevens Point, Wisc.	51,812
677	Laconia, N.H.	51,807
678	Madisonville, Ky.	51,770
679	Brenham, Tex.	51,694
680	Eden, N.C.	51,634
681	Bettendorf, Ia.	51,522
682	Frankfort, Ky.	51,522
683	Northampton, Mass.	51,474
684	Euless, Tex.	51,339
685	Paris, Tex.	51,142
686	Medina, Ohio	51,076

DISPOSABLE INCOME PER HOUSEHOLD

Metropolitan Statistical Areas

1	Nassau-Suffolk, N.Y	55,259
2	Danbury, Ct	52,432
3	San Jose, Ca	52,326
4	Norwalk, Ct	51,018
5	Stamford, Ct	50,698
6	Middlesex-Somerset-Hunterdon, N.J	49,257
7	Anchorage, Ak	48,998
8	Washington, D.C-Md-Va	48,227
9	Bergen-Passaic, N.J	48,107
10	Nashua, N.H.	47,449
11	Lake County, Il	47,086
12	New London-Norwich, Ct-R.I.	46,601
13	Newark, N.J	45,904
14	Oxnard-Ventura, Ca	45,877
15	Anaheim-Santa Ana, Ca	45,602
16	Middletown, Ct	45,197
17	Lowell, Ma-N.H.	44,829
18	Bridgeport-Milford, Ct	44,315
19	Salem-Gloucester, Ma	43,827
20	Brockton, Ma	43,649
21	Atlantic City, N.J	43,604
22	Vallejo-Fairfield-Napa, Ca	43,373
23	Joliet, Il	43,251
24	Rochester, N.Y	42,896
25	Ann Arbor, Mi	42,790
26	Richmond-Petersburg, Va	42,718
27	Monmouth-Ocean, N.J	42,233
28	Bristol, Ct	42,162
29	Oakland, Ca	41,587
30	Aurora-Elgin, Il	41,546
31	Minneapolis-St. Paul, Mn-Wi	41,440
32	Honolulu, Hi	41,375
33	Boston, Ma	41,366
34	San Francisco, Ca	41,330
35	Chicago, Il	41,250
36	Flint, Mi	41,234
37	Trenton, N.J	41,172
38	Rochester, Mn	40,710
39	Lawrence-Haverhill, Ma-N.H.	40,695
40	Waterbury, Ct	40,533
41	Denver, Co	40,457
42	Cleveland, Oh	40,386
43	Hartford, Ct	40,359
44	New Haven-Meriden, Ct	40,248
45	New Britain, Ct	40,087
46	Poughkeepsie, N.Y	40,055
47	Brazoria, Tx	39,966
48	Manchester, N.H.	39,851
49	Philadelphia, Pa-N.J	39,708
50	Bloomington-Normal, Il	39,541
51	Lansing-East Lansing, Mi	39,537
52	Midland, Tx	39,493
53	Dallas, Tx	39,413
54	Syracuse, N.Y	39,335
55	Fort Worth-Arlington, Tx	39,220
56	New York, N.Y	38,926
57	Boulder-Longmont, Co	38,894
58	Orange, N.Y	38,890
59	Binghamton, N.Y	38,779
60	Santa Barbara-Santa Maria-Lompoc, Ca	38,540
61	Milwaukee, Wi	38,295
62	Pittsfield, Ma	38,281
63	Detroit, Mi	38,247
64	San Diego, Ca	38,199
65	Seattle, Wa	38,159
66	Harrisburg-Lebanon-Carlisle, Pa	37,969
67	Huntsville, Al	37,934
68	Portsmouth-Dover-Rochester, N.H.-Me	37,934
69	Atlanta, Ga	37,861
70	Houston, Tx	37,695
71	St. Louis, Mo-Il	37,593
72	Kansas City, Mo-Ks	37,499
73	Salinas-Seaside-Monterey, Ca	37,302
74	Santa Rosa-Petaluma, Ca	37,293
75	Raleigh-Durham, N.C	37,104
76	Wilmington, De-N.J-Md	37,046
77	Omaha, Ne-Ia	36,973
78	Santa Cruz, Ca	36,850
79	Austin, Tx	36,850
80	Cedar Rapids, Ia	36,786
81	Sacramento, Ca	36,752
82	Beaver, Pa	36,740
83	Racine, Wi	36,698
84	Casper, Wy	36,678
85	Burlington, Vt	36,669
86	Green Bay, Wi	36,661
87	Los Angeles-Long Beach, Ca	36,538
88	Grand Rapids, Mi	36,514
89	Albany-Schenectady-Troy, N.Y	36,479
90	Madison, Wi	36,227
91	Saginaw-Bay City-Midland, Mi	36,181
92	Lincoln, Ne	36,171
93	Baltimore, Md	36,165
94	Richland-Kennewick-Pasco, Wa	36,090
95	Norfolk-Virginia Beach-Newport News, Va	36,079
96	Lafayette, La	36,053
97	Fitchburg-Leominster, Ma	36,051
98	Worcester, Ma	36,048
99	Cincinnati, Oh-Ky-In	36,004
100	Champaign-Urbana-Rantaul, Il	35,921
101	Kokomo, In	35,917
102	Victoria, Tx	35,870
103	Reading, Pa	35,855
104	Appleton-Oshkosh-Neenah, Wi	35,854
105	Kenosha, Wi	35,824
106	Peoria, Il	35,742
107	Des Moines, Ia	35,699
108	Melbourne-Titusville-Palm Bay, Fl	35,597
109	Indianapolis, In	35,485
110	Springfield, Mo	35,438
111	Lancaster, Pa	35,404
112	Rockford, Il	35,384
113	Fort Lauderdale-Hollywood-Pompano Beach, Fl	35,348
114	Akron, Oh	35,317
115	West Palm Beach-Boca Raton-Delray, Fl	35,285
116	Toledo, Oh	35,193
117	Janesville-Beloit, Wi	35,139
118	Niagara Falls, N.Y	35,048
119	Davenport-Rock Island-Moline, Ia-Il	34,903
120	Kalamazoo, Mi	34,891
121	Bismarck, N.D	34,886
122	Dayton-Springfield, Oh	34,827
123	Colorado Springs, Co	34,768
124	Sioux Falls, S.D	34,744
125	Decatur, Il	34,700
126	Buffalo, N.Y	34,670
127	Bakersfield, Ca	34,554
128	Pittsburgh, Pa	34,529
129	Portland, Me	34,481
130	Lafayette-West Lafayette, In	34,477
131	Providence, R.I	34,477
132	Fargo-Moorhead, N.D-Mn	34,406
133	Wichita, Ks	34,369
134	Nashville, Tn	34,250
135	Lorain-Elyria, Oh	34,203
136	Allentown-Bethlehem, Pa-N.J	34,163
137	Fort Wayne, In	34,118
138	Orlando, Fl	34,098
139	Vancouver, Wa	34,064
140	Anderson, In	34,009
141	Grand Forks, N.D	33,981
142	Waterloo-Cedar Falls, Ia	33,977
143	Columbus, Oh	33,881
144	Topeka, Ks	33,825
145	Boise City, Id	33,804
146	Springfield, Il	33,802
147	Hamilton-Middletown, Oh	33,764
148	Louisville, Ky-In	33,705
149	York, Pa	33,700
150	Sheboygan, Wi	33,650
151	Columbia, S.C	33,626
152	Portland, Or	33,606
153	South Bend-Mishawaka, In	33,524
154	Galveston-Texas City, Tx	33,515
155	Evansville, In-Ky	33,481
156	Pawtucket-Woonsocket-Attleboro, R.I.-Ma	33,445
157	Phoenix, Az	33,439
158	Baton Rouge, La	33,396
159	Charlotte-Gastonia-Rock Hill, N.C.-S.C	33,307
160	Reno, Nv	33,182
161	Columbia, Mo	33,066
162	Olympia, Wa	33,020
163	Houma-Thibodaux, La	32,985
164	Lexington-Fayette, Ky	32,878
165	Erie, Pa	32,862
166	Dubuque, Ia	32,855
167	Gary-Hammond, In	32,809
168	St. Cloud, Mn	32,774
169	Iowa City, Ia	32,773
170	Lima, Oh	32,483
171	New Orleans, La	32,447
172	Canton, Oh	32,346
173	Sharon, Pa	32,282
174	Visalia-Tulare-Porterville, Ca	32,274
175	Youngstown-Warren, Oh	32,261
176	Fort Collins-Loveland, Co	32,240
177	Mansfield, Oh	32,233
178	Rapid City, Sd	32,088
179	Beaumont-Port Arthur, Tx	32,063
180	Utica-Rome, N.Y	32,042
181	Tucson, Az	32,020
182	Wausau, Wi	32,002
183	Albuquerque, N.M	31,996
184	Charlottesville, Va	31,980
185	Bloomington, In	31,917

186	Oklahoma City, Ok	31,761
187	San Antonio, Tx	31,749
188	Naples, Fl	31,700
189	Greensboro-Winston-Salem-High Point, N.C	31,700
190	Muncie, In	31,623
191	State College, Pa	31,599
192	Tyler, Tx	31,597
193	Elkhart-Goshen, In	31,505
194	Tulsa, Ok	31,472
195	Jersey City, N.J	31,467
196	Amarillo, Tx	31,464
197	Riverside-San Bernardino, Ca	31,390
198	Odessa, Tx	31,350
199	Sioux City, Ia-Ne	31,346
200	Jackson, Mi	31,334
201	Kankakee, Il	31,311
202	Memphis, Tn-Ar-Ms	31,303
203	Elmira, N.Y	31,286
204	Parkersburg-Marietta, W.V-Oh	31,275
205	Little Rock-North Little Rock, Ar	31,229
206	La Crosse, Wi	31,229
207	Benton Harbor, Mi	31,158
208	Tacoma, Wa	31,150
209	St. Joseph, Mo	31,084
210	Charleston, W.V	31,071
211	Fort Walton Beach, Fl	31,045
212	Glens Falls, N.Y	31,011
213	Lake Charles, La	31,006
214	Killeen-Temple, Tx	30,911
215	Corpus Christi, Tx	30,892
216	Shreveport, La	30,781
217	Cheyenne, Wy	30,771
218	Jacksonville, Fl	30,656
219	Salt Lake City-Ogden, Ut	30,650
220	Owensboro, Ky	30,647
221	Enid, Ok	30,582
222	Montgomery, Al	30,544
223	Jackson, Ms	30,536
224	Roanoke, Va	30,518
225	Lubbock, Tx	30,472
226	Bangor, Me	30,437
227	Eau Claire, Wi	30,387
228	Springfield, Mo	30,307
229	Miami-Hialeah, Fl	30,188
230	Wilmington, N.C	30,138
231	Bremerton, Wa	30,078
232	Wichita Falls, Tx	30,055
233	Las Vegas, Nv	30,047
234	Birmingham, Al	30,001
235	Bryan-College Station, Tx	29,971
236	Altoona, Pa	29,927
237	Macon-Warner Robins, Ga	29,913
238	Charleston, S C	29,904
239	Abilene, Tx	29,887
240	Lawrence, Ks	29,780
241	Hagerstown, Md	29,759
242	Burlington, N.C	29,721
243	Billings, Mt	29,640
244	Fresno, Ca	29,577
245	Fayetteville, N.C	29,433
246	Santa Fe, N.M.	29,414
247	Scranton-Wilkes Barre, Pa	29,411
248	Monroe, La	29,263
249	Sarasota, Fl	29,221
250	New Bedford, Ma	29,221
251	Longview-Marshall, Tx	29,211
252	Battle Creek, Mi	29,147
253	Williamsport, Pa	29,087
254	Bellingham, Wa	29,080
255	Terre Haute, In	29,077
256	Alexandria, La	29,071
257	Augusta, Ga-S.C	29,035
258	Great Falls, Mt	29,001
259	Tampa-St. Petersburg-Clearwater, Fl	28,988
260	Eugene-Springfield, Or	28,969
261	Muskegon, Mi	28,957
262	Stockton, Ca	28,950
263	Fayetteville-Springdale, Ar	28,948
264	Greenville-Spartanburg, S.C	28,947
265	Fall River, Ma-R.I.	28,904
266	Lynchburg, Va	28,897
267	Albany, Ga	28,569
268	Merced, Ca	28,638
269	Modesto, Ca	28,635
270	Savannah, Ga	28,631
271	Spokane, Wa	28,619
272	Greeley, Co	28,439
273	Tallahassee, Fl	28,432
274	San Angelo, Tx	28,348
275	Hickory, N.C	28,299
276	Tuscaloosa, Al	28,056
277	Salem, Or	28,022
278	Steubenville-Weirton, Oh-W.V	27,957
279	Fort Myers-Cape Coral, Fl	27,954
280	Sherman-Denison, Tx	27,947
281	Vineland-Millville-Bridgeton, N.J	27,852
282	Lawton, Ok	27,832
283	Chattanooga, Tn-Ga	27,743
284	Biloxi-Gulfport, Ms	27,689
285	Pascagoula, Ms	27,664
286	Waco, Tx	27,623
287	Dothan, Al	27,575
288	Pine Bluff, Ar	27,465
289	Mobile, Al	27,405
290	Lewiston-Auburn, Me	27,329
291	Florence, S.C	27,301
292	Pensacola, Fl	27,298
293	Panama City, Fl	27,250
294	Redding, Ca	27,220
295	Athens, Ga	27,204
296	Asheville, N.C	27,142
297	Knoxville, Tn	27,123
298	Fort Pierce, Fl	27,111
299	Gainesville, Fl	26,961
300	Columbus, Ga-Al	26,950
301	Yuba City, Ca	26,923
302	Johnstown, Pa	26,878
303	El Paso, Tx	26,830
304	Fort Smith, Ar-Ok	26,704
305	Yakima, Wa	26,661
306	Jacksonville, N.C	26,640
307	Clarksville-Hopkinsville, Tn-Ky	26,491
308	Provo-Orem, Ut	26,465
309	Duluth, Mn-Wi	26,400
310	Huntington-Ashland, W.V-Ky-Oh	26,388
311	Anniston, Al	26,382
312	Joplin, Mo	26,367
313	Wheeling, W.V-Oh	26,351
314	Bradenton, Fl	26,227
315	Texarkana, Tx-Ar	26,177
316	Jackson, Tn	26,167
317	Medford, Or	26,129
318	Cumberland, Md-W.V	25,992
319	Anderson, S.C	25,850
320	Lakeland-Winter Haven, Fl	25,740
321	Chico, Ca	25,314
322	Florence, Al	25,105
323	Johnson City-Kingsport-Bristol, Tn-Va	25,105
324	Danville, Va	24,598
325	Gadsden, Al	24,551
326	Las Cruces, N.M	24,311
327	Daytona Beach, Fl	24,307
328	Pueblo, Co	23,187
329	Laredo, Tx	22,646
330	Ocala, Fl	22,392
331	McAllen-Edinburg-Mission, Tx	22,014
332	Brownsville-Harlingen, Tx	21,067

Leading counties

1	Fairfax, Va.	60,089
2	Fairfax, Va.	59,969
3	Bristol Bay, Ak.	58,764
4	Nassau, N.Y.	58,744
5	Falls Church, Va.	58,262
6	Rockland, N.Y.	54,892
7	Sitka, Ak.	54,443
8	Morris, N.J.	54,414
9	Prince William, Va.	54,361
10	Montgomery, Md.	54,193
11	Westchester, N.Y.	53,468
12	Somerset, N.J.	53,363
13	Arlington, Va.	52,680
14	Loudoun, Va.	52,600
15	North Slope, Ak.	52,474
16	Bergen, N.J.	52,328
17	Santa Clara, Cal.	52,326
18	Newport, R.I.	52,051
19	Alexandria, Va.	51,779
20	Aleutian Islands, Ak.	51,744
21	Suffolk, N.Y.	51,614
22	Manassas, Va.	51,501
23	Hunterdon, N.J.	51,294
24	Juneau, Ak.	50,807
25	Du Page, Ill.	50,591
26	Bucks, Pa.	49,852
27	Fairfield, Conn.	49,630
28	Marin, Cal.	49,589
29	Tolland, Conn.	49,537
30	Putnam, N.Y.	49,358
31	Anchorage, Ak.	48,998
32	Manassas Park, Va.	48,940
33	Atlantic, N.J.	48,778
34	Ketchikan Gateway, Ak.	48,701
35	Douglas, Colo.	48,518
36	Valdez-Cordova, Ak.	48,462
37	Sussex, N.J.	48,414
38	Union, N.J.	48,297
39	New London, Conn.	48,255
40	Middlesex, Mass.	47,762
41	Norfolk, Mass.	47,653
42	Middlesex, N.J.	47,526
43	Howard, Md.	47,201
44	Lake, Ill.	47,086
45	Richmond, N.Y.	46,947
46	York, Va.	46,834
47	San Mateo, Cal.	46,827
48	Monmouth, N.J.	46,806
49	Middlesex, Conn.	46,773
50	Johnson, Kans.	46,567
51	Plymouth, Mass.	46,212
52	Washington, Minn.	46,135
53	Ozaukee, Wisc.	46,031
54	Prince Georges, Md.	45,890
55	Ventura, Cal.	45,877
56	Charles, Md.	45,786
57	Waukesha, Wisc.	45,661
58	Orange, Cal.	45,602
59	Fayette, Ga.	45,541
60	Contra Costa, Cal.	45,459
61	Montgomery, Pa.	45,448
62	Arapahoe, Colo.	45,309
63	Jefferson, Colo.	45,197
64	Rockwall, Tex.	45,091
65	Monroe, N.Y.	45,041
66	Napa, Cal.	44,917
67	St. Louis, Mo.	44,882
68	Burlington, N.J.	44,858
69	Chester, Pa.	44,846
70	Wrangell-Petersburg, Ak.	44,506
71	Fairbanks North Star, Ak.	44,441
72	Hillsborough, N.H.	44,206
73	Nantucket, Mass.	44,176
74	Anoka, Minn.	44,175
75	Will, Ill.	43,965
76	McHenry, Ill.	43,447
77	Hamilton, Ind.	43,350
78	Geauga, Ohio	43,189
79	Oakland, Mich.	43,186
80	Calvert, Md.	43,165
81	Scott, Minn.	42,966
82	Skagway-Yakutat-Angoon, Ak.	42,903
83	James City, Va.	42,866
84	Washtenaw, Mich.	42,790
85	Gwinnett, Ga.	42,726
86	Solano, Cal.	42,722
87	Delaware, Pa.	42,696
88	Clinton, Mich.	42,638
89	Cumberland, Pa.	42,618
90	St. Charles, Mo.	42,574
91	Hartford, Conn.	42,388
92	Kendall, Ill.	42,300
93	Macomb, Mich.	42,256
94	Queens, N.Y.	42,206
95	Fort Bend, Tex.	42,131
96	Litchfield, Conn.	42,097
97	New Haven, Conn.	42,085
98	Denton, Tex.	42,085
99	Hampton, Va.	42,001
100	Eaton, Mich.	41,991
101	Dakota, Minn.	41,980
102	Los Alamos, N.M.	41,773
103	Cobb, Ga.	41,750
104	Kobuk, Ak.	41,745
105	Sarpy, Neb.	41,723
106	Williamson, Tenn.	41,714
107	Livingston, Mich.	41,617
108	Matanuska-Susitna, Ak.	41,553
109	District of Columbia, D.C.	41,550
110	De Kalb, Ga.	41,466
111	Kane, Il.	41,459
112	Platte, Mo.	41,438
113	Honolulu, Hi.	41,375
114	Billings, N.D.	41,277
115	Hennepin, Minn.	41,266
116	Genesee, Mich.	41,234
117	Mercer, N.J.	41,172
118	Anne Arundel, Md.	41,133
119	Gloucester, N.J.	41,124
120	Chesterfield, Va.	41,066
121	Ramsey, Minn.	41,050
122	Onondaga, N.Y.	40,890
123	Kodiak Island, Ak.	40,727
124	Essex, Mass.	40,722
125	Olmsted, Minn.	40,710
126	Rockingham, N.H.	40,655
127	Carver, Minn.	40,580
128	Cuyahoga, Ohio	40,508
129	Campbell, Ky.	40,429
130	Kenai Peninsula, Ak.	40,423
131	Lapeer, Mich.	40,224
132	Campbell, Wyo.	40,175
133	Williamsburg, Va.	40,071
134	Dutchess, N.Y.	40,055
135	Brazoria, Tex.	39,966
136	Chattahoochee, Ga.	39,886
137	Cook, Ill.	39,863
138	Passaic, N.J.	39,848
139	Williamson, Tex.	39,840
140	Essex, N.J.	39,784
141	Medina, Ohio	39,775
142	Dallas, Tex.	39,748
143	Wake, N.C.	39,732
144	Prince of Wales-Outer Ketchikan, Ak.	39,709
145	Rockdale, Ga.	39,676
146	Douglas, Nev.	39,637
147	Tarrant, Tex.	39,625
148	McLean, Ill.	39,541
149	Baltimore, Md.	39,529
150	Clayton, Ga.	39,516
151	Midland, Tex.	39,493
152	Camden, N.J.	39,415
153	Haines, Ak.	39,317
154	Alameda, Cal.	39,302
155	Washington, Wisc.	39,295
156	Stafford, Va.	39,257
157	Routt, Colo.	39,231
158	Bristol, R.I.	39,192
159	Piatt, Ill.	39,133
160	Hendricks, Ind.	39,061
161	Lake, Ohio	38,953
162	Boulder, Colo.	38,894
163	Orange, N.Y.	38,890
164	Cortland, N.Y.	38,888
165	Midland, Mich.	38,885
166	Harford, Md.	38,880
167	Geary, Kans.	38,859
168	Broome, N.Y.	38,802
169	St. Marys, Md.	38,791
170	Oldham, Ky.	38,715
171	Tioga, N.Y.	38,682
172	Clay, Mo.	38,600
173	Dillingham, Ak.	38,586
174	Pitkin, Co'o.	38,577
175	King, Wash.	38,568
176	Lafayette, La.	38,556
177	Santa Barbara, Cal.	38,540
178	Schenectady, N.Y.	38,536
179	Berkshire, Mass.	38,508
180	Saratoga, N.Y.	38,488
181	Clear Creek, Colo.	38,392
182	Lake, Colo.	38,343
183	Dauphin, Pa.	38,213
184	Livingston, Ill.	38,212
185	Delaware, Ohio	38,201
186	San Diego, Cal.	38,199
187	Ottawa, Mich.	38,138
188	Ingham, Mich.	38,122
189	St. Croix, Wisc.	38,022
190	Virginia Beach, Va.	38,016
191	Douglas, Ga.	38,001
192	Hancock, Ind.	37,997
193	Poquoson, Va.	37,982
194	Barnstable, Mass.	37,945
195	Madison, Ala.	37,934
196	Salem, N.J.	37,919
197	Montgomery, Tex.	37,916
198	St. Charles, La.	37,910
199	New York, N.Y.	37,848
200	Ontario, N.Y.	37,815
201	Monroe, Mich.	37,811
202	Sacramento, Cal.	37,791
203	Seminole, Fla.	37,785
204	Newport News, Va.	37,783
205	Jefferson, Mo.	37,776
206	Chittenden, Vt.	37,733
207	Cass, N.D.	37,719
208	Washington, R.I.	37,703
209	Sweetwater, Wyo.	37,699
210	Moffat, Colo.	37,693
211	Chambers, Tex.	37,675
212	Calumet, Wisc.	37,670
213	Harris, Tex.	37,612
214	New Castle, Del.	37,588
215	Wayne, N.Y.	37,570
216	Benton, Wash.	37,560
217	Converse, Wyo.	37,550
218	Randall, Tex.	37,535
219	Greene, Ohio	37,519
220	Hanover, Va.	37,506
221	Douglas, Neb.	37,483
222	Treutlen, Ga.	37,408
223	Yankton, S.D.	37,392
224	Summit, Colo.	37,386
225	Beadle, S.D.	37,371
226	Worcester, Mass.	37,303
227	Monterey, Cal.	37,302
228	Washington, Ore.	37,295
229	Sonoma, Cal.	37,293
230	Kent, R.I.	37,288

231 Hartley, Tex. 37,272
232 Placer, Cal. 37,223
233 Eagle, Colo. 37,163
234 Carroll, Md. 37,112
235 Mecklenburg, N.C. 37,072
236 Orleans, N.Y. 37,046
237 Jasper, Ind. 37,018
238 Merrimack, N.H. 37,018
239 Scott, Ia. 36,999
240 Adams, Colo. 36,990
241 Clackamas, Ore. 36,985
242 Albany, N.Y. 36,966
243 Boone, Ky. 36,882
244 Whiteside, Ill. 36,857
245 Santa Cruz, Cal. 36,850
246 Hood, Tex. 36,843
247 De Soto, Miss. 36,793
248 Johnson, Ind. 36,792
249 Linn, Ia. 36,786
250 Livingston, N.Y. 36,779
251 Kenton, Ky. 36,767
252 Wright, Minn. 36,761
253 Roberts, Tex. 36,761
254 Tipton, Ind. 36,758
255 Beaver, Pa. 36,740
256 Cumberland, Me. 36,737
257 Hampshire, Mass. 36,727
258 Racine, Wisc. 36,698
259 Natrona, Wyo. 36,678
260 Hampden, Mass. 36,665
261 Brown, Wisc. 36,661
262 Douglas, Ill. 36,655
263 Travis, Tex. 36,654
264 Albemarle, Va. 36,637
265 Logan, Ill. 36,630
266 Warrick, Ind. 36,604
267 Snohomish, Wash. 36,589
268 Johnson, Tex. 36,582
269 Warren, Ohio 36,575
270 Los Angeles, Cal. 36,538
271 Ford, Ill. 36,508
272 Bartholomew, Ind. 36,507
273 Boone, Ill. 36,491
274 Roanoke, Va. 36,491
275 Grundy, Ill. 36,489
276 Woodford, Ill. 36,487
277 Ocean, N.J. 36,463
278 Fauquier, Va. 36,447
279 Carson City, Nev. 36,411
280 Maui, Hi. 36,410
281 Tazewell, Ill. 36,405
282 Gloucester, Va. 36,339
283 Sherburne, Minn. 36,323
284 Randolph, Ill. 36,261
285 Shiawassee, Mich. 36,251
286 Dane, Wisc. 36,227
287 Ochiltree, Tex. 36,221
288 Lincoln, Neb. 36,213
289 Outagamie, Wisc. 36,198
290 Henry, Ga. 36,180
291 Lancaster, Neb. 36,171
292 Jefferson, La. 36,160
293 De Kalb, Ill. 36,112
294 Saginaw, Mich. 36,069
295 Decatur, Ind. 36,048
296 Canadian, Okla. 36,037
297 Allegheny, Pa. 35,969
298 Kent, Mich. 35,964
299 Polk, Ia. 35,962
300 Strafford, N.H. 35,949
301 Champaign, Ill. 35,921
302 Grant, Kans. 35,905
303 Collin, Tex. 35,900
304 Traill, N.D. 35,889
305 Parker, Tex. 35,876
306 Victoria, Tex. 35,870
307 Berks, Pa. 35,855
308 Leavenworth, Kans. 35,853
309 Kenosha, Wisc. 35,824
310 Hamilton, Ohio 35,805
311 Whitman, Wash. 35,785
312 Warren, Ia. 35,780
313 Howard, Ind. 35,760
314 Burleigh, N.D. 35,758
315 Rio Blanco, Colo. 35,713
316 Summit, Ohio 35,701
317 Ulster, N.Y. 35,696
318 Milwaukee, Wisc. 35,686
319 Kauai, Hi. 35,684
320 Warren, N.J. 35,659
321 Hemphill, Tex. 35,621
322 Chesapeake, Va. 35,605
323 Brevard, Fla. 35,597
324 Montgomery, Ohio 35,518
325 Bethel, Ak. 35,506
326 Lee, Ill. 35,489
327 Matagorda, Tex. 35,471
328 Henrico, Va. 35,449
329 De Witt, Ill. 35,444
330 Ottawa, Ohio 35,444
331 Sumner, Tenn. 35,443
332 Cheshire, N.H. 35,421
333 Fairfield, Ohio 35,412
334 Lancaster, Pa. 35,404
335 Madison, N.Y. 35,398
336 Carbon, Wyo. 35,394
337 Grundy, Ia. 35,373
338 Newton, Ind. 35,367
339 Boone, Ind. 35,349
340 Broward, Fla. 35,348
341 Erie, Ohio 35,347
342 Henderson, Ky. 35,310
343 Palm Beach, Fla. 35,285
344 Clermont, Ohio 35,285
345 Winnebago, Ill. 35,259
346 Oswego, N.Y. 35,256
347 Woodford, Ky. 35,253
348 Lucas, Ohio 35,235
349 Chisago, Minn. 35,234
350 Orange, N.C. 35,170
351 Peoria, Ill. 35,169
352 Wood, Ohio 35,158
353 Wilson, Tenn. 35,144
354 Rock, Wisc. 35,139
355 Winnebago, Wisc. 35,120
356 Frederick, Md. 35,097
357 San Francisco, Cal. 35,083
358 Defiance, Ohio 35,069
359 Box Butte, Neb. 35,056
360 Niagara, N.Y. 35,048
361 Cass, Mo. 35,038
362 St. Tammany, La. 35,028
363 Morgan, Utah 35,020
364 Lake, Minn. 35,010
365 Terrebonne, La. 34,958
366 Windham, Conn. 34,940
367 Ellis, Tex. 34,920
368 Lander, Nev. 34,916
369 Durham, N.C. 34,916
370 Kalamazoo, Mich. 34,891
371 Jackson, Mo. 34,871
372 Clinton, Ia. 34,848
373 Lehigh, Pa. 34,837
374 Calhoun, Tex. 34,829
375 Spotsylvania, Va. 34,801
376 Williams, N.D. 34,800
377 La Porte, Ind. 34,780
378 El Paso, Colo. 34,768
379 Teller, Colo. 34,767
380 Dodge, Wisc. 34,762
381 Wayne, Mich. 34,753
382 Fulton, Ohio 34,744
383 Minnehaha, S.D. 34,744
384 Menard, Ill. 34,729
385 Macon, Ill. 34,700
386 Fremont, Wyo. 34,700
387 Erie, N.Y. 34,670
388 Iroquois, Ill. 34,645
389 Bay, Mich. 34,602
390 Hansford, Tex. 34,597
391 Kern, Cal. 34,554
392 Mercer, N.D. 34,531
393 Lexington, S.C. 34,530
394 Seward, Neb. 34,528
395 Allen, Ind. 34,508
396 Andrews, Tex. 34,502
397 Jefferson, Wisc. 34,481
398 Tippecanoe, Ind. 34,477
399 Powhatan, Va. 34,473
400 Denver, Colo. 34,437
401 Sedgewick, Kans. 34,426
402 Pickaway, Ohio 34,421
403 Gilpin, Colo. 34,419
404 Rensselaer, N.Y. 34,419
405 Vermilion, Ill. 34,374
406 Effingham, Ill. 34,357
407 White Pine, Nev. 34,341
408 Black Hawk, Ia. 34,328
409 Story, Ia. 34,324
410 Moultrie, Ill. 34,293
411 Dakota, Neb. 34,266
412 Porter, Ind. 34,262
413 Bleckley, Ga. 34,243
414 Tuscola, Mich. 34,230
415 Marion, Ind. 34,222
416 Orange, Tex. 34,215
417 Lorain, Ohio 34,203
418 Jefferson, Ky. 34,181
419 Monroe, Ill. 34,155
420 Putnam, Ohio 34,134
421 York, Pa. 34,107
422 Cheatham, Tenn. 34,107
423 Hughes, S.D. 34,106
424 Davidson, Tenn. 34,101
425 Northampton, Pa. 34,073
426 Clark, Wash. 34,064
427 La Salle, Ill. 34,063
428 Bonneville, Ida. 34,062
429 Rock Island, Ill. 34,061
430 Ionia, Mich. 34,055
431 Madison, Ind. 34,009
432 Kaufman, Tex. 34,002
433 Franklin, Ohio 33,995
434 Sherman, Tex. 33,986
435 Grand Forks, N.D. 33,981
436 East Baton Rouge, La. 33,962
437 Putnam, Ill. 33,952
438 Wise, Tex. 33,950
439 Houston, Ga. 33,949
440 Forsyth, Ga. 33,908
441 Plaquemines, La. 33,894
442 Morgan, Ind. 33,892
443 Butler, Kans. 33,876
444 Clay, Fla. 33,872
445 Portage, Ohio 33,846
446 Martin, Tex. 33,837
447 Shawnee, Kans. 33,825
448 Stevens, Kans. 33,818
449 Ada, Ida. 33,804
450 Scott, Mo. 33,804
451 Mason, Ill. 33,785
452 Walworth, Wisc. 33,785
453 Davison, S.D. 33,783
454 Bristol, Mass. 33,781
455 Butler, Ohio 33,764
456 Des Moines, Ia. 33,756
457 Sangamon, Ill. 33,748
458 Cherokee, Ga. 33,736
459 Dukes, Mass. 33,722
460 St. John the Baptist, La. 33,720
461 Fayette, Ky. 33,707
462 Saline, Ark. 33,699
463 Cole, Mo. 33,675
464 Fulton, Ga. 33,661
465 Sheboygan, Wisc. 33,650
466 Southeast Fairbanks, Ak. 33,649
467 Madison, Ohio 33,646
468 Yolo, Cal. 33,641
469 Columbia, N.Y. 33,632
470 Goochland, Va. 33,630
471 Nome, Ak. 33,616
472 Sagadohoc, Me. 33,599
473 Stark, N.D. 33,583
474 Manitowoc, Wisc. 33,543
475 Kosciusko, Ind. 33,532
476 Trumbull, Ohio 33,531
477 Summit, Utah 33,530
478 St. Joseph, Ind. 33,5[illegible]
479 Galveston, Tex. 33,515
480 Suffolk, Mass. 33,512
481 Steuben, N.Y. 33,477
482 Ogle, Ill. 33,470
483 Union, N.C. 33,470
484 Orange, Fla. 33,465
485 Cameron, La. 33,455
486 Sutton, Tex. 33,455
487 St. Bernard, La. 33,444
488 Maricopa, Ariz. 33,439
489 Iowa, Ia. 33,431
490 Lee, Ia. 33,423
491 Steele, N.D. 33,383
492 Clay, Ia. 33,371
493 Sandusky, Ohio 33,355
494 Guilford, N.C. 33,337
495 Powder River, Mont. 33,316
496 Rankin, Miss. 33,307
497 Ascension, La. 33,298
498 Mercer, Ohio 33,269
499 Hutchinson, Tex. 33,264
500 Comal, Tex. 33,263
501 Muscatine, Ia. 33,244
502 Allen, Ohio 33,241
503 Cleveland, Okla. 33,218
504 Humphreys, Tenn. 33,196
505 Skamania, Wash. 33,184
506 Washoe, Nev. 33,182
507 Washington, Pa. 33,177
508 Cape May, N.J. 33,171
509 Seward, Kans. 33,146
510 Cass, Neb. 33,140
511 Oneida, N.Y. 33,137
512 Glasscock, Tex. 33,137
513 Hamilton, Neb. 33,088
514 Boone, Mo. 33,066
515 Westmoreland, Pa. 33,055
516 Richland, S.C. 33,052
517 Shelby, Ind. 33,045
518 Franklin, Mo. 33,035
519 Oliver, N.D. 33,023
520 Thurston, Wash. 33,020
521 Paulding, Ohio 32,976
522 Greenlee, Ariz. 32,974
523 Oconee, Ga. 32,946
524 Clearwater, Ida. 32,917
525 Forsyth, N.C. 32,909
526 Beaufort, S.C. 32,900
527 Moore, Tex. 32,874
528 Dallas, Ia. 32,872
529 Clark, Ind. 32,862
530 Erie, Pa. 32,862
531 Dubuque, Ia. 32,855
532 Wells, Ind. 32,848
533 Chautauqua, N.Y. 32,841
534 Lyon, Kans. 32,839
535 Kings, N.Y. 32,834
536 Charles City, Va. 32,832
537 Washington, Neb. 32,814
538 Cass, Ill. 32,812
539 West Feliciana, La. 32,802
540 Taylor, Ga. 32,788
541 Johnson, Ia. 32,773
542 Woodward, Okla. 32,773
543 Greeley, Kans. 32,770
544 Seneca, N.Y. 32,767
545 Cherokee, Ia. 32,766
546 Miami, Ohio 32,756
547 Floyd, Ind. 32,754
548 Hays, Tex. 32,754
549 Morton, N.D. 32,742
550 Davis, Utah 32,726
551 Marshall, Ia. 32,722
552 Fond du Lac, Wisc. 32,717
553 Hamilton, Ia. 32,712
554 York, Neb. 32,699
555 Washington, Okla. 32,694
556 Stark, Ohio 32,678
557 Finney, Kans. 32,663
558 Pembina, N.D. 32,663
559 Grant, Ind. 32,660
560 Howard, Tex. 32,619
561 Bannock, Ida. 32,602
562 Christian, Ill. 32,566
563 Webster, Ia. 32,552
564 Cecil, Md. 32,543
565 Shelby, Ill. 32,526
566 Tompkins, N.Y. 32,526
567 Butler, Pa. 32,503
568 Grant, Wash. 32,488
569 Miami, Kans. 32,483
570 Grand, Colo. 32,475
571 Posey, Ind. 32,471
572 Carson, Tex. 32,471
573 Garfield, Colo. 32,470
574 Whitley, Ind. 32,440
575 Buena Vista, Ia. 32,428
576 Uinta, Wyo. 32,426
577 Huntington, Ind. 32,425
578 Lake, Ind. 32,424
579 Stearns, Minn. 32,420
580 Fulton, Ind. 32,419
581 Rice, Minn. 32,405
582 Wayne, Ohio 32,398
583 Vanderburgh, Ind. 32,359
584 Tulsa, Okla. 32,348
585 Boone, Ia. 32,346
586 Seneca, Ohio 32,334
587 Coles, Ill. 32,330
588 Borden, Tex. 32,321
589 Hancock, Ohio 32,317
590 Portage, Wisc. 32,315
591 Mercer, Pa. 32,282
592 Platte, Neb. 32,280
593 Tulare, Cal. 32,274
594 St. Mary, La. 32,260
595 Platte, Wyo. 32,249
596 Genesee, N.Y. 32,246
597 Larimer, Colo. 32,240
598 Green, Wisc. 32,240
599 San Benito, Cal. 32,236
600 Wood, W.Va. 32,235
601 Richland, Ohio 32,233
602 Nassau, Fla. 32,229
603 Bremer, Ia. 32,199
604 Saunders, Neb. 32,186
605 Hawaii, Hi. 32,184
606 Columbia, Ga. 32,177
607 Wyandotte, Kans. 32,176
608 Wabash, Ill. 32,162
609 Talbot, Md. 32,154
610 Steele, Minn. 32,148
611 Jefferson, W.Va. 32,146
612 Mono, Cal. 32,140
613 Elko, Nev. 32,122
614 Pierce, Wisc. 32,120
615 Providence, R.I. 32,113
616 Kearney, Neb. 32,110
617 Gaston, N.C. 32,109
618 Columbia, Wisc. 32,109
619 San Bernardino, Cal. 32,107
620 Crawford, Ill. 32,102
621 Pennington, S.D. 32,088
622 McKenzie, N.D. 32,085
623 Henry, Ohio 32,066
624 Putnam, Ind. 32,065
625 Perry, Pa. 32,060
626 Richland, N.D. 32,050
627 St. Clair, Mich. 32,045
628 Elbert, Colo. 32,022
629 Pima, Ariz. 32,020
630 Clark, Ky. 32,020
631 Pulaski, Ind. 32,017
632 Caribou, Ida. 32,003
633 Montgomery, N.Y. 32,003
634 Shelby, Ala. 32,002
635 Marathon, Wisc. 32,002
636 Bernalillo, N.M. 31,996
637 Yoakum, Tex. 31,995
638 De Kalb, Ind. 31,982
639 Gage, Neb. 31,965
640 Humboldt, Ia. 31,958
641 Madison, Ill. 31,951
642 Dodge, Neb. 31,948
643 Oklahoma, Okla. 31,940
644 Lenawee, Mich. 31,919
645 Monroe, Ind. 31,917
646 Stephenson, Ill. 31,905
647 Marshall, Ill. 31,874
648 Carroll, Ia. 31,871
649 Rogers, Okla. 31,863

650 Kendall, Tex. 31,857
651 Hodgeman, Kans. 31,847
652 Wood, Wisc. 31,844
653 Coryell, Tex. 31,841
654 Haskell, Kans. 31,840
655 Limestone, Ala. 31,839
656 St. Lawrence, N.Y. 31,838
657 Cedar, Ia. 31,837
658 Keith, Neb. 31,832
659 Pulaski, Ark. 31,827
660 Bullitt, Ky. 31,821
661 Harper, Okla. 31,805
662 Rutherford, Tenn. 31,795
663 Waller, Tex. 31,787
664 New Kent, Va. 31,769
665 Jefferson, Kans. 31,764
666 Adams, Pa. 31,740
667 St. James, La. 31,739
668 Bureau, Ill. 31,734
669 Jo Daviess, Ill. 31,733
670 Fall River, S.D. 31,733
671 Ray, Mo. 31,723
672 Bexar, Tex 31,712
673 Queen Annes, Md. 31,705
674 Collier, Fla. 31,700
675 Union, Ohio 31,692
676 Warren, Ind. 31,690
677 Addison, Vt. 31,662
678 Emmet, Ia. 31,656
679 Kittitas, Wash. 31,652
680 Kearny, Kans. 31,644
681 Hillsborough, Fla. 31,639
682 Delaware, Ind. 31,623
683 Fillmore, Neb. 31,623
684 Hall, Neb. 31,617
685 Benton, Ia. 31,616
686 Franklin, Mass. 31,604
687 Centre, Pa. 31,599
688 Smith, Tex. 31,597
689 Franklin, Ky. 31,572
690 Scurry, Tex. 31,561
691 Jefferson, Tex. 31,557
692 Nicollet, Minn. 31,548
693 Shelby, Ohio 31,545
694 Polk, Neb. 31,540
695 Cowlitz, Wash. 31,536
696 Otoe, Neb. 31,526
697 Clinton, N.Y. 31,512
698 Elkhart, Ind. 31,505
699 Union, Pa. 31,502
700 Williams, Ohio 31,487
701 Newton, Ga. 31,485
702 Kanawha, W.Va. 31,479
703 Hudson, N.J. 31,467
704 Adams, Neb. 31,464
705 Shelby, Tenn. 31,463
706 Stanley, S.D. 31,455
707 Warren, N.Y. 31,425
708 Brookings, S.D. 31,425
709 Henry, Ill. 31,421
710 Jasper, Ia. 31,413
711 Wright, Ia. 31,408
712 Greene, N.Y. 31,408
713 Dawson, Tex. 31,388
714 Gray, Tex. 31,386
715 Jackson, Colo. 31,380
716 Cerro Gordo, Ia. 31,377
717 Scott, Kans. 31,359
718 Ector, Tex. 31,350
719 Huron, Ohio 31,349
720 San Patricio, Tex. 31,344
721 Lafayette, Wisc. 31,342
722 Knox, Ill. 31,340
723 Cibola, N.M. 31,335
724 Jackson, Mich. 31,334
725 Goodhue, Minn. 31,332
726 Stark, Ill. 31,319
727 West Baton Rouge, La. 31,312
728 Kankakee, Ill. 31,311
729 Perry, Ill. 31,307
730 Mitchell, Ia. 31,294
731 Wharton, Tex. 31,289
732 Edgar, Ill. 31,287
733 Laurens, Ga. 31,286
734 Chemung, N.Y. 31,286
735 Barton, Kans. 31,285
736 Scotts Bluff, Neb. 31,268
737 Lawrence, Pa. 31,264
738 Fisher, Tex. 31,262
739 Baldwin, Ga. 31,254
740 Crane, Tex. 31,245
741 Suffolk, Va. 31,242
742 Mercer, Ill. 31,232
743 La Crosse, Wisc. 31,229
744 Preble, Ohio 31,226
745 Washington, Ill. 31,224
746 Lebanon, Pa. 31,222
747 Franklin, Wash 31,219
748 Madison, Neb. 31,204
749 Union, Ky. 31,190
750 Dawson, Neb. 31,187
751 Morgan, Ill. 31,183
752 Meade, S.D. 31,180
753 Benton, Ind. 31,167
754 Mahoning, Ohio 31,164
755 Berrien, Mich. 31,158
756 Benton, Ore. 31,152
757 Kimball, Neb. 31,150
758 Pierce, Wash. 31,150
759 Bossier, La. 31,149
760 Aiken, S.C. 31,148
761 Cowley, Kans. 31,143
762 Carroll, Ill. 31,141
763 Dorchester, S.C. 31,141
764 Grand Isle, Vt. 31,141
765 Brown, S.D. 31,135
766 Saline, Neb. 31,117
767 Spencer, Ind. 31,115
768 Hardin, Tex. 31,108
769 Morton, Kans. 31,103
770 Stanton, Neb. 31,101
771 Clay, Neb. 31,100
772 Clark, Ohio 31,087
773 Crockett, Tex. 31,086
774 Buchanan, Mo. 31,084
775 Gray, Kans. 31,081
776 Live Oak, Tex. 31,077
777 Livingston, La. 31,074
778 Mower, Minn. 31,062
779 Guadalupe, Tex. 31,053
780 Okaloosa, Fla. 31,045
781 Osceola, Ia. 31,044
782 Dubois, Ind. 31,038
783 Cheyenne, Neb. 31,037
784 Humboldt, Nev. 31,028
785 Montour, Pa. 31,022
786 Portsmouth, Va. 31,017
787 Dodge, Minn. 31,008
788 Calcasieu, La. 31,006
789 Carroll, Md. 31,003
790 Rush, Ind. 31,001
791 Park, Colo. 30,998
792 Ford, Kans. 30,983
793 Riley, Kans. 30,982
794 El Dorado, Cal. 30,978
795 Washakie, Wyo. 30,962
796 Lyon, Nev. 30,961
797 Alpine, Cal. 30,959
798 Walla Walla, Wash. 30,956
799 Nye, Nev. 30,945
800 Lenoir, N.C. 30,939
801 Cass, Ind. 30,938
802 Grand Traverse, Mich 30,932
803 Philadelphia, Pa. 30,890
804 Henry, Ind. 30,889
805 Jefferson, Ala. 30,886
806 Autauga, Ala. 30,882
807 Austin, Tex. 30,882
808 Darke, Ohio 30,875
809 Kewaunee, Wisc. 30,847
810 Harney, Ore. 30,839
811 Multnomah, Ore. 30,838
812 Woodbury, Ia. 30,833
813 Camden, N.C. 30,827
814 Dickinson, Ia. 30,824
815 Adams, Ind. 30,809
816 Nueces, Tex. 30,803
817 Salem, Va. 30,803
818 Kossuth, Ia. 30,800
819 Warren, Mo. 30,791
820 Botetourt, Va. 30,789
821 Greene, Mo. 30,785
822 Lipscomb, Tex. 30,781
823 Worth, Ia. 30,775
824 Pershing, Nev. 30,773
825 Cuming, Neb. 30,772
826 Laramie, Wyo. 30,771
827 St. Clair, Ill. 30,761
828 Lafourche, La. 30,757
829 O'Brien, Ia. 30,756
830 Thomas, Kans. 30,751
831 Golden Valley, N.D. 30,751
832 Appomattox, Va. 30,750
833 Marion, Ohio 30,747
834 Allegan, Mich. 30,744
835 Wichita, Kans. 30,734
836 Isanti, Minn. 30,728
837 Plymouth, Ia. 30,727
838 Jones, Ia. 30,721
839 Pottawattamie, Ia. 30,718
840 Terrell, Tex. 30,715
841 Scott, Ky. 30,711
842 Jersey, Ill. 30,707
843 Shelby, Ia. 30,706
844 Lincoln, S.D. 30,704
845 Montgomery, Ala. 30,700
846 Van Wert, Ohio 30,681
847 Bell, Tex. 30,680
848 Augiaize, Ohio 30,672
849 Clark, Ill. 30,670
850 Isabella, Mich. 30,670
851 Hancock, Ia. 30,668
852 Winkler, Tex. 30,668
853 Shoshone, Ida. 30,665
854 Caddo, La. 30,664
855 Warren, Pa. 30,663
856 Deuel, Neb. 30,656
857 Gratiot, Mich. 30,652
858 Eau Claire, Wisc. 30,652
859 Daviess, Ky. 30,647
860 Tooele, Utah 30,636
861 Berkeley, W.Va. 30,628
862 Jessamine, Ky. 30,619
863 Russell, Kans. 30,614
864 Floyd, Ia. 30,611
865 Morgan, Ala. 30,610
866 York, Me. 30,608
867 Salt Lake, Utah 30,601
868 Grafton, N.H. 30,598
869 Texas, Okla. 30,594
870 Redwillow, Neb. 30,592
871 Custer, S.D. 30,588
872 Culpeper, Va. 30,584
873 Garfield, Okla. 30,582
874 Nemaha, Neb. 30,580
875 Chouteau, Mont. 30,569
876 Washington, N.Y. 30,568
877 Butler, Neb. 30,557
878 Roane, Tenn. 30,557
879 Ste. Genevieve, Mo. 30,549
880 Rappahannock, Va. 30,549
881 Sherman, Kans. 30,547
882 Calhoun, Ia. 30,538
883 Hockley, Tex. 30,535
884 Butts, Ga. 30,532
885 York, S.C. 30,531
886 Riverside, Cal. 30,515
887 Belknap, N.H. 30,501
888 Licking, Ohio 30,485
889 Gaines, Tex. 30,484
890 Lubbock, Tex. 30,472
891 Gregg, Tex. 30,456
892 Hardin, Ia. 30,453
893 Wayne, Neb. 30,453
894 Buchanan, Ia. 30,451
895 San Luis Obispo, Cal. 30,446
896 Pocahontas, Ia. 30,439
897 Rosebud, Mont. 30,431
898 Jackson, Tex. 30,417
899 Sioux, Ia. 30,415
900 Teton, Wyo. 30,407
901 McLeod, Minn. 30,399
902 Lea, N.M. 30,398
903 Hinds, Miss. 30,390
904 Ward, N.D. 30,389
905 Penobscot, Me. 30,380
906 Weston, Wyo. 30,373
907 Venango, Pa. 30,355
908 Mills, Ia. 30,343
909 Clay, S.D. 30,334
910 Sullivan, N.H. 30,316
911 Louisa, Ia. 30,300
912 Clinton, Ohio 30,296
913 Grant, Wisc. 30,296
914 Merrick, Neb. 30,295
915 Duval, Fla. 30,269
916 Sargent, N.D. 30,264
917 Marion, Ia. 30,262
918 Lewis, N.Y. 30,261
919 Stutsman, N.D. 30,250
920 Comanche, Kans. 30,234
921 Sullivan, N.Y. 30,231
922 White, Ill. 30,222
923 Coddington, S.D. 30,217
924 Freeborn, Minn. 30,204
925 Sheridan, Wyo. 30,204
926 Staunton, Va. 30,196
927 Dade, Fla. 30,188
928 Bronx, N.Y. 30,183
929 Monroe, Pa. 30,183
930 Clark, Kans. 30,176
931 Wagoner, Okla. 30,174
932 Wabash, Ind. 30,157
933 Lyon, Ia. 30,153
934 Waynesboro, Va. 30,148
935 Palo Alto, Ia. 30,143
936 New Hanover, N.C. 30,138
937 Barber, Kans. 30,136
938 Wayne, Ind. 30,131
939 Ellis, Kans. 30,116
940 Callaway, Mo. 30,116
941 Refugio, Tex. 30,110
942 Kennebec, Me. 30,100
943 Harvey, Kans. 30,099
944 Adams, Ill. 30,097
945 Divide, N.D. 30,096
946 Sac, Ia. 30,091
947 Phelps, Neb. 30,084
948 Kitsap, Wash. 30,078
949 Mineral, Nev. 30,074
950 Ashland, Ohio 30,074
951 Box Elder, Utah 30,063
952 Wichita, Tex. 30,055
953 Fredericksburg, Va. 30,051
954 Clark, Nev. 30,047
955 Deaf Smith, Tex. 30,033
956 Wabaunsee, Kans. 30,031
957 Franklin, Vt. 30,028
958 Gunnison, Colo. 30,027
959 McLean, N.D. 30,018
960 Steuben, Ind. 30,013
961 Starke, Ind. 30,008
962 Waseca, Minn. 30,008
963 Lackawanna, Pa. 30,008
964 Snyder, Pa. 29,997
965 Garfield, Wash. 29,993
966 Archer, Tex. 29,985
967 Bowman, N.D. 29,978
968 Reagan, Tex. 29,973
969 Brazos, Tex. 29,971
970 Colusa, Cal. 29,968
971 Benton, Minn. 29,958
972 Clinton, Ill. 29,956
973 Pratt, Kans. 29,952
974 Wahkiakum, Wash. 29,950
975 Chippewa, Wisc. 29,944
976 Vigo, Ind. 29,937
977 Franklin, Pa. 29,937
978 Beaver, Okla. 29,936
979 Crawford, Ohio 29,930
980 Elk, Pa. 29,929
981 Charleston, S.C. 29,928
982 Blair, Pa. 29,927
983 Jones, Ga. 29,920
984 Andrew, Mo. 29,916
985 Catawba, N.C. 29,910
986 Gibson, Ind. 29,909
987 Washington, Ohio 29,906
988 Robertson, Tenn. 29,898
989 Cape Girardeau, Mo. 29,891
990 Taylor, Tex. 29,887
991 Armstrong, Tex. 29,886
992 Buffalo, Neb. 29,881
993 Essex, N.Y. 29,855
994 Foster, N.D. 29,854
995 Colonial Heights, Va. 29,854
996 Shelby, Ky. 29,831
997 Norfolk, Va. 29,826
998 Tama, Ia. 29,821
999 Walsh, N.D. 29,812
1000 Benewah, Ida. 29,802
1001 Sumner, Kans. 29,796
1002 Noble, Ind. 29,789
1003 Lane, Kans. 29,781
1004 Douglas, Kans. 29,780
1005 Cabarrus, N.C. 29,780
1006 Washington, Md. 29,759
1007 Jasper, Ill. 29,757
1008 Poweshiek, Ia. 29,748
1009 Wyoming, N.Y. 29,747
1010 Lee, Ga. 29,746
1011 Brown, Ind. 29,745
1012 Pawnee, Kans. 29,742
1013 Clarke, Va. 29,740
1014 Pottawatomie, Kans. 29,739
1015 Bennington, Vt. 29,737
1016 Martin, Fla. 29,732
1017 Anderson, Tenn. 29,732
1018 Blackford, Ind. 29,722
1019 Alamance, N.C. 29,721
1020 Iberia, La. 29,714
1021 Door, Wisc. 29,700
1022 Leelanau, Mich. 29,698
1023 Rice, Kans. 29,693
1024 Franklin, Ia. 29,685
1025 Transylvania, N.C. 29,675
1026 Cavalier, N.D. 29,674
1027 Johnson, Wyo. 29,666
1028 Sutter, Cal. 29,661
1029 Adams, N.D. 29,659
1030 Yellowstone, Mont. 29,640
1031 Liberty, Tex. 29,637
1032 Hamilton, Tenn. 29,636
1033 Greenup, Ky. 29,612
1034 Wade Hampton, Ak. 29,609
1035 Yamhill, Ore. 29,609
1036 Frontier, Neb. 29,606
1037 Clarion, Pa. 29,605
1038 Logan, Colo. 29,601
1039 Prince George, Va. 29,595
1040 Pecos, Tex. 29,592
1041 Richland, Mont. 29,591
1042 Columbia, Ore. 29,588
1043 Johnson, Ga. 29,585
1044 East Feliciana, La. 29,584
1045 Elmore, Ala. 29,583
1046 Paulding, Ga. 29,581
1047 Fresno, Cal. 29,577
1048 Bond, Ill. 29,573
1049 Decatur, Kans. 29,569
1050 Hardin, Ohio 29,568
1051 Warren, Ill. 29,557
1052 Wyoming, Pa. 29,551
1053 Marshall, Ind. 29,548
1054 White, Ind. 29,544
1055 Kingfisher, Okla. 29,542
1056 Campbell, Va. 29,542
1057 Greenville, S.C. 29,528
1058 Sioux, Neb. 29,525
1059 Wyandot, Ohio 29,516
1060 Douglas, Wisc. 29,513
1061 Allegany, N.Y. 29,508
1062 Montgomery, Ind. 29,504
1063 Jefferson, N.Y. 29,477
1064 Windsor, Vt. 29,477
1065 Wapello, Ia. 29,471
1066 McPherson, Kans. 29,464
1067 Lincoln, Wash. 29,463
1068 Coffey, Kans. 29,462

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1069 Clinton, Ind.	29,460
1070 Beauregard, La.	29,458
1071 St. Johns, Fla.	29,457
1072 Cochran, Tex.	29,455
1073 Churchill, Nev.	29,450
1074 Cayuga, N.Y.	29,440
1075 Brown, Minn.	29,436
1076 Fayette, Ia.	29,433
1077 Cumberland, N.C.	29,433
1078 Leon, Fla.	29,428
1079 Power, Ida.	29,428
1080 Lincoln, Nev.	29,415
1081 McCracken, Ky.	29,413
1082 Nez Perce, Ida.	29,398
1083 Van Buren, Mich.	29,392
1084 Mesa, Colo.	29,384
1085 Franklin, Kans.	29,384
1086 Park, Wyo.	29,383
1087 Morris, Tex.	29,371
1088 Adams, Wash.	29,367
1089 Jefferson, Ind.	29,362
1090 Young, Tex.	29,353
1091 Ransom, N.D.	29,346
1092 Crawford, Ia.	29,343
1093 Schuyler, N.Y.	29,341
1094 Barnes, N.D.	29,339
1095 Nobles, Minn.	29,331
1096 Walton, Ga.	29,328
1097 Jackson, Ia.	29,323
1098 Blue Earth, Minn.	29,322
1099 Boyd, Ky.	29,321
1100 Fulton, N.Y.	29,321
1101 Woods, Okla.	29,310
1102 Bear Lake, Ida.	29,308
1103 Wicomico, Md.	29,306
1104 Winona, Minn.	29,298
1105 Ramsey, N.D.	29,292
1106 Alfalfa, Okla.	29,292
1107 Howard, Neb.	29,288
1108 Davidson, N.C.	29,282
1109 Kent, Del.	29,271
1110 Ward, Tex.	29,269
1111 Ouachita, La.	29,263
1112 Dunn, N.D.	29,263
1113 McMullen, Tex.	29,260
1114 Benton, Ark.	29,257
1115 Randolph, N.C.	29,255
1116 Jackson, W.Va.	29,240
1117 Pinellas, Fla.	29,239
1118 Miami, Ind.	29,239
1119 Luzerne, Pa.	29,238
1120 Winnebago, Ia.	29,228
1121 Sarasota, Fla.	29,221
1122 Chase, Kans.	29,220
1123 Dawson, Mont.	29,219
1124 Clinton, Mo.	29,215
1125 Terry, Tex.	29,211
1126 Ross, Ohio	29,207
1127 Lawrence, S.D.	29,188
1128 Hill, Mont.	29,184
1129 Cattaraugus, N.Y.	29,181
1130 Lawrence, Ill.	29,162
1131 Lamb, Tex.	29,157
1132 Trego, Kans.	29,156
1133 Calhoun, Mich.	29,147
1134 Bradley, Tenn.	29,143
1135 Henry, Ia.	29,122
1136 Rawlins, Kans.	29,121
1137 Sebastian, Ark.	29,110
1138 Green Lake, Wisc.	29,108
1139 Warren, Miss.	29,106
1140 Fulton, Ill.	29,100
1141 Butler, Ia.	29,097
1142 Randolph, Ind.	29,092
1143 Washington, Ia.	29,087
1144 Lycoming, Pa.	29,087
1145 Jackson, Kans.	29,081
1146 Jefferson, Ohio	29,080
1147 Whatcom, Wash.	29,080
1148 Osage, Kans.	29,079
1149 Indiana, Pa.	29,076
1150 Davie, N.C.	29,072
1151 Rapides, La.	29,071
1152 Amherst, Va.	29,063
1153 Lagrange, Ind.	29,059
1154 San Juan, Wash.	29,057
1155 Bingham, Ida.	29,053
1156 Frederick, Va.	29,051
1157 Colorado, Tex.	29,047
1158 Chickasaw, Ia.	29,042
1159 Berkeley, S.C.	29,037
1160 Franklin, Me.	29,028
1161 Jennings, Ind.	29,027
1162 Polk, Ore.	29,027
1163 Cascade, Mont.	29,001
1164 Pickens, S.C.	28,996
1165 Richmond, Va.	28,993
1166 Lane, Ore.	28,969
1167 Franklin, Ind.	28,967
1168 Cass, Ia.	28,963
1169 Greene, Va.	28,961
1170 Muskegon, Mich.	28,957
1171 Cheyenne, Kans.	28,953
1172 San Joaquin, Cal.	28,950
1173 Washington, Ark.	28,948
1174 Cottle, Tex.	28,946
1175 Hood River, Ore.	28,942
1176 Reno, Kans.	28,940
1177 Perkins, S.D.	28,930
1178 Pulaski, Mo.	28,920
1179 Hall, Ga.	28,918
1180 Kiowa, Colo.	28,916
1181 Towner, N.D.	28,913
1182 Clay, Tex.	28,913
1183 Logan, Kans.	28,911
1184 Major, Okla.	28,909
1185 Weber, Utah	28,900
1186 Anderson, Ky.	28,870
1187 Fallon, Mont.	28,868
1188 Barry, Mich.	28,866
1189 Oldham, Tex.	28,845
1190 Jay, Ind.	28,843
1191 Putnam, W.Va.	28,836
1192 Chenango, N.Y.	28,833
1193 Monroe, Wisc.	28,831
1194 Le Sueur, Minn.	28,825
1195 Delaware, Ia.	28,821
1196 Emery, Utah	28,816
1197 Glynn, Ga.	28,813
1198 Garza, Tex.	28,812
1199 Ashtabula, Ohio	28,811
1200 Greene, Ia.	28,807
1201 Meade, Kans.	28,802
1202 Chatham, Ga.	28,800
1203 King George, Va.	28,798
1204 Dickson, Tenn.	28,783
1205 Wabasha, Minn.	28,782
1206 Dearborn, Ind.	28,770
1207 Coos, N.H.	28,770
1208 Howard, Ia.	28,767
1209 Island, Wash.	28,761
1210 Mifflin, Pa.	28,755
1211 Sauk, Wisc.	28,735
1212 Parmer, Tex.	28,717
1213 McClain, Okla.	28,714
1214 Custer, Neb.	28,708
1215 McKinley, N.M.	28,707
1216 Wheeler, Tex.	28,700
1217 Carbon, Pa.	28,692
1218 Georgetown, S.C.	28,674
1219 Skagit, Wash.	28,671
1220 Sanilac, Mich.	28,665
1221 Morrow, Ore	28,656
1222 Merced, Cal.	28,638
1223 Nevada, Cal.	28,638
1224 Stanislaus, Cal.	28,635
1225 Stokes, N.C.	28,633
1226 Charlottesville, Va.	28,628
1227 Rooks, Kans.	28,626
1228 Haskell, Tex.	28,621
1229 Spokane, Wash.	28,619
1230 Saline, Kans.	28,613
1231 Cass, Mich.	28,606
1232 Audubon, Ia.	28,601
1233 Butte, S.D.	28,598
1234 Crook, Wyo.	28,597
1235 Mountrail, N.D.	28,596
1236 Mabdy, S.D.	28,591
1237 Missoula, Mont.	28,565
1238 Morgan, Colo.	28,563
1239 Pike, Ind.	28,554
1240 Montgomery, Ia.	28,545
1241 Custer, Mont.	28,537
1242 Meigs, Tenn.	28,536
1243 Mineral, Colo.	28,523
1244 Cottonwood, Minn.	28,523
1245 Dougherty, Ga.	28,519
1246 Jefferson, Neb.	28,513
1247 Lafayette, Mo.	28,504
1248 Marshall, Ala.	28,498
1249 Whitfield, Ga.	28,498
1250 Carbon, Utah	28,498
1251 Cumberland, Ill.	28,493
1252 Harrison, Ind.	28,490
1253 Vermilion, La.	28,488
1254 Faribault, Minn.	28,484
1255 Branch, Mich.	28,482
1256 Pike, Ga.	28,470
1257 Fayette, Ill.	28,468
1258 Kay, Okla.	28,467
1259 Lewis and Clark, Mont.	28,462
1260 Audrain, Mo.	28,455
1261 Johnson, Mo.	28,445
1262 Oxford, Me.	28,441
1263 Weld, Colo.	28,439
1264 McDonough, Ill.	28,437
1265 King William, Va.	28,436
1266 Douglas, Wash.	28,431
1267 Holmes, Ohio	28,429
1268 Tioga, Pa.	28,428
1269 Schoharie, N.Y.	28,422
1270 Upton, Tex.	28,414
1271 Grant, S.D.	28,412
1272 Fayette, Ind.	28,411
1273 Grant, Okla.	28,411
1274 Stanton, Kans.	28,409
1275 Lynchburg, Va.	28,402
1276 Osage, Okla.	28,389
1277 Macoupin, Ill.	28,380
1278 Champaign, Ohio	28,373
1279 Union, S.D.	28,371
1280 Klickitat, Wash.	28,368
1281 Tom Green, Tex.	28,348
1282 Maverick, Tex.	28,347
1283 Pitt, N.C.	28,344
1284 Irion, Tex.	28,327
1285 Washington, Tex.	28,308
1286 Oconee, S.C.	28,306
1287 Cabell, W.Va.	28,305
1288 Bibb, Ga.	28,299
1289 Kerr, Tex.	28,298
1290 Dunn, Wisc.	28,293
1291 Isle of Wight, Va.	28,292
1292 Lassen, Cal.	28,287
1293 Monroe, Ohio	28,282
1294 Rutland, Vt.	28,280
1295 Titus, Tex.	28,275
1296 Madison, Ia.	28,272
1297 Augusta, Va.	28,272
1298 Lawrence, Tenn.	28,271
1299 Martin, Minn.	28,268
1300 Delaware, N.Y.	28,256
1301 Harris, Ga.	28,254
1302 Watonwan, Minn.	28,250
1303 Chaffee, Colo.	28,244
1304 Indian River, Fla.	28,240
1305 Assumption, La.	28,236
1306 Atchison, Kans.	28,233
1307 Hale, Tex.	28,225
1308 Carroll, N.H.	28,222
1309 Herkimer, N.Y.	28,219
1310 Deschutes, Ore.	28,218
1311 Jackson, Minn.	28,217
1312 Edwards, Ill.	28,214
1313 Washington, Vt.	28,212
1314 Hopkins, Ky.	28,205
1315 Kiowa, Kans.	28,198
1316 Rockingham, Va.	28,186
1317 Phillips, Kans.	28,185
1318 Columbiana, Ohio	28,185
1319 Warren, Ky.	28,184
1320 Hinsdale, Colo.	28,181
1321 Lancaster, S.C.	28,178
1322 Twin Falls, Ida.	28,175
1323 Rock, Minn.	28,174
1324 Harding, S.D.	28,172
1325 Orange, Va.	28,170
1326 Thayer, Neb.	28,165
1327 Shackelford, Tex.	28,160
1328 Waupaca, Wisc.	28,158
1329 Cherry, Neb.	28,155
1330 Dare, N.C.	28,153
1331 Sibley, Minn.	28,145
1332 Bradford, Pa.	28,144
1333 McKean, Pa.	28,144
1334 Taylor, Wisc.	28,144
1335 Kootenai, Ida.	28,134
1336 Muhlenberg, Ky.	28,130
1337 Monroe, Fla.	28,121
1338 Coweta, Ga.	28,113
1339 Madera, Cal.	28,104
1340 Angelina, Tex.	28,087
1341 Gem, Ida.	28,085
1342 Chatham, N.C.	28,083
1343 Spartanburg, S.C.	28,079
1344 Greenwood, Kans.	28,078
1345 Montgomery, Ill.	28,075
1346 Chelan, Wash.	28,066
1347 Schuyler, Ill.	28,059
1348 Rowan, N.C.	28,059
1349 Osceola, Fla.	28,058
1350 Tuscaloosa, Ala.	28,056
1351 Kent, Tex.	28,055
1352 Baker, Fla.	28,051
1353 Edwards, Kans.	28,051
1354 Orleans, La.	28,047
1355 Iowa, Wisc.	28,043
1356 Sullivan, Tenn.	28,026
1357 Floyd, Tex.	28,024
1358 Valley, Ida.	28,021
1359 Kent, Md.	28,017
1360 Morgan, W.Va.	28,009
1361 Hamilton, Kans.	28,006
1362 Bourbon, Ky.	27,998
1363 Ida, Ia.	27,996
1364 Marshall, Ky.	27,991
1365 Sandoval, N.M.	27,961
1366 Latah, Ida.	27,959
1367 Renville, Minn.	27,956
1368 Lee, Fla.	27,954
1369 Jefferson, Ill.	27,954
1370 Reeves, Tex.	27,954
1371 Grayson, Tex.	27,947
1372 Marshall, W.Va.	27,944
1373 Gove, Kans.	27,939
1374 Jackson, Ind.	27,938
1375 Franklin, N.Y.	27,929
1376 Morrow, Ohio	27,927
1377 Loudon, Tenn.	27,923
1378 Lee, N.C.	27,920
1379 Linn, Ore.	27,913
1380 Sheridan, Neb.	27,912
1381 Slope, N.D.	27,897
1382 Telfair, Ga.	27,894
1383 Keokuk, Ia.	27,891
1384 Douglas, Ore.	27,889
1385 Lincoln, Wyo.	27,885
1386 Harrison, Miss.	27,884
1387 Phelps, Mo.	27,857
1388 Cumberland, N.J.	27,852
1389 Perkins, Neb.	27,849
1390 Coshocton, Ohio	27,849
1391 Fremont, Ia.	27,843
1392 Comanche, Okla.	27,832
1393 Rich, Utah	27,831
1394 Marion, Ore.	27,830
1395 Castro, Tex.	27,829
1396 Page, Ia.	27,814
1397 Harrison, Ohio	27,812
1398 Marion, Ill.	27,805
1399 Dickey, N.D.	27,803
1400 Henderson, Ill.	27,799
1401 Iredell, N.C.	27,788
1402 Crosby, Tex.	27,786
1403 Jefferson, Mont.	27,784
1404 Ralls, Mo.	27,777
1405 Washita, Okla.	27,773
1406 Santa Rosa, Fla.	27,763
1407 Spink, S.D.	27,760
1408 Harrisonburg, Va.	27,759
1409 Pike, Pa.	27,757
1410 Ohio, Ind.	27,746
1411 Jefferson, Pa.	27,746
1412 Somervell, Tex.	27,746
1413 Cambria, Pa.	27,738
1414 Ness, Kans.	27,724
1415 Arkansas, Ark.	27,704
1416 Perry, Ind.	27,697
1417 Aroostook, Me.	27,697
1418 Hancock, W.Va.	27,687
1419 Bailey, Tex.	27,686
1420 Glenn, Cal.	27,674
1421 Otsego, N.Y.	27,668
1422 Houston, Ala.	27,666
1423 Jackson, Miss.	27,664
1424 Faulkner, Ark.	27,661
1425 Hettinger, N.D.	27,659
1426 Pierce, N.D.	27,658
1427 Moore, N.C.	27,657
1428 Martinsville, Va.	27,656
1429 Monroe, Ga.	27,654
1430 Monona, Ia.	27,649
1431 Little River, Ark.	27,644
1432 Colfax, Neb.	27,637
1433 Sheridan, Kans.	27,635
1434 Lee, Tex.	27,633
1435 Christian, Ky.	27,631
1436 Coos, Ore.	27,627
1437 McLennan, Tex.	27,623
1438 Koochiching, Minn.	27,611
1439 Custer, Okla.	27,610
1440 Nash, N.C.	27,599
1441 Jefferson Davis, La.	27,590
1442 Nodaway, Mo.	27,579
1443 Radford, Va.	27,575
1444 St. Louis City, Mo.	27,560
1445 Carroll, Ohio	27,553
1446 Lyon, Minn.	27,551
1447 Androscoggin, Me.	27,543
1448 Mobile, Ala.	27,538
1449 Marshall, Kans.	27,538
1450 Sussex, Del.	27,531
1451 Boise, Ida.	27,531
1452 Grays Harbor, Wash.	27,531
1453 Dinwiddie, Va.	27,525
1454 Doniphan, Kans.	27,524
1455 Wasco, Ore.	27,524
1456 Liberty, Mont.	27,521
1457 Guthrie, Ia.	27,516
1458 Fountain, Ind.	27,507
1459 Baltimore City, Md.	27,492
1460 Montrose, Colo.	27,490
1461 Walworth, S.D.	27,487
1462 Winchester, Va.	27,482
1463 Knox, Tenn.	27,478
1464 Graham, Kans.	27,476
1465 Crawford, Pa.	27,469
1466 Madison, Tex.	27,469
1467 Sterling, Tex.	27,469
1468 Jefferson, Ark.	27,465
1469 Clearfield, Pa.	27,465
1470 Wilkin, Minn.	27,461
1471 Calaveras, Cal.	27,452
1472 Chase, Neb.	27,441
1473 Gosper, Neb.	27,438
1474 Richardson, Neb.	27,436
1475 Osage, Mo.	27,432
1476 Minidoka, Ida.	27,430
1477 Mason, W.Va.	27,421
1478 Sublette, Wyo.	27,408
1479 Cake, Tex.	27,407
1480 Jim Wells, Tex.	27,399
1481 Wilson, N.C.	27,398
1482 Arthur, Neb.	27,397
1483 Dale, Ala.	27,390
1484 Ouray, Colo.	27,387
1485 Richmond, Ga.	27,382
1486 Clarke, Ga.	27,377
1487 Kings, Cal.	27,374
1488 Nuckolls, Neb.	27,370

1489 Huron, Mich.	27,362
1490 Tuscarawas, Ohio	27,362
1491 Hot Springs, Wyo.	27,357
1492 Johnson, Neb.	27,354
1493 Thurston, Neb.	27,354
1494 Alachua, Fla.	27,353
1495 St. Joseph, Mich.	27,347
1496 Lincoln, La.	27,343
1497 Manistee, Mich.	27,341
1498 Henderson, N.C.	27,334
1499 Bowie, Tex.	27,319
1500 Mitchell, Tex.	27,318
1501 Jefferson, Ia.	27,315
1502 Blaine, Ida.	27,310
1503 Kingman, Kans.	27,304
1504 Florence, S.C.	27,301
1505 Grant, Ky.	27,296
1506 Hancock, Ill.	27,295
1507 Pepin, Wisc.	27,292
1508 Stafford, Kans.	27,289
1509 Lake, S.D.	27,286
1510 Meeker, Minn.	27,284
1511 Richland, Wisc.	27,284
1512 Winneshiek, Ia.	27,282
1513 Kleberg, Tex.	27,266
1514 Plumas, Cal.	27,260
1515 Scott, Ind.	27,257
1516 Eureka, Nev.	27,256
1517 Grand, Utah	27,254
1518 Bay, Fla.	27,250
1519 Kershaw, S.C.	27,250
1520 McMinn, Tenn.	27,246
1521 Lewis, Ida.	27,232
1522 Clay, Minn.	27,229
1523 Hickman, Tenn.	27,224
1524 Shasta, Cal.	27,220
1525 Asotin, Wash.	27,214
1526 Burke, Ga.	27,210
1527 Otsego, Mich.	27,201
1528 Amador, Cal.	27,200
1529 Buffalo, Wisc.	27,200
1530 Raleigh, W.Va.	27,197
1531 Itasca, Minn.	27,193
1532 Pettis, Mo.	27,187
1533 Escambia, Fla.	27,184
1534 Spalding, Ga.	27,181
1535 La Plata, Colo.	27,176
1536 Idaho, Ida.	27,167
1537 Lincoln, Mo.	27,165
1538 Gilliam, Ore.	27,158
1539 Lexington, Va.	27,155
1540 Dickinson, Kans.	27,147
1541 Buncombe, N.C.	27,142
1542 Nemaha, Kans.	27,139
1543 Boyle, Ky.	27,138
1544 Richland, Ill.	27,136
1545 Washington, Ky.	27,135
1546 Schleicher, Tex.	27,128
1547 Wheatland, Mont.	27,123
1548 Gallia, Ohio	27,123
1549 Williamson, Ill.	27,122
1550 Washington, N.C.	27,121
1551 Pike, Mo.	27,114
1552 Lynn, Tex.	27,111
1553 Columbia, Pa.	27,107
1554 Juniata, Pa.	27,107
1555 Houston, Tenn.	27,106
1556 Pope, Ark.	27,103
1557 Lyon, Ky.	27,080
1558 Aransas, Tex.	27,079
1559 Northampton, N.C.	27,077
1560 Martin, Ky.	27,075
1561 Saline, Mo.	27,073
1562 Montcalm, Mich.	27,068
1563 Simpson, Ky.	27,067
1564 Burt, Neb.	27,066
1565 Renville, N.D.	27,053
1566 Alexander, N.C.	27,046
1567 Burleson, Tex.	27,046
1568 Clallam, Wash.	27,045
1569 Klamath, Ore.	27,042
1570 Grant, N.M.	27,039
1571 Jones, S.D.	27,024
1572 Orleans, Vt.	27,017
1573 Hickman, Ky.	27,016
1574 Grant, Ark.	27,014
1575 Dawes, Neb.	27,004
1576 Jackson, S.D.	27,004
1577 Griggs, N.D.	26,975
1578 Ohio, W.Va.	26,974
1579 Coffee, Tenn.	26,973
1580 Pondera, Mont.	26,965
1581 Union, Ia.	26,962
1582 Armstrong, Pa.	26,956
1583 Foard, Tex.	26,951
1584 Bath, Va.	26,951
1585 Hamblen, Tenn.	26,950
1586 Greene, Pa.	26,943
1587 Flathead, Mont.	26,941
1588 Creek, Okla.	26,937
1589 Carlton, Minn.	26,934
1590 Polk, Wisc.	26,929
1591 Schuylkill, Pa.	26,924
1592 Knox, Tex.	26,924
1593 Inyo, Cal.	26,922
1594 Silver Bow, Mont.	26,919
1595 Nolan, Tex.	26,917
1596 Redwood, Minn.	26,914
1597 Cooke, Tex.	26,914
1598 Hunt, Tex.	26,911
1599 Lyman, S.D.	26,907
1600 Brown, Kans.	26,905
1601 Rock, Neb.	26,905
1602 Escambia, Ala.	26,902
1603 Deer Lodge, Mont.	26,891
1604 Shawano, Wisc.	26,889
1605 Wayne, N.C.	26,880
1606 Kandiyohi, Minn.	26,878
1607 Boone, W.Va.	26,878
1608 Union, Fla.	26,866
1609 Iberville, La.	26,866
1610 Mitchell, Kans.	26,862
1611 Effingham, Ga.	26,859
1612 Nelson, Ky.	26,858
1613 Chariton, Mo.	26,857
1614 Tipton, Tenn.	26,856
1615 Stone, Miss.	26,854
1616 Baldwin, Ala.	26,852
1617 Rush, Kans.	26,850
1618 Worcester, Md.	26,847
1619 Coffee, Ala.	26,838
1620 Hancock, Ky.	26,838
1621 Mineral, W.Va.	26,838
1622 El Paso, Tex.	26,830
1623 Windham, Vt.	26,830
1624 Susquehanna, Pa.	26,824
1625 Martin, Ind.	26,822
1626 Ellis, Okla.	26,820
1627 Dixon, Neb.	26,817
1628 Fayette, Pa.	26,812
1629 Hendry, Fla.	26,811
1630 Muscogee, Ga.	26,808
1631 Cedar, Neb.	26,802
1632 Upshur, Tex.	26,799
1633 Clatsop, Ore.	26,796
1634 Dorchester, Md.	26,793
1635 Swisher, Tex.	26,787
1636 Esmeralda, Nev.	26,782
1637 Mecosta, Mich.	26,779
1638 Stephens, Okla.	26,775
1639 Stanly, N.C.	26,772
1640 Banks, Ga.	26,768
1641 Rusk, Tex.	26,767
1642 Dewey, Okla.	26,756
1643 Toole, Mont.	26,750
1644 Panola, Tex.	26,749
1645 Lawrence, Ind.	26,748
1646 Murray, Minn.	26,735
1647 Jerome, Ida.	26,732
1648 Harrison, Tex.	26,729
1649 Floyd, Ga.	26,726
1650 Gallatin, Ill.	26,724
1651 Collingsworth, Tex.	26,722
1652 Clinton, Pa.	26,712
1653 South Boston, Va.	26,712
1654 Blount, Tenn.	26,703
1655 Houston, Minn.	26,694
1656 Washington, Tenn.	26,679
1657 Knox, Ind.	26,678
1658 Adair, Ia.	26,668
1659 Santa Fe, N.M.	26,668
1660 Wayne, Ga.	26,663
1661 Valley, Mont.	26,662
1662 Pierce, Neb.	26,661
1663 Roberts, S.D.	26,661
1664 Yakima, Wash.	26,661
1665 Hayes, Neb.	26,659
1666 Piscataquis, Me.	26,655
1667 Yadkin, N.C.	26,651
1668 Ripley, Ind.	26,649
1669 Hancock, Miss.	26,643
1670 Onslow, N.C.	26,640
1671 Muskingum, Ohio	26,634
1672 Yukon-Koyukuk, Ak.	26,627
1673 Livingston, Mo.	26,624
1674 Gallatin, Mont.	26,621
1675 Noble, Ohio	26,621
1676 Marquette, Mich.	26,619
1677 Hardeman, Tex.	26,619
1678 Cimarron, Okla.	26,611
1679 Meriwether, Ga.	26,609
1680 Caroline, Md.	26,607
1681 Canyon, Ida.	26,605
1682 Christian, Mo.	26,604
1683 Rockingham, N.C.	26,598
1684 Lewis, Wash.	26,596
1685 Haywood, N.C.	26,582
1686 Jasper, Mo.	26,576
1687 Henry, Va.	26,575
1688 Wasatch, Utah	26,570
1689 Wells, N.D.	26,568
1690 Emmet, Mich.	26,564
1691 Benson, N.D.	26,564
1692 Union, Ind.	26,563
1693 Harrison, Ia.	26,563
1694 Lincoln, Wisc.	26,555
1695 Atchison, Mo.	26,554
1696 Walker, Tex.	26,547
1697 Noble, Okla.	26,546
1698 Cassia, Ida.	26,545
1699 Juneau, Wisc.	26,537
1700 Anderson, Tex.	26,536
1701 Trimble, Ky.	26,534
1702 Wayne, Pa.	26,527
1703 Potter, Tex.	26,523
1704 Trempealeau, Wisc.	26,523
1705 Lincoln, Mo.	26,514
1706 Hitchcock, Neb.	26,507
1707 Labette, Kans.	26,504
1708 Hardin, Ky.	26,495
1709 Natchitoches, La.	26,485
1710 Keya Paha, Neb.	26,480
1711 Hillsdale, Mich.	26,473
1712 Humboldt, Cal.	26,472
1713 Yates, N.Y.	26,471
1714 Bottineau, N.D.	26,469
1715 Guernsey, Ohio	26,469
1716 Utah, Utah	26,465
1717 Ashley, Ark.	26,464
1718 McPherson, Neb.	26,461
1719 Karnes, Tex.	26,449
1720 Morris, Kans.	26,441
1721 Jefferson, Ida.	26,437
1722 Logan, Ohio	26,434
1723 Bastrop, Tex.	26,432
1724 Alpena, Mich.	26,431
1725 Dodge, Ga.	26,421
1726 Jasper, Tex.	26,419
1727 Powell, Mont.	26,417
1728 Carteret, N.C.	26,415
1729 Craven, N.C.	26,411
1730 Fremont, Ida.	26,408
1731 Freestone, Tex.	26,407
1732 Caldwell, N.C.	26,405
1733 Somerset, Me.	26,402
1734 Mason, Mich.	26,389
1735 Fayette, Ohio	26,388
1736 Sevier, Utah	26,383
1737 Calhoun, Ala.	26,382
1738 Oneida, Wisc.	26,381
1739 Knox, Ohio	26,377
1740 Marion, Kans.	26,374
1741 Lincoln, N.C.	26,370
1742 Madison, Ky.	26,367
1743 Graves, Ky.	26,366
1744 Wyoming, W.Va.	26,358
1745 Burke, N.C.	26,355
1746 Eddy, N.D.	26,355
1747 Allen, Kans.	26,351
1748 Marion, W.Va.	26,350
1749 Brown, Ohio	26,348
1750 Crook, Ore.	26,348
1751 Grant, Ore.	26,342
1752 Rhea, Tenn.	26,338
1753 Tripp, S.D.	26,332
1754 Sheridan, Mont.	26,322
1755 Jones, Tex.	26,318
1756 Jackson, Ga.	26,311
1757 Lonoke, Ark.	26,308
1758 Camp, Tex.	26,300
1759 Clayton, Ia.	26,307
1760 Cache, Utah	26,304
1761 Acadia, La.	26,302
1762 Franklin, Tex.	26,299
1763 Madison, Miss.	26,294
1764 Tangipahoa, La.	26,293
1765 Roanoke, Va.	26,292
1766 Franklin, Ida.	26,291
1767 Norton, Kans.	26,285
1768 Cass, Tex.	26,285
1769 Mahaska, Ia.	26,283
1770 Sevier, Tenn.	26,283
1771 Sioux, N.D.	26,281
1772 Horry, S.C.	26,277
1773 Franklin, Ill.	26,276
1774 Coconino, Ariz.	26,264
1775 Greene, N.C.	26,255
1776 Bulloch, Ga.	26,253
1777 Crawford, Ga.	26,253
1778 San Juan, N.M.	26,246
1779 Concho, Tex.	26,239
1780 Wilbarger, Tex.	26,238
1781 Moniteau, Mo.	26,228
1782 Manatee, Fla.	26,227
1783 Blaine, Okla.	26,211
1784 St. Clair, Ala.	26,210
1785 Bandera, Tex.	26,209
1786 Scott, Ill.	26,206
1787 Stevens, Minn.	26,199
1788 Hamilton, N.Y.	26,196
1789 Webster, Ky.	26,192
1790 Edgecombe, N.C.	26,192
1791 Pottawatomie, Okla.	26,180
1792 Bee, Tex.	26,178
1793 Kit Carson, Colo.	26,176
1794 Carroll, Mo.	26,174
1795 Ballard, Ky.	26,171
1796 Madison, Tenn.	26,167
1797 Southampton, Va.	26,164
1798 Tuolumne, Cal.	26,157
1799 Turner, S.D.	26,157
1800 Phillips, Colo.	26,156
1801 Llano, Tex.	26,154
1802 Butte, Ida.	26,150
1803 Gallatin, Ky.	26,148
1804 Pennington, Minn.	26,145
1805 Haakon, S.D.	26,145
1806 Storey, Nev	26,141
1807 Jackson, Ore.	26,129
1808 Scotland, N.C.	26,117
1809 Modoc, Cal.	26,114
1810 Monongalia, W.Va.	26,112
1811 Owen, Ind.	26,111
1812 Curry, Ore.	26,108
1813 Crawford, Ark.	26,105
1814 Sierra, Cal.	26,103
1815 Clarke, Ala.	26,102
1816 Bedford, Pa.	26,098
1817 Madison, Va.	26,088
1818 Jefferson, Ore.	26,082
1819 Putnam, Ga.	26,079
1820 Uintah, Utah	26,079
1821 Garfield, Mont.	26,057
1822 Umatilla, Ore.	26,056
1823 Cherokee, S.C.	26,046
1824 Sully, S.D.	26,042
1825 Wallace, Kans.	26,040
1826 Pender, N.C.	26,037
1827 Roger Mills, Okla.	26,036
1828 Adams, Wisc.	26,032
1829 La Moure, N.D.	26,026
1830 Medina, Tex.	26,025
1831 Monroe, Ia.	26,014
1832 Grant, Neb.	26,014
1833 Roosevelt, Mont.	26,009
1834 Oktibbeha, Miss.	25,998
1835 Eddy, N.M.	25,995
1836 Hyde, S.D.	25,994
1837 Washington, Colo.	25,986
1838 Jackson, Wisc.	25,986
1839 Trigg, Ky.	25,984
1840 Webster, La.	25,969
1841 Meade, Ky.	25,955
1842 Sullivan, Ind.	25,953
1843 Charlevoix, Mich.	25,951
1844 Cleveland, N.C.	25,944
1845 Lamar, Ga.	25,938
1846 Knox, Me.	25,930
1847 Newton, Mo.	25,927
1848 Burke, N.D.	25,927
1849 Vermillion, Ind.	25,921
1850 Craighead, Ark.	25,914
1851 Gasconade, Mo.	25,907
1852 Chippewa, Minn.	25,903
1853 Lincoln, Colo.	25,898
1854 Cameron, Pa.	25,889
1855 Union, Ill.	25,883
1856 Daniels, Mont.	25,881
1857 Trousdale, Tenn.	25,881
1858 Ellsworth, Kans.	25,878
1859 Callahan, Tex.	25,873
1860 Alleghany, Va.	25,872
1861 Peach, Ga.	25,864
1862 Lee, Miss.	25,861
1863 Parke, Ind.	25,852
1864 Anderson, S.C.	25,850
1865 Lamoille, Vt.	25,835
1866 Cook, Minn.	25,828
1867 Lafayette, Miss.	25,821
1868 Montgomery, Kans.	25,815
1869 Huntingdon, Pa.	25,812
1870 Blanco, Tex.	25,807
1871 Camden, Ga.	25,806
1872 Mason, Ky.	25,803
1873 Greene, Ill.	25,801
1874 Henderson, Tex.	25,799
1875 Thomas, Ga.	25,794
1876 Wilkes, N.C.	25,793
1877 Montgomery, Tenn.	25,793
1878 Logan, W.Va.	25,786
1879 Bourbon, Kans.	25,782
1880 Palo Pinto, Tex.	25,777
1881 Harrison, W.Va.	25,777
1882 Fulton, Pa.	25,772
1883 Wayne, Ill.	25,767
1884 Granville, N.C.	25,760
1885 St. Louis, Minn.	25,746
1886 St. Martin, La.	25,745
1887 Polk, Fla.	25,740
1888 Siskiyou, Cal.	25,737
1889 Pike, Ill.	25,737
1890 Crawford, Wisc.	25,737
1891 Greene, Ind.	25,724
1892 Vernon, Wisc.	25,723
1893 Charlotte, Fla.	25,719
1894 Columbia, Wash.	25,718
1895 Clay, Ind.	25,709
1896 Richmond, N.C.	25,704
1897 Madison, Ida.	25,703
1898 Clay, Kans.	25,696
1899 Allegany, Md.	25,693
1900 Saline, Ill.	25,686
1901 Stonewall, Tex.	25,683
1902 Cooper, Mo.	25,679
1903 Perry, Mo.	25,679
1904 Webster, Neb.	25,672
1905 Oconto, Wisc.	25,670
1906 Carlisle, Ky.	25,665
1907 San Juan, Colo.	25,660
1908 Mason, Tex.	25,654
1909 Anderson, Kans.	25,647

1910 Union, Ore. 25,639
1911 Clark, Wisc. 25,633
1912 Nacogdoches, Tex. 25,631
1913 Albany, Wyo. 25,630
1914 Trinity, Cal. 25,627
1915 Warren, Va. 25,626
1916 Curry, N.M. 25,624
1917 Carroll, Ky. 25,620
1918 Neosho, Kans. 25,619
1919 Grady, Okla. 25,619
1920 Brown, Tex. 25,613
1921 Barron, Wisc. 25,611
1922 Mendocino, Cal. 25,607
1923 Columbia, Fla. 25,604
1924 Lincoln, Ore. 25,603
1925 Elmore, Ida. 25,594
1926 Mineral, Mont. 25,589
1927 Randolph, Mo. 25,582
1928 Stephens, Tex. 25,565
1929 Union, Ark. 25,563
1930 Goliad, Tex. 25,549
1931 Jefferson, Ga. 25,541
1932 Spencer, Ky. 25,541
1933 Lake, Ore. 25,540
1934 Pointe Coupee, La. 25,538
1935 Garden, Neb. 25,534
1936 Marinette, Wisc. 25,526
1937 Sedgwick, Colo. 25,522
1938 Catoosa, Ga. 25,521
1939 Ohio, Ky. 25,521
1940 Delta, Mich. 25,521
1941 Lowndes, Miss. 25,508
1942 Bent, Colo. 25,506
1943 Russell, Ala. 25,499
1944 Deuel, S.D. 25,493
1945 Langlade, Wisc. 25,489
1946 Baylor, Tex. 25,483
1947 Santa Cruz, Ariz. 25,482
1948 Conway, Ark. 25,482
1949 Mathews, Va. 25,475
1950 Waushara, Wisc. 25,467
1951 Polk, Minn. 25,466
1952 Donley, Tex. 25,458
1953 Greenwood, S.C. 25,451
1954 Tyrrell, N.C. 25,449
1955 Walker, Ala. 25,445
1956 Polk, N.C. 25,442
1957 Troup, Ga. 25,435
1958 Benzie, Mich. 25,432
1959 Boone, Neb. 25,427
1960 Logan, Okla. 25,427
1961 Lac Qui Parle, Minn. 25,424
1962 Kanabec, Minn. 25,421
1963 Hancock, Me. 25,416
1964 Clark, Mo. 25,416
1965 Calloway, Ky. 25,400
1966 Kingsbury, S.D. 25,399
1967 Valencia, N.M. 25,386
1968 Issaquena, Miss. 25,378
1969 Franklin, Neb. 25,370
1970 Yellow Medicine, Minn. 25,369
1971 Chester, S.C. 25,364
1972 Potter, Pa. 25,355
1973 Caldwell, Tex. 25,353
1974 Lamar, Miss. 25,341
1975 Ottawa, Kans. 25,339
1976 Laurens, S.C. 25,339
1977 San Miguel, Colo. 25,329
1978 Jackson, Ill. 25,327
1979 Butte, Cal. 25,314
1980 Wayne, Tenn. 25,314
1981 Jefferson, Tenn. 25,313
1982 Tate, Miss. 25,309
1983 Hopkins, Tex. 25,306
1984 Grimes, Tex. 25,300
1985 Screven, Ga. 25,295
1986 Adams, Ida. 25,295
1987 Concordia, La. 25,290
1988 Cherokee, Tex. 25,283
1989 Vernon, Mo. 25,277
1990 Lincoln, Kans. 25,276
1991 Randolph, W.Va. 25,275
1992 Davis, Ia. 25,267
1993 McCook, S.D. 25,259
1994 Taylor, Fla. 25,255
1995 Carter, Okla. 25,253
1996 Carroll, Ga. 25,250
1997 Bristol, Va. 25,247
1998 Mason, Wash. 25,234
1999 Somerset, Md. 25,233
2000 Adams, Ia. 25,225
2001 Nelson, N.D. 25,223
2002 Van Zandt, Tex. 25,223
2003 Wilson, Tex. 25,215
2004 Mercer, W.Va. 25,213
2005 Talbot, Ga. 25,211
2006 Treasure, Mont. 25,206
2007 Mille Lacs, Minn. 25,198
2008 Wilkinson, Ga. 25,194
2009 Livingston, Ky. 25,193
2010 Marion, Mo. 25,191
2011 Orange, Vt. 25,191
2012 Luce, Mich. 25,190
2013 Sheridan, N.D. 25,184
2014 Lowndes, Ga. 25,173
2015 Adair, Mo. 25,168
2016 Colbert, Ala. 25,167
2017 Linn, Kans. 25,167
2018 Belmont, Ohio 25,160
2019 Barrow, Ga. 25,157
2020 Franklin, Tenn. 25,156
2021 Wood, Tex. 25,155
2022 Gillespie, Tex. 25,153
2023 Montezuma, Colo. 25,151
2024 Massac, Ill. 25,150
2025 Montgomery, Va. 25,136
2026 Hand, S.D. 25,135
2027 Lewis, Tenn. 25,134
2028 Banner, Neb. 25,125
2029 Somerset, Pa. 25,115
2030 Chautauqua, Kans. 25,105
2031 Jefferson, Wash. 25,092
2032 Wayne, W.Va. 25,092
2033 Nicholas, W.Va. 25,091
2034 Tillamook, Ore. 25,081
2035 Traverse, Minn. 25,078
2036 Goshen, Wyo. 25,078
2037 Osborne, Kans. 25,075
2038 Sumter, Ga. 25,070
2039 Corson, S.D. 25,068
2040 Lauderdale, Ala. 25,065
2041 Sherman, Ore. 25,058
2042 Boone, Ark. 25,047
2043 Dolores, Colo. 25,032
2044 Briscoe, Tex. 25,028
2045 Lauderdale, Miss. 25,018
2046 Howard, Mo. 25,009
2047 Pittsylvania, Va. 25,006
2048 Todd, Ky. 25,004
2049 St. Lucie, Fla. 25,002
2050 Okanogan, Wash. 24,997
2051 Morgan, Ga. 24,993
2052 Crittenden, Ark. 24,992
2053 Obion, Tenn. 24,988
2054 Big Horn, Wyo. 24,982
2055 Bates, Mo. 24,980
2056 Emmons, N.D. 24,978
2057 Grant, La. 24,974
2058 Caledonia, Vt. 24,972
2059 Milam, Tex. 24,971
2060 Washington, Ind. 24,970
2061 McLean, Ky. 24,968
2062 Mariposa, Cal. 24,958
2063 Daviess, Ind. 24,958
2064 Clark, Ark. 24,951
2065 Hocking, Ohio 24,951
2066 Brooke, W.Va. 24,949
2067 Furnas, Neb. 24,943
2068 Marquette, Wisc. 24,943
2069 Duchesne, Utah 24,942
2070 Potter, S.D. 24,936
2071 Tehama, Cal. 24,927
2072 Worth, Ga. 24,925
2073 Pendleton, Ky. 24,925
2074 Beckham, Okla. 24,919
2075 Cochise, Ariz. 24,912
2076 Cloud, Kans. 24,911
2077 Crawford, Mo. 24,910
2078 Berrien, Ga. 24,904
2079 Jackson, Ala. 24,902
2080 Petersburg, Va. 24,897
2081 Pike, Ky. 24,896
2082 Henry, Mo. 24,896
2083 Jeff Davis, Ga. 24,892
2084 Perry, Ohio 24,879
2085 Pawnee, Okla. 24,877
2086 Navarro, Tex. 24,872
2087 Drew, Ark. 24,864
2088 Hamlin, S.D. 24,856
2089 De Soto, La. 24,852
2090 Darlington, S.C. 24,851
2091 Carter, Mont. 24,850
2092 Lavaca, Tex. 24,850
2093 Harper, Kans. 24,842
2094 Clifton Forge, Va. 24,839
2095 Northumberland, Va. 24,838
2096 Mercer, Ky. 24,837
2097 Person, N.C. 24,835
2098 Covington, Va. 24,835
2099 Lewis, Mo. 24,823
2100 McDowell, N.C. 24,820
2101 Fannin, Tex. 24,808
2102 Wakulla, Fla. 24,799
2103 Yuma, Colo. 24,791
2104 Lucas, Ia. 24,775
2105 Lincoln, Mont. 24,773
2106 Pulaski, Va. 24,771
2107 Columbia, Ark. 24,767
2108 Teton, Mont. 24,761
2109 Elk, Kans. 24,753
2110 Scioto, Ohio 24,742
2111 La Salle, La. 24,737
2112 Del Norte, Cal. 24,735
2113 Lake, Fla. 24,735
2114 Maury, Tenn. 24,732
2115 Barren, Ky. 24,725
2116 Runnels, Tex. 24,721
2117 Hidalgo, N.M. 24,717
2118 Murray, Ga. 24,716
2119 Hoke, N.C. 24,716
2120 Jackson, Okla. 24,716
2121 Dewey Co, S.D. 24,715
2122 Calhoun, Ill. 24,712
2123 Tift, Ga. 24,707
2124 Watauga, N.C. 24,707
2125 Flagler, Fla. 24,706
2126 Union, S.C. 24,704
2127 Glacier, Mont. 24,701
2128 Vernon, La. 24,694
2129 Antrim, Mich. 24,694
2130 Perry, Tenn. 24,693
2131 Ware, Ga. 24,680
2132 Long, Ga. 24,679
2133 Washington, Kans. 24,675
2134 Webster, Miss. 24,673
2135 Pasquotank, N.C. 24,673
2136 Seminole, Ga. 24,663
2137 Logan, N.D. 24,652
2138 Culberson, Tex. 24,646
2139 Highland, Va. 24,646
2140 Throckmorton, Tex. 24,645
2141 Sussex, Va. 24,634
2142 Lawrence, Miss. 24,633
2143 Knox, Neb. 24,633
2144 Hempstead, Ark. 24,624
2145 Lancaster, Va. 24,618
2146 Muskogee, Okla. 24,611
2147 Camden, Mo. 24,608
2148 Gordon, Ga. 24,607
2149 Bartow, Ga. 24,595
2150 Imperial, Cal. 24,593
2151 Irwin, Ga. 24,590
2152 Northumberland, Pa. 24,589
2153 Rowan, Ky. 24,578
2154 Franklin, Va. 24,576
2155 Alger, Mich. 24,575
2156 Highland, Ohio 24,574
2157 Fayette, Tex. 24,570
2158 Pocahontas, W.Va. 24,563
2159 Lincoln N.M. 24,562
2160 Surry, N.C. 24,558
2161 Dallas, Ark. 24,557
2162 Morgan, Ohio 24,554
2163 Etowah, Ala. 24,551
2164 Greenbrier, W.Va. 24,541
2165 Miller, Mo. 24,531
2166 Cross, Ark. 24,527
2167 Rio Grande, Colo. 24,524
2168 Woodson, Kans. 24,523
2169 Park, Mont. 24,519
2170 Lincoln, Ga. 24,518
2171 Monroe, Tenn. 24,514
2172 Pasco, Fla. 24,513
2173 Dundy, Neb. 24,508
2174 Camas, Ida. 24,507
2175 Lamar, Tex. 24,506
2176 Caroline, Va. 24,504
2177 Upson, Ga. 24,494
2178 Love, Okla. 24,492
2179 Marshall, S.D. 24,476
2180 Mississippi, Mo. 24,463
2181 Bryan, Ga. 24,457
2182 Essex, Vt. 24,457
2183 Kalkaska, Mich. 24,453
2184 Pipestone, Minn. 24,448
2185 Greene, Tenn. 24,448
2186 Essex, Va. 24,446
2187 Garland, Ark. 24,442
2188 Meagher, Mont. 24,441
2189 Childress, Tex. 24,438
2190 Westmoreland, Va. 24,435
2191 Allamakee, Ia. 24,428
2192 Logan, Ky. 24,422
2193 Laurel, Ky. 24,420
2194 Grant, Minn. 24,417
2195 Bedford, Va. 24,414
2196 Menominee, Wisc. 24,406
2197 Robertson, Tex. 24,402
2198 Leon, Tex. 24,399
2199 Liberty, Ga. 24,398
2200 Fillmore, Minn. 24,396
2201 Monroe, Ala. 24,393
2202 Gooding, Ida. 24,393
2203 Otero, N.M. 24,384
2204 Harlan, Neb. 24,379
2205 Jenkins, Ga. 24,378
2206 Oceana, Mich. 24,372
2207 Stevens, Wash. 24,371
2208 Henry, Ala. 24,359
2209 Washington, Ala. 24,359
2210 Washington, La. 24,335
2211 Becker, Minn. 24,334
2212 Edmunds, S.D. 24,328
2213 Franklin, Ala. 24,327
2214 Colleton, S.C. 24,326
2215 Jack, Tex. 24,312
2216 Dona Ana, N.M. 24,311
2217 Volusia, Fla. 24,307
2218 Montgomery, Ky. 24,306
2219 Twiggs, Ga. 24,303
2220 Baker, Ore. 24,299
2221 Poinsett, Ark. 24,292
2222 Henry, Ky. 24,287
2223 Day, S.D. 24,286
2224 Lee, Ala. 24,276
2225 Monroe, Mo. 24,276
2226 Putnam, Tenn. 24,272
2227 Jewell, Kans. 24,270
2228 Morrill, Neb. 24,262
2229 Mellette, S.D. 24,260
2230 Brunswick, N.C. 24,256
2231 Kittson, Minn. 24,253
2232 Grenada, Miss. 24,253
2233 Cheyenne, Colo. 24,248
2234 Mayes, Okla. 24,245
2235 Jackson, N.C. 24,243
2236 Gates, N.C. 24,236
2237 Emanuel, Ga. 24,231
2238 Lamar, Ala. 24,229
2239 Pulaski, Ga. 24,227
2240 Taylor, Ia. 24,227
2241 Gulf, Fla. 24,225
2242 Oglethorpe, Ga. 24,224
2243 Wallowa, Ore. 24,220
2244 Norman, Minn. 24,212
2245 Howard, Ark. 24,208
2246 Lemhi, Ida. 24,207
2247 Hill, Tex. 24,188
2248 Stewart, Tenn. 24,185
2249 Macon, N.C. 24,183
2250 Montgomery, N.C. 24,177
2251 Chippewa, Mich. 24,176
2252 Caldwell, Ky. 24,174
2253 Newaygo, Mich. 24,163
2254 Payne, Okla. 24,157
2255 Polk, Tenn. 24,156
2256 Hardee, Fla. 24,153
2257 Independence, Ark. 24,139
2258 Lawrence, Mo. 24,128
2259 Jones, Miss. 24,118
2260 McIntosh, N.D. 24,116
2261 Caswell, N.C. 24,113
2262 Hutchinson, S.D. 24,112
2263 Webster, Mo. 24,058
2264 Danville, Va. 24,093
2265 Clay, Miss. 24,092
2266 Rolette, N.D. 24,087
2267 White, Ark. 24,079
2268 Nance, Neb. 24,074
2269 Big Stone, Minn. 24,072
2270 Johnson, Ill. 24,066
2271 Decatur, Ia. 24,065
2272 Brule, S.D. 24,062
2273 Marion, Ky. 24,058
2274 Williamsburg, S.C. 24,048
2275 Van Buren, Ia. 24,047
2276 Mitchell, Ga. 24,044
2277 Erath, Tex. 24,038
2278 Shenandoah, Va. 24,032
2279 Vilas, Wisc. 24,031
2280 Kidder, N.D. 24,027
2281 Bracken, Ky. 24,024
2282 Allen, La. 24,011
2283 Newton, Tex. 24,010
2284 Pinal, Ariz. 24,007
2285 Emporia, Va. 24,005
2286 Beaufort, N.C. 24,003
2287 Brown, Ill. 23,997
2288 Yazoo, Miss. 23,996
2289 Macon, Mo. 23,967
2290 Pend Oreille, Wash. 23,967
2291 Alcorn, Miss. 23,966
2292 Smith, Tenn. 23,960
2293 Florence, Wisc. 23,960
2294 St. Landry, La. 23,958
2295 Charlton, Ga. 23,956
2296 Atascosa, Tex. 23,953
2297 Athens, Ohio 23,952
2298 George, Miss. 23,947
2299 Forest, Pa. 23,929
2300 Turner, Ga. 23,923
2301 Ouachita, Ark. 23,921
2302 Clay, Ill. 23,917
2303 Claiborne, Miss. 23,915
2304 Nowata, Okla. 23,915
2305 Bon Homme, S.D. 23,911
2306 Richmond, Va. 23,911
2307 Hertford, N.C. 23,907
2308 Moore, Tenn. 23,898
2309 Rockbridge, Va. 23,897
2310 Hall, Tex. 23,891
2311 Hot Spring, Ark. 23,886
2312 Giles, Va. 23,886
2313 Preston, W.Va. 23,879
2314 McHenry, N.D. 23,869
2315 Judith Basin, Mont. 23,868
2316 Lincoln, Ark. 23,866
2317 Barry, Mo. 23,864
2318 Navajo, Ariz. 23,859
2319 Menominee, Mich. 23,854
2320 Russell, Va. 23,853
2321 Thomas, Neb. 23,850
2322 Barnwell, S.C. 23,850
2323 Tyler, Tex. 23,846
2324 Caddo, Okla. 23,842
2325 Baxter, Ark. 23,829
2326 Forrest, Miss. 23,829
2327 Presque Isle, Mich. 23,828
2328 Pacific, Wash. 23,822
2329 Alamosa, Colo. 23,817
2330 Taney, Mo. 23,803

2331 Chaves, N.M. 23,799
2332 Montgomery, Mo. 23,788
2333 Calhoun, Fla. 23,787
2334 Republic, Kans. 23,773
2335 Franklin, Va. 23,765
2336 Jasper, Ga. 23,761
2337 Maries, Mo. 23,759
2338 Hart, Ga. 23,752
2339 Perry, Ky. 23,724
2340 Antelope, Neb. 23,722
2341 Glascock, Ga. 23,721
2342 Winston, Ala. 23,717
2343 Miller, Ark. 23,715
2344 Washington, Me. 23,711
2345 Jim Hogg, Tex. 23,709
2346 Yuba, Cal. 23,706
2347 Knox, Mo. 23,697
2348 Sevier, Ark. 23,696
2349 Marshall, Minn. 23,690
2350 Laclede, Mo. 23,688
2351 Valley, Neb. 23,688
2352 Broadwater, Mont. 23,684
2353 Sweet Grass, Mont. 23,682
2354 McDuffie, Ga. 23,675
2355 Caldwell, Mo. 23,673
2356 Desha, Ark. 23,671
2357 Pearl River, Miss. 23,664
2358 Mohave, Ariz. 23,663
2359 Linn, Mo. 23,657
2360 Shannon, S.D. 23,648
2361 Summers, W.Va. 23,648
2362 Mississippi, Ark. 23,642
2363 Arenac, Mich. 23,631
2364 Holt, Mo. 23,614
2365 Walker, Ga. 23,607
2366 Bradford, Fla. 23,596
2367 Baca, Colo. 23,595
2368 Douglas, Minn. 23,591
2369 Appanoose, Ia. 23,590
2370 Calhoun, S.C. 23,582
2371 De Witt, Tex. 23,582
2372 Hampshire, W.Va. 23,582
2373 Terrell, Ga. 23,572
2374 Crittenden, Ky. 23,553
2375 Daviess, Mo. 23,553
2376 Scotland, Mo. 23,551
2377 Surry, Va. 23,551
2378 Pine, Minn. 23,549
2379 Fulton, Ky. 23,548
2380 Buchanan, Va. 23,548
2381 Dyer, Tenn. 23,545
2382 Waldo, Me. 23,544
2383 Jerauld, S.D. 23,537
2384 Swift, Minn. 23,536
2385 Red River, La. 23,528
2386 Yuma, Ariz. 23,527
2387 Geneva, Ala. 23,522
2388 Marion, Tenn. 23,513
2389 Clarke, Ia. 23,510
2390 Randolph, Ark. 23,504
2391 Tishomingo, Miss. 23,500
2392 Loup, Neb. 23,500
2393 Wexford, Mich. 23,498
2394 Hopewell, Va. 23,498
2395 Holt, Neb. 23,493
2396 De Kalb, Mo. 23,491
2397 Meigs, Ohio 23,488
2398 Bonner, Ida. 23,483
2399 Washington, Ida. 23,483
2400 Tillman, Okla. 23,478
2401 New Madrid, Mo. 23,471
2402 Hamilton, Ill. 23,470
2403 Jasper, S.C. 23,470
2404 Prowers, Colo. 23,464
2405 Kimble, Tex. 23,462
2406 Bedford, Tenn. 23,458
2407 Washington, Me. 23,444
2408 Walton, Fla. 23,435
2409 Okeechobee, Fla. 23,419
2410 Habersham, Ga. 23,415
2411 Taylor, Ky. 23,409
2412 Hudspeth, Tex. 23,401
2413 Bienville, La. 23,397
2414 Johnston, N.C. 23,394
2415 Pontotoc, Okla. 23,394
2416 Haralson, Ga. 23,392
2417 Grundy, Mo. 23,391
2418 Marengo, Ala. 23,388
2419 Fayette, Ala. 23,381
2420 Marshall, Miss. 23,361
2421 Wirt, W.Va. 23,358
2422 Brown, Neb. 23,356
2423 Hawkins, Tenn. 23,354
2424 Colfax, N.M. 23,346
2425 Nevada, Ark. 23,342
2426 Craig, Va. 23,341
2427 Pawnee, Neb. 23,335
2428 San Jacinto, Tex. 23,334
2429 Duval, Tex. 23,330
2430 Val Verde, Tex. 23,327
2431 Pamlico, N.C. 23,323
2432 Aurora, S.D. 23,319
2433 Wheeler, Ga. 23,318
2434 San Saba, Tex. 23,316
2435 Washington, Ga. 23,313
2436 Franklin, Ark. 23,309
2437 Kenedy, Tex. 23,304
2438 Gadsden, Fla. 23,300
2439 Motley, Tex. 23,300
2440 Jackson, Ark. 23,281
2441 Fayette, W.Va. 23,281
2442 Shelby, Mo. 23,274
2443 Beaverhead, Mont. 23,272
2444 Blount, Ala. 23,262
2445 Washburn, Wisc. 23,258
2446 Mingo, W.Va. 23,252
2447 Morrison, Minn. 23,247
2448 Franklin, N.C. 23,247
2449 Cherokee, Kans. 23,237
2450 Tallapoosa, Ala. 23,236
2451 Lincoln, Ida. 23,236
2452 Upshur, W.Va. 23,235
2453 Crisp, Ga. 23,234
2454 Madison, Ga. 23,227
2455 Lumpkin, Ga. 23,217
2456 Fremont, Colo. 23,214
2457 Archuleta, Colo. 23,211
2458 Stephens, Ga. 23,194
2459 Todd, S.D. 23,192
2460 Rutherford, N.C. 23,188
2461 Pueblo, Colo. 23,187
2462 Harnett, N.C. 23,184
2463 Quay, N.M. 23,180
2464 Claiborne, La. 23,178
2465 Union, N.M. 23,170
2466 Bibb, Ala. 23,163
2467 Jackson, Ohio 23,162
2468 Decatur, Ga. 23,157
2469 Washington, Miss. 23,156
2470 Ashland, Wisc. 23,141
2471 Chilton, Ala. 23,130
2472 Chesterfield, S.C. 23,129
2473 Granite, Mont. 23,120
2474 Grant, W.Va. 23,120
2475 Heard, Ga. 23,113
2476 Webster, Ga. 23,112
2477 Macon, Tenn. 23,107
2478 Niobrara, Wyo. 23,104
2479 Marion, S.C. 23,102
2480 Sabine, La. 23,094
2481 Benton, Mo. 23,094
2482 Switzerland, Ind. 23,081
2483 Washington, Va. 23,081
2484 Colquitt, Ga. 23,074
2485 St. Francois, Mo. 23,074
2486 Dallam, Tex. 23,074
2487 Price, Wisc. 23,071
2488 Mecklenburg, Va. 23,069
2489 Graham, Ariz. 23,065
2490 King, Tex. 23,064
2491 Polk, Ga. 23,061
2492 Stone, Mo. 23,055
2493 Payette, Ida. 23,038
2494 Ravalli, Mont. 23,033
2495 Crockett, Tenn. 23,031
2496 Bennett, S.D. 23,030
2497 Cleburne, Ark. 23,013
2498 Uvalde, Tex. 23,012
2499 Otter Tail, Minn. 23,007
2500 Fayette, Tenn. 23,006
2501 Carroll, Ark. 22,996
2502 Smith, Kans. 22,995
2503 Rains, Tex. 22,995
2504 Mitchell, N.C. 22,993
2505 Harrison, Ky. 22,992
2506 Chambers, Ala. 22,989
2507 Limestone, Tex. 22,989
2508 Warren, Tenn. 22,987
2509 Floyd, Ky. 22,980
2510 Harding, N.M. 22,979
2511 Malheur, Ore. 22,976
2512 Ferry, Wash. 22,976
2513 Big Horn, Mont. 22,968
2514 Taylor, W.Va. 22,961
2515 Johnson, Ky. 22,954
2516 Schoolcraft, Mich. 22,951
2517 Miller, Ga. 22,947
2518 Otero, Colo. 22,945
2519 Dade, Ga. 22,926
2520 Fergus, Mont. 22,923
2521 Newberry, S.C. 22,923
2522 Adams, Miss. 22,919
2523 Monroe, Miss. 22,919
2524 Pope, Minn. 22,918
2525 Vance, N.C. 22,916
2526 Choctaw, Ala. 22,904
2527 Crawford, Ind. 22,895
2528 McDowell, W.Va. 22,893
2529 Lawrence, Ky. 22,889
2530 Gentry, Mo. 22,887
2531 Gonzales, Tex. 22,886
2532 Garrett, Md. 22,878
2533 Sumter, S.C. 22,868
2534 Pickens, Ga. 22,861
2535 Liberty, Fla. 22,858
2536 McCulloch, Tex. 22,849
2537 Lampasas, Tex. 22,846
2538 Shelby, Tex. 22,843
2539 Macon, Ga. 22,838
2540 Baker, Ga. 22,836
2541 Elbert, Ga. 22,825
2542 Greeley, Neb. 22,833
2543 Sumter, Ala. 22,817
2544 Stoddard, Mo. 22,816
2545 Martin, N.C. 22,806
2546 Early, Ga. 22,804
2547 McCone, Mont. 22,803
2548 Okmulgee, Okla. 22,803
2549 Columbus, N.C. 22,802
2550 Graham, N.C. 22,802
2551 Tucker, W.Va. 22,790
2552 Jefferson, Fla. 22,789
2553 Gladwin, Mich. 22,777
2554 Cheboygan, Mich. 22,773
2555 Orange, Ind. 22,771
2556 Montgomery, Ga. 22,770
2557 White, Ga. 22,766
2558 Cleveland, Ark. 22,765
2559 Johnson, Ark. 22,756
2560 Clark, S.D. 22,747
2561 Brantley, Ga. 22,742
2562 Craig, Okla. 22,742
2563 Gila, Ariz. 22,739
2564 Pike, Ark. 22,735
2565 St. Helena, La. 22,735
2566 Cleburne, Ala. 22,733
2567 Houston, Tex. 22,733
2568 Nicholas, Ky. 22,727
2569 Wise, Va. 22,726
2570 Talladega, Ala. 22,722
2571 Polk, Mo. 22,714
2572 Robeson, N.C. 22,708
2573 Gibson, Tenn. 22,704
2574 Warren, Ga. 22,702
2575 Murray, Okla. 22,696
2576 Jeff Davis, Tex. 22,692
2577 Carter, Ky. 22,690
2578 Jackson, Fla. 22,689
2579 Dillon, S.C. 22,683
2580 Grant, N.D. 22,675
2581 Buena Vista, Va. 22,674
2582 De Soto, Fla. 22,671
2583 Avery, N.C. 22,655
2584 Teton, Ida. 22,652
2585 Juab, Utah 22,651
2586 Webb, Tex. 22,646
2587 Avoyelles, La. 22,643
2588 Cullman, Ala. 22,633
2589 Prairie, Ark. 22,629
2590 Currituck, N.C. 22,621
2591 Bayfield, Wisc. 22,607
2592 Morehouse, La. 22,597
2593 Allen, Ky. 22,594
2594 Rusk, Wisc. 22,591
2595 Sampson, N.C. 22,585
2596 Tazewell, Va. 22,584
2597 Lincoln, Okla. 22,583
2598 Amelia, Va. 22,578
2599 Clarke, Miss. 22,570
2600 Marion, Ark. 22,567
2601 Cook, Ga. 22,564
2602 Boundary, Ida. 22,544
2603 Sullivan, Pa. 22,540
2604 Itawamba, Miss. 22,533
2605 Logan, Neb. 22,524
2606 Schley, Ga. 22,523
2607 Crawford, Mich. 22,521
2608 Osceola, Mich. 22,516
2609 Giles, Tenn. 22,514
2610 Sunflower, Miss. 22,513
2611 Page, Va. 22,510
2612 Musselshell, Mont. 22,502
2613 Rabun, Ga. 22,496
2614 Suwannee, Fla. 22,495
2615 Cumberland, Tenn. 22,495
2616 Pike, Ohio 22,488
2617 Covington, Ala. 22,484
2618 Harlan, Ky. 22,480
2619 Simpson, Miss. 22,476
2620 Daggett, Utah 22,474
2621 Beltrami, Minn. 22,473
2622 Marion, Ala. 22,471
2623 Chowan, N.C. 22,471
2624 Wilson, Kans. 22,468
2625 Wayne, Ia. 22,454
2626 Coleman, Tex. 22,453
2627 Orangeburg, S.C. 22,447
2628 Frio, Tex. 22,440
2629 Iron, Utah 22,434
2630 Garvin, Okla. 22,426
2631 Golden Valley, Mont. 22,424
2632 King and Queen, Va. 22,410
2633 Ontonagon, Mich. 22,404
2634 Dickinson, Mich. 22,403
2635 Lawrence, Ala. 22,402
2636 Hanson, S.D. 22,402
2637 Lewis, W.Va. 22,398
2638 Seminole, Okla. 22,395
2639 Lafayette, Fla. 22,392
2640 Marion, Fla. 22,392
2641 Garfield, Neb. 22,386
2642 Garrard, Ky. 22,382
2643 Roseau, Minn. 22,381
2644 Dade, Mo. 22,376
2645 Las Animas, Colo. 22,375
2646 Powell, Ky. 22,360
2647 Jefferson Davis, Miss. 22,360
2648 Ringgold, Ia. 22,354
2649 Morgan, Mo. 22,347
2650 Yell, Ark. 22,340
2651 Union, La. 22,337
2652 Josephine, Ore. 22,331
2653 Iron, Mo. 22,327
2654 Jackson, La. 22,326
2655 Charles Mix, S.D. 22,312
2656 Lincoln, Minn. 22,305
2657 Van Buren, Tenn. 22,300
2658 Lincoln, W.Va. 22,299
2659 Marshall, Tenn. 22,282
2660 Cannon, Tenn. 22,277
2661 Leflore, Miss. 22,265
2662 Harrison, Mo. 22,265
2663 Delta, Tex. 22,265
2664 Lincoln, Miss. 22,264
2665 Fluvanna, Va. 22,254
2666 Duplin, N.C. 22,248
2667 Logan, Ark. 22,247
2668 Vinton, Ohio 22,241
2669 Van Buren, Ark. 22,240
2670 Greene, Ark. 22,236
2671 Jones, N.C. 22,224
2672 Evangeline, La. 22,223
2673 Unicoi, Tenn. 22,222
2674 Estill, Ky. 22,221
2675 Crow Wing, Minn. 22,220
2676 Caldwell, La. 22,216
2677 Lafayette, Ark. 22,214
2678 Sherman, Neb. 22,213
2679 Bledsoe, Tenn. 22,213
2680 Pulaski, Ky. 22,210
2681 Chickasaw, Miss. 22,209
2682 Pope, Ill. 22,208
2683 Grainger, Tenn. 22,194
2684 Wilkes, Ga. 22,171
2685 Benton, Miss. 22,171
2686 Candler, Ga. 22,162
2687 Putnam, Fla. 22,150
2688 Neshoba, Miss. 22,146
2689 Montague, Tex. 22,145
2690 Roosevelt, N.M. 22,140
2691 Catahoula, La. 22,130
2692 Wheeler, Neb. 22,125
2693 San Augustine, Tex. 22,123
2694 Custer, Ida. 22,118
2695 Blaine, Neb. 22,118
2696 St. Francis, Ark. 22,105
2697 Chattooga, Ga. 22,103
2698 Dooly, Ga. 22,102
2699 Crawford, Kans. 22,097
2700 Dawson, Ga. 22,088
2701 Covington, Miss. 22,086
2702 Bacon, Ga. 22,085
2703 Willacy, Tex. 22,084
2704 Anson, N.C. 22,075
2705 Blaine, Mont. 22,069
2706 Greer, Okla. 22,063
2707 Highlands, Fla. 22,062
2708 Dallas, Ala. 22,055
2709 Alleghany, N.C. 22,054
2710 Bolivar, Miss. 22,052
2711 Bedford, Va. 22,046
2712 White, Tenn. 22,040
2713 Wilcox, Ga. 22,032
2714 Brewster, Tex. 22,019
2715 Pierce, Ga. 22,018
2716 Hidalgo, Tex. 22,014
2717 Lake, Mont. 22,013
2718 Prince Edward, Va. 22,000
2719 Mackinac, Mich. 21,997
2720 Marion, Miss. 21,994
2721 Ritchie, W.Va. 21,989
2722 Wadena, Minn. 21,980
2723 Bladen, N.C. 21,975
2724 Campbell, Tenn. 21,974
2725 Norton, Va. 21,968
2726 Wythe, Va. 21,964
2727 Accomac, Va. 21,962
2728 Richland, La. 21,961
2729 Schuyler, Mo. 21,949
2730 Iosco, Mich. 21,930
2731 Fleming, Ky. 21,929
2732 Lake of the Woods, Minn. 21,922
2733 Walthall, Miss. 21,922
2734 Calhoun, Ga. 21,912
2735 Prentiss, Miss. 21,910
2736 Middlesex, Va. 21,907
2737 Macon, Ala. 21,868
2738 Gilchrist, Fla. 21,859
2739 McDonald, Mo. 21,857
2740 Dickens, Tex. 21,856
2741 Faulk, S.D. 21,848
2742 Comanche, Tex. 21,847
2743 Evans, Ga. 21,833
2744 Barton, Mo. 21,831
2745 Polk, Tex. 21,823
2746 Butler, Mo. 21,818
2747 Sawyer, Wisc. 21,816
2748 Nottaway, Va. 21,811
2749 Barbour, W.Va. 21,808

2750	Madison, Mont.	21,806
2751	Mercer, Mo.	21,804
2752	Elliott, Ky.	21,793
2753	Lee, S.C.	21,789
2754	Hardeman, Tenn.	21,785
2755	Clark, Ida.	21,781
2756	Falls, Tex.	21,774
2757	Louisa, Va.	21,772
2758	Delta, Colo.	21,769
2759	Perry, Miss.	21,763
2760	Sanpete, Utah	21,762
2761	Monroe, W.Va.	21,755
2762	Abbeville, S.C.	21,753
2763	Missaukee, Mich.	21,739
2764	Letcher, Ky.	21,717
2765	Barbour, Ala.	21,709
2766	Clare, Mich.	21,707
2767	Breathitt, Ky.	21,706
2768	Toombs, Ga.	21,701
2769	Burnet, Tex.	21,697
2770	Union, Miss.	21,692
2771	Wibaux, Mont.	21,687
2772	Hampton, S.C.	21,685
2773	Tensas, La.	21,680
2774	Winn, La.	21,679
2775	Lake, Tenn.	21,679
2776	Wetzel, W.Va.	21,676
2777	Sanders, Mont.	21,658
2778	Owyhee, Ida.	21,656
2779	Cherokee, Ala.	21,654
2780	Owen, Ky.	21,654
2781	Hardy, W.Va.	21,649
2782	Yavapai, Ariz.	21,643
2783	Dunklin, Mo.	21,640
2784	Pike, Ala.	21,637
2785	Franklin, Ga.	21,633
2786	Scott, Miss.	21,601
2787	Pleasants, W.Va.	21,601
2788	Ottawa, Okla.	21,599
2789	Coffee, Ga.	21,593
2790	Roane, W.Va.	21,569
2791	Pontotoc, Miss.	21,564
2792	Sharkey, Miss.	21,558
2793	Greensville, Va.	21,555
2794	Ben Hill, Ga.	21,550
2795	Butler, Ala.	21,534
2796	Bosque, Tex.	21,524
2797	Ziebach, S.D.	21,514
2798	De Kalb, Ala.	21,510
2799	Clinch, Ga.	21,505
2800	Perry, Ark.	21,495
2801	Morgan, Tenn.	21,488
2802	Bland, Va.	21,468
2803	Sharp, Ark.	21,463
2804	Sumter, Fla.	21,459
2805	Dallas, Mo.	21,453
2806	Lincoln, Tenn.	21,453
2807	Burnett, Wisc.	21,433
2808	Bradley, Ark.	21,431
2809	Dimmit, Tex.	21,429
2810	Chester, Tenn.	21,426
2811	Cherokee, Okla.	21,421
2812	Marion, Tex.	21,420
2813	Halifax, N.C.	21,413
2814	Patrick, Va.	21,375
2815	Smith, Miss.	21,364
2816	Magoffin, Ky.	21,353
2817	Lincoln, Ky.	21,346
2818	McPherson, S.D.	21,345
2819	Wayne, Miss.	21,331
2820	Carter, Tenn.	21,318
2821	Lawrence, Ohio	21,315
2822	Harmon, Okla.	21,312
2823	Red Lake, Minn.	21,310
2824	McCormick, S.C.	21,308
2825	Marlboro, S.C.	21,292
2826	Edwards, Tex.	21,292
2827	Adams, Ohio	21,267
2828	Forest, Wisc.	21,265
2829	Sullivan, Mo.	21,262
2830	Putnam, Mo.	21,256
2831	Gregory, S.D.	21,246
2832	Izard, Ark.	21,245
2833	Hamilton, Fla.	21,239
2834	Appling, Ga.	21,221
2835	Claiborne, Tenn.	21,198
2836	Conecuh, Ala.	21,170
2837	Echols, Ga.	21,153
2838	Weakley, Tenn.	21,136
2839	Citrus, Fla.	21,130
2840	East Carroll, La.	21,129
2841	Hubbard, Minn.	21,127
2842	Stillwater, Mont.	21,125
2843	Boyd, Neb.	21,125
2844	Yalobusha, Miss.	21,123
2845	Bath, Ky.	21,101
2846	Todd, Minn.	21,098
2847	Oscoda, Mich.	21,096
2848	Cocke, Tenn.	21,092
2849	Breckinridge, Ky.	21,090
2850	Oneida, Ida.	21,087
2851	Henry, Tenn.	21,086
2852	Grady, Ga.	21,081
2853	Cameron, Tex.	21,067
2854	Larue, Ky.	21,057
2855	Mcdonough, Minn.	21,054
2856	Ashe, N.C.	21,044
2857	Clarendon, S.C.	21,042
2858	Floyd, Va.	21,014
2859	Lanier, Ga.	21,006
2860	Baraga, Mich.	21,001
2861	Jackson, Tenn.	20,988
2862	Socorro, N.M.	20,973
2863	Lauderdale, Tenn.	20,972
2864	Alexander, Ill.	20,963
2865	Nelson, Va.	20,963
2866	Madison, Ark.	20,962
2867	Lake, Cal.	20,961
2868	Yancey, N.C.	20,959
2869	Knott, Ky.	20,946
2870	Pemiscot, Mo.	20,923
2871	Panola, Miss.	20,904
2872	Trinity, Tex.	20,897
2873	Franklin, La.	20,895
2874	Clay, N.C.	20,885
2875	Grundy, Tenn.	20,884
2876	Madison, Fla.	20,873
2877	Pittsburg, Okla.	20,872
2878	Clay, Ala.	20,849
2879	Hancock, Ga.	20,847
2880	Sequatchie, Tenn.	20,821
2881	Charlotte, Va.	20,819

Leading cities

1	Shrewsbury, N.J.	59,672
2	Trumbull, Conn.	58,901
3	Saratoga, Cal.	58,765
4	Bridgewater, N.J.	58,765
5	Bethpage, N.Y.	58,765
6	Garden City, N.Y.	58,765
7	Hicksville, N.Y.	58,765
8	Dublin, Cal.	58,149
9	Greenwich, Conn.	57,187
10	Mamaroneck, N.Y.	56,323
11	Richardson, Tex.	55,956
12	Tarrytown, N.Y.	55,944
13	Blue Springs, Mo.	55,681
14	Ossining, N.Y.	55,008
15	Palo Alto, Cal.	54,733
16	Newport Beach, Cal.	54,523
17	Willingboro, N.J.	54,475
18	Thousand Oaks, Cal.	54,238
19	Simi Valley, Cal.	54,216
20	Pleasanton, Cal.	54,012
21	Manhattan Beach, Cal.	53,688
22	Langhorne, Pa.	53,316
23	Levittown, Pa.	52,823
24	Port Clinton, Ohio	52,631
25	Parsippany, N.J.	52,614
26	Wakefield, Mass.	52,431
27	Hanover, N.H.	51,942
28	Wheaton, Ill.	51,467
29	Milford, Conn.	51,466
30	Oak Harbor, Ohio	51,419
31	Palm Beach, Fla.	51,366
32	Brea, Cal.	51,145
33	San Jose, Cal.	51,139
34	Woodbridge, Va.	50,841
35	Newark, Cal.	50,495
36	Cortland, N.Y.	50,442
37	North Tarrytown, N.Y.	50,308
38	Moundsville, W.Va.	49,955
39	Lake Jackson, Tex.	49,891
40	Framingham, Mass.	49,722
41	Sitka, Ak.	49,479
42	Carrollton, Tex.	49,453
43	Anchorage, Ak.	49,381
44	New Rochelle, N.Y.	49,211
45	Wailuku, Hi.	49,181
46	Ketchikan, Ak.	49,145
47	Fremont, Cal.	49,030
48	Hurst, Tex.	48,829
49	Walnut Creek, Cal.	48,798
50	White Plains, N.Y.	48,749
51	Stamford, Conn.	48,700
52	Pinole, Cal.	48,673
53	Dedham, Mass.	48,605
54	Hudson, Mass.	48,568
55	Livermore, Cal.	48,370
56	Melrose, Mass.	48,167
57	Norwalk, Conn.	48,103
58	Derby, Kans.	47,963
59	Crystal Lake, Ill.	47,944
60	Arcadia, Cal.	47,846
61	Woburn, Mass.	47,586
62	Woodbridge, N.J.	47,577
63	Wallingford, Conn.	47,452
64	Somerville, N.J.	47,449
65	Hyannis, Mass.	47,431
66	Torrance, Cal.	47,379
67	East Stroudsberg, Pa.	47,366
68	Peekskill, N.Y.	47,163
69	Mentor-On-The-Lake, Ohio	47,091
70	Port Chester, N.Y.	46,972
71	Rosenberg, Tex.	46,491
72	Rockville, Md.	46,449
73	Enfield, Conn.	46,417
74	Juneau, Ak.	45,904
75	Bettendorf, Ia.	45,767
76	Newport, R.I.	45,761
77	Vernon, Conn.	45,747
78	Kodiak, Ak.	45,534
79	Haysville, Kans.	45,456
80	West Covina, Cal.	45,452
81	Waltham, Mass.	45,369
82	San Mateo, Cal.	45,307
83	Marlborough, Mass.	45,241
84	Gilroy, Cal.	45,227
85	Garland, Tex.	45,205
86	Yonkers, N.Y.	45,105
87	Nashua, N.H.	45,066
88	Boca Raton, Fla.	45,038
89	San Rafael, Cal.	45,003
90	Peabody, Mass.	44,755
91	Morristown, N.J.	44,731
92	Danbury, Conn.	44,538
93	Cherry Hill, N.J.	44,534
94	Naples, Fla.	44,432
95	Mentor, Ohio	44,382
96	Fredonia, N.Y.	44,337
97	La Habra, Cal.	44,260
98	Dover, N.J.	44,246
99	Normal, Ill.	44,043
100	Hempstead, N.Y.	44,021
101	Vacaville, Cal.	43,958
102	Castle Rock, Colo.	43,798
103	Fairbanks, Ak.	43,796
104	Glendora, Cal.	43,600
105	Independence, Mo.	43,416
106	Martinez, Cal.	43,380
107	Medford, Mass.	43,301
108	Midland, Mich.	43,023
109	Beverly, Mass.	42,992
110	Gunnison, Colo.	42,916
111	Anaheim, Cal.	42,904
112	Jenkintown, Pa.	42,856
113	Nyack, N.Y.	42,802
114	Clifton, N.J.	42,782
115	Manchester, Conn.	42,702
116	San Buenaventura, Cal. Ventura, Cal.	42,638
117	Redondo Beach, Cal.	42,517
118	Napa, Cal.	42,491
119	San Clemente, Cal.	42,491
120	League City, Tex.	42,318
121	Arlington, Tex.	42,285
122	Middletown, Conn.	42,110
123	Costa Mesa, Cal.	42,095
124	Hackensack, N.J.	42,004
125	Irving, Tex.	41,994
126	Richland, Wash.	41,879
127	Bellevue, Wash.	41,873
128	Neenah, Wisc.	41,797
129	Newton, N.J.	41,692
130	Fairfield, Cal.	41,688
131	Willoughby, Ohio	41,666
132	Washington, D.C.	41,550
133	Cleveland, Ohio	41,391
134	Petaluma, Cal.	41,350
135	Euless, Tex.	41,185
136	Chapel Hill, N.C.	41,110
137	Scottsdale, Ariz.	41,097
138	Redwood City, Cal.	41,061
139	Antioch, Cal.	41,041
140	Sui Sun, Cal.	40,971
141	Bristol, Conn.	40,907
142	Marion, Ia.	40,905
143	Meriden, Conn.	40,896
144	Slidell, La.	40,889
145	Naugatuck, Conn.	40,775
146	Lawrenceville, Ga.	40,731
147	Doylestown, Pa.	40,730
148	Mount Vernon, N.Y.	40,691
149	Norwich, Conn.	40,653
150	North Attleboro, Mass.	40,649
151	Ansonia, Conn.	40,646
152	North Chicago, Ill.	40,639
153	Hayward, Cal.	40,577
154	Honey Brook, Pa.	40,523
155	Rochester, Minn.	40,483
156	Upland, Cal.	40,314
157	Stillwater, Minn.	40,304
158	Olathe, Kans.	40,278
159	Honolulu, Hi.	40,177
160	McKinney, Tex.	40,056
161	Edmond, Okla.	39,939
162	Gillette, Wyo.	39,896
163	Ann Arbor, Mich.	39,790
164	Midland, Tex.	39,784
165	Vallejo, Cal.	39,731
166	Covina, Cal.	39,699
167	Lansdale, Pa.	39,640
168	Huntsville, Ala.	39,623
169	West Lafayette, Ind.	39,537
170	Carlisle, Pa.	39,462
171	Newark, Del.	39,444
172	Leadville, Colo.	39,408
173	Westfield, Mass.	39,372
174	Brunswick, Me.	39,359
175	Port Hueneme, Cal.	39,343
176	Whittier, Cal.	39,305
177	Grand Prairie, Tex.	39,293
178	Quincy, Mass.	39,250
179	Oxnard, Cal.	39,236
180	Jonesboro, Ga.	39,187
181	Brockton, Mass.	39,117
182	Alameda, Cal.	39,033
183	New London, Conn.	38,991
184	Woodbury, N.J.	38,950
185	Beaufort, S.C.	38,911
186	Santa Ana, Cal.	38,860
187	Roswell, Ga.	38,843
188	Medina, Ohio	38,794
189	Lewisville, Tex.	38,793
190	Rawlins, Wyo.	38,771
191	Los Alamos, N.M.	38,766
192	Santa Paula, Cal.	38,706
193	Pittsfield, Mass.	38,694
194	Kent, Wash.	38,663
195	Freeport, Tex.	38,583
196	Malden, Mass.	38,531
197	Royal Oak, Mich.	38,523
198	Craig, Colo.	38,410
199	Lebanon, N.H.	38,409
200	Westerly, R.I.	38,382
201	Quakertown, Pa.	38,362
202	Raleigh, N.C.	38,270
203	Tonawanda, N.Y.	38,258
204	Clinton, Mass.	38,246
205	Red Bank, N.J.	38,234
206	Attleboro, Mass.	38,212
207	Conroe, Tex.	38,130
208	Pasadena, Tex.	38,078
209	Catskill, N.Y.	37,985
210	Fort Walton Beach, Fla.	37,961
211	Aurora, Ill.	37,845
212	Beaver Creek, Ohio	37,844
213	Lafayette, La.	37,842
214	Clute, Tex.	37,817
215	East Lansing, Mich.	37,802
216	Phoenixville, Pa.	37,758
217	Manchester, N.H.	37,735
218	Aspen, Colo.	37,655
219	Pullman, Wash.	37,649
220	Casper, Wyo.	37,640
221	Elgin, Ill.	37,566
222	Oak Ridge, Tenn.	37,488
223	Baytown, Tex.	37,440
224	Pittsburg, Cal.	37,418
225	Bath, Me.	37,412
226	West Chester, Pa.	37,371
227	Paxton, Ill.	37,329
228	Canandaigua, N.Y.	37,312
229	San Diego, Cal.	37,280
230	Huron, S.D.	37,241
231	Manistee, Mich.	37,238
232	Middletown, N.J.	37,235
233	Waukesha, Wisc.	37,219
234	Rock Springs, Wyo.	37,198
235	Taylor, Tex.	37,151
236	Joliet, Ill.	37,131
237	North Platte, Neb.	37,128
238	Point Pleasant, N.J.	37,128
239	Port Lavaca, Tex.	37,107
240	Pontiac, Ill.	37,100
241	Fargo, N.D.	37,067
242	Hermosa Beach, Cal.	37,040
243	Junction City, Kans.	37,038
244	Dover, N.H.	36,998
245	Sterling, Ill.	36,989
246	Gloucester, Mass.	36,973
247	Bakersfield, Cal.	36,962
248	Yankton, S.D.	36,957
249	Newburyport, Mass.	36,942
250	Monroe, Mich.	36,924
251	Broken Arrow, Okla.	36,916
252	Lihue, Hi.	36,852
253	Evansdale, Ia.	36,845
254	Watsonville, Cal.	36,808
255	New York City, N.Y.	36,767
256	Woodland, Cal.	36,643
257	Monterey, Cal.	36,622
258	Tempe, Ariz.	36,609
259	Boulder, Colo.	36,579
260	Chardon, Ohio	36,536
261	Grand Haven, Mich.	36,530
262	Greensburg, Ind.	36,503
263	Conyers, Ga.	36,502

264	Santa Rosa, Cal.	36,463
265	Brick Township, N.J.	36,463
266	Redlands, Cal.	36,448
267	Keene, N.H.	36,424
268	Waukegan, Ill.	36,423
269	Carson City, Nev.	36,411
270	Dallas, Tex.	36,397
271	Lincoln, Ill.	36,379
272	Dixon, Ill.	36,358
273	Barstow, Cal.	36,329
274	Elizabeth, N.J.	36,318
275	Ottawa, Ill.	36,310
276	Alliance, Neb.	36,217
277	Bismarck, N.D.	36,217
278	Atlantic City, N.J.	36,177
279	Concord, N.H.	36,160
280	Burlington, N.J.	36,117
281	Haltom City, Tex.	36,100
282	Gardner, Mass.	36,089
283	Peru, Ill.	36,078
284	Glendale, Cal.	36,054
285	Cedar Rapids, Ia.	36,045
286	Effingham, Ill.	36,040
287	East Dubuque, Ill.	36,020
288	Williston, N.D.	36,010
289	St. Paul, Minn.	35,984
290	Torrington, Conn.	35,972
291	Orange Park, Fla.	35,874
292	Defiance, Ohio	35,860
293	Longmont, Colo.	35,856
294	Charlotte, N.C.	35,795
295	Ypsilanti, Mich.	35,770
296	Medina, N.Y.	35,750
297	Delaware, Ohio	35,722
298	Janesville, Wisc.	35,712
299	Salem, Mass.	35,686
300	Bad Axe, Mich.	35,685
301	Appleton, Wisc.	35,660
302	Corona, Cal.	35,630
303	Roseville, Cal.	35,610
304	Santa Monica, Cal.	35,603
305	Lincoln, Neb.	35,599
306	Lowell, Mass.	35,580
307	Pompano Beach, Fla.	35,524
308	Geneva, N.Y.	35,521
309	Dover, Del.	35,512
310	South Bay, Cal.	35,501
311	Henderson, Ky.	35,463
312	Oswego, N.Y.	35,459
313	Auburn, Cal.	35,424
314	Waxahachie, Tex.	35,349
315	Elko, Nev.	35,342
316	Chebaygan, Mich.	35,333
317	Oxford, Miss.	35,333
318	Coatesville, Pa.	35,333
319	Taylorville, Ill.	35,321
320	Florida City, Fla.	35,302
321	De Kalb, Ill.	35,259
322	Salinas, Cal.	35,258
323	Terrell, Tex.	35,254
324	Pasadena, Cal.	35,231
325	Southbridge, Mass.	35,225
326	Ridgecrest, Cal.	35,220
327	Mount Clemens, Mich.	35,208
328	Sikeston, Mo.	35,202
329	Bay City, Tex.	35,196
330	Lockport, N.Y.	35,188
331	Grand Forks, N.D.	35,179
332	Lansing, Mich.	35,167
333	Bartlesville, Okla.	35,164
334	Bloomington, Ill.	35,160
335	Ames, Ia.	35,149
336	San Francisco, Cal.	35,083
337	Ely, Nev.	35,078
338	Wahpeton, N.D.	35,075
339	Santa Barbara, Cal.	35,063
340	Moline, Ill.	35,036
341	Fort Lauderdale, Fla.	35,024
342	Edinburg, Ind.	35,002
343	Palmdale, Cal.	34,997
344	Moses Lake, Wash.	34,991
345	Haverhill, Mass.	34,985
346	Waterbury, Conn.	34,960
347	Pierre, S.D.	34,907
348	St. Marys, Pa.	34,906
349	Ennis, Tex.	34,894
350	Dickinson, N.D.	34,871
351	Vail, Colo.	34,866
352	Flint, Mich.	34,840
353	Owosso, Mich.	34,840
354	Rock Falls, Ill.	34,830
355	Urbana, Ill.	34,813
356	East Ely, Nev.	34,802
357	Renton, Wash.	34,800
358	Omaha, Neb.	34,782
359	Greenfield, Ind.	34,772
360	Athol, Mass.	34,759
361	Sioux Falls, S.D.	34,751
362	Houston, Tex.	34,721
363	Beaver Dam, Wisc.	34,713
364	New Britain, Conn.	34,705
365	East Moline, Ill.	34,702
366	Annapolis, Md.	34,688
367	Festus, Mo.	34,619
368	Victoria, Tex.	34,613
369	Cleburne, Tex.	34,602
370	Milford, Mass.	34,595
371	Middletown, N.Y.	34,532
372	Athens, Tex.	34,530
373	Saratoga Springs, N.Y.	34,518
374	Riverton, Wyo.	34,514
375	Fort Worth, Tex.	34,460
376	Madison, Wisc.	34,441
377	Belvidere, Ill.	34,438
378	Denver, Colo.	34,437
379	Two Rivers, Wisc.	34,428
380	Austin, Tex.	34,416
381	Holland, Mich.	34,411
382	Corning, N.Y.	34,407
383	Idaho Falls, Ida.	34,383
384	New Brunswick, N.J.	34,377
385	Watseka, Ill.	34,375
386	Texas City, Tex.	34,370
387	Dunkirk, N.Y.	34,368
388	Los Angeles, Cal.	34,361
389	North Tonawanda, N.Y.	34,353
390	Fort Madison, Ia.	34,327
391	Kennewick, Wash.	34,275
392	Brookings, S.D.	34,254
393	Watertown, Wisc.	34,240
394	Northampton, Mass.	34,236
395	Peoria, Ill.	34,202
396	El Cajon, Cal.	34,201
397	Columbus, Ind.	34,198
398	Denton, Tex.	34,165
399	Gainesville, Ga.	34,161
400	Beacon, N.Y.	34,158
401	†Lexington, Ky.	34,157
402	Colorado Springs, Colo.	34,152
403	San Gabriel Valley, Cal.	34,123
404	Vero Beach, Fla.	34,077
405	Fort Atkinson, Wisc.	34,061
406	Myrtle Beach, S.C.	34,059
407	Davenport, Ia.	34,013
408	Indianapolis, Ind.	34,010
409	Taunton, Mass.	34,007
410	Clinton, Ill.	33,991
411	North Little Rock, Ark.	33,970
412	Ogelsby, Ill.	33,967
413	Spencer, Ia.	33,967
414	Monticello, Ind.	33,963
415	Rockton, Ill.	33,955
416	Jefferson City, Mo.	33,952
417	Gallup, N.M.	33,893
418	Augusta, Kans.	33,888
419	Greenville, N.C.	33,888
420	Morgan City, La.	33,880
421	Stevens Point, Wisc.	33,854
422	Fulton, N.Y.	33,851
423	Menasha, Wisc.	33,824
424	Vista, Cal.	33,812
425	Great Bend, Kans.	33,806
426	Danville, Ill.	33,792
427	Tipton, Ind.	33,790
428	Oceanside, Cal.	33,789
429	Palm Springs, Cal.	33,778
430	Delphos, Ohio	33,769
431	Celina, Ohio	33,746
432	Mitchell, S.D.	33,731
433	Hollywood, Fla.	33,721
434	Houma, La.	33,712
435	Kenosha, Wisc.	33,709
436	Springdale, Ark.	33,701
437	Stuart, Fla.	33,695
438	Riverside, Cal.	33,692
439	Clinton, Ia.	33,668
440	Noblesville, Ind.	33,651
441	Houghton, Mich.	33,641
442	Wooster, Ohio	33,641
443	Lompoc, Cal.	33,633
444	Pottstown, Pa.	33,610
445	Salem, N.J.	33,566
446	Benton, Ark.	33,563
447	Newton, Ia.	33,557
448	Beardstown, Ill.	33,518
449	Lynn, Mass.	33,513
450	Davis, Cal.	33,508
451	Champaign, Ill.	33,478
452	Owatonna, Minn.	33,432
453	Boise City, Ida.	33,388
454	Brenham, Tex.	33,366
455	Chicago, Ill.	33,352
456	Rapid City, S.D.	33,351
457	Carroll, Ia.	33,322
458	Boston, Mass.	33,314
459	Indio, Cal.	33,289
460	Nashville, Tenn.	33,279
461	Bridgeport, Conn.	33,274
462	Indiana, Pa.	33,273
463	†Bethlehem, Pa.	33,272
464	Circleville, Ohio	33,261
465	Warner Robins, Ga.	33,252
466	Garden City, Kans.	33,246
467	Liberal, Kans.	33,246
468	Nevada, Ia.	33,241
469	Guymon, Okla.	33,212
470	Lebanon, Tenn.	33,205
471	Ontario, Cal.	33,181
472	Perth Amboy, N.J.	33,176
473	Irwin, Pa.	33,156
474	Decatur, Ill.	33,139
475	Ridgeway, Pa.	33,132
476	La Porte, Ind.	33,125
477	Excelsior Spring, Mo.	33,125
478	Greensboro, N.C.	33,102
479	Edwardsville, Ill.	33,101
480	Hartford, Vt.	33,088
481	Jasper, Ind.	33,084
482	Colby, Kans.	33,072
483	South Kona, Hi.	33,065
484	Rochester, N.Y.	33,039
485	Merrill, Wisc.	33,037
486	Oneida, N.Y.	33,036
487	Dublin, Ga.	33,015
488	Mount Carmel, Ill.	33,010
489	Borger, Tex.	33,007
490	Hilo, Hi.	33,005
491	Lovington, N.M.	33,003
492	Wisconsin Rapids, Wisc.	32,990
493	Russell, Kans.	32,985
494	Niles, Ohio	32,985
495	Snyder, Tex.	32,982
496	Streator, Ill.	32,977
497	Warsaw, Ind.	32,973
498	Belleville, Ill.	32,968
499	Wichita, Kans.	32,948
500	Valparaiso, Ind.	32,944
501	Austin, Minn.	32,917
502	Cherokee, Ia.	32,986
503	Sonora, Cal.	32,880
504	Rockford, Ill.	32,878
505	North Adams, Mass.	32,848
506	New Braunfels, Tex.	32,837
507	Red Wing, Minn.	32,809
508	Lehighton, Pa.	32,807
509	Webster City, Ia.	32,800
510	Chesterton, Ind.	32,790
511	Beatrice, Neb.	32,774
512	Fremont, Neb.	32,766
513	Midwest City, Okla.	32,766
514	San Marcos, Tex.	32,754
515	Emporia, Kans.	32,741
516	Portsmouth, N.H.	32,738
517	Long Beach, Cal.	32,704
518	Jim Thorpe, Pa.	32,701
519	Fulton, Mo.	32,697
520	Ellensburg, Wash.	32,688
521	Warrensburg, Mo.	32,674
522	White River Junction, Vt.	32,668
523	Mount Pleasant, Mich.	32,667
524	Sharpsville, Pa.	32,659
525	Auburn, Wash.	32,645
526	Rochester, Ind.	32,630
527	Muscatine, Ia.	32,630
528	Weatherford, Tex.	32,629
529	Norfolk, Neb.	32,612
530	Tupper Lake, N.Y.	32,605
531	Worcester, Mass.	32,585
532	Des Moines, Ia.	32,571
533	Xenia, Ohio	32,552
534	Tiffin, Ohio	32,547
535	Manteca, Cal.	32,523
536	Rensselaer, Ind.	32,488
537	Santa Cruz, Cal.	32,483
538	Seattle, Wash.	32,483
539	Pocatello, Ida.	32,463
540	Santa Maria, Cal.	32,461
541	Boone, Ia.	32,450
542	Faribault, Minn.	32,450
543	Charleston, W.Va.	32,450
544	Toledo, Ohio	32,435
545	Tyler, Tex.	32,415
546	Wood River, Ill.	32,406
547	Athens, Ala.	32,369
548	Morris, Ill.	32,368
549	Rome, N.Y.	32,368
550	Racine, Wisc.	32,363
551	Waterloo, Ia.	32,360
552	Latrobe, Pa.	32,349
553	Green Bay, Wisc.	32,338
554	Albuquerque, N.M.	32,313
555	Escondido, Cal.	32,311
556	Lebanon, Ind.	32,311
557	Worthington, Minn.	32,299
558	Brackenridge, Pa.	32,275
559	Mattoon, Ill.	32,266
560	†St. Cloud, Minn.	32,258
561	Columbia, Mo.	32,255
562	Waverly, N.Y.	32,255
563	Burlington, Ia.	32,251
564	Fostoria, Ohio	32,238
565	Monroe, N.C.	32,234
566	Hollister, Cal.	32,229
567	Belton, Tex.	32,228
568	Columbus, Neb.	32,223
569	Worland, Wyo.	32,217
570	Westminster, Md.	32,203
571	Marshalltown, Ia.	32,202
572	Charleston, Ill.	32,187
573	Tulsa, Okla.	32,174
574	Aliquippa, Pa.	32,169
575	Fort Dodge, Ia.	32,161
576	Baton Rouge, La.	32,151
577	Big Spring, Tex.	32,136
578	Tulare, Cal.	32,121
579	Raton, N.M.	32,119
580	Crystal City, Mo.	32,113
581	Dubuque, Ia.	32,111
582	Ilion, N.Y.	32,108
583	Marietta, Ga.	32,104
584	Orange, Tex.	32,084
585	Winfield, Kans.	32,075
586	El Reno, Okla.	32,070
587	Robinson, Ill.	32,066
588	West Warwick, R.I.	32,056
589	York, Neb.	32,055
590	Traverse City, Mich.	32,053
591	Aiken, S.C.	32,047
592	Springfield, Ill.	32,044
593	Phillipsburg, N.J.	32,036
594	Picayune, Miss.	32,004
595	Monroe, Wisc.	32,001
596	Fitchburg, Mass.	31,997
597	Dowagiac, Mich.	31,989
598	Shelbyville, Ill.	31,966
599	Oakland, Cal.	31,959
600	Temple, Tex.	31,954
601	Milwaukee, Wisc.	31,931
602	Minneapolis, Minn.	31,926
603	Columbia, Pa.	31,921
604	Bowling Green, Ohio	31,916
605	Mesa, Ariz.	31,907
606	Statesboro, Ga.	31,891
607	Taft, Cal.	31,870
608	Wilmington, Ohio	31,863
609	Alma, Mich.	31,839
610	Portage, Wisc.	31,839
611	Fairborn, Ohio	31,837
612	St. Joseph, Mich.	31,819
613	Ludington, Mich.	31,816
614	Odessa, Tex.	31,808
615	Northport, Ala.	31,806
616	Madison, S.D.	31,801
617	Bentonville, Ark.	31,772
618	Woodward, Okla.	31,770
619	Pekin, Ill.	31,761
620	Colusa, Cal.	31,758
621	Greensburg, Pa.	31,756
622	Kansas City, Kans.	31,730
623	Michigan City, Ind.	31,719
624	Binghamton, N.Y.	31,715
625	Grants, N.M.	31,705
626	Syracuse, N.Y.	31,697
627	Beaver, Pa.	31,697
628	Oregon City, Ore.	31,696
629	Lead, S.D.	31,696
630	Camarillo, Cal.	31,694
631	Keokuk, Ia.	31,689
632	El Dorado, Kans.	31,684
633	Huntington, Ind.	31,681
634	Frankfort, Ky.	31,681
635	Leavenworth, Kans.	31,672
636	Troy, Ohio	31,648
637	Goodland, Kans.	31,640
638	Burlington, Vt.	31,638
639	Phoenix, Ariz.	31,634
640	Big Rapids, Mich.	31,632
641	Oshkosh, Wisc.	31,630
642	Fontana, Cal.	31,627
643	Bellefonte, Pa.	31,620
644	Greencastle, Ind.	31,612
645	Rolla, Mo.	31,611
646	Madison, Ind.	31,608
647	Kingston, N.Y.	31,587
648	Rock Island, Ill.	31,584
649	Iowa City, Ia.	31,579
650	Springfield, Mass.	31,557
651	Jamestown, N.Y.	31,548
652	Franklin, La.	31,531
653	Antigo, Wisc.	31,521
654	Amarillo, Tex.	31,464
655	Pampa, Tex.	31,461
656	Beloit, Wisc.	31,459
657	Elwood, Ind.	31,446
658	Albert Lea, Minn.	31,428
659	East Spencer, N.C.	31,422
660	Estherville, Ia.	31,415

INCOME PER HOUSEHOLD

661	La Salle, Ill.	31,384
662	Sacramento, Cal.	31,375
663	Holyoke, Mass.	31,369
664	Hanover, Pa.	31,356
665	Clearwater, Fla.	31,354
666	Gastonia, N.C.	31,348
667	Kokomo, Ind.	31,336
668	Bluffton, Ind.	31,328
669	Franklin, Ind.	31,327
670	Loveland, Colo.	31,322
671	Grand Rapids, Mich.	31,317
672	Sidney, Ohio	31,317
673	Longview, Wash.	31,317
674	Ambridge, Pa.	31,314
675	Greenville, Ohio	31,311
676	Porterville, Cal.	31,286
677	Nebraska City, Neb.	31,269
678	Marshfield, Wisc.	31,266
679	Kendallville, Ind.	31,236
680	Sharon, Pa.	31,231
681	Newport, Vt.	31,230
682	Dodge City, Kans.	31,222
683	Jacksonville, Ill.	31,221
684	Scottsbluff, Neb.	31,217
685	Topeka, Kans.	31,206
686	Cape Coral, Fla.	31,202
687	Manitowoc, Wisc.	31,202
688	Palmerton, Pa.	31,181
689	St. Augustine, Fla.	31,172
690	Ashland, Ohio	31,162
691	Shelby, Ohio	31,162
692	Norristown, Pa.	31,157
693	Niles, Mich.	31,152
694	Corpus Christi, Tex.	31,135
695	Rogers, Ark.	31,132
696	New Ulm, Minn.	31,128
697	Spring Valley, Ill.	31,116
698	Sioux City, Ia.	31,115
699	Longview, Tex.	31,102
700	Saco, Me.	31,087
701	Norman, Okla.	31,086
702	Elyria, Ohio	31,081
703	Charles City, Ia.	31,080
704	Adrian, Mich.	31,076
705	McPherson, Kans.	31,072
706	Oklahoma City, Okla.	31,065
707	Union City, Ohio	31,062
708	Little Rock, Ark.	31,055
709	Macomb, Ill.	31,037
710	Ravenna, Ohio	31,034
711	Jeffersonville, Ind.	31,021
712	Augusta, Me.	31,016
713	Ogdensburg, N.Y.	31,006
714	Schenectady, N.Y.	30,996
715	Hastings, Neb.	30,995
716	Fond du Lac, Wisc.	30,971
717	Beaumont, Cal.	30,963
718	Tarentum, Pa.	30,961
719	Fremont, Ohio	30,937
720	Oneonta, N.Y.	30,930
721	Wilson, Pa.	30,908
722	Hays, Kans.	30,905
723	Aberdeen, S.D.	30,892
724	Minot, N.D.	30,890
725	Philadelphia, Pa.	30,890
726	Findlay, Ohio	30,865
727	Reno, Nev.	30,854
728	Norwalk, Ohio	30,844
729	Sheboygan, Wisc.	30,841
730	Plattsburgh, N.Y.	30,831
731	Jersey Shore, Pa.	30,820
732	Columbia, S.C.	30,817
733	Newton, Kans.	30,813
734	Wellsville, N.Y.	30,808
735	Roseburg, Ore.	30,797
736	Visalia, Cal.	30,795
737	Hurley, Wisc.	30,791
738	Kearney, Neb.	30,790
739	Greenville, Mich.	30,780
740	Bellevue, Ohio	30,778
741	Hickory, N.C.	30,775
742	Monessen, Pa.	30,764
743	Easton, Md.	30,755
744	Lubbock, Tex.	30,755
745	Orlando, Fla.	30,750
746	Paris, Ill.	30,746
747	San Fernando, Cal.	30,738
748	Jamestown, N.D.	30,737
749	Amsterdam, N.Y.	30,732
750	Lorain, Ohio	30,727
751	Murfreesboro, Tenn.	30,717
752	Galesburg, Ill.	30,692
753	Auburn, Ind.	30,667
754	Chillicothe, Ohio	30,667
755	Beaumont, Tex.	30,655
756	Sun City, Ariz.	30,654
757	Port Jervis, N.Y.	30,621
758	Batavia, N.Y.	30,620
759	Montgomery, Ala.	30,613
760	Fort Collins, Colo.	30,612
761	Napoleon, Ohio	30,608
762	Paso Robles, Cal.	30,585
763	Kilgore, Tex.	30,582
764	McCook, Neb.	30,577
765	Bangor, Pa.	30,545
766	Norwich, N.Y.	30,530
767	Painesville, Ohio	30,529
768	Martinsville, Ind.	30,520
769	North Mankato, Minn.	30,520
770	Shelbyville, Ind.	30,507
771	Milan, N.M.	30,503
772	Centralia, Ill.	30,497
773	Cheyenne, Wyo.	30,495
774	Bryan, Tex.	30,458
775	Farmington, N.M.	30,451
776	Albany, N.Y.	30,438
777	Pomona, Cal.	30,433
778	Van Wert, Ohio	30,430
779	Pratt, Kans.	30,399
780	Durham, N.C.	30,395
781	Shreveport, La.	30,372
782	Winchester, Ky.	30,365
783	Thibodaux, La.	30,364
784	Pittston, Pa.	30,364
785	Goshen, Ind.	30,350
786	Blackfoot, Ida.	30,344
787	Clearfield, Pa.	30,339
788	South Bend, Ind.	30,330
789	St. Joseph, Mo.	30,330
790	South Beloit, Ill.	30,320
791	St. Marys, Ohio	30,311
792	Everett, Wash.	30,308
793	Anderson, Ind.	30,300
794	Alva, Okla.	30,292
795	Carmi, Ill.	30,283
796	Rochester, Pa.	30,283
797	Madisonville, Ky.	30,280
798	New Haven, Conn.	30,272
799	Enid, Okla.	30,268
800	Lancaster, Ohio	30,260
801	Bellows Falls, Vt.	30,257
802	Watertown, S.D.	30,247
803	Marietta, Ohio	30,241
804	Jacksonville, Fla.	30,206
805	Cape Girardeau, Mo.	30,205
806	Modesto, Cal.	30,203
807	Claremont, N.H.	30,181
808	Hornell, N.Y.	30,171
809	Manhattan, Kans.	30,161
810	Galion, Ohio	30,160
811	Asheboro, N.C.	30,150
812	Valley City, N.D.	30,137
813	Laconia, N.H.	30,114
814	Columbus, Ohio	30,101
815	Jackson, Miss.	30,094
816	Marquette, Mich.	30,076
817	Hobbs, N.M.	30,056
818	Ellwood City, Pa.	30,043
819	Farrell, Pa.	30,038
820	Mason City, Ia.	30,023
821	Wheatland, Pa.	30,002
822	Abilene, Tex.	29,977
823	Chandler, Ariz.	29,959
824	Hammond, Ind.	29,956
825	State College, Pa.	29,952
826	Conway, Ark.	29,944
827	Clairton, Pa.	29,943
828	Pecos, Tex.	29,922
829	Stuttgart, Ark.	29,918
830	Jacksonville, Ark.	29,913
831	Niagara Falls, N.Y.	29,905
832	Winston-Salem, N.C.	29,863
833	Du Bois, Pa.	29,858
834	Ponca City, Okla.	29,855
835	Mexico, Mo.	29,853
836	Greenville, Tex.	29,843
837	Grand Island, Neb.	29,838
838	Newton, N.C.	29,834
839	Bangor, Me.	29,832
840	Searcy, Ark.	29,831
841	Fort Smith, Ark.	29,818
842	Ruston, La.	29,813
843	Sequin, Tex.	29,805
844	Orangeburg, S.C.	29,802
845	Havre, Mont.	29,801
846	Glenwood Springs, Colo.	29,798
847	Burlington, N.C.	29,792
848	Springfield, Vt.	29,792
849	Du Quoin, Ill.	29,789
850	Palestine, Tex.	29,786
851	Holdrege, Neb.	29,771
852	Auburn, Me.	29,768
853	Pontiac, Mich.	29,766
854	Wausau, Wisc.	29,766
855	Sandusky, Ohio	29,762
856	Fort Wayne, Ind.	29,753
857	Hereford, Tex.	29,744
858	Freeport, Ill.	29,715
859	Fairmont, Minn.	29,693
860	Arkansas City, Kans.	29,681
861	Weirton, W.Va.	29,660
862	Womac, Ill.	29,656
863	Kalamazoo, Mich.	29,651
864	San Luis Obispo, Cal.	29,646
865	Jennings, La.	29,643
866	Beckley, W.Va.	29,643
867	Bay City, Mich.	29,633
868	Canton, Ill.	29,632
869	Wichita Falls, Tex.	29,629
870	Alliance, Ohio	29,611
871	Middletown, Ohio	29,610
872	Johnstown, N.Y.	29,607
873	Glens Falls, N.Y.	29,575
874	Waterville, Me.	29,573
875	Marion, Ind.	29,564
876	Montpelier, Vt.	29,563
877	Marshall, Mich.	29,560
878	Coos Bay, Ore.	29,558
879	Decatur, Ala.	29,542
880	Salamanca, N.Y.	29,539
881	West Monroe, La.	29,532
882	Cleveland, Miss.	29,519
883	Ottawa, Kans.	29,508
884	Mount Pleasant, Tex.	29,508
885	Evansville, Ind.	29,501
886	Lake Charles, La.	29,498
887	Eau Claire, Wisc.	29,482
888	Oil City, Pa.	29,480
889	Lewiston, Ida.	29,479
890	Council Grove, Kans.	29,466
891	Tifton, Ga.	29,461
892	Pickneyville, Ill.	29,458
893	Allentown, Pa.	29,454
894	Akron, Ohio	29,453
895	Warren, Pa.	29,450
896	Passaic, N.J.	29,428
897	Nevada City, Cal.	29,425
898	Salem, Ohio	29,422
899	Athens, Ohio	29,415
900	High Point, N.C.	29,414
901	Bryan, Ohio	29,406
902	Alcoa, Tenn.	29,404
903	Greenfield, Mass.	29,403
904	Lyons, Kans.	29,399
905	Dothan, Ala.	29,398
906	Vineland, N.J.	29,396
907	Wabash, Ind.	29,372
908	New Albany, Ind.	29,371
909	Hammond, La.	29,349
910	Portland, Me.	29,342
911	Durango, Colo.	29,340
912	East Alton, Ill.	29,335
913	Kellogg, Ida.	29,319
914	Lawrence, Mass.	29,304
915	Duncan, Okla.	29,302
916	New Kensington, Pa.	29,291
917	Rockingham, N.C.	29,283
918	Corry, Pa.	29,277
919	Plainview, Tex.	29,274
920	Wapakoneta, Ohio	29,267
921	Superior, Wisc.	29,253
922	Martinsburg, W.Va.	29,234
923	West Palm Beach, Fla.	29,232
924	Las Vegas, Nev.	29,218
925	Memphis, Tenn.	29,215
926	Hudson, N.Y.	29,208
927	Mount Vernon, Ill.	29,205
928	St. Albans, Vt.	29,195
929	Tupelo, Miss.	29,182
930	Columbia City, Ind.	29,174
931	Athens, Tenn.	29,170
932	Atchison, Kans.	29,167
933	Erie, Pa.	29,166
934	Sheridan, Wyo.	29,164
935	Monmouth, Ill.	29,141
936	Warren, Ohio	29,137
937	Frederick, Md.	29,128
938	Portland, Ore.	29,127
939	Chelsea, Mass.	29,126
940	Charleston, S.C.	29,120
941	Ottumwa, Ia.	29,117
942	Billings, Mont.	29,115
943	Jersey City, N.J.	29,114
944	Great Falls, Mont.	29,095
945	Gallipolis, Ohio	29,095
946	North Bend, Ore.	29,095
947	Carbondale, Pa.	29,095
948	Duquesne, Pa.	29,080
949	Sayre, Pa.	29,075
950	Atlantic, Ia.	29,069
951	Concord, N.C.	29,064
952	Ionia, Mich.	29,061
953	Piqua, Ohio	29,054
954	San Antonio, Tex.	29,052
955	Newburgh, N.Y.	29,028
956	Lodi, Cal.	29,024
957	Gainesville, Fla.	29,018
958	Owensboro, Ky.	29,012
959	Belle Fourche, S.D.	29,002
960	Donora, Pa.	28,974
961	Willmar, Minn.	28,962
962	Denison, Tex.	28,962
963	Lexington, N.C.	28,955
964	Council Bluffs, Ia.	28,945
965	Sherman, Tex.	28,942
966	New Castle, Ind.	28,932
967	Enterprise, Ala.	28,927
968	Sterling, Colo.	28,926
969	Muscle Shoals, Ala.	28,924
970	South Haven, Mich.	28,924
971	Le Mars, Ia.	28,918
972	Milledgeville, Ga.	28,910
973	Crawfordsville, Ind.	28,908
974	Pawtucket, R.I.	28,908
975	Mount Pleasant, Ia.	28,905
976	Pittsburgh, Pa.	28,894
977	Magnolia, Ark.	28,882
978	Thomasville, N.C.	28,863
979	Lawrence, Kans.	28,831
980	Morganton, N.C.	28,827
981	Claremore, Okla.	28,824
982	Salisbury, N.C.	28,820
983	Eugene, Ore.	28,812
984	Paterson, N.J.	28,797
985	Flagstaff, Ariz.	28,795
986	Wellington, Kans.	28,793
987	Russellville, Ark.	28,789
988	London, Ohio	28,780
989	Marysville, Ohio	28,752
990	Fayetteville, N.C.	28,741
991	Clinton, Okla.	28,737
992	Kerrville, Tex.	28,737
993	Rushville, Ind.	28,731
994	Rutland, Vt.	28,719
995	Sturgis, Mich.	28,718
996	Greenville, Pa.	28,702
997	Larned, Kans.	28,693
998	Mishawaka, Ind.	28,689
999	Union City, Tenn.	28,678
1000	Florence, S.C.	28,674
1001	Milford, Del.	28,669
1002	Quincy, Ill.	28,669
1003	Springfield, Mo.	28,667
1004	Kent, Ohio	28,663
1005	Oelwein, Ia.	28,657
1006	Fort Morgan, Colo.	28,654
1007	Moscow, Ida.	28,653
1008	Dalton, Ga.	28,642
1009	Helena, Mont.	28,632
1010	Marshall, Minn.	28,629
1011	Danville, Ky.	28,623
1012	Poughkeepsie, N.Y.	28,603
1013	Hanford, Cal.	28,590
1014	Dover, Ohio	28,590
1015	Gettysburg, Pa.	28,586
1016	Towanda, Pa.	28,561
1017	Hartford City, Ind.	28,560
1018	Plymouth, Ind.	28,560
1019	Lufkin, Tex.	28,557
1020	Madera, Cal.	28,555
1021	Kannapolis, N.C.	28,552
1022	Princeton, Ind.	28,534
1023	Troy, N.Y.	28,533
1024	Lafayette, Ind.	28,527
1025	Chambersburg, Pa.	28,526
1026	Coshocton, Ohio	28,505
1027	Tucson, Ariz.	28,494
1028	Mankato, Minn.	28,491
1029	Kane, Pa.	28,477
1030	Crookston, Minn.	28,476
1031	Lakeport, Cal.	28,470
1032	Albion, Mich.	28,468
1033	Decatur, Ind.	28,463
1034	Devils Lake, N.D.	28,452
1035	Greeneville, Tenn.	28,449
1036	Marshall, Mo.	28,442
1037	Corvallis, Ore.	28,433
1038	Elizabethtown, Ky.	28,431
1039	Salina, Kans.	28,426
1040	Twin Falls, Ida.	28,401
1041	Kingsport, Tenn.	28,385
1042	Salisbury, Md.	28,374
1043	Henderson, Tex.	28,357
1044	Asbury Park, N.J.	28,353
1045	Charleroi, Pa.	28,353
1046	Altoona, Pa.	28,347
1047	Fayetteville, Ark.	28,343
1048	Jonesboro, Ark.	28,342
1049	Trenton, N.J.	28,337
1050	Stroudsburg, Pa.	28,335
1051	Logansport, Ind.	28,332
1052	E. Grand Forks, Minn.	28,328
1053	Chippewa Falls, Wisc.	28,323
1054	Monongahela, Pa.	28,315
1055	Parkersburg, W.Va.	28,302
1056	Lawrenceville, Ill.	28,292
1057	Olean, N.Y.	28,280
1058	Ashland, Ky.	28,269
1059	Millville, N.J.	28,269
1060	Bloomsburg, Pa.	28,260
1061	Sanford, Fla.	28,241

1062	Cleveland, Tenn.	28,227
1063	Olympia, Wash.	28,226
1064	Muncie, Ind.	28,214
1065	Hutchinson, Kans.	28,199
1066	Bucyrus, Ohio	28,198
1067	Bedford, Ind.	28,195
1068	Harriman, Tenn.	28,172
1069	Fort Gibson, Okla.	28,139
1070	Saginaw, Mich.	28,135
1071	El Centro, Cal.	28,125
1072	South Connellsville, Pa.	28,116
1073	East Chicago, Ind.	28,115
1074	Mobile, Ala.	28,112
1075	Moss Point, Miss.	28,109
1076	Beloit, Kans.	28,095
1077	Wilson, N.C.	28,095
1078	Statesville, N.C.	28,088
1079	Cincinnati, Ohio	28,080
1080	Watertown, N.Y.	28,058
1081	Chillicothe, Mo.	28,054
1082	Frankfort, Ind.	28,052
1083	New Orleans, La.	28,047
1084	Baraboo, Wisc.	28,047
1085	Maryville, Tenn.	28,040
1086	La Crosse, Wisc.	28,040
1087	McAllen, Tex.	28,037
1088	Culpeper, Va.	28,036
1089	Upper Sandusky, Ohio	28,035
1090	Massillon, Ohio	28,031
1091	McKeesport, Pa.	28,029
1092	Mansfield, Ohio	28,028
1093	Tampa, Fla.	28,024
1094	Winter Haven, Fla.	28,024
1095	Marshall, Tex.	28,021
1096	Huntsville, Tex.	28,018
1097	2Atlanta, Ga.	28,016
1098	Port Angeles, Wash.	28,016
1099	Litchfield, Ill.	28,008
1100	Sapulpa, Okla.	28,008
1101	Hazleton, Pa.	28,000
1102	Vinton, Ia.	27,991
1103	Wenatchee, Wash.	27,988
1104	College Station, Tex.	27,984
1105	New Iberia, La.	27,976
1106	International Falls, Minn.	27,976
1107	Glasgow, Ky.	27,939
1108	Hibbing, Minn.	27,939
1109	Pendleton, Ore.	27,939
1110	Yuba City, Cal.	27,928
1111	Bristol, Tenn.-Bristol, Va., Tenn.	27,925
1112	Mount Airy, N.C.	27,919
1113	Pasco, Wash.	27,904
1114	Pottsville, Pa.	27,902
1115	Moorhead, Minn.	27,892
1116	Yreka City, Cal.	27,891
1117	Washington, Pa.	27,883
1118	Seymour, Ind.	27,876
1119	Elkhart, Ind.	27,871
1120	Steubenville, Ohio	27,862
1121	New Philadelphia, Ohio	27,858
1122	San Bernardino, Cal.	27,852
1123	Kewanee, Ill.	27,849
1124	Merced, Cal.	27,847
1125	Urbana, Ohio	27,839
1126	Athens, Pa.	27,835
1127	Winona, Minn.	27,827
1128	West Memphis, Ark.	27,826
1129	Bennington, Vt.	27,810
1130	The Dalles, Ore.	27,776
1131	Lima, Ohio	27,773
1132	Olney, Ill.	27,768
1133	Bloomington, Ind.	27,765
1134	Detroit, Mich.	27,758
1135	Fallon, Nev.	27,752
1136	Vancouver, Wash.	27,743
1137	Little Falls, N.Y.	27,722
1138	Shawano, Wisc.	27,722
1139	Curwensville, Pa.	27,721
1140	Creston, Ia.	27,712
1141	Hopkinsville, Ky.	27,677
1142	Maryville, Mo.	27,665
1143	Leesburg, Fla.	27,657
1144	Tyrone, Pa.	27,654
1145	Jacksonville, N.C.	27,645
1146	Bend, Ore.	27,641
1147	Abilene, Kans.	27,638
1148	Monett, Mo.	27,629
1149	Pensacola, Fla.	27,621
1150	Lenoir, N.C.	27,615
1151	Hartford, Conn.	27,604
1152	Mount Vernon, Wash.	27,590
1153	Victorville, Cal.	27,586
1154	Union City, N.J.	27,581
1155	Butte, Mont.	27,577
1156	Richmond, Ky.	27,574
1157	Iola, Kans.	27,570
1158	Chester, Pa.	27,568
1159	San Angelo, Tex.	27,563
1160	St. Louis, Mo.	27,560
1161	Cocoa, Fla.	27,556
1162	Breckenridge, Minn.	27,553
1163	Greeley, Colo.	27,551
1164	Redding, Cal.	27,544
1165	Deadwood, S.D.	27,541
1166	Woonsocket, R.I.	27,534
1167	Corsicana, Tex.	27,525
1168	Richmond, Ind.	27,521
1169	Murray, Ky.	27,513
1170	Baltimore, Md.	27,492
1171	Salida, Colo.	27,480
1172	Miles City, Mont.	27,457
1173	Rocky Mount, N.C.	27,455
1174	Galveston, Tex.	27,437
1175	St. Johnsbury, Vt.	27,415
1176	Biloxi, Miss.	27,395
1177	Marion, Ill.	27,388
1178	Ukiah, Cal.	27,361
1179	West Hazleton, Pa.	27,356
1180	Providence, R.I.	27,339
1181	Pascagoula, Miss.	27,329
1182	Falls City, Neb.	27,327
1183	Kenton, Ohio	27,326
1184	Louisville, Ky.	27,311
1185	Marinette, Wisc.	27,297
1186	Petoskey, Mich.	27,294
1187	Kankakee, Ill.	27,292
1188	Union City, Ind.	27,285
1189	Alexandria, La.	27,281
1190	Carthage, Mo.	27,281
1191	Kelso, Wash.	27,281
1192	Chehalis, Wash.	27,273
1193	Roanoke Rapids, N.C.	27,269
1194	Hillsdale, Mich.	27,256
1195	Malone, N.Y.	27,253
1196	Newark, N.J.	27,247
1197	Butler, Pa.	27,228
1198	Herrin, Ill.	27,224
1199	Stockton, Cal.	27,215
1200	Weatherford, Okla.	27,215
1201	Alpena, Mich.	27,206
1202	Fairmont, W.Va.	27,193
1203	1Salem, Ore.	27,181
1204	Ashtabula, Ohio	27,172
1205	Auburn, N.Y.	27,162
1206	Cookeville, Tenn.	27,143
1207	Gainesville, Tex.	27,138
1208	Jasper, Ala.	27,133
1209	3Bluefield, W.Va.	27,132
1210	Fergus Falls, Minn.	27,120
1211	Texarkana, Ark.-Texarkana, Tex., Ark.	27,109
1212	1Texarkana, Tex.	27,109
1213	Utica, N.Y.	27,093
1214	New Bedford, Mass.	27,092
1215	Connersville, Ind.	27,082
1216	Port Arthur, Tex.	27,069
1217	Winchester, Ind.	27,063
1218	Fairfield, Ia.	27,049
1219	Parsons, Kans.	27,019
1220	Harrisburg, Pa.	27,009
1221	Shenandoah, Ia.	27,008
1222	Mayfield, Ky.	27,003
1223	Reading, Pa.	27,002
1224	Fresno, Cal.	27,000
1225	Gulfport, Miss.	26,998
1226	Tacoma, Wash.	26,996
1227	Peru, Ind.	26,993
1228	El Paso, Tex.	26,990
1229	Point Pleasant, W.Va.	26,980
1230	Griffin, Ga.	26,975
1231	Dennison, Ohio	26,969
1232	Port St Lucie, Fla.	26,939
1233	Hamilton, Ohio	26,933
1234	Montrose, Colo.	26,930
1235	Gloversville, N.Y.	26,929
1236	Starkville, Miss.	26,928
1237	Albany, Ore.	26,922
1238	Scranton, Pa.	26,921
1239	Jacksonville, Tex.	26,914
1240	Caldwell, Ida.	26,898
1241	Gary, Ind.	26,893
1242	Herkimer, N.Y.	26,882
1243	Killeen, Tex.	26,880
1244	Sarasota, Fla.	26,878
1245	Somerset, Pa.	26,861
1246	Gonzales, Tex.	26,855
1247	Lock Haven, Pa.	26,850
1248	Santa Fe, N.M.	26,843
1249	Columbus, Ga.	26,838
1250	Tuscaloosa, Ala.	26,820
1251	Portland, Ind.	26,820
1252	Cartersville, Ga.	26,816
1253	Sedalia, Mo.	26,810
1254	Thomasville, Ga.	26,809
1255	Rock Hill, S.C.	26,807
1256	Arkadelphia, Ark.	26,806
1257	San Fernando Valley, Cal.	26,803
1258	Poteet, Tex.	26,801
1259	Central Falls, R.I.	26,793
1260	Crowley, La.	26,789
1261	Bellefontaine, Ohio	26,783
1262	Lawton, Okla.	26,781
1263	Clinton, N.C.	26,777
1264	Washington, Ohio	26,774
1265	Ithaca, N.Y.	26,770
1266	Biddeford, Me.	26,768
1267	Benton, Ill.	26,767
1268	Port Huron, Mich.	26,766
1269	Sweetwater, Tex.	26,753
1270	Ashland, Wisc.	26,748
1271	Vincennes, Ind.	26,742
1272	Sulphur Springs, Tex.	26,739
1273	Artesia, N.M.	26,727
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1275	Bowling Green, Ky.	26,702
1276	Walla Walla, Wash.	26,683
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1278	Astoria, Ore.	26,673
1279	Sanford, N.C.	26,646
1280	Scottsboro, Ala.	26,633
1281	Hiawatha, Kans.	26,616
1282	Marion, Ohio	26,605
1283	Minden, La.	26,599
1284	Elk City, Okla.	26,597
1285	Uniontown, Pa.	26,586
1286	Bradford, Pa.	26,578
1287	Monroe, La.	26,564
1288	Savannah, Ga.	26,563
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1290	Bellingham, Wash.	26,553
1291	Abbeville, La.	26,548
1292	Ardmore, Okla.	26,547
1293	Spencer, Ind.	26,536
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1298	Turlock, Cal.	26,495
1299	Ocala, Fla.	26,485
1300	Pine Bluff, Ark.	26,480
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1331	Washington, Ia.	26,273
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1334	Berwick, Pa.	26,245
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SECTION II

Surveys of Daily Newspaper Cities

Communities in the United States where daily newspapers are published

United States Daily Newspaper Cities

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Alabama	1	2	Montana	198	199
Alaska	7	8	Nebraska	201	201
Arizona	9	10	Nevada	205	206
Arkansas	15	16	New Hampshire	207	209
California	21	22-23	New Jersey	210	211
Colorado	50	51	New Mexico	218	219
Connecticut	55	57	New York	222	224-5
Delaware	62	62	North Carolina	241	242
District of Columbia	63	—	North Dakota	253	254
Florida	64	65	Ohio	256	257
Georgia	79	81	Oklahoma	276	277
Hawaii	87	87	Oregon	285	287
Idaho	88	90	Pennsylvania	290	291
Illinois	92	94	Rhode Island	312	313
Indiana	106	107	South Carolina	315	317
Iowa	121	123	South Dakota	319	320
Kansas	128	131	Tennessee	322	323
Kentucky	137	139	Texas	328	330-1
Louisiana	143	145	Utah	352	353
Maine	149	151	Vermont	354	355
Maryland	152	153	Virginia	357	357
Massachusetts	155	158	Washington	365	367
Michigan	166	168	West Virginia	371	373
Minnesota	178	179	Wisconsin	376	377
Mississippi	184	186	Wyoming	384	385
Missouri	190	191	Puerto Rico	386	—

New Haven Market adults love food & drink...and they love the New Haven Register and Journal-Courier!

- New Haven Market adults spend over $4.1 Billion in annual retail sales.
- 52% of grocery shoppers, equal to 256,000 adults, read the daily Register and/or Courier!
- 68% of grocery shoppers, equal to 338,000 adults, read the Sunday Register!
- Total food store spending in 1985 was $895.9 million, equal to $3,803 per household, or $1,365 per capita.
- 365,000 adults, 73% of total New Haven Market Adults, consume alcoholic beverages monthly. Of that number, 52% read the daily Register and/or Journal-Courier! 69% read the Sunday Register!

For more information, call Assistant Advertising Director Henry Misiak, at (203) 562-1121, ext. 324, or Landon Associates, Inc., (212) 867-1112.

*SOURCES: Belden Associates, Continuing Market Study, 1985 - S&MM, Survey of Buying Power, 1986

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Chicago Tribune

Sports Final

American freed in Lebanon

Syria, Iran seen playing major roles

Ex-hostage gaunt but 'very happy'

Thompson, Stevenson begin final countdown

Congress sidetracks state roads

Pollution fears grow with 2 sites' waste

Chicago Tribune

A great city deserves a great newspaper.

SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in the United States supporting daily newspapers

ALABAMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anniston-Calhoun County.
Birmingham-Blount, Jefferson, St. Clair, Shelby, and Walker Counties.
Columbus, GA-AL-Chattahoochee and Muscogee Counties, GA; Russell County, AL.
Dothan-Dale and Houston Counties.
Florence-Lauderdale and Colbert Counties.
Gadsden-Etowah County.
Huntsville-Madison County.
Mobile-Baldwin and Mobile Counties.
Montgomery-Autauga, Elmore and Montgomery Counties.
Tuscaloosa-Tuscaloosa County.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1988	1987
Under 5 Years	301	296	313
5-14 Years	720	642	678
15-24 Years	617	736	778
25-44 Years	791	1,028	1,086
45-64 Years	691	748	792
65 and Over	324	440	465
TOTAL	3,444	3,890	4,112

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	689	729	1,306
General Mdse	1,308	1,651	2,380
Food	2,440	3,586	4,537
Automobiles	2,611	2,810	4,905
Gasoline Stations	810	1,173	1,160
Apparel	571	837	1,197
Furniture	468	546	998
Eat-Drink Places	691	1,080	1,544
Drugs	326	523	682
TOTAL SALES	10,705	14,480	20,400

ALEXANDER CITY

1 - LOCATION: Tallapoosa County. E&P Map C-3. Manufacturing, tourism, timber, and agric. E central portion of state. 75 mi. SE of Birmingham on U.S. Hwy. 280; 45 mi. NE of Montgomery.

2 - TRANSPORTATION: Railroad-Norfolk Southern.
Motor Freight Carriers-North Alabama Express; Barnes Freight Bowman Trans.; Georgia Hwy. Express.
Intercity Bus Line- Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,807; E&P 86 Est. 14,485
County 80 Cen. 38,676; E&P 86 Est. 41,116

4 - HOUSEHOLDS:
City 80 Cen. 4,856; E&P 86 Est. 4,874
County 80 Cen. 13,275; E&P 86 Est. 14,755

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$40,000,000
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 29,328

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: Residence 3,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 7,000 ($240).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alex. City(12)	2	Winn-Dixie, Rose's, Revco, Goodyear, Belk's
Edco(5)		Edco Discount Ctr.
Mill Square(8)	1	Wal-Mart, Winn-Dixie, Harco
B-Mart(1)	1	B-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Rose's; Edco; Belk's; Revco; Harco; Piggly Wiggly; A&P; Winn-Dixie; Wal-Mart; B-Mart.

13 - RETAIL OUTLETS: Department Stores-Aland's; Allied; Belk's; Frohsin's.
Discount Stores-Edco; Fred's; Bargaintown; Rose's; Wal-Mart; B-Mart.
Chain Drug Stores-Harco; Revco.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie 2; B-Mart.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: OUTLOOK (m-tues to fri; S) 4,086; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Billy McGhee, Adv. Mgr., OUTLOOK, 139 Church St.; PO Box 999, Alexander City, AL 35010; Tel. (205) 234-4281.
National Representative: Landon Associates.

ANDALUSIA

1 - LOCATION: Covington County. E&P Map C-5. County Seat.

2 - TRANSPORTATION: Railroads-SCL/L & N.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 10,415; E&P 86 Est. 10,410
County 80 Cen. 36,850; E&P 86 Est. 37,895

4 - HOUSEHOLDS:
City 80 Cen. 4,251; E&P 86 Est. 4,023
County 80 Cen. 15,213; E&P 86 Est. 14,817

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$146,198,040
Savings & Loan	1	$53,124,000

6 - PASSENGER AUTOS: County 30,946

7 - ELECTRIC METERS: Residence 4,311

8 - GAS METERS: Residence 2,832

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 2,000 ($200); Elect. Util. 175 ($300); Pecan Proc. 200 ($200); Health Care 200 ($200).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 65.5; Summer 75.8; Fall N.A.; Winter 55.1. First killing frost, Nov. 10; last killing frost, Mar. 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Covington Mall.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Covington Mall(8)	2	JCPenney, Revco, Leons, United Super
Westgate Plz.(6)	2	TG&Y, Harco
East 3-Notch(5)	2	Winn-Dixie, Harco

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctr.-every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leon's.
Discount Stores-TG&Y; Howard's; Brand.
Variety Stores-Family Dollar.
Chain Drug Stores-Harco; Revco.
Chain Food Supermarkets-Winn-Dixie; Piggly Wiggly.
Other Chain Stores-Sherwin-Williams; Catos.

14 - NEWSPAPERS: STAR NEWS (m-tues to sat) 3,982; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Henry Burt, Adv. Mgr., STAR NEWS, 209 Dunson St.; PO Drawer 430, Andalusia, AL 36420; Tel. (205) 222-2402.

ANNISTON

1 - LOCATION: Calhoun County (MSA). E&P Map C-2, County Seat. Mfg., agric., commercial & military ctr. (Fort McClellan). NE portion of state; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line.
Motor Freight Carriers-43.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast (4 flights per day); Anniston Executive Aviation.

3 - POPULATION:
Corp. City 80 Cen. 29,523; E&P 86 Est. 28,435
CZ-ABC: (80) 69,476
RTZ-ABC: (80) 92,792
County/MSA 80 Cen. 116,936; E&P 86 Est. 127,175
City & RTZ-ABC: (80) 162,268
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,953; E&P 86 Est. 10,910
County/MSA 80 Cen. 39,431; E&P 86 Est. 44,186
CZ-ABC: (80) 24,651
RTZ-ABC: (80) 29,544
City & RTZ-ABC: (80) 54,195

5 - BANKS	NUMBER	EST DEP.
Savings & Loan	2	$781,670,965
Commercial	12	$4,045,581,072

6 - PASSENGER AUTOS: County 98,181

7 - ELECTRIC METERS: Residence 43,653

8 - GAS METERS: Residence 25,323

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood 410; Metals 3,610; Other Durables 1,090; Textile 2,340; Total Non-Mfg. 30,300; Mfg. 11,420.

10 - CLIMATE: Annual Av. Temp.-63; Jan. 41; July 81; Av. Rainfall 66; Altitude (above) 1,000; Growing Season 212 days; Prevailing winds SE 4-8 MPH.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lenlock(18)	5	Shoe Box
Anniston Plz.(10)	NA	Wal-Mart, Eckerd
Quintard Mall(35)	NA	JCPenney, Martin's, SupeRx, Sears
Pelham Plz.	NA	Winn-Dixie, Whitit
Blue Pond	NA	Sky City
Golden Springs(5)	NA	Windsor's Super Valu

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thur., Sat.; Discount-7 nights a wk.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hudson's; Wakefields; Sears; New Berman's, Kitchin's.
Discount Stores-Wal-Mart; Sky City; K mart; Fred's; Martin's.
Chain Drug Stores-SupeRx 2; Eckerd; Big B 3.
Chain Supermarkets-Winn-Dixie; Super-Valu; Warehouse Groceries 3; Food World 2; Valu Foods 2.
Other Chain Stores-Firestone; Friedman's Jewelers; Goodyear; Haverty Furn.; Lorch Diamond; Rhode Furn.; Jefferson Home Furn.

14 - NEWSPAPERS: STAR (e-mon to fri) 31,391; (m-sat) 33,313; (S) 32,706; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John O'Mara, Mktg. Dir., STAR, 216 W. 10th St., Anniston, AL 36201; Tel. (205) 236-1551.
National Representative: Branham/Newspaper Sales.

ATHENS

1 - LOCATION: Limestone County. E&P Map C-1, County Seat. Agric. and college ctr. 20 mi. W of Huntsville; 13 mi. N of Decatur on U.S. Hwys. 31, 72, I-65; State Hwys. 99, 251, 127.

2 - TRANSPORTATION: Railroads-Seaboard System.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-13.

3 - POPULATION:
Corp. City 80 Cen. 14,558; E&P 86 Est. 14,811
County 80 Cen. 46,005; E&P 86 Est. 49,308

4 - HOUSEHOLDS:
City 80 Cen. 5,287; E&P 86 Est. 5,571
County 80 Cen. 15,358; E&P 86 Est. 17,267

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,996,278,585
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 44,038

7 - ELECTRIC METERS: Residence 20,279

8 - GAS METERS: Residence 1,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. (cotton, corn, hay); Poultry Proc. 800; Clothing 532; Heavy Mach. 836; Electronics 800; Dairying; Cotton Proc.; Univ. Educ.; Automotive Mfg. 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3; last killing frost, Mar. 16.

11 - TAP WATER: Moderately acid; moderately soft. Flouridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Athens Plaza(15)	2	Rose's, Winn-Dixie, Pic'N Pay Shoes, Cato's
Athens(8)	1	Kroger, Sears, Big B Drug, Otasco
Crutcher(4)	1	Hometown Grocery, Auto Shack, Family Dollar
L&S	1	L&S Foods, K mart, Fred's Discount Dept.

13 - RETAIL OUTLETS: Department Stores-Brown's Fabric Ctr.; Bennett's; Butler's Furn.; Clem Bumper to Bumper.
Discount Stores-Wal-Mart; Rose's; K mart; Hometown Groceries.
Chain Drug Stores-Revco; Big B.
Chain Supermarkets-L&S; Kroger; Food World; Winn-Dixie.
Other Chain Stores-National; Otasco; Sington's; Goodyear; Radio Shack.

14 - NEWSPAPERS: NEWS COURIER (m-tues to fri; S) 7,941; sworn Sept. 29, 1985.
Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, 410 W. Green St.; PO Box 670, Athens, AL 35611; Tel. (205) 232-2720.
National Representative: None.

AUBURN

See OPELIKA

BIRMINGHAM

1 - LOCATION: Jefferson County (MSA). E&P Map C-3, County Seat. Medical and industrial ctr. 150 mi. W of Atlanta, 250 mi. SE of Memphis and 300 mi. NE of New Orleans.

2 - TRANSPORTATION: Railroads-Burlington Northern; Southern Railway; Seaboard Systems; Amtrak; Union Pacific; Birmingham-Southern.
Motor Freight Carriers-113.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Eastern; Delta; United; USAir; Republic; American; Peoples Florida; Air South Commuter.
Water Transportation-The Warrior-Tombigbee Waterway (9 ft. channel) from areas between Birmingham and Jasper to Mobile and the Gulf carries est. 19,000,000 tons. Birmingpost located 21 mi. from Birmingham and other ports both north and south are serviced by a number of barge lines. The Tenn-Tom link to the Tennessee River & the Warrior-Tombigbee provides easy access to some 13,000 mi. of inland waterways in mid and eastern U.S.

3 - POPULATION:
Corp. City 80 Cen. 284,413; E&P 86 Est. 266,116
CZ-ABC: (80) 711,207
RTZ-ABC: (80) 714,969
County 80 Cen. 671,197; E&P 86 Est. 670,227
MSA 80 Cen. 883,819; E&P 86 Est. 900,121
City & RTZ-ABC: (80) 1,426,176
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 107,238; E&P 86 Est. 105,306
County 80 Cen. 244,177; E&P 86 Est. 254,351
MSA 80 Cen. 316,381; E&P 86 Est. 335,764
CZ-ABC: (80) 257,428
RTZ-ABC: (80) 244,016
City & RTZ-ABC: (80) 501,444

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	11	$3,316,000,282
Commercial	27	$11,438,568,393

6 - PASSENGER AUTOS: County 498,394

7 - ELECTRIC METERS: 291,000

8 - GAS METERS: 163,441

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 13,000 ($441); Fabricated Metal 6,500 ($367); Food & Kindred Prods. 6,900 ($249); Health Servs. 27,400 (N.A.); Trans. 11,000 (N.A.); Fin., Ins. & R.E. 26,400 (N.A.); Whol. Trade 29,000 (N.A.); State & Local Gov't 48,700 (N.A.); Federal Gov't 89,000 (N.A.); Constr. 20,600 (N.A.); Other Services 53,700 (N.A.).
Principal Pay Days-Paid Wkly. (38 percent); Every two weeks (19.7 percent); twice monthly (1.1 percent); monthly (25.9 percent); 1st & 15th (13.7 percent); other (1 percent).

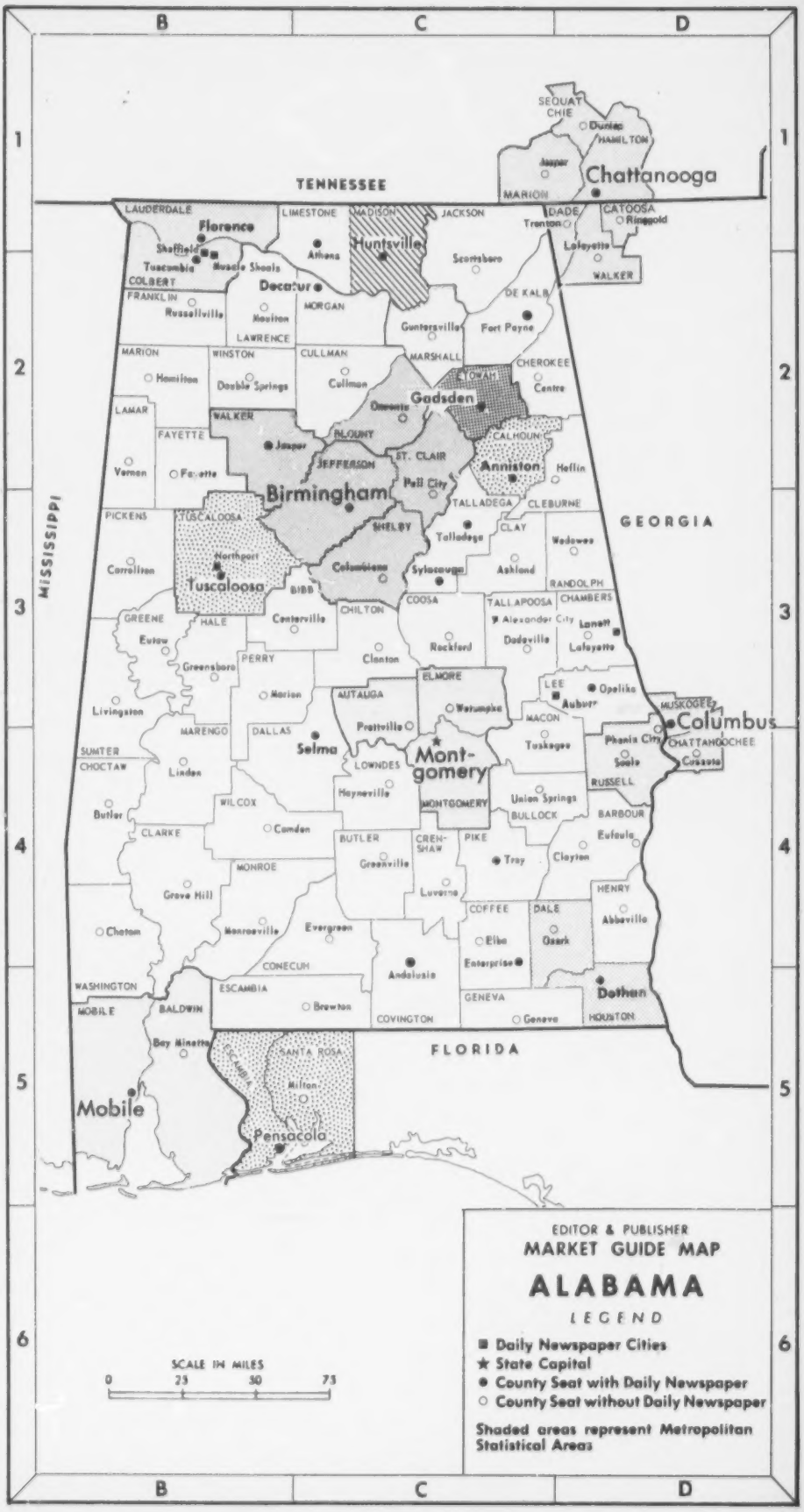
10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 53-102; Fall 27-94; Winter 19-76. First killing frost, Nov. 10; last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Center-100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts. N.
Neighborhood Shopping Centers-(No. of Stores)-Bessemer Plaza 9; Westlake Mall 35; Westtown Plaza 35; Center Point 21; Century Plaza 114; Crestwood 5; Eastlake 3; Easttown Plaza 17; Eastwood Mall 72; Eastwood Shopping Center 16; Five Points West 86; Forestdale 30; Forest Village 3; Green Springs K mart Center 9; Green Valley 14; Hillcrest 10; Hoover Mall 24; Irondale Plaza 6; Parkway East 13; Roebuck Shopping City 18; Shades Mountain 13; Vestavia Hills 55; Village East 24; Eastgate (Center Point) 17; Belleview Plaza 18; Western Hills 60; Gardendale Shopping Center 8; Village Green 28; Brookwood Village Mall 100; Greensprings (Homewood) 14; Shades Creek 48; Hueytown Plaza 15; Hoover Shopping Center 24; Leeds Shopping Center 5; Mountain Brook 10; Midfield Park Shopping Center 21; Pleasant Grove 11; Vestavia (Todd's Mall) 16; Loehmann's Village 50; Riverchase Galleria 200; Centre at Riverchase 30; Red Mountain Plz. 18; Roebuck Plz. 22; Weible Sq. 10; Green Springs Shpg. Ctr. 14; Westgate 7; Queensbury Shpg. Ctr. 50.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belleview Plaza West	8	Big B, Wal-Mart, Food World
Bessemer Plaza(6)	13	Zayre, Food Giant, Big B Drug
Brookwood(100)	5	Rich's, Pizitz, Winn-Dixie, Blach's
Center Point(21)	6	TG&Y, Consumer Warehouse, Eckerd
Century Plaza(115)	6	Bromberg's, Rich's, Sears, Pizitz, JCPenney
Crestwood	5	Hudd's IGA
Eastgate	NA	Sears
Eastlake Plaza	6	Goodyear, Winn-Dixie, Western, Firestone
Easttown Plz.(17)	11	Food World, Eckerd
Eastwood Mall(72)	6	Parisian, Service Mdse., Yeilding's, Aland's, Newberry's, Goodyear
Eastwood Plz.(20)	6	K mart, Eckerd, Consumer Whse.
Five Points South	2	Piggly-Wiggly
Five Points West (86)	5	Parisian, Zayre, Pizitz
Forestdale(8)	6	Big B Drugs, Sears



Forest Village(3)	6	Winn-Dixie, Eckerd
Gardendale	15	Big B Drugs, K mart, Food World, Goodyear
Green Springs(14)	5	Handy City, Food World
Green Springs (K mart Center)	9	K mart
Green Valley(14)	8	Golbro
Hoover Mall(21)	8	Aland's, Zayre, Eckerd, Winn-Dixie
Irondale(6)	NA	Food World, Big B
Leeds	NA	Winn-Dixie, TG&Y, Wal-Mart
Loehmanns Vlg.(50)	10	Loehmann's, Service Mdse., Marshall's
Midfield Park(21)	6	K mart, Homecrafters
Mountain Brook	4	Western, Bromberg's
Pleasant Grove	12	Winn-Dixie
Parkway East	11	Zayre, T.J. Maxx
Queensbury(50)	NA	Big B, Food World
Red Mountain Plz.	6	Big B, Wal-Mart
Riverchase Galleria(200)	NA	JCPenney, Pizitz, Rich's, Parisian
Roebuck Ctr.	NA	K mart
Roebuck Plz.(25)	8	Consumer Warehouse, K mart, JCPenney, Pizitz, Western Auto
Shades Mtn. Plz.	NA	Western Auto
Vestavia Hills	7	Sears, Yeilding's, Western, Parisian
Village Green	15	Winn-Dixie, Eckerd
Village East	6	Zayre, Winn-Dixie, T.J. Maxx
Weibel Sq.(8)	8	Handy City
Westgate	NA	Food World, Big B
West Lake	14	Sears, Consumer Warehouse
Westtown Plaza	14	Winn-Dixie, Eckerd
Western Hills(60)	NA	Pizitz, Aland's, JCPenney, Woolworth, Yeilding's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Closed-Sun. & Holidays.
Stores Open Evenings-Every evening to 9:00.

13 - RETAIL OUTLETS: Department Stores-Pizitz 7; Sears 6; Blach 3; Parisian 5; Newberry's 2; JCPenney 4; Yeilding's 4; Tillman-Levenson; Rich's 3; Aland's 3.
Variety Stores-TG&Y 5; Woolworth 5.
Discount Stores-Bargain Town USA 9; Family Dollar 6; Golbro 4; K mart 8; Loehmanns; Service Merchandise 2; Standard Distributors 3; Zayre 7; Marshall's; Wal-Mart 4.
Chain Drug Stores-Alley; Big B 30; Eckerd 14; P&S Apothecary 2.
Chain Supermarkets-Consumer Warehouse 10; Dixie; Food Center 11; Food Town 4; Food World 12; Piggly Wiggly 7; Western 14; Winn-Dixie 20.
Other Chain Stores-Shoes: Bakers, Bell 2, Buster Brown, Dollar Shoe Box, Shoe Bar 3, Florsheim 3, Shoe City 11, Stride-Rite 3, Kinney 4, Butler 4, Calhoun 2, Pic'n Pay 9, Shoe Corral 2, Sikes 2, Thom McAn, Village Bootery, Wagner's Air Step 2; Ladies' Apparel: Diana Shop; Furniture: Calder 3, Ethan Allen, Jefferson Home 6, Lorch Furn., Marks-Fitzgerald 4, Sokols, Standard 5; Tires: Firestone 12, Goodyear 5; Auto Supplies: Bumper-to-Bumper 19, Genuine Parts 9, Western Auto 6, Auto Shack 14; Jewelry: A&A Ash 2, Bromberg's 4, Busch's 3, Gordon 2, Jobe-Rose 3, Lorchs 7, Zale's

14 - NEWSPAPERS: POST-HERALD (m-mon to fri) 61,877; NEWS (e-mon to fri) 169,922; Comb. (m&e) 231,799; (m-sat; hol) 54,238; (e-sat: hol) 147,170; NEWS (S) 213,264; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William McGinnis, Natl. Adv. Mgr., NEWS and POST-HERALD, PO Box 2553, Birmingham, AL 35202; Tel. (205) 325-2230.
National Representative: Newhouse Newspapers Metro Suburbia.

CULLMAN

1 - LOCATION: Cullman County, E&P Map C-2. County Seat. Agriculture, manufacturing, poultry ctr. N central part of state. 50 mi. N of Birmingham.

2 - TRANSPORTATION: Railroads-Seaboard Coast Lines.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Charter Service; Folsom Field.

3 - POPULATION:
Corp. City 80 Cen. 13,084; E&P 86 Est. 12,955
CZ-ABC: (80) 13,084
RTZ-ABC: (80) 54,302
City & RTZ-ABC: (80) 67,386
County 80 Cen. 61,642; E&P 86 Est. 65,579

4 - HOUSEHOLDS:
City 80 Cen. 5,153; E&P 86 Est. 4,988
County 80 Cen. 21,758; E&P 86 Est. 24,225
CZ-ABC: (80) 5,153
RTZ-ABC: (80) 18,541
City & RTZ-ABC: (80) 23,694

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$174,000,000
Savings & Loan	2	$79,000,000

6 - PASSENGER AUTOS: County 56,853

7 - ELECTRIC METERS: Residence 35,419

8 - GAS METERS: Residence 2,759

9 - PRINCIPAL INDUSTRIES: Total Work Force in County 27,777: Elect. Appliances; Metal Prods.; Poultry Proc.; Lumber; Textiles; Files; Distribution Ctrs.

10 - CLIMATE: An. Min. & Max. Temp.-15-100. First killing frost, Oct. 26; last killing frost, Apr. 8.

11 - TAP WATER: Fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cullman(29)	NA	Sears, JCPenney, Foodworld, Belk-Hudson
South Cullman (10)	NA	Harco Drug, Bull Pen
Town Square(6)	NA	Eckerd, Wal-Mart
East Point(10)	NA	7-Eleven
West Town(7)	NA	Shell

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Ratliff's; Belk-Hudson; JCPenney.
Discount Stores-Bargaintown USA; Wal-Mart; K mart; Family Dollar; Dollar General.
Variety Stores-Elmores.
Chain Drug Stores-SupeRx; Eckerd; Medicine Shoppe; Big B; Harco Drugs.
Chain Supermarkets-Piggly Wiggly; 7-Eleven 5; Foodworld; Warehouse Disc. & Groc. 3; Freshvale Whse. Groc.
Other Chain Stores-B.F. Goodrich; Singer Center; Radio Shack; Goodyear; Firestone; Importer's Warehouse; Bookland; Shoe World; Diane Shop.

14 - NEWSPAPERS: CULLMAN TIMES (m-tues to fri) 9,247; (S) 11,622; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Run Platt, Adv. Dir., TIMES, 300 Fourth Ave. SE, Cullman, AL 35055; Tel. (205) 734-2131.
National Representative: None.

DECATUR

1 - LOCATION: Morgan County, E&P Map C-2, County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67, 20, 24.

2 - TRANSPORTATION: Railroads-L & N; Southern.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Republic; American; Delta.

3 - POPULATION:
Corp. City 80 Cen. 42,002; E&P 86 Est. 43,863
CZ-ABC: (80) 50,102
RTZ-ABC: (80) 154,095
County 80 Cen. 90,231; E&P 86 Est. 97,163
City & RTZ-ABC: (80) 204,197

4 - HOUSEHOLDS:
City 80 Cen. 15,183; E&P 86 Est. 16,432
County 80 Cen. 31,369; E&P 86 Est. 35,259
CZ-ABC: (80) 17,860
RTZ-ABC: (80) 52,239
City & RTZ-ABC: (80) 70,099

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$107,800,000
Commercial	4	$499,978,000

6 - PASSENGER AUTOS: County 78,862

7 - ELECTRIC METERS: Residence 19,408

8 - GAS METERS: Residence 15,051

9 - PRINCIPAL INDUSTRIES: Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Barges; Steel Fab.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prods.; Pkg. House Prods.; Dairy Prods.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Proc.; Shipbuilding & Ironwork; Chemicals; Mobile Homes; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prods.
Principal Pay Days-Tues., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-95; Summer 67-101; Fall 52-100; Winter 23-75. First killing frost, Nov. 27; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Beltline Mall, Beltline Rd. on the 6th Ave. corridor; Downtown and Bank St. areas.
Neighborhood Shopping Centers-5th Ave. W.; Morningside, 19th Ave. & 12th St. S.E.; Danville Rd.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	4	K mart
5th Ave. W.	1	Namie's Groc.
Southland Pl.(15)	3	Radio Shack, Brown's Fabrics, Big B Drugs
Morningside	2	Morningside Groc.
Decatur(15)	3	Lang's Sporting Gds, Maison Morgan
Westgate(15)	2	Piggly Wiggly
Gateway(22)	3	Sears, Eckerd, Parisian, Belk Hudson
Morgan Plaza	9	Maison-Morgan
Austin Plaza(13)	3	Champion Mkt.
Beltline Mall(60)	5	JCPenney, Rogers, Castner-Knots
Westmead Plz.(6)	NA	Westmead Drug, Holloways
Beltine Plz.(20)	NA	Big B, Food World, Wal-Mart

Principal Shopping Days-Department Stores-1 p.m.-6 p.m. Sundays, Mon., Thur., Sat.; Food- Fri., Sat.
Stores Open Evenings-Most stores in major shopping centers Thur. and Fri. evenings; Beltline Mall open nightly.

13 - RETAIL OUTLETS: Department Stores-Parisian-Decatur; JCPenney; Sears; Castner-Knott; Maison-Morgan; Rogers.
Discount Stores-Kent's; K mart; Otasco; Wal-Mart; Family Dollar; Hills; Lowe's.
Chain Drug Stores-Eckerd; Lloyd's 3; Big B; SupeRx.
Chain Supermarkets-Kroger; Food World; Giant Foods; Busy Bee 2; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie; Piggly Wiggly.
Other Chain Stores-David Lee's; Diana Shop; Village Shop; Shoe City; Singer Co.; Goodyear; Busch's Jewelry; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash; Payless Shoes; Lorch's; Radio Shack.

14 - NEWSPAPERS: DAILY (e-mon to fri) 25,255; (m-sat) 24,739; (S) 28,114; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dan Jenette, Adv. Mgr., DAILY, 201 1st Ave.; PO Box 1527, Decatur, AL 35602; Tel. (205) 353-4612.
National Representative: Landon Associates.

DOTHAN

1 - LOCATION: Houston County, (MSA). E&P Map D-5, 115 mi. SE of state capital, Montgomery; 215 mi. from Birmingham; 219 mi. from Atlanta; 256 mi. from Jacksonville; 153 mi. from Pensacola.

2 - TRANSPORTATION: Railroads-ACL; Central of Georgia; Atlanta & St. Andrews Bay; Hartford & Slocomb.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeastern (Delta); Devoe.

3 - POPULATION:
Corp. City 80 Cen. 48,750; E&P 86 Est. 51,664
CZ-ABC: (80) 48,750
RTZ-ABC: (80) 196,571
County 80 Cen. 74,632; E&P 86 Est. 79,858
MSA 80 Cen. 122,453; E&P 86 Est. 126,332
City & RTZ-ABC: (80) 245,321
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,376; E&P 86 Est. 19,061
County 80 Cen. 26,183; E&P 86 Est. 29,261
CZ-ABC: (80) 17,376
RTZ-ABC: (80) 67,084
MSA 80 Cen. 41,351; E&P 86 Est. 44,502
City & RTZ-ABC: (80) 84,460

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$360,995,250
Savings & Loan	3	$277,565,673

6 - PASSENGER AUTOS: County 67,793

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 775; Food 1,330; Lumber 290; Metal Works 390; Gov't 3,450; Trans. 1,400; Tobacco 175; Chem. 250; Furn. 300; Whol. & Ret. 7,130; Servs. 2,960; Textiles & Apparel 1,710; Constr. 4,420; Electronics 1,700; Electric Motors 1,100; Tires 1,600. Total Wage Earners 27,620 (Houston County).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-98; Summer 57-103; Fall 53-98; Winter 17-102. First killing frost, Nov. 20; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 1/2 blocks on Main St.; 4 on Foster St.; 3 on Oates St.; Ross Clark Circle.
Neighborhood Shopping Centers-2 blocks on Main & Edgewood Dr.; 1 at St. Andrews & Cottonwood Rd.; 2 at S. Oates & Selma St.; S. East St.; 3 at North St., Andrews & Powell St.; Northside Mall; Porter Square & Circle West Shopping Center.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main	1	Northcutt's Dixie Dandy
Southside	1	Piggly Wiggly
Plaza Two(30)	2	Howards Brand Discount
Woodland	2	IGA Foodliner
Central Village	1	Medical Arts Phcy.
Northside Mall(70)	3	Mont. Ward
Hwy. 231 North(20)	2	Gaylords
Northview Ctr.(2)	3	K mart
Circle South(5)	4	Winn-Dixie, Revco, Radio Shack
K mart Plz.(1)	4	K mart
K mart (S.) Plz.	NA	K mart
Wise	22	Furniture Fair
Porter Sq.(30)	1	JCPenney, A&P, Walgreens, TG&Y
Circle West(14)	3	Wilbro, Eckerd, Piggly Wiggly

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Fri.: Northside Mall; Porter Square; Gaylord's; Howards Brand Discount & K mart every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; B.C. Moore; Montgomery Ward; Howards; Lowes.
Variety Stores-B.C. Moore; TG&Y; Walgreens; Alber[illegible]'s.
Chain Drug Stores-Eckerd; Revco; Walgreens.
Discount Stores-Gaylord's; Family Dollar; Howards; K mart.
Chain Supermarkets-Piggly Wiggly 3; Dixie Dandy; A&P; IGA 5; Winn-Dixie; Sav-A-Minit 6; Junior Food 6; Super Foods; E-Z Foods 4; Majik Mkt. 2; Foodworld 2; Albertsons.
Other Chain Stores-Butler Shoe; Eleanor Shop; Haverty Furn.; Goodyear; Firestone 2; Singer Store; Warnaco; Danley Furn.; Goodrich; Western Auto; S&H Green Stamps; Moore-Handley Hdwe.; Lorch Jewelry; Badcock Furn.; Ace Hdwe.; Young & Vann Supply.

14 - NEWSPAPERS: EAGLE (m) 22,572; (S) 26,182; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bennet, Adv. Dir., EAGLE, 203 N. Oates St.; PO Box 1968, Dothan, AL 36302; Tel. (205) 792-3141.
National Representative: Thomson Newspapers.

ENTERPRISE

1 - LOCATION: Coffee County, E&P Map C-4. County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84; State Hwys. 27, 134, 167, 248.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.
Airlines-Trans Air Express.

3 - POPULATION:
Corp. City 80 Cen. 18,033; E&P 86 Est. 19,922
County 80 Cen. 38,533; E&P 86 Est. 41,486
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,334; E&P 86 Est. 7,236
County 80 Cen. 13,430; E&P 86 Est. 15,090

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$26,331,000
Commercial	3	$131,817,000

6 - PASSENGER AUTOS: County 33,401

7 - ELECTRIC METERS: Residence 8,300

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Cotton and Cottonseed Prods.; Peanut Butter; Peanut Oil; Clothing; Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Prods.; Poultry; Poultry Proc.; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20; last killing frost, Mar. 10.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plaza(10)	NA	Alatex Outlet
Morgan Sq.(8)	NA	SupeRx
West Gate(36)	NA	B.C. Moore & Sons, Otasco, IGA, Sears
Enterprise(9)	NA	Wal-Mart, JCPenney
Discount Plaza(10)	NA	Enterprise Wholesale
TG&Y Family Ctr.	NA	TG&Y
Boll Weevil Plz.	NA	Winn-Dixie, Harco Drugs

13 - RETAIL OUTLETS: Department Stores-JCPenney; TG&Y; Bisk; B.C. Moore & Sons.
Discount Stores-Value Mart.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Piggly Wiggly; IGA Foodliner; Winn-Dixie.
Other Chain Stores-Sears; Radio Shack; Leons; Otasco; Western Auto; Cato; Shoe City; PayLess Shoes; Easy Pay; Firestone; Danley Furniture; Alpro Auto Parts; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 7,500; (S) 7,800; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Joan Ziglar, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.
National Representative: Thomson Newspapers.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

1 - LOCATION: E&P Map B-1 & B-2 (In Florence MSA). Florence (County Seat) in Lauderdale County, Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys. 2, 13, 17, 20, 157.

2 - TRANSPORTATION: Railroads-L&N; Southern.
Water-Tennessee River Barge Service.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-ASA (Atlantic Southeastern); Republic Express.

3 - POPULATION:
Corp. Cities 80 Cen. 66,980; E&P 86 Est. 66,249
Florence 80 Cen. 37,029; E&P 86 Est. 37,245
Sheffield 80 Cen. 11,903; E&P 86 Est. 10,600
Tuscumbia 80 Cen. 9,137; E&P 86 Est. 8,876
Muscle Shoals 80 Cen. 8,911; E&P 86 Est. 9,528
CZ-ABC: (80) 66,980
RTZ-ABC: (80) 68,085
Counties 80 Cen. 135,023; E&P 86 Est. 139,547
Lauderdale 80 Cen. 80,504; E&P 86 Est. 84,763
Colbert 80 Cen. 54,519; E&P 86 Est. 54,784
MSA 80 Cen. 135,023; E&P 86 Est. 139,547
City & RTZ-ABC: (80) 135,065
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,591; E&P 86 Est. 24,687
Florence 80 Cen. 13,620; E&P 86 Est. 13,940
Sheffield 80 Cen. 4,612; E&P 86 Est. 4,182
Tuscumbia 80 Cen. 3,291; E&P 86 Est. 3,214
Muscle Shoals 80 Cen. 3,068; E&P 86 Est. 3,351
MSA 80 Cen. 47,388; E&P 86 Est. 51,236
CZ-ABC: (80) 24,597
RTZ-ABC: (80) 22,804
Counties 80 Cen. 47,388; E&P 86 Est. 51,236
Lauderdale 80 Cen. 28,207; E&P 86 Est. 31,093
Colbert 80 Cen. 19,181; E&P 86 Est. 20,143
City & RTZ-ABC: (80) 47,401

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$350,000,000
Commercial	12	$450,000,000

6 - PASSENGER AUTOS: Counties: Lauderdale 68,191; Colbert 44,642

7 - ELECTRIC METERS: Residence 20,158

8 - GAS METERS: Residence 13,785

9 - PRINCIPAL INDUSTRIES: (Metro Area) Industry, No. of Wage Earners-Elect. power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chem. & Allied Prods. 2,263; Rubber Prods. 1,260; Fab. Metals 580; Food 490; Textile Prods. 550; Stone Clay & Glass Prods. 500; Mach. 1,370. Also University of North Alabama over 5,000 students, 165 teachers.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29; last killing frost, Apr. 5.

11 - TAP WATER: Florence-Alkaline, soft; Sheffield and Tuscumbia-Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Florence-8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.
Sheffield-6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
Tuscumbia-2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
Muscle Shoals-2 mi. on Woodward Ave.
Neighborhood Shopping Areas-2 blocks on Wood Ave. in N. Florence; 2 on Huntsville Rd. at Weeden Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seven Points(17)	2	TG&Y, Kroger, SupeRx
Four-Lane(18)	1	
Boulevard	3	K mart
Towne Plaza(12)	1	Hancock Fabrics, Jitney Jungle, SupeRx
Southgate Mall(30)	NA	Wal-Mart, Big B Drugs, Winn-Dixie
Florence Pl.(13)	NA	SupeRx, Jitney Jungle
English Village(15)	NA	Hancock Fabrics, London Shop
Regency Square Mall(70)	NA	Castner-Knott, Pizitz, Parisian, Sears, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Some-Mon., Fri. (Shopping Ctrs.-nights).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Rogers 2; Davis.
Discount Stores-K mart 2; Wal-Mart 2; Family Dollar 2; Factory Discount; Fred's Dollar Store; Dollar General Store; TG&Y 2.
Variety Stores-TG&Y 2.
Chain Drug Stores-Walgreens; SupeRx 3; Whorton's 3; Big B 2; Rushing 2; Colbert's 2; Eckerd.
Chain Supermarkets-Jitney Jungle 4; Winn-Dixie 2; Big Star 5; Wilson's 3; Shop Rite 8; Food World 2; Consumer's Warehouse.
Other Chain Stores-Busch's Jewelry; Firestone 2; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Southern Sash; Sterchi Bros. 2; Thom McAn; United Paint; Western Auto; Zale's Jewelry; Village Shops 5; Best Jewelry 2; Heileg-Meyers 2; Tommie Lou's; Colony Men's Shop 2; Hancock Fabrics 2; Lerner's; Fashion Conspiracy; Radio Shack 3; Circus World; Sports Edition; Parisian; Pizitz.

14 - NEWSPAPERS: TIMES DAILY (m) 31,426; (S) 34,222; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Cheryl Ferrara, Adv. Dir., TIMES DAILY, PO Box 797, Florence, AL 35631; Tel. (205) 766-3434.
National Representative: Branham/Newspaper Sales.

FORT PAYNE

1 - LOCATION: De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of state. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59. On I-59; U.S. Hwy. 11.

2 - TRANSPORTATION: Railroads-Southern
Motor Freight Carriers 4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,485; E&P 86 Est. 11,967
County 80 Cen. 53,658; E&P 86 Est. 56,826

4 - HOUSEHOLDS:
City 80 Cen. 4,410; E&P 86 Est. 4,657
County 80 Cen. 19,247; E&P 86 Est. 21,278

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$208,498,000
Commercial	3	(see above)

6 - PASSENGER AUTOS: County 43,952

7 - ELECTRIC METERS: Residence 13,400

8 - GAS METERS: Residence 2,082

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fab. Steel 500.
Principal Industry Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-De Kalb Plz., 15 blocks on Gault Ave. S.
Neighborhood Shopping Center-Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. N.; K mart shpg. ctr., on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(6)	NA	Winn-Dixie, Wal-Mart
K mart(3)	NA	K mart, Big B, Food World
Hurley's(3)	NA	Bruce's Foodland

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. ctrs., food, drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.
Discount Stores-Bargain Town; Family Dollar; Pic 'N Pay; K mart; Wal-Mart; Dollar General.
Chain Drug Stores-Harco; Kilgore; Big B.
Chain Supermarkets-Winn-Dixie; Warehouse Markets; Foodland; Food World.

14 - NEWSPAPERS: TIMES JOURNAL (m-tues to fri; S) 5,999; sworn Sept. 29, 1985.
Local Contact for Advertising and Merchandising Data: Jimmie Turner, Adv. Mgr., TIMES JOURNAL, 200 8th St. S.E.; PO Box 349, Fort Payne, AL 35967; Tel. (205) 845-2550.
National Representative: None.

GADSDEN

1 - LOCATION: Etowah County (MSA). E&P Map C-2, County Seat. Industrial center. NE part of state, 65 mi. from Birmingham, in Sand Mountain District. Major roads and highways, I-59, I-759; U.S. Hwys. 11, 278, 411, 431; Alabama Hwys. 25, 77, 227.

2 - TRANSPORTATION: Railroads-Southern; Seaboard System.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Atlantic Southeast; Continental.

3 - POPULATION:
Corp. City 80 Cen. 47,565; E&P 86 Est. 41,574
CZ-ABC: (80) 59,950
RTZ-ABC: (80) 144,460
County/MSA 80 Cen. 103,057; E&P 86 Est. 104,095
City RTZ-ABC: (80) 204,410

4 - HOUSEHOLDS:
City 80 Cen. 18,143; E&P 86 Est. 16,783
County/MSA 80 Cen. 36,864; E&P 86 Est. 38,907
CZ-ABC: (80) 22,401
RTZ-ABC: (80) 50,612
City & RTZ-ABC: (80) 73,013

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$500,000,000
Savings & Loan	2	$149,571,597

6 - PASSENGER AUTOS: County 79,763

7 - ELECTRIC METERS: Residence 41,361

8 - GAS METERS: Residence 24,579

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 2,100 ($335); Rubber 4,000 ($298); Trucking ($200); Concrete Pipe ($150); Dairy Prods. ($150); Light Mach. (N.A.).
Principal Pay Days-Fri.; Rubber: Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.
Neighborhood Shopping Centers-W Gadsden-12th and Forrest Ave. E Gadsden-E Broad and Hoke St. Alabama City. Wall St., Rainbow City. N 12th St. Attalla; N 3rd St. and Meighan Blvd., Noccalula.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Plz.(22)	2	Food World
Agricola(18)	1	
Gadsden Mall(67)	1	Sears, Pizitz, Belk's
Canterberry Sta.	NA	Food World
Midtown Shopping Ctr.	NA	Gregerson's Whse.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food; Sears; Belk-Hudson; Fizitz; all Mall stores.

13 - RETAIL OUTLETS: Department Stores-Pizitz; Martin's; JCPenney; Sears; Belk-Hudson.
Discount Stores-Top Dollar; K mart 2; Wal-Mart 2; Sparko 2.
Chain Drug Stores-Eckerd 3; Big B 3; Alaco 4; Revco 2.
Chain Supermarkets-Food World 3; Burton's Whse. Foods 2; Gregerson's Warehouse Groceries 3; Winn-Dixie 2.
Other Chain Stores-Otasco 2; Goodyear; Firestone; Radio Shack 2; Diana Shop; Budds; Jarman; Circus World; Gateway Books; Kinney; Lang's Sporting Goods; Stuart's; Brooks Fashions; Pic 'N Pay; Shoe City; Lynn's; Hallmark; Lowes; Marvin's; Bargain Town; Rex Radio & TV.

14 - NEWSPAPERS: TIMES (e) 30,065; (S) 33,162; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Smith, Adv. Dir., TIMES, 401 Locust St.; PO Box 188, Gadsden, AL 35999; Tel. (205) 547-7521.
National Representative: Landon Associates.

HUNTSVILLE

1 - LOCATION: Madison County (MSA). E&P Map C-2, County Seat. Corporate area 136 sq mi. In extreme N part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), misc. mfg. and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. 231, 431 and 72. Municipal Jetport.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Alabama Industrial R.R. (shortline operator).
Motor Freight Carriers-45.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-United; Republic; American; Eastern; Delta; ASA; New Orleans Air; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 142,513; E&P 86 Est. 153,447
CZ-ABC: (80) 142,513
RTZ-ABC: (80) 256,460
County/MSA 80 Cen. 196,966; E&P 86 Est. 214,890
City & RTZ-ABC: (80) 398,973

4 - HOUSEHOLDS:
City 80 Cen. 50,424; E&P 86 Est. 56,592
County/MSA 80 Cen. 67,082; E&P 86 Est. 76,452
CZ-ABC: (80) 50,424
RTZ-ABC: (80) 86,767
City & RTZ-ABC: (80) 137,191

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$509,450,000
Commercial	6	$1,056,850,000

6 - PASSENGER AUTOS: County 194,506

7 - ELECTRIC METERS: Residence 81,116

8 - GAS METERS: Residence 26,073

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Redstone Arsenal 24,000 ($450); Textile & Leather 1,817 ($250); Fabricated Metals 340 ($300); Electronics, Fine Metals 370 ($300); Farm Implements 226 ($275); Constr. 4,100 ($310); Chem. 260; Mach. 1,500; Engineering Res. & Development 11,000 ($450); Univ. Educ.; Cosmetics 500 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks around Square; Washington, Jefferson, Clinton.
Neighborhood Shopping Centers-5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 66 stores; Huntsville Outlet Mall 11 units; Mall 60 units; Dunnavant's Mall 19 units; Willowbrook 25 units; Haysland-Hamilton Square 28; Madison Sq. 140 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(60)	3	Rutenbergs, Toys "R" Us, Lerner
Parkway City(66)	4	Parisians, Pizitz, Rutenbergs
Huntsville Outlet	1	Burlington
Haysland- Hamilton Square(28)	6	Foodworld, Big B, Wal-Mart, Eckerd, Winn-Dixie, Belk-Hudson
Dunnavants(19)	1	
Oak Park(14)	3	Radio Shack
Whitesburg(16)	5	Lucky's
Willowbrook(16)	6	Eckerd
Five Points	2	Star Markets, Propsts
Sycamore Sq.(8)	4	Braggs, Ethan Allen
Madison Sq.(140)	7	JCPenney, Sears, Castner Knott, Parisians, Pizitz, Yieldings
Madison Plz.(15)	7	T.J. Maxx, Food World Service Mdse.
Crossroads(7)	4	Winn-Dixie, Eckerd
Madison Sq.	8	Castner-Knotts, Pizitz, Parisian
Governors Dr.(5)	3	Center Drug
Northside(11)	5	Winn-Dixie, Auto Shack
Westbury(10)	4	Goldbro, Big B, Food World
Wal-Mart(4)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Principal Shopping Center-Thur., Fri., Sun. Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Belk-Hudson; Pizitz; Parisian; Blach; Yailding's; Castner-Knotts. **Discount Stores**-K mart 2; Hills 1; Wal-Mart 4; Edwards Warehouse 2; Rhodes Furn.; Handy City; Service Merchandise 2; Scotties; Goldbro; Family Dollar; Dollar General.

Chain Drug Stores-Walgreens; Eckerd; Propst; Medicine Shoppe; Big B; Kroger; Bruno's; Revco. **Chain Supermarkets**-Kroger; Winn-Dixie; Lucky's; Piggly Wiggly; Star Mkt.; Big Bros.; Bruno's; Food World; Warehouse Groc.

Other Chain Stores-Shoes: Butlers; Ford; Jarman; Kinney; Women's Ready-to-Wear: Eleanors, Lerners, Catherine's Stout Shop, Betty G's; Furniture: Sterchi Bros., Rhodes, University Furn. Galleries, Furn. Mart, Heilig Meyers, Marks Fitzgerald, Edward's, Holderfields, Hale Bros., Furniture Center **Valley Home Furnishings**; Rubber Goods: Goodyear, Goodrich; Men's Wear: National Shirts, Baileys, Reeds; Jewelers: Dailies, Brombergs, Lorchs, Zale's, Parsons, Cross, Kay, Gordons.

14 - NEWSPAPERS: TIMES (e-mon to fri) 57,681; (e-sat) 50,661; (S) 72,115; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James E. Knowles, Ret. Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel. (205) 532-4000.
National Representative: Newhouse Newspapers Metro Suburbia.

NEWS (m-mon to fri) 12,764; (m-sat) 11,477; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Fred Holmes, Adv. Mgr., NEWS, 2117 West Clinton Ave., Huntsville, AL 35804; Tel. (205) 534-2529.
National Representative: Newhouse Newspapers Metro Suburbia.

JASPER

1 - LOCATION: Walker County (In Birmingham MSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, mfg., & agric. (includes cattle, poultry, & timber).

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central; Southern; Norfolk Southern.
Motor Freight Carriers-Hiller; Ross Neely; Delta; plus connections with all carriers serving Birmingham; AAA Cooper; Bowman; Rydera; Roadway; Cummings Trailways.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,894; E&P 86 Est. 11,355
CZ-ABC: (80) 11,894
RTZ-ABC: (80) 41,023
County 80 Cen. 68,660; E&P 86 Est. 69,268
MSA 80 Cen. 883,819; E&P 86 Est. 900,121
City & RTZ-ABC. (80) 52,917

4 - HOUSEHOLDS:
City 80 Cen. 4,412; E&P 86 Est. 4,293
CZ-ABC: (80) 4,412
RTZ-ABC: (80) 14,160
County 80 Cen. 23,817; E&P 86 Est. 25,075
MSA 80 Cen. 316,381; E&P 86 Est. 335,764
City & RTZ-ABC: (80) 18,572

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$276,000,100
Savings & Loan	2	$114,871,817

6 - PASSENGER AUTOS: County 56,468

7 - ELECTRIC METERS: Residence 14,366

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Mining, Mfg., & Agric.; Approx. 20,000 wage earners (county); 32,030 Civ. Labor Force. Av. Wkly. Wage-N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jasper Mall(32)	NA	K mart, JCPenney, Zale's, Eckerd
Parklands(40)	NA	Jefferson Home Furn., Sav-Mor Food
Foodworld Plz.	NA	Food World, Big B Drugs, Goody's, Lowe's

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weinstein's; G. May & Sons 2. **Discount Stores**-Top Dollar; Bargaintown; Payless; Fred's; Wal-Mart; K mart. **Variety Stores**-Woolworth. **Chain Drug Stores**-Big B; Eckerd; Revco. **Chain Supermarkets**-Consumer's; Winn-Dixie; Food World; Handy Dandy Minit Mkts. 4; Son's 5; Sav Mor. **Other Chain Stores**-Goodyear; Firestone; Singer; Lorch's; Goody's; Lowe's.

14 - NEWSPAPERS: MOUNTAIN EAGLE (e-mon to fri) 12,448; Mar. 31, 1986 ABC.
Note: Sunday edition initiated May 25, 1986; Circ. 12,448; Publisher's Statement.
Local Contact for Advertising and Merchandising Data: John Walker, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-2840.
National Representative: Landon Associates.

LANETT, AL-WEST POINT, GA

1 - LOCATION: Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers. 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18, 103 in GA; in AL 50; I-85.

2 - TRANSPORTATION: Railroads-Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 11,191; E&P 86 Est. 11,179
Lanett, AL 80 Cen. 6,897; E&P 86 Est. 6,925
West Point, GA 80 Cen. 4,294; E&P 86 Est. 4,254
Counties 80 Cen. 89,194; E&P 86 Est. 93,983
Chambers, AL 80 Cen. 39,191; E&P 86 Est. 41,283
Troup, GA 80 Cen. 50,003; E&P 86 Est. 52,700

4 - HOUSEHOLDS:
Cities 80 Cen. 4,236; E&P 86 Est. 4,441
Lanett 80 Cen. 2,644; E&P 86 Est. 2,774
West Point 80 Cen. 1,592; E&P 86 Est. 1,667
Counties 80 Cen. 30,975; E&P 86 Est. 34,195
Troup, GA 80 Cen. 17,455; E&P 86 Est. 19,282
Chambers, AL 80 Cen. 13,520; E&P 86 Est. 14,913

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$50,000,000
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: Counties: Troup, GA 27,875; Chambers, AL 28,984

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 8,454; Foundry & Mach. 150; Textile Mach. 210.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Plaza(15)	1	Quick Stop, Green Drug, Family Dollar
Cherry Valley(23)	NA	Roses, Big B, Curtis Mathes, Piggly Wiggly

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's; Wal-Mart; Otasco.
Variety Stores-Bargain Town.
Chain Drug Stores-Lee's; Big B; Eckerd; Buy Wise.

Chain Supermarkets-Kwik Chek; Piggly Wiggly; Kroger; Winn-Dixie; Food Giant.
Other Chain Stores-Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato's.

14 - NEWSPAPERS: VALLEY TIMES-NEWS (e-mon to fri) 10,478; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Nell D. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St.; PO Box 627, Lanett, AL 36863; Tel. (205) 644-1101.
National Representative: Landon Associates.

MOBILE

1 - LOCATION: Mobile County (MSA). E&P Map B-5. 157 mi. NE of New Orleans in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; southern outlet/inlet Tennessee Tombigbee Waterway; 31 mi. from Gulf of Mexico.

2 - TRANSPORTATION: Railroads-Alabama; Seaboard System; Burlington Northern; Illinois Central Gulf; Norfolk Southern; Frisco & Alabama State Docks Terminal (freight).
Important river canal system.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Colonial Trailways.
Steamship Lines-61 Passenger; 39 Freight.
Airlines-American; Eastern; Republic; Delta; Air New Orleans; Royal Continental.

3 - POPULATION:
Corp. City 80 Cen. 200,452; E&P 86 Est. 205,811
CZ-ABC: (80) 247,395
RTZ-ABC: (80) 496,752
MSA 80 Cen. 442,819; E&P 86 Est. 484,869
County 80 Cen. 364,379; E&P 86 Est. 393,105
City & RTZ-ABC. (80) 744,147

4 - HOUSEHOLDS:
City 80 Cen. 71,400; E&P 86 Est. 75,695
County 80 Cen. 123,090; E&P 86 Est. 138,481
MSA 80 Cen. 149,825; E&P 86 Est. 171,205
CZ-ABC: (80) 86,365
RTZ-ABC. (80) 160,321
City & RTZ-ABC: (80) 246,686

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$4,000,000,000
Commercial	9	$17,000,000,000

6 - PASSENGER AUTOS: County 260,382

7 - ELECTRIC METERS: Total 150,280

8 - GAS METERS: Total 85,165

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied 7,100 ($448); Shipbuilding & Repair 5,900 ($342); Chem. & Allied 4,500 ($430); Lumber & Wood Prods. 2,100 ($246); Food & Allied 2,100 ($172); Whol. & Ret. 36,800; Gov't 27,200; Constr. 11,000; Mfg. 31,000; Servs. 29,800; Trans. 10,400; Fin. 7,300. Also 3 4-yr. colleges and 2 2-yr. colleges-14,900 students.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Bel Air Mall and Springdale Mall & Plaza-both at intersection of Airport Blvd. & I-65.
Neighborhood Shopping Centers-Crichton; Springhill; Government St., Loop; Brookley; Oakdale; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90., Navco; Whistler; Toulminville; Plateau; Tillman's Corner; Hillcrest; Providence Plz.; Plaza Da Malaga; Westwood Plz.; Festival Ctr.; Cottage Hill; Westwood; Kingswood; Regency Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown	NA	Burts, Eckerd, Kretzer's, Olensky's, Woolworth

Huntsville...Alabama's Third Largest

Rank	Metro Area	Population	EBI	Total Retail Sales
3	THE GREATER HUNTSVILLE MARKET	331,300	$3,548,440,000	$1,692,542,000

Source: S&MM 1986 Survey of Buying Power

Huntsville Times & News

Represented by Newhouse Newspapers

Bel Air Mall(138)	NA	Sears, JCPenney, Holmes, Parisian, T.J. Maxx
Springdale Plz. & Mall(100)	NA	Gayfers, Mont. Ward, Solo, K&B Drugs, McRae's, Raphael's
Prichard	NA	Eckerd, TG&Y
Crichton(14)	NA	Family Dollar, Shoe City
Overlook	NA	Delchamps, TG&Y, Kinney Shoes
Springhill Plz. Mall(15)	NA	A&P, Firestone, TG&Y, Big B Drugs, Wests, Eckerd
Springhill Plz.(33)	NA	K&B
Kingswood University(13)	NA	Otasco, A&P, Zayre, Wal-Mart
Regency	NA	Steinmart, Food World, Big B Drugs, K mart
Midtown Mart(15)	NA	A&P, Eckerd, Otasco, TG&Y
Skyline Plaza	NA	Delchamps, K&B, Greer's
Westgate(12)	NA	Winn-Dixie, Otasco, Radio Shack
Tillman's Corner	NA	Food World, Goodyear A&P, TG&Y
Gulf Dale(12)	NA	Delchamps, Greer's
Airport Blvd.	NA	Hancock Fabrics, Rhodes Furn.

Principal Shopping Days-Food-Thur., Fri., Sat. Others-Mon., Fri., Sat.
Stores Open Evenings-Sears, Gayfer's, Holmes, McRae's, Parisian, Montgomery Ward, JCPenney, West's, Zayre, K mart, Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Sears; JCPenney; Montgomery Ward; Holmes; McRae's; Parisian.
Discount Stores-Zayre; Dollar General; Plain Value; Scotties; Fred's; T.J. Maxx; Solo; Steinmart.
Variety Stores-TG&Y; Woolworth; Family Dollar.
Chain Drug Stores-Eckerd 15; K&B 11; Revco 8; Big B 10; Harco 3.
Chain Supermarkets-Delchamps 24; National; A&P 5; Greer's (Sav Mor) 15; Winn-Dixie 11; **Food World** (Brunos) 7; IGA 2; Brunos.
Other Chain Stores-Singer Stores; Wests; Goodrich; Goodyear; Otasco; Firestone; Rhodes Furn.; Phillips Shoes; Lerner Shops; Gulf Furn.; Lee Optical; Lorch Jewelers; Royal Optical; Pearl Vision Center; Bakers; Burts; Thom McAn; Trax Tires; Big Ten Tire.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 53,391; PRESS (e-mon to fri) 48,565; (m-sat) 87,161; PRESS-REGISTER (S) 107,076; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS-REGISTER, 304 Gov't St.; PO Box 2488, Mobile, AL 36630; Tel. (205) 433-1551.
National Representative: Newhouse Newspapers Metro Suburbia.

MONTGOMERY

1 - LOCATION: Montgomery County (MSA). E&P Map C-4, State Capital, County Seat. Center of rich farm territory; military center. Maxwell Air Force Base. 90 mi. S of Birmingham; 190 mi. NE of Mobile and 175 mi. SW of Atlanta. Located on Alabama River. Agricultural and livestock shipping center.

2 - TRANSPORTATION: Railroads-L&N; W. of AL; Seaboard Coast Line; Southern; Illinois Central Gulf; Norfolk Southern Corp.
Motor Freight Carriers-48.
Airlines-Delta; Northwest Orient; Atlantic Southeastern; Eastern Metro Express; Eagle Air.
Intercity Bus Lines-Montgomery Area Transit System.

3 - POPULATION:
Corp. City 80 Cen. 177,857; E&P 86 Est. 187,693
CZ-ABC: (80) 177,857
RTZ-ABC: (80) 435,955
County 80 Cen. 197,038; E&P 86 Est. 209,789
MSA 80 Cen. 272,687; E&P 86 Est. 291,884
City & RTZ-ABC: (80) 613,812

4 - HOUSEHOLDS:
City 80 Cen. 62,716; E&P 86 Est. 69,410
County 80 Cen. 68,471; E&P 86 Est. 76,008
MSA 80 Cen. 92,692; E&P 86 Est. 103,496
CZ-ABC: (80) 62,716
RTZ-ABC: (80) 145,232
City & RTZ-ABC: (80) 207,948

5 - BANKS	NUMBER	DEPOSITS
All Banks	NA	$1,955,571,000

6 - PASSENGER AUTOS: County 171,574

7 - ELECTRIC METERS: Residence 69,693

8 - GAS METERS: Residence 67,984

9 - PRINCIPAL INDUSTRIES: Av. No. of Wage Earners (MSA)-Total-117,100. Mining and Quarrying 100; Constr. 7,700; Mfg. 17,300; Trans., Commun. & Pub. Utils. 4,600; Whol. & Ret. Trade 25,700; Fin., Ins., & R.E. 7,000; Servs. 22,700; State & Local Gov't 24,600; Other 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-89; Summer 68-98; Fall 45-76; Winter 37-61. First killing frost, Nov. 30; last killing frost, Mar. 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St.; 2 on Commerce St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Pkwy.(15)	NA	Sewing Basket
Capitol Plaza(15)	NA	Winn-Dixie
Cloverland(38)	NA	IGA
Country Club(6)	NA	Winn-Dixie
Dalraida(3)	NA	Winn-Dixie
Eastdale Mall(86)	NA	Pizitz, Sears, Parisians, Gayfers
East Montgomery Plaza(10)	NA	Super Foods, TG&Y
Eastbrook(33)	NA	Super Foods
Fairview Plaza(6)	NA	Winn-Dixie, Otasco, Revco
Fairview West(6)	NA	Food World
Forest Hills(12)	NA	Revco
Gay Meadows(8)	NA	D.W. Moody Hdwe.
Governers Sq.(33)	NA	County Market
Montgomery Mall(45)	NA	JCPenney, Gayfer's, Food World
Normandale(45)	NA	Winn-Dixie
Norman Bridge South(9)	NA	Shoe-City
Perry Hill(7)	NA	Super Foods
Southside(15)	NA	Winn-Dixie
Twin Oaks (22)	NA	T.J. Maxx
Union Sq.(27)	NA	Service Merchandise
Vaughn Plz.	NA	Winn-Dixie
Westminister(8)	NA	World Bazaar, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mall open every night to 9:00; Sun. 1 to 6; rest open Mon., Thur., Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Gayfer's 2; JCPenney; Sears; Parisians; Pizitz.
Discount Stores-Zayres 2; Service Merchandise 2; TG&Y; K mart 2; Wal-Mart 2.
Variety Stores-Kress; H.L. Green.
Chain Drug Stores-Dixie Rexall; Revco 4; Eckerd 4; SupeRx; Price 2; Big B 4.
Chain Supermarkets-A&P 2; Bruno's 2; Big Bear/Super Foods 8; Big Apple 2; Food World 3; Family Mart; IGA 2; Jr. Food Mart 6; 7-Eleven 10; Southern Pantry 6; Winn-Dixie 10; Zippy Mart 11.
Other Chain Stores-Firestone; Goodyear; Singer Co.; T.J. Maxx; Goodrich; Uniroyal; S & K; Otasco; Lowe's; Zachry's; Rhodes; Zale's; West Building; County Mkt.; Supersaver Warehouse; Circuit City.

14 - NEWSPAPERS: ADVERTISER (m-mon to fri) 51,754; JOURNAL (e-mon to fri) 20,713; JOURNAL & ADVERTISER (sat) 65,590; (S) 85,569; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Privett, Adv. Mgr., ADVERTISER and JOURNAL, 200 Washington St., Montgomery, AL 36104; Tel. (205) 262-1611.
National Representative: Branham/Newspaper Sales.

MUSCLE SHOALS
See FLORENCE

OPELIKA-AUBURN

1 - LOCATION: Lee County. E&P Map D-3, County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: Railroads-Western Rwy. of Alabama; Central of Georgia.
Motor Freight Carriers-15.
Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 50,221; E&P 86 Est. 53,059
Opelika 80 Cen. 21,896; E&P 86 Est. 22,738
Auburn 80 Cen. 28,471; E&P 86 Est. 30,321
CZ-ABC: (80) 50,367
RTZ-ABC: (80) 83,617
County 80 Cen. 76,283; E&P 86 Est. 81,984
City & RTZ-ABC: (80) 133,984
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009; E&P 86 Est. 19,196
Opelika 80 Cen. 7,685; E&P 86 Est. 8,184
Auburn 80 Cen. 10,324; E&P 86 Est. 11,012
CZ-ABC: (80) 18,009
RTZ-ABC: (80) 28,617
County 80 Cen. 26,973; E&P 86 Est. 30,334
City & RTZ-ABC: (80) 46,626

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$30,000,000
Commercial	8	$120,000,000

6 - PASSENGER AUTOS: County 56,963

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 ($135).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Plz.(30)	NA	Fashion Bug, Big Ten Tire, Wilbro
Village Mall(35)	NA	Revco, Zales, Gayfer's, Sears JCPenney

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Sears; JCPenney.
Discount Stores-Lee Discount; Wal-Mart 2; K mart.
Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Piggly Wiggly; Consumer Foods.
Chain Drug Stores-Lee's; SupeRx; Eckerd; Revco.
Other Chain Stores-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Lorch's; Lowe's; Farmers Furn.; Rex.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,198; (S) 14,734; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Watson, Adv. Dir., NEWS, 3505 Pepperell Parkway; PO Drawer 2208, Opelika, AL 36802; Tel. (205) 749-6271.
National Representative: Thomson Newspapers.

SCOTTSBORO

1 - LOCATION: Jackson County. E&P Map C-2, County Seat. 40 mi. E of Huntsville.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways.
Barge-On Tennessee River.

3 - POPULATION:
Corp. City 80 Cen. 14,758; E&P 86 Est. 16,640
County 80 Cen. 51,407; E&P 86 Est. 51,968

4 - HOUSEHOLDS:
City 80 Cen. 5,269; E&P 86 Est. 5,448
County 80 Cen. 17,689; E&P 86 Est. 18,642

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$227,758,116
Savings & Loan	1	$13,450,000

6 - PASSENGER AUTOS: County 40,616

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Bath Mats; Agric.; Lumber and Timber Area; Cotton; Corn; Printing; Textiles; Fabrication; Air Conditioning Components; Bus. Furn.; Cardboard; Power Production; Tire Cord; Apparel; Carpet Yarn; Store Fixtures.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31; last killing frost, Mar. 30.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Downtown area and Courthouse Sq.
Neighborhood Shopping Centers-Scottsboro Shpg. Ctr.; Holiday Ctr.; Scottsboro Plz.; Jackson Sq.; K mart Ctr.; Scottsboro Sq.; 420 Outlet (county).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Section	5	Foodland
Grant	8	Foodland
Woodville	12	Shop-E-Zy Foods
Stevenson	14	Piggly Wiggly, Shop Rite
Pisgah	10	Super Valu
Rainsville	18	Lucky, Foodland

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most to 8 nightly and 9 on Fri. & Sat.; Lucky; Piggly Wiggly; Kroger; Foodland; Red Food 24 hrs. exc. Sun.

13 - RETAIL OUTLETS: Department Stores-Belk's; Derrick's; Parks; Kennamer's; Hammer's; Cato's; Sears; Otasco.
Discount Stores-Woolworth; Family Dollar; K mart; Wal-Mart.
Chain Drug Stores-Big C; Hodges; Harco; Revco; Kroger; K mart.
Chain Supermarkets-Piggly Wiggly; Lucky; Jitney Jr.; Shop Rite; Red Food; Kroger; Foodland.
Other Chain Stores-Goodyear; Goodrich; Lorch Jewelry; Pacific Finance; Pic 'N Pay Shoes; Radio Shack; Shoe City.

14 - NEWSPAPERS: SENTINEL (m-tues to fri; S) 8,000; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Edna Kirby, Asst. Sec., SENTINEL, 704 E. Laurel St.; PO Box 220, Scottsboro, AL 35768; Tel. (205) 259-1020.
National Representative: General Advertising Service.

SELMA

1 - LOCATION: Dallas County. E&P Map C-4, County Seat. On Alabama River, center of state. Agric. and cattle section.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard System.
Waterways-Navigable River to Port of Mobile.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,684; E&P 86 Est. 27,532
County 80 Cen. 53,981; E&P 86 Est. 55,754

4 - HOUSEHOLDS:
City 80 Cen. 9,201; E&P 86 Est. 9,599
County 80 Cen. 17,590; E&P 86 Est. 19,010

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$280,000,000
Commercial	5	$385,000,000

6 - PASSENGER AUTOS: County 32,708

7 - ELECTRIC METERS: Residence 17,644

8 - GAS METERS: Residence 19,092

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 808; Cigar Mfg. 282; Lock Mfg. 487; Lawn Mowers 110; Table Mfg. 400; Garment 990; Packaging 254; Bricks 51; Farm Mach. 60; Tractor Mfg. 475; Paper 428; Windshields 180; Glass 180; Candy 350; Aluminum Prods. 285; Air-Craft 500; Apparel 500.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Broad St. (3 blocks East & West).
Neighborhood Shopping Centers-N Broad St. 12; Selmont; E Selma; W Selma; Citizen's Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gastons(6)	NA	IGA
Satterfield(5)	4	Winn-Dixie
Selma(45)	5	Sears, JCPenney
Valley Creek(4)	5	Piggly Wiggly, Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Kaysers; JCPenney; Leon's; Bealls.
Discount Stores-Wal-Mart.
Variety Stores-S.H. Kress; Family Dollar; Top Dollar; Bill's Dollar.
Chain Drug Stores-Carters; Walgreens; Pilcher-McBryde Rexall; Eckerd; Revco; Copeland; Big B.
Chain Supermarkets-Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear; Kwik Way; Washington St.; Food World.
Other Chain Stores-Firestone; Goodrich; Goodyear; Zale's Jewelry; Lorch's; White Auto; Hancock Fabric; Firestone; Pic 'N Pay Shoes; Homecrafters; Diana Shops; Butlers Shoes; The

Junction; Cato; Kenwins Dress For Less; Payless Shoes; Wise Fashions; Skinner Furn.; Whol. Bedding; Footscene.

14 - NEWSPAPERS: TIMES-JOURNAL (m-mon to fri) 9,651; (S) 9,651; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: H. Shelton Prince, Jr., Pub., TIMES-JOURNAL, 1018 Water Ave., Selma, AL 36701; Tel. (205) 875-2110.
National Representative: Landon Associates.

SHEFFIELD

See FLORENCE

TALLADEGA-SYLACAUGA

1 - LOCATION: Talladega County. E&P Map C-3. County Seat. 54 mi. E of Birmingham. On U.S. Hwy. 280 & 231; State Hwy. 21, 77.

2 - TRANSPORTATION: Railroads-Southern; L&N; ACL.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. Cities 80 Cen. 31,836; E&P 86 Est. 32,204
Sylacauga 80 Cen. 12,708; E&P 86 Est. 12,649
Talladega 80 Cen. 19,128; E&P 86 Est. 19,555
County 80 Cen. 73,826; E&P 86 Est. 77,353

4 - HOUSEHOLDS:
Cities 80 Cen. 10,727; E&P 86 Est. 11,122
Sylacauga 80 Cen. 4,679; E&P 86 Est. 4,744
Talladega 80 Cen. 6,048; E&P 86 Est. 6,378
County 80 Cen. 24,061; E&P 86 Est. 26,498

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$91,382,428
Commercial	6	$196,940,345

6 - PASSENGER AUTOS: County 54,607

7 - ELECTRIC METERS: Residence 15,214

8 - GAS METERS: Residence 10,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Textiles & Bags 3,700; Machine & Foundry 600; Sawmill Mach. 120; Foundation Garments 100; Lumber & Box Mfg. 110; Men's Pants 415; Brooms & Mops 161; Misc. 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-98; Summer 45-109; Fall 14-109; Winter 5-85. First killing frost, Oct. 21; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, medium hard; not fluoridated (Talladega); fluoridated (Sylacauga).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate	NA	Wal-Mart
Gibson(3)	NA	Gibson's, Super Valu
Marble City(11)	NA	Man's World, Foot Bros., Dixie Foods
Ogletree(14)	NA	Big K, Bargaintown, Wal-Mart
Sylacauga(5)	NA	Sears, Harco, Family Dollar
Syla. Shopping Square(3)	NA	Winn-Dixie, K mart, Carport
Talladega Plaza(4)	NA	Carport, Family Dollar, Volume Shoes, Sears
Talladega(19)	NA	Winn-Dixie, Harco, Belk-Hudson, Woolworth

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Maudee's; Helen's; Sears (catalog); Cohen's 2; Allied; Kitchens.
Discount Stores-Top Dollar; Bargaintown USA; Win Way 2; Lee's; Gibson's; TG&Y; K mart 2; Wal-Mart 2.
Variety Stores-Emery's; Woolworth 2.
Chain Drug Stores-Harco 2; Buy Wise; Big B; Kroger.
Chain Supermarkets-Winn-Dixie 4; A&P 2; Super Valu 2; Food Town; Consumer Warehouse; Dixie Super Store; Kroger.
Other Chain Stores-Western Auto 2; Goodyear 2; Kenwin 2; Sherwin-Williams 2; Diana Shops; Southern Shoe; Cato's; Braswell Furn.; Marvin's; Snow's; Foote Bros.; Shoe City.

14 - NEWSPAPERS: HOME (m) 11,255; sworn Sept. 18, 1985.
Local Contact for Advertising and Merchandising Data: Larry M. Camp, Adv. Mgr.; HOME, PO Box 977, Talladega, AL 35160; Tel. (205) 362-1000.
National Representative: None.

TROY

1 - LOCATION: Pike County. E&P Map C-4. County Seat. Agriculture, cattle, hog, broiler, mining & industrial area. Timber & pulpwood, miscellaneous manufacturing, wholesale grocery, drug, insecticide distributing center. Distribution Headquarters (14 Counties) State Hwy. Department. Central SE part of state, 44 mi. from Montgomery.

2 - TRANSPORTATION: Railroads-Seaboard-Coastline; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,587; E&P 86 Est. 12,821
County 80 Cen. 28,050; E&P 86 Est. 28,953

4 - HOUSEHOLDS:
City 80 Cen. 4,160; E&P 86 Est. 4,464
County 80 Cen. 9,525; E&P 86 Est. 10,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$56,395,000

6 - PASSENGER AUTOS: County 19,804

7 - ELECTRIC METERS: Residence 3,963

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 497; Textiles 511; Fertilizer-Insecticides 116; College 615; Truck Body 115; College/State University (5,732 students, 180 faculty).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-81; Summer 69-91; Fall 56-76; Winter 38-58.

11 - TAP WATER: Alkaline, slightly hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 sts., Troy Plz.; Pk. Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parklane(6)	NA	Piggly-Wiggly, Sears, Fred's Dollar Store
The Troy Plz.(8)	NA	Big K, Winn-Dixie
Southland Village	NA	Piggly Wiggly, TG&Y

Principal Shopping Days-Mon. through Sat., 1 p.m. Sun.

13 - RETAIL OUTLETS: Department Stores-Rosenberg's; Leon's; Stanton's; Save-Way; Wal-Mart; Town Sq.
Variety Stores-Fred's.
Discount Stores-Bargaintown USA; Top Dollar.
Chain Drug Stores-SupeRx; Harco.
Chain Supermarkets-Big Bear; Piggly Wiggly; IGA; Winn-Dixie; Qwik Mart; Junior Foods.
Other Chain Stores-Diana Shops; Western Auto; Goodyear; Sears; Kenwin; Eleanor Shops, Baxter Shoes; Firestone; Kitchen Withit Shoes.

14 - NEWSPAPERS: MESSENGER (m-tues to fri) 2,654; (S) 3,500; Feb. 28, 1986 CPVS.
Local Contact for Advertising and Merchandising Data: Brownlee Fiveash, Adv. Dir., MESSENGER, 113 N. Market St.; PO Box 727, Troy, AL 36081; Tel. (205) 566-4270.
National Representative: General Advertising Service.

TUSCALOOSA

1 - LOCATION: Tuscaloosa County (MSA). E&P Map B-3. County Seat. 50 mi. SW of Birmingham; largest city between Birmingham & Mobile; U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural cattle raising, university and institutional town.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk-Southern (freight); L&N; Mississippi; Southern.
Barge Lines-To Port of Mobile, New Orleans, Chicago, Houston & points on Tennessee, Tombigbee, Mississippi & Ohio Rivers.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways; ATS Trans. Service.
Airlines-Atlantic Southeastern; American Eagle; Delta.

3 - POPULATION:
Corp. City 80 Cen. 75,143; E&P 86 Est. 75,159
NDM-ABC. (80) 137,541
County/MSA 80 Cen. 137,473; E&P 86 Est. 139,347

4 - HOUSEHOLDS:
City 80 Cen. 26,147; E&P 86 Est. 27,766
NDM-ABC. (80) 46,820
County/MSA 80 Cen. 46,800; E&P 86 Est. 50,224

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$325,000,000
Commercial	6	$685,000,000

6 - PASSENGER AUTOS: County 95,715

7 - ELECTRIC METERS: Residence 55,563

8 - GAS METERS: Residence 31,922

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Plant 2,080 ($510); Lumber 1,800 ($325); Chem. 157 ($475); Coal 2,000 ($580).
Principal Industrial Pay Days-Tues., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56. Rainfall 54 in.; Growing Season 232 days.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on University Blvd.; 4 on Greensboro Ave.; 3 on 6th St.
Neighborhood Shopping Centers-15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Alberta City; 10th Ave. & 15th St.; West Park; 82 Bypass; Also 6 blocks in Northport; McFarland at 15th St.; McFarland at Skyland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkview(29)	2	A&P
City Center	2	City Furn.
Westgate	3	Winn-Dixie, Harco
Leland(13)	4	Winn-Dixie (Kwik-Chek), Harco
Northgate	2	Food Center
McFarland Mall(51)	6	Gayfer's, Zayre, Winn-Dixie
Woodsquare	2	Wal-Mart
K mart	5	K mart
Bama(13)	3	Kroger
University Mall(95)	5	Sears, Pizitz, JCPenney, Parisians, Bruno
Northwood	4	Kroger, TG&Y, Piggly Wiggly

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri. Food; Thur., Fri., Sat., Mon.
Stores Open Evenings-Food-Fri. (some 6 nights, 8 open 24 hours).
Shopping Centers-6 nights until 9.

13 - RETAIL OUTLETS: Department Stores-Adrians; JCPenney; Pizitz; Sears; Raymon's; Gayfer's; Parisians.
Variety Stores-Woolworth; TG&Y.
Discount Stores-Top Dollar; Bill's; K mart; Fred's; Wal-Mart; Family Dollar; Zayre.
Chain Supermarkets-A&P; Piggly Wiggly 5; Winn-Dixie 3; Food World 2; Kroger 2; Consumer Warehouse 2; Bruno's.
Other Chain Stores-Women's Apparel: Eleanor Shop, Smart & Thrifty; Shoes: Butler's; Paint: Glidden, Sherwin-Williams; Hdwe.: Westcash, Lowe's, Homecrafters; Jewelry: Lorch's, Busch's; Auto Parts: Bumper to Bumper, Carport, Sellers Auto; General: Radio Shack, Baskin-Robbins, Singer, Hancock Fabric, Otasco.

14 - NEWSPAPERS: NEWS (e) 31,927; (S) 35,993; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joe H. Junkin, Ret. Adv. Mgr., NEWS, 2001 6th St.; PO Drawer 1, Tuscaloosa, AL 35402; Tel. (205) 345-0505.
National Representative: Landon Associates.

TUSCUMBIA

See FLORENCE

ALASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anchorage-Anchorage Borough.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	32	38	55
5-14 Years	71	69	98
15-24 Years	64	82	116
25-44 Years	88	144	204
45-64 Years	41	55	78
65 and Over	7	12	17
TOTAL	303	400	568

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	150	340	633
General Mdse.	227	334	499
Food	427	692	909
Automobiles	241	410	743
Gasoline Stations	103	206	211
Apparel	69	127	189
Furniture	59	128	243
Eat-Drink Places	254	405	601
Drugs	80	136	184
TOTAL SALES	1,831	3,227	4,723

ANCHORAGE

1 - LOCATION: Anchorage County. E&P Map B-3 (MSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W Alaska and U.S. via Canada; 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

2 - TRANSPORTATION: Railroads-Alaska.
Motor Freight Carriers-23.
Freight Steamship Lines-6.
Intercity Bus Lines-Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover); Mat-Valley Commuter.
Airlines-20. Intermediate stop of international flights: Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways. Interior: Western; Alaska; Northwest; Reeve Aleutian; China; Air Cal; TWA; Mark Air; United; Southcentral; Air Pac; ERA; Swiss Air. Air Taxi 60; Helicopters 14.

3 - POPULATION:
Corp. City 80 Cen. 173,017; E&P 86 Est. 226,800
MSA/County 80 Cen. 173,017; E&P 86 Est. 226,800
NDM-ABC. (80) 225,877

4 - HOUSEHOLDS:
City 80 Cen. 60,042; E&P 86 Est. 81,934
MSA/County 80 Cen. 60,042; E&P 86 Est. 81,934
NDM-ABC. (80) 77,404

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$40,839,000
Commercial	11	$3,409,806,000

6 - PASSENGER AUTOS: County 130,445

7 - ELECTRIC METERS: Residence 90,500

8 - GAS METERS: Residence 57,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gov't 27,350; Whol. & Ret. Trade 27,000; Irons 4,250; Ins. & R.E. 8,700; Constr. 5,850; Mfg. 2,400; Petroleum; Servs. 8,800.

10 - CLIMATE: Av. Temp. Jan. 13 degrees; July 57 degrees. An. rainfall 9 in.; av. an. snowfall 70 in.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-33 blocks on 4th, 5th and 6th Aves.; 20 blocks on Northern Lights Blvd.; 10 blocks on Dimond Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Vlg.(12)	3	Carr's, Payless, Pay 'N Pak
Boniface	6	Pay'N Save, Safeway
Country Village	4	Discount Fabrics
Dimond(160)	6	Safeway, Pay'N Save, Lamont's
Carr's Dimond	6	Carr's, Payless
Eastgate(11)	4	Carr's, Payless
Mountain View	2	Market Basket
Northern Lts.(15)	2	Safeway, Pay'N Save
Northway Mall(73)	NA	Safeway, Pay 'N Save, Lamont's
Post Office Mall		Book Cache
Southcenter	5	
Spenard University	4	Lamont's, Pay'N Save
Univ. Ctr.(34)	NA	Safeway, Book Cache
Sears Mall(30)	3	Sears, Carr's, Payless

West Side City 8
Eagle River(6) 15 Carr's, Payless
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom; JCPenney; Sears; Lamont's 3.
Discount Stores-Fred Meyer 2.
Variety Stores-Woolworth; B&J.
Chain Drug Stores-Pay'N Save 6; Payless 6; Rexall; Long's 2.
Chain Supermarkets-Carr's 6; Safeway 6; Proctor's; Prairie Mkt. 2.
Other Chain Stores-Klopfensteins (men's); Zale's 3; Kinney Shoes 3; Pay 'N Pak; Jay Jacobs 2; McMahan's Furn.; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes 2; Singer; Baskin-Robbins 4.

14 - NEWSPAPERS: DAILY NEWS (m) 53,169; (S) 64,545; Mar. 31, 1986 ABC.
Local Contact for Advertising & Merchandising Data: Marge Campbell, Dir. of Mktg. & Research, DAILY NEWS, 200 Potter Dr., Pouch 6616, Anchorage, AK 99502; Tel. (907) 786-4200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
TIMES (e) 40,029; (S) 50,07u; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Arlene Sayers, Adv. Dir., TIMES, 820 Fourth Ave.; PO Box 40, Anchorage, AK 99501; Tel. (907) 263-9000.
National Representative: Branham/Newspaper Sales.

FAIRBANKS

1 - LOCATION: E&P Map B-2, Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. In heart of Tanana Valley, 470 mi. by rail from coastal town of Seward; Northern terminus Alaska Hwy. from the states through Canada; northern terminus of Richardson Hwy.; 365 mi. from Valdez; connected with Anchorage and Seward by Richardson, Glennallen, Seward, Hart and Parks Hwys. International and two other airports; refueling stop for China, Japan and Korea airlines; airline distribution and supply center for interior and N Alaska, including $1.5 billion national defense installations employing 21,400 military and civilian personnel. University of Alaska campus adjoins city; 4,761 on-campus students. University's research facilities include 1,400 to 1,500 technical and scientific personnel.

2 - TRANSPORTATION: Railroads-Northern terminus Alaska Railroad.
Motor Freight Carriers-20.
Bus Lines-Alaskan Coachways & Alaskan-Yukon Motorcoaches, connecting with Canadian lines to U.S. on Alaska Highway. Alaska Overland serves Fairbanks area and Clear (70 mi. SW).
Barge & River Lines-1.
Airlines-Alaska; Markair; Frontier Air; Alaska Central Air; Polar; Aurora Air Service; Charter 20; Charter Helicopter Service 4.

3 - POPULATION:
Corp. City 80 Cen. 22,645; E&P 86 Est. 26,726
CZ-ABC: (80) 27,561
RTZ-ABC: (80) 55,538
City & RTZ-ABC: (80) 83,099
County 80 Cen. 53,983; E&P 86 Est. 63,729

4 - HOUSEHOLDS:
City 80 Cen. 8,135; E&P 86 Est. 9,532
County 80 Cen. 18,224; E&P 86 Est. 22,288
CZ-ABC: (80) 9,621
RTZ-ABC: (80) 16,410
City & RTZ-ABC: (80) 26,031

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$410,300,000
Commercial	8	(incl. above)

6 - PASSENGER AUTOS: 44,198

7 - ELECTRIC METERS: Residence 27,057

8 - GAS METERS: Bus. & Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,150 ($906); Gov't excluding military 9,850 ($673); Servs. 5,650 ($414); Ret. & Whol. 6,150 ($425); Trans., Commun., Util. 2,800 ($790); Fin., Ins., R.E. 1,050 ($476); Other Mfg. 550 ($570).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-40; Summer 48-80; Fall 20-32; Winter -17-3. First killing frost, Sept. 2; last killing frost, May 21.

11 - TAP WATER: City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet.

12 - RETAILING: Principal Shopping Centers-5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman, 1st to 5th on Lacey & Noble Sts.; 6 blocks on Gaffney & Airport Rd.; Washington Plaza; Northgate Square; Regency Court; River Mall.
Neighborhood Shopping Centers-S. Cushman; Heritage Square; College Center; North Pole Plaza; Forbes Square; Beaverbrook Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gavora Mall(14)	1	Pay'n Save, Market Basket
Bentley Mall(55)	2	Pay'n Save, Safeway
Shopper's Forum(28)	2	Lamont's, Market Basket
University Ctr.(34)	4	Pay'n Save, Safeway, Fred Meyer

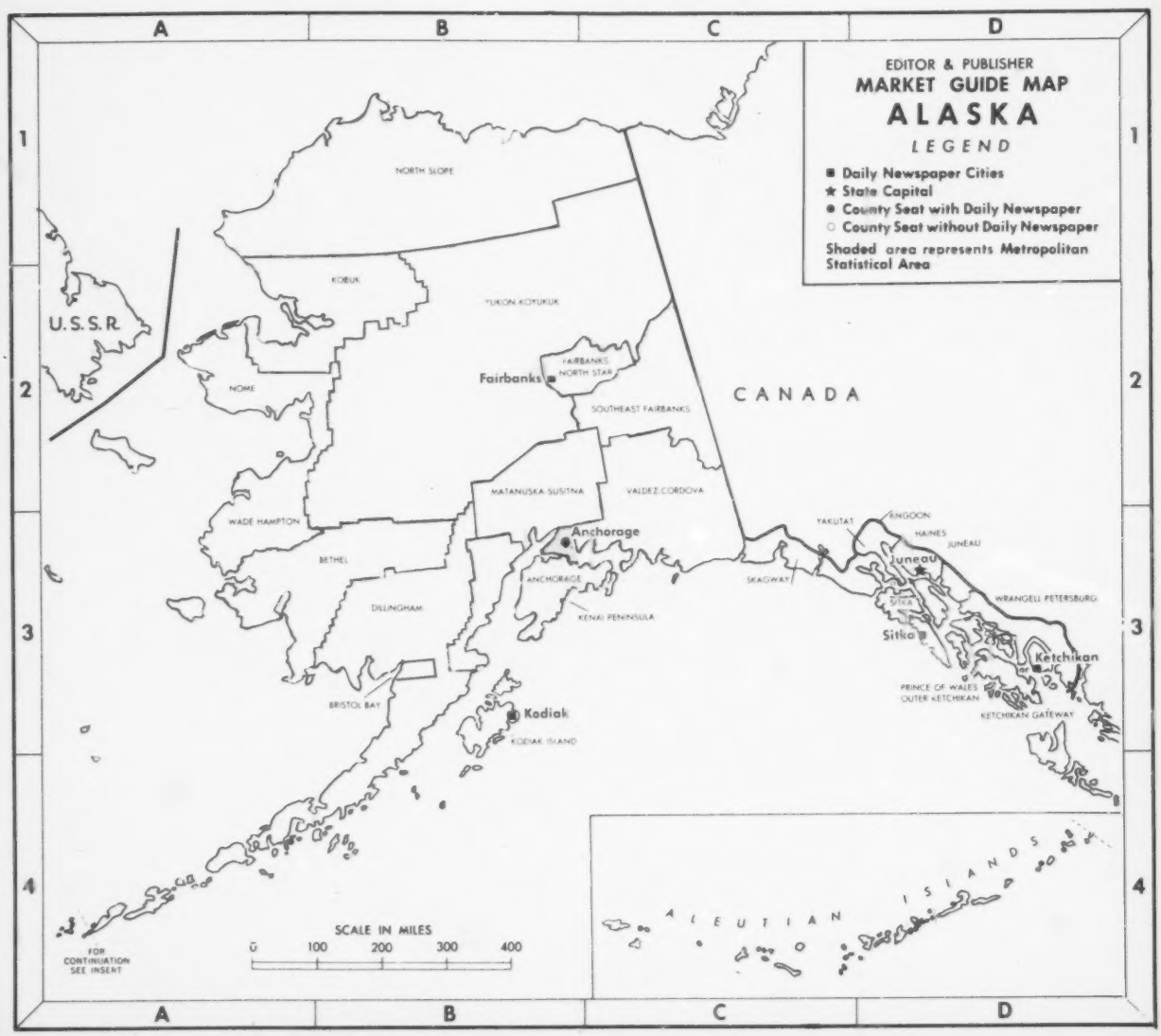
Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; many open Sun.; Banks-Closed Sat.; open Fri. evening.
Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom's; JCPenney; Sears; Montgomery Ward; Lamont's.
Variety Stores-Woolworth; Carr's; Pay'n Save; Fred Meyers.
Discount Stores-B&W; Hub Food Stores 2.
Chain Drug Stores-Co-Op; Pay'n Save 2.
Chain Supermarkets-Foodland; Market Basket 3; Safeway 2.
Other Chain Stores-Pay & Pak; Pay & Save Home Center.

14 - NEWSPAPERS: NEWS-MINER (e) 16,725; (S) 20,369; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Slater, Adv. Dir., NEWS-MINER, 200 N. Cushman; PO Box 710, Fairbanks, AK 99701; Tel. (907) 456-6661.
National Representative: Branham/Newspaper Sales.

JUNEAU

1 - LOCATION: Juneau City & Borough, SE Alaska, Panhandle, E&P Map D-3. On Gastineau Channel



900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, BC, and Seattle; connecting with Alaska Hwy. State Capital.

2 - TRANSPORTATION: Waterways-Linden Barge; Alaska Marine Line Barge; Alaska State Ferry; The Barge Lines.
Airlines-Alaska; Western.

3 - POPULATION:
City/Division 80 Cen. 19,528; E&P 86 Est. 25,410

4 - HOUSEHOLDS:
City/Division 80 Cen. 7,035; E&P 86 Est. 9,621

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 15,015

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Mining; Forestry; Tourism; Trans.; Trade; Gov't. (State capital 4,700 employees).

10 - CLIMATE: Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 4 shopping centers 10 mi. on Egan Expwy. in Mendenhall Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Shopping Center(10)	10	Shop N' Kart
Mendenhall Mall(23)	10	Super Bear Supermarket
Nugget Mall(22)	10	Kinney's, Zale's, Nugget Dept. Store, Rexall
Foodland	NA	Foodland

13 - RETAIL OUTLETS: Department Stores-Nugget.
Variety Stores-Ben Franklin; Super Rexall.
Other Stores-Ace Hardware; Don Abel; Lyle's; Fred Meyer Dept. Store & Grocery.

14 - NEWSPAPERS: JUNEAU EMPIRE (e-mon to fri) 7,685; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Robin Herdman-Paul, Adv. Mgr., JUNEAU EMPIRE, 235 2nd St., Juneau, AK 99801; Tel. (907) 586-3740.
National Representative: Branham/Newspaper Sales

KENAI

1 - LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). Off Sterling Hwy. 75 mi. SW of Anchorage.

2 - TRANSPORTATION: Motor Freight Carriers-(Sea) Northland; Lynden; Mammoth.
Airlines-AAI; South Central Air; ERA.

3 - POPULATION:
Corp. City 80 Cen. 3,533; E&P 86 Est. 5,776
Borough 80 Cen. 25,282; E&P 86 Est. 38,858

4 - HOUSEHOLDS:
City 80 Cen. 1,500; E&P 86 Est. 1,790
Borough 80 Cen. 8,546; E&P 86 Est. 13,809

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Borough 8,226

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Fishing; Oil.

10 - CLIMATE: Min. & Max. Temp.-Summer 46-61; Winter 4-22.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-N. Main & Spur Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenai Mall(20)	NA	Carr's, Payless, Kinney's, Zale's
Kenai(11)	NA	Safeway, Pay N Save
Peninsula Center Mall	NA	Lamonts

13 - RETAIL OUTLETS: Department Stores-Alaska Commercial; Lamonts.
Chain Supermarkets-Carr's; Safeway; D & A.

14 - NEWSPAPERS: PENINSULA CLARION (m-mon to fri) 3,458; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Wayne Dunworth, Gen. Mgr., PENINSULA CLARION, 150 Trading Bay Road; PO Box 4330, Kenai, AK 99611; Tel. (907) 283-7551.
National Representative: Landon Associates.

KETCHIKAN

1 - LOCATION: Ketchikan County E&P Map D-3. N & S Hwy. connections.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Ferries-Alaska State Ferry System (daily service).
Airlines-Alaska; Western.

3 - POPULATION:
Corp. City 80 Cen. 7,198; E&P 86 Est. 7,512
Ketchikan Div. 80 Cen. 11,316; E&P 86 Est. 12,498
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,644; E&P 86 Est. 2,785
Ketchikan Div. 80 Cen. 3,985; E&P 86 Est. 4,602

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$135,000,000
Savings & Loan	1	$25,000,000
Credit Union	2	$6,000,000

6 - PASSENGER AUTOS: 7,011

7 - ELECTRIC METERS: Residence 5,093

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Gov't (including state ferry system) 600 ($550); Total Employ. 7,400.

10 - CLIMATE: Min. & Max. Temp.-20-80 degrees; year around av. 52.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Port West (Sea Mart Super); Port West Plz.; Mark-It-Foods; Tatsuda's.
Principal Shopping Days-Thur., Fri.
Stores Open-Evenings and Sun.

13 - RETAIL OUTLETS: Department Stores-Tongass Trading; Bon Marche; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Race Downtown 2; Stenford's Rexall.
Chain Supermarkets-Mark-It-Foods; Sea Mart Super; Tatsuda's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,048; (S) 4,558; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Bob Monsey, Adv. Dir., NEWS, 501 Dock St.; PO Box 7900, Ketchikan, AK 99901; Tel. (907) 225-3157.
National Representative: Branham/Newspaper Sales.

KODIAK

1 - LOCATION: Third Judicial Div.; Kodiak Borough E&P Map B-3. On NE part of Kodiak Island on Gulf of AK. 250 mi. SW of Anchorage. U.S. Coast Guard Base; Fishing & canning center; stock farming & timber area.

2 - TRANSPORTATION: Boat & air only.

3 - POPULATION:
Corp. City 80 Cen. 4,756; E&P 86 Est. 6,651
Borough 80 Cen. 9,939; E&P 86 Est. 12,807

4 - HOUSEHOLDS:
City 80 Cen. 1,535; E&P 86 Est. 2,072
Borough 80 Cen. 3,027; E&P 86 Est. 4,113

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: 5,223

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Salmon & Herring Canning; Fishing; Timber Working; Stock Farming.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Kodiak Mall, City Ctr.; O'Kraft (Center St.); Waldo's Shpg. Ctr.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MIRROR (e-mon to fri) 2,816; sworn Oct. 8, 1985.
Local Contact for Advertising and Merchandising Data: Nancy Freeman, Pub., MIRROR, PO Box 1307, Kodiak, AK 99615; Tel. (907) 486-3227.
National Representative: None.

SITKA

1 - LOCATION: E&P Map D-3. On Baranof Island 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish processing; lumbering center; pulp mill.

2 - TRANSPORTATION: Airlines-Alaska Coastal; Ellis.
Steamships-Alaska Steamship; State Ferry.

3 - POPULATION:
Corp. City/County 80 Cen. 7,803; E&P 86 Est. 7,155

4 - HOUSEHOLDS:
City/County 80 Cen. 2,440; E&P 86 Est. 2,263

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: 3,386

7 - ELECTRIC METERS: Residence 1,440

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't, School & Hospitals; Fishing (seasonal) 2,000; Pulp Mill 450; Total Mfg. 630; Servs. 539; Gov't 1,147.
Principal Pay Days-Every other Thur.; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Jan. 23-35; Apr. 32-47; July 48-61; Oct. 37-51. First killing frost, Sept. 15; last killing frost, Mar. 15.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on 3 streets.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sitka Bazaar; Sitka Cold Storage; Market Center.
Variety Stores-Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 2,965; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Catherine Bagley, Adv. Mgr., SENTINEL, PO Box 799, Sitka, AK 99835; Tel. (907) 747-3219.
National Representative: Branham/Newspaper Sales.

ARIZONA SURVEYS

METROPOLITAN STATISTICAL AREAS

Phoenix-Maricopa County.
Tucson-Pima County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	159	214	272
5-14 Years	380	431	548
15-24 Years	319	516	655
25-44 Years	413	742	941
45-64 Years	342	508	642
65 and Over	161	307	390
TOTAL	1,774	2,718	3,448

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

City	Total Pop.	Spanish Origin	Percent
Phoenix	765	113	14.8
Tucson	331	82	24.9

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	473	681	1,438
General Mdse	1,053	1,485	2,522
Food	1,893	3,355	5,003
Automobiles	1,707	2,584	5,317
Gasoline Stations	652	1,306	1,523
Apparel	288	547	922
Furniture	419	636	1,371
Eat-Drink Places	775	1,402	2,363
Drugs	275	525	806
TOTAL SALES	8,170	13,894	23,037

BISBEE

1 - LOCATION: Cochise County. E&P Map D-4. Military ctr., SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise Airlines feeder flights to Tucson & Phoenix.

3 - POPULATION:
Corp. City 80 Cen. 7,154; E&P 86 Est. 5,931
County 80 Cen. 86,717; E&P 86 Est. 93,805
CZ-ABC: (80) 7,154

4 - HOUSEHOLDS:
City 80 Cen. 2,883; E&P 86 Est. 2,575
County 80 Cen. 29,174; E&P 86 Est. 33,006
CZ-ABC: (80) 2,883

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$61,000,000
Savings	1	(incl. above)
Savings & Loan	1	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: County 42,952

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bisbee, formerly a mining town, is now primarily a tourist & housing area for Fort Huachuca & Sierra Vista workers. There are many small arts & crafts shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

11 - TAP WATER: Wells from underground river.

12 - RETAILING: Principal Shopping Centers-Bisbee Rd. Shpg. Ctr.; El Rancho Shpg. Ctr.

13 - RETAIL OUTLETS: Chain Supermarkets-Safeway; Revco.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 1,194; (S) 1,313; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., REVIEW, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 432-2231.
National Representative: None.

CASA GRANDE

1 - LOCATION: Pinal County. E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix; 65 mi. NW of Tucson. On I-8, 10; State Hwys. 84, 93, 287.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airports-1 municipal, 2 private.

3 - POPULATION:
Corp. City 80 Cen. 14,971; E&P 86 Est. 16,964
CZ-ABC: (80) 14,971
RTZ-ABC: (80) 40,271
County 80 Cen. 90,918; E&P 86 Est. 103,689
City & RTZ-ABC: (80) 55,242
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,819; E&P 86 Est. 5,275
County 80 Cen. 28,411; E&P 86 Est. 34,016
CZ-ABC: (80) 4,819
RTZ-ABC: (80) 11,290
City & RTZ-ABC: (80) 16,109

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$180,000,000

6 - PASSENGER AUTOS: County 46,719

7 - ELECTRIC METERS: Residence 8,130

8 - GAS METERS: Residence 7,034

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 300; Constr. 800; Mfg. 2,000; Trans., Commun. & Pub. Util. 500; Whol. & Ret. 850; Fin., Ins. & R.E. 225; Serv. 1,000; Gov't 1,250; Agric. 3,650; Other 425.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity-less than 30% average.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Centers-40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.
Neighborhood Shopping Centers-Basha's Plaza-Basha's; Walgreens; Cornet Store; Jack-in-the-Box; Casa Grande Mall-K mart, Safeway, SupeRx Drug; Fashion Conspiracy; Sears; Simon's Menswear; Satellite Center; Lee Optical; Gold Rush Jewelers; Mall Cinema; Tastee Freeze; Mejia's Mall Haircutters; Cactus Flower; Kinney Shoes; Radio Shack; Household Finance; B.J.'s Hallmark; Manana Grande Shopping Center-Golden Corral, Auto Shack, Gifts Unlimited, Rainbow Boutique, Kiss 'n Tell, Arizona Shoe Shop; Casa Grande Shopping Center-TG&Y, Fry's, La Galeria, Merle Norman/Sunshine Beauty Salon, CG Health Foods.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most major stores Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Brook's; Cornet; K mart.
Discount Stores-Yellow Front; Checker Auto; K mart.
Variety Stores-V&S Variety.
Chain Drug Stores-SupeRx 2; Revco 2; Walgreens; M-D Pharmacy.
Chain Supermarkets-Basha's 2; Safeway; Fry's.
Other Chain Stores-Western Auto; Firestone; Foxworth-Galbraith; Home Improvement Center; Kinney Shoes; Fashion Conspiracy; Radio Shack; Pep Boys; Auto Shack.

14 - NEWSPAPERS: DISPATCH (e) 7,888; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dominick C. Magliaro, Adv./Mktg. Dir., DISPATCH, PO Box 639; 200 W. 2nd St., Casa Grande, AZ 85222; Tel. (602) 836-7461.
National Representative: Landon Associates.

CHANDLER

1 - LOCATION: Maricopa County. (In Phoenix MSA). E&P Map C-3. 25 mi. SE of Phoenix. Manufactures fertilizer, electronics, cotton gins. Winter resort, agric. & citrus fruits. Served directly by Arizona Rts. 87 & 93 and by I-10.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-22 lines.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Phoenix Sky Harbor International Airport-15 mi.

3 - POPULATION:
Corp. City 80 Cen. 29,673; E&P 86 Est. 34,951
County/MSA 80 Cen. 1,508,030; E&P 86 Est. 1,822,195

4 - HOUSEHOLDS:
City 80 Cen. 9,455; E&P 86 Est. 11,277
County/MSA 80 Cen. 544,252; E&P 86 Est. 685,262

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 944,268

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Proc. 825 ($225); Electronic Mfg. 4,125 ($315).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Arizona Ave. (34 stores); Chandler Ctr. (8 stores); Smitty's Angels (8).
Neighborhood Shopping Centers (No. of Stores)-Basha's Plz. (7); Granada Plz. (15).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fiesta Mall(93)	7	Sears, Diamonds, Broadway & Goldwaters
North Park Plaza(21)	NA	Fotomat, Pizza Hut, State Farm Ins.
Safeway Thrifty(8)	NA	Safeway, Thrifty Drug

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Saba's; Smitty's; Mervyn's.
Discount Stores-Yellow Front; Cornet.
Variety Stores-Sprouse-Reitz; Moskatel's.
Chain Drug Stores-Revco; Thrifty; Arrow's United Drug; Long's; SupeRx; Walgreens.
Chain Supermarkets-Basha's; Bayless; Safeway; Smitty's; Lucky's; Fry's.
Other Chain Stores-Big O Tires; Checker Auto; Firestone; Goodyear; Payless Shoes; Paul Sale Furn.; Serrano's; Tune-up Masters; Payless Cashways; Ole's; Target; K mart; Miller's Outpost.

14 - NEWSPAPERS: ARIZONAN (m) 5,336; (S) 5,271; Mar. 31, 1986 CAC.
Local Contact for Advertising and Merchandising Data: Hal De Keyser, Pub., ARIZONAN, PO Box 368, Chandler, AZ 85224; Tel. (602) 827-3001.
National Representative: U.S. Suburban Press.

DOUGLAS

1 - LOCATION: Cochise County. E&P Map D-4. Situated near the Mexican border, 117 mi. SE of Tucson. On U.S. Hwys. 80, 666.

2 - TRANSPORTATION: Railroads-Southern Pacific; Nacozari (S into Mexico).
Intercity Bus Lines-Greyhound Pacific; Butterfield Stagelines.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 13,058; E&P 86 Est. 12,334
NOTE: Douglas adjoins Agua Prieta, Mexico, estimated population 60,008.
County 80 Cen. 86,717; E&P 86 Est. 93,805

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,031; E&P 86 Est. 3,781
County 80 Cen. 29,174; E&P 86 Est. 33,006

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$23,000,000
Commercial	4	$43,500,000

6 - PASSENGER AUTOS: County 42,952

7 - ELECTRIC METERS: Residence 5,033

8 - GAS METERS: Residence 4,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Smelter 308 ($440); Dresses & Sport Shirts 400 ($150); Electronics 152 ($195); Vegetable Canning 380 (Seasonal) ($134); Cochise College 100 ($150); Hospital 210-Prison 132 ($350); 23 Electronic & Auto Parts "Twin Plant" Industries.
Principal Industrial Pay Days-Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,500 workers.)

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 63-93; Fall 43-59; Winter 31-62. First killing frost, Oct. 28; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-8th to 15th Sts. bet. F and Pan American Aves.; 8th to 10th Sts. bet. Cochise & Florida; Bayless Shpg. Ctr. (1800 block on 10th St.-20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St.-10 units). Douglas serves 185,000, including Sonora, Mexico. ($49,000,000 was spent by Mexican shoppers in area last year.)
Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Sundays-Food, clothing, drug, & variety.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Phelps Dodge Mercantile; K mart; Parisian; Capin's Mercantile; Montgomery Ward.
Variety Stores-K mart; J.J. Newberry; Ben Franklin.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Safeway; Bayless; Phelps-Dodge Mercantile Co. 9.
Other Chain Stores-The Shoe Salon; Complete Auto Supply; Gold Bond Redemption Center; Checker Auto; Yellow Front; Payless Shoes; Radio Shack; Sears (catalog); Ace Hardware; True Value Hardware.

14 - NEWSPAPERS: DISPATCH (e) 3,104; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dennis St. Germaine, Adv. Mgr., DISPATCH, 530 11th St.; Box H, Douglas, AZ 85607; Tel. (602) 364-3424.
National Representative: None.

FLAGSTAFF

1 - LOCATION: Coconino County. E&P Map C-2. County Seat. 152 mi. N of Phoenix; 323 mi. W of Albuquerque; 525 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Greyhound; Navajo Tours.
Airlines-Sun West; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 34,641; E&P 86 Est. 36,525
NDM-ABC: (80) 45,920
County 80 Cen. 74,947; E&P 86 Est. 85,416
RTZ-ABC: (80) 29,086
Total NDM & RTZ-ABC: (80) 75,008
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; E&P 86 Est. 9,091
NDM-ABC: (80) 14,393
County 80 Cen. 21,904; E&P 86 Est. 26,598
RTZ-ABC: (80) 7,497
Total NDM & RTZ-ABC: (80) 21,890

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$15,000,000
Commercial	10	$110,000,000

6 - PASSENGER AUTOS: County 34,047

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Saw-Mills 1,415 ($300); Ord. Plants 110 ($225); Steel Fabric. 168 ($200); University Educ. 1,785 ($450).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6; last killing frost, Apr. 8.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING: Principal Shopping Center-34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.
Neighborhood Shopping Centers-Mt. Elden, East Flagstaff; K mart 4 stores; Flag Mall 35 stores; Park Santa Fe 21 stores; University Plaza 34 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenlaw(35)	4	Mont. Ward
Cedar Pines(10)	4	Bayless
Plaza Mall(13)	1	Yellow Front, Auto Shack, Bayless
University Pl.(34)	2	Safeway, TG&Y, SupeRx
Flag Mall(35)	6	Sears, JCPenney
Park Santa Fe(21)	5	El Rancho, SupeRx, Yellow Front

Prinsipal Shopping Days-Wed., Fri., Sat.; Many stores open evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears, Babbitt's, JCPenney, Boston, Dillard's.
Discount Stores-Yellow Front 2; K mart.
Chain Drug Stores-Revco, SupeRx, Thrifty, Long's, TG&Y.
Chain Supermarkets-Safeway 3; Bayless 2; El Rancho 2; Smiths.
Other Chain Stores-Daniels; Rosenzweigs; Radio Shack; Dustys; Fashion Conspiracy; Fashion Fabrics.

14 - NEWSPAPERS: ARIZONA DAILY SUN (e-mon to fri) 10,925; (S) 11,986; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Theresa Smith, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel. (602) 774-4545.
National Representative: Scripps League Newspapers.

KINGMAN

1 - LOCATION: Mohave County. E&P Map B-2. County Seat. Mining, manufacturing, ranching, tourism. NW corner of state, 100 mi. S of Las Vegas on U.S. 93; junction of U.S. 93 & I-40.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Las Vegas-Tonopah-Reno Stageline.
Airlines-Golden Pacific, plus charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; E&P 86 Est. 10,536
NDM-ABC: (80) 15,187
County 80 Cen. 55,693; E&P 86 Est. 76,774
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,299; E&P 86 Est. 3,348
County 80 Cen. 21,074; E&P 86 Est. 30,378
NDM-ABC: (80) 5,643

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$91,000,000
Commercial	6	$149,734,000

6 - PASSENGER AUTOS: County 41,342

7 - ELECTRIC METERS: Residence 3,573

8 - GAS METERS: Residence 19,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 587 ($240).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Beale St.
Neighborhood Shopping Centers-Kingman; Safeway; K mart Plaza; Northern Avenue; Stockton Hill Plaza.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 8.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Babbitt's.
Discount Stores-Yellow Front 2; TG&Y; K mart; Checker Auto; Factory 2 U.
Variety Stores-Sprouse-Reitz; Great West (Western Auto).
Chain Drug Stores-Revco 2.
Chain Supermarkets-Safeway 2; Circle K 3; Bashas; El Rancho; Ranch Markets 2; Warehouse Foods.
Other Chain Stores-Firestone; Sweetbriar; Western Auto; Mode O'Day.

14 - NEWSPAPERS: MINER (e-mon to fri) 6,681; (S) 6,717; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Baldwin, Adv. Mgr., MINER, Box 3909, Kingman, AZ 86402; Tel. (602) 753-2337.
National Representative: Branham/Newspaper Sales.

MESA

1 - LOCATION: Maricopa County. (In Phoenix MSA) E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Sun Valley.
Motor Freight Carriers-16.
Airlines-At Sky Harbor Airport, 16 mi. W: TWA, Delta; American; Frontier; Western; Eastern; PSA; United; Republic; America West; Northwest Orient; Wein; Southwest; Continental.

3 - POPULATION:
Corp. City 80 Cen. 157,053; E&P 86 Est. 184,988
County/MSA 80 Cen. 1,508,030; E&P 86 Est. 1,822,195

4 - HOUSEHOLDS:
City 80 Cen. 54,148; E&P 86 Est. 71,011
County/MSA 80 Cen. 544,252; E&P 86 Est. 685,262

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$1,000,000,000
Savings & Loan	5	$560,000,000

6 - PASSENGER AUTOS: County 944,268

7 - ELECTRIC METERS: Residence 62,379

8 - GAS METERS: Residence 20,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 100; Constr. 700; Mfg., Trans., Commun. & Pub. Util. 1,500; Whol. & Ret. 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Gov't 1,200; Agric. 8,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Av. rainfall 7".

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Areas-20 blocks on E and W Main St.; 2 on N & S MacDonald St.; 2 on First Ave.; 2 on S Country Club; 20 blocks on E and W Broadway; 20 blocks on E and W Southern.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Basha's(4)	NA	Basha's Mkt., SupeRx
Fiesta Mall(140)	NA	Diamonds, Broadway, Sears, Goldwaters
Lucky(10)	NA	Lucky Mkt.
Main/Lazona(14)	NA	Low Cost, Skagg's
Mesa(21)	NA	Fry's Mkt.
Safeway(2)	NA	Safeway, Thrifty

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Sherwood Pl.(18)	NA	TG&Y, Sally's Fabrics
Smitty's(6)	NA	Smitty's
Tri-City Mall(43)	NA	Basha's, Diamonds, JCPenney
Velda Rose(11)	NA	Hancock Fabrics, Revco
Westwood Pl.(21)	NA	Bayless Mkt., TG&Y
Wright's(8)	NA	Hahn's Mkt.

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hanny's; Switzer Diamonds; Goldwater's; Broadway; Montgomery Ward; Target.
Variety Stores-J.J. Newberry; TG&Y.
Chain Drug Stores-Walgreens 3; Thrifty 2; SupeRx 3; Revco 3; Skagg's 4; Rexall 2; Long's 2.
Discount Stores-Gemco; Smitty's; K mart 2; Thrifty 2; Yellow Front 8.
Chain Supermarkets-Safeway 2; Basha's 5; Wright's; Bayless 2; Low Cost; Lucky; Smitty's Big Town 3; Fry's 4; Alpha Beta 4.
Other Chain Stores-Firestone; Daniel's Jewelers; Singer; Barrow's; Foxworth Lbr.; Lee Optical; Mesa Optical; Home Depot; Pep Boys.

14 - NEWSPAPERS: TRIBUNE (m) 40,829; (S) 40,433; Mar. 31, 1986 CAC.
Local Contact for Advertising and Merchandising Data: Ralph Elliott, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 898-6500.
National Representative: U.S. Suburban Press.

NOGALES

1 - LOCATION: Santa Cruz County. E&P Map C-4. County Seat. Port of entry on Mexican border.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacifico de Mexico.

3 - POPULATION:
Corp. City 80 Cen. 15,683. E&P 86 Est. 16,721
County 80 Cen. 20,459; E&P 86 Est. 22,063

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 86 Est. 4,766
County 80 Cen. 5,999; E&P 86 Est. 6,779

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 12,097

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipping point for winter vegetable crop grown on W. coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

10 - CLIMATE: Min & Max. Temps. Av. 43-79.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mariposa Plz.(19)	NA	Baskin-Robbins, Radio Shack
Rio Rico(15)	NA	Food Giant

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: Department Stores-LaVille de Paris; Bracker's; El Paso; JCPenney; Capin Mercantile Corp.; Marcus; Kory's; Alexanders; Dandy's.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-M&M 5.
Chain Supermarkets-Safeway; Puchi's; Downtown Progressive 4.

14 - NEWSPAPERS: HERALD (e-mon to fri) 3,292; sworn Aug. 28, 1985.
Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (606) 287-3622.
National Representative: None.

PHOENIX

1 - LOCATION: Maricopa County (MSA). E&P Map C-3. Capital. County Seat. Manufacturing, High Technology Products, Agriculture, Tourism and Travel. S central part of state, about 398 mi. E of Los Angeles; 400 mi. W of EL Paso, TX.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Alaska Airlines; America West; American; Braniff; Continental; Delta; Eastern; Frontier; Northwest Orient; Pacific Southwest (PSA); Republic; Southwest; TWA; United; USAir; Western.

3 - POPULATION:
Corp. City 80 Cen. 789,704; E&P 86 Est. 870,295
CZ-ABC: (80) 1,473,759
RTZ-ABC: (80) 260,486
County/MSA 80 Cen. 1,509,052; E&P 86 Est. 1,822,195
City & RTZ-ABC: (80) 1,734,245

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 284,780; E&P 86 Est. 314,250
County/MSA 80 Cen. 544,759; E&P 86 Est. 685,262
CZ-ABC: (80) 533,365
RTZ-ABC: (80) 87,798
City & RTZ-ABC: (80) 621,163

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$13,078,808
Commercial	39	$27,705,927

6 - PASSENGER AUTOS: County 944,268

7 - ELECTRIC METERS: Residence 722,154

8 - GAS METERS: Residence 293,282.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 130,300; Constr. 77,300; Ret. & Whol. 214,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-94; Summer 74-105; Fall 52-98; Winter 43-71.

11 - TAP WATER: Alkaline, 10 grains of hardness per gallon; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-Park Central Mall, Central Ave. N of Thomas Rd. Principal Stores: Diamonds, Goldwaters, JCPenney, Switzer's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biltmore Fashion Park(55)	NA	Broadway, I. Magnin, Saks
Camel View Plaza(29)	NA	Bullock's, Diamonds
Chris-Town(150)	NA	Broadway, JCPenney, Mont. Ward, Diamonds
Colonnade(60)	NA	Mervyns, Marshalls, Sears
Fiesta Mall(145)	NA	Broadway, Diamonds, Goldwaters, Sears
Los Arcos Mall(80)	NA	Broadway, Sears
Maryvale Mall(65)	NA	Mervyns, Target, Boston Store
Metrocenter(265)	NA	Broadway, Diamonds, Joskes, Sears, Goldwaters
Paradise Valley Mall(130)	NA	Diamonds, JCPenney, Goldwaters
Scottsdale Fashion Sq.(50)	NA	Goldwaters
Thomas Mall(75)	NA	Diamonds, Mont. Ward
Tri-City Mall(55)	NA	JCPenney
Valley West(75)	NA	Mont. Ward, Boston Store, JCPenney
Westridge Mall(101)	NA	Diamonds, Sears, JCPenney

Principal Shopping Days-Wed., Thur., Fri., Sat.
Groceries-Wed., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Bullock's; Diamonds; Goldwater's; JCPenney; Montgomery Ward; Sears; Joske's; Mervyn's.
Discount Stores-Yates; Yellow Front; K mart; Gemco; La Belle's; Loehmanns; Marshalls; Price Club; Target; Designer Depot; Ross Stores; Service Merchandise.
Variety Stores-Newberry; Woolworth; TG&Y; Sprouse-Reitz; McCrory's.
Other Chain Stores-Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Baker Shoes; Gallenkamp; Lewis Salon; Thom McAn; David's; Goot; Chandler's; Ansonia; Kinney's; Joyce; Famous Brands; Payless; Zale's; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Hanny's; I. Magnin; Sakowitz; Saks; Switzer's; Lady Marden; Starretts; Lerner's; Ole's; Handyman; O'Malley BMC; Appliance TV City; Home America; Levitz Furn.; Lou Regester; Mayo's; Mehagian's; Barrows; Breuner's; Radio Shack; Pier 1 Imports; Home Depot.

14 - NEWSPAPERS: ARIZONA REPUBLIC (m) 331,491; GAZETTE (e) 112,976; ARIZONA REPUBLIC (S) 508,008; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Naughton, Gen. Adv. Mgr., ARIZONA REPUBLIC/GAZETTE, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.
National Representative: Million Market Newspapers.

PRESCOTT

1 - LOCATION: Yavapai County. E&P Map C-2. County Seat. U.S. Hwy. 89 connects with I-40, 42 mi. N and U.S. 60-70 and I-10 to the S 394 mi. from Los Angeles; 989 mi. from Denver; 89 mi. from Phoenix on I-17; 817 mi. from San Francisco. Alt. 5,389 ft.

2 - TRANSPORTATION: Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Golden Pacific.

3 - POPULATION:
Corp. City 80 Cen. 20,055; E&P 86 Est. 23,552
NDM-ABC: (80) 34,797
RTZ-ABC: (80) 8,458
County 80 Cen. 68,145; E&P 86 Est. 88,563
Total NDM & RTZ-ABC: (80) 43,255

4 - HOUSEHOLDS:
City 80 Cen. 7,971; E&P 86 Est. 8,770
County 80 Cen. 26,599; E&P 86 Est. 36,279
NDM-ABC: (80) 13,427
RTZ-ABC: (80) 3,126
Total NDM & RTZ-ABC: (80) 16,553

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$418,295,000
Savings	3	N.A.

6 - PASSENGER AUTOS: County 49,139

7 - ELECTRIC METERS: Residence 14,650

8 - GAS METERS: Residence 9,729

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage-N.A.)-Electronic Systems; Clothing; Lumber Treating; Plastics; Aluminum windows & doors; Cement Blocks; Tourism & Recreation; Ranching; Mfg. Copper Mining.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown; 2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez; Marina St. (1 block). Willow Creek Village (K mart & 12 stores); Miller Road (2 blocks), Ponderosa Plaza Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Prescott Towne Ctr.(10)	3	Longs
Park Plaza(9)	1	SupeRx
Ponderosa(25)	3	Payless, Sears, TG&Y, Zale's, SupeRx, JCPenney
Prescott(10)	3	Rexall, Fry's Food Store
Prescott Valley	11	Safeway, Revco
Iron Springs Plaza(9)	2	
Willow Creek Village(20)	2	K mart, Safeway

Principal Shopping Days-Wed., Sat.
Stores Open Evenings and Sundays-Grocery, drug & variety.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Solts; Pennington; Cornet; Sears; K mart; TG&Y; Babbitts.
Discount Stores-Yellow Front; Checker.
Variety Stores-Cornet; Sprouse-Reitz; TG&Y.
Chain Drug Stores-Rexall; SupeRx; Longs; Revco.
Chain Supermarkets-Safeway 3; Fry's; Payless.
Other Chain Stores-Firestone; McMahns; Mode O'Day; Barrows; Mayos; Zale's; Kinneys.

14 - NEWSPAPERS: COURIER (e-mon to fri) 13,063; (S) 13,739; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gil Walter, Adv. Dir., COURIER, 147 N. Cortez, Prescott, AZ 86301; Tel. (602) 445-3333.
National Representative: Branham/Newspaper Sales.

SCOTTSDALE

1 - LOCATION: Maricopa County (In Phoenix MSA). E&P Map C-3.

2 - TRANSPORTATION: Airlines-TWA; American; Frontier; Western; Continental; Delta; Pacific Southwest; USAir; United; Eastern; Northwest Orient; Alaska; America West; Braniff; Republic.
Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental; Tanner.

3 - POPULATION:
Corp. City 80 Cen. 88,622; E&P 86 Est. 102,055
NDM-ABC: (80) 152,428
County/MSA 80 Cen. 1,508,030; E&P 86 Est. 1,822,195
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,295; E&P 86 Est. 44,036
County/MSA 80 Cen. 544,252; E&P 86 Est. 685,262
NDM-ABC: (80) 56,756

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	16	$1,385,879,000
Commercial	38	$2,869,573,000

6 - PASSENGER AUTOS: County 944,268

7 - ELECTRIC METERS: City 48,000

8 - GAS METERS: City 30,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 18,416 ($487); Tourism 14,750 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Scottsdale Rd.; one block E. and W. from 2nd St. to Shea Blvd.; corner of McDowell; Van Buren & Scottsdale Roads.
All Centers less than 2 1/2 mi. from center of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta Ctr.(30)	7	Alpha Beta, Bayless
Borgata(60)	1	Grand Maison de Blanc, Pierre Deux
Camelback Mall(30)		Safeway, Thrifty
Camelback's Miller Plaza(28)		Osco, Ole's
Camel View(20)		Bullock's
El Pueblo(40)	5	
Fifth Ave. Shops(225)		
Frontier Town(18)		SupeRx, Tang's
Lincoln Plaza(16)	1	Bayless, SupeRx
Los Arcos(81)		Sears, Broadway
Lucky's(12)		Lucky's, Thrifty
Mercado Del Rancho(13)	6	Safeway, Revco
Mt. View Plz.(30)	6	SupeRx
McDowell Plz.(35)	1	
Old Town(212)		Osco
Orange Tree(7)	1	Safeway, SupeRx
Papago Plaza(33)		Revco, Home TV & Appliances
Paradise Village(130)	2	JCPenney, Diamonds, Mervyn's, Goldwaters
Park Scottsdale(15)	1	Basha's
Scottsdale Fashion Sq.(68)		Diamond's, Revco, Goldwater's, Bayless
Scottsdale Village(24)		Walgreens, Safeway
Shea Scottsdale Ctr.(42)	1	Safeway, Long's Drugs
Shoppers Fair(22)	1	Basha's, TG&Y
Smitty's Bigtown(8)	1	Smitty's, Western Savings
Paseo Village(30)	1	Alpha Beta, Town & Country
Sundown Plz.(50)	7	
Stetson Sq.(31)		
Indian School & Miller Plz.(14)		Fry's, SupeRx
Valley Plaza(9)	1	Basha's, Skagg's D. G.
Via Linda Vlg.(60)	5	Smitty's
Windmill Plz.(50)	7	
Gold Dust Plz.(10)	1	Bayless, Revco

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Diamond's; JCPenney; Goldwater's; Hanny's; Smitty's; Saba's; Sears; Broadway; Bullock's; Mervyns.
Discount Stores-K mart; Smitty's 3; Yellow Front 3; TG&Y 2; LaBelle's Distributing 2; Appliance TV City.
Chain Supermarkets-Bashas 3; A.J. Bayless 7; Alpha Beta 5; Circle K 14; Fry's 3; Lucky Store Inc.; Safeway 2; Smitty's Town 3; U-Totem Mkt. 4; 7-Eleven 6.
Chain Drug Stores-Osco; Revco 3; SupeRx 4; Walgreens.
Other Chain Stores-Breuner's; Goodyear; Firestone; General Tire; R-B Furn.; Checker Auto; Zale's Jewelry; Uniroyal; Ole's; Colortile; Pier 1; Lawson Jewelry.

14 - NEWSPAPERS: PROGRESS (e) 20,042; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Jan Jameson, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.
National Representative: U.S. Suburban Press.

Reach The Unreachables.

The Young.
We deliver 53% of adults 18 to 34 with any daily issue.

The Affluent.
65% of our readers have a household income over $25,000.

The Educated.
48% of our readers are college-educated.

Forget everything you've ever heard about media imperatives, audience fragmentation, or the rise of the suburban daily. In Phoenix, the two metro dailies are still the most effective way to reach this rapidly-growing market—and virtually every important target group within it.

An average daily issue of *The Arizona Republic/The Phoenix Gazette* delivers more than six of every ten metro Phoenix adults—over 809,100 readers.

And whether you look at our audience psychographically, demographically, or geographically, you're getting excellent coverage in all those elusive target market groups that require specialized media in other markets.

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All of which proves that the hardest working medium in Phoenix just might be the easiest buy you'll ever make.

THE ARIZONA REPUBLIC/*The Phoenix Gazette*

When you buy us, you own Phoenix.

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Sources: 1986 Scarborough Survey of the Phoenix market. Top 20 markets based on Sales & Marketing Management consolidated area definitions where available, otherwise PMSA. Metro coverage. Circulation: 85-86.

SIERRA VISTA

1 - LOCATION: Cochise County. E&P Map D-4. Military ctr., constr. industry, retirement community. SE corner of state, 70 mi. SE of Tucson, on Hwys. 90 & 92. I-10 is 30 mi. N.

2 - TRANSPORTATION: Motor Freight Carriers-3 l.; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Golden Pacific Commuter.

3 - POPULATION:
Corp. City 80 Cen. 25,968; E&P 86 Est. 27,284
County 80 Cen. 86,717; E&P 86 Est. 93,805

4 - HOUSEHOLDS:
City 80 Cen. 7,708; E&P 86 Est. 8,270
County 80 Cen. 29,174; E&P 86 Est. 33,006

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$60,500,000
Commercial	4	$32,439,790

6 - PASSENGER AUTOS: County 42,952

7 - ELECTRIC METERS: Residence 5,250

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-U.S. Army Base (Fort Huachuca) 6,449 military; 5,587 civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Area-3-mi. strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 11 major shopping ctrs. grouped along Fry.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayless(10)	NA	Ben Franklin, Revco Drugs
Cochise Plz.(16)	NA	Sears, Cochise Vista, McCrory's
Shade's Plz.(6)	NA	TG&Y

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All shopping ctrs. every night until 9.

13 - RETAIL OUTLETS. Department Stores-Sears.
Discount Stores-K mart; Surplus City; Payless; Kinneys; TG&Y.
Variety Stores-McCrory's; Yellow Front.
Chain Drug Stores-Thrifty; Revco; Long's.
Chain Supermarkets-Food Giant; Safeway; Bayless; Circle K; 7-Eleven.
Other Chain Stores-Women's Clothing: Jolie's, Suzi's II, My Ladies' Fashions; Men's Clothing: Lee Martin, The Horseman.

14 - NEWSPAPERS: HERALD (e-mon to fri) 5,508; (S) 6,036; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.
National Representative: None.

SUN CITY

1 - LOCATION: Maricopa County. NDM includes town of Youngtown and unincorporated community of Sun City West. (In Phoenix MSA). 15 mi. NW of Phoenix; 12 mi. W of I-17 & I-10; On U.S. Hwys. 60, 89, 93.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Trailways; Greyhound; Grayline.

3 - POPULATION:
Corp. City 80 Cen. 40,664; E&P 86 Est. 52,123
NDM-ABC: (80) 46,886
County/MSA 80 Cen. 1,508,030; E&P 86 Est. 1,822,195

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,762; E&P 86 Est. 21,663
NDM-ABC: (80) 26,156
County/MSA 80 Cen. 544,252; E&P 86 Est. 685,262

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	11	$1,900,000,000

6 - PASSENGER AUTOS: County 944,268

7 - ELECTRIC METERS: Residence 29,007

8 - GAS METERS: Residence 11,167

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Majority Ret. Servs., R.E. & Professionals ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. An. 58-85.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Ctr.(29)	NA	Liquor Barn
Hadley's Ctr.(10)	NA	Hadley's
La Ronde(36)	NA	Revco
Royal Oak	NA	SupeRx
Sun Bowl Plz.(34)	NA	Safeway
Thunderbird(17)	NA	Bayless
Greenway Ter.(31)	NA	Lucky's
Bell Camino(21)	NA	Safeway
Arrowhead Mall(41)	NA	Lucky's
Campana Sq.(22)	NA	Red Lobster
Sundome(10)	NA	Safeway
Plz. 99(12)	NA	King's Table
Promenade(15)	NA	Linens Plus
Sun Shadow	NA	Boston Store

13 - RETAIL OUTLETS: Variety Stores-TG&Y; Sprouse-Reitz; Yellow Front; Boston Store.
Chain Drug Stores-Walgreens; Revco; Value Drug; Long's; SupeRx.

14 - NEWSPAPERS: NEWS-SUN (e) 19,165; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Coakley, Mktg. Dir., NEWS-SUN, 10102 Santa Fe Dr., Sun City, AZ 85351; Tel. (602) 972-6397.
National Representatives: Branham/Newspaper Sales; U.S. Suburban Press.

TEMPE

1 - LOCATION: Maricopa County. (In Phoenix MSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E of Phoenix.

2 - TRANSPORTATION: Railroads-So. Pacific.
Intercity Bus Lines-Greyhound; American; Continental.
Airlines-American; TWA; Frontier; PSA; USAir; Air West; Western; Continental; Delta; Aeronaves de Mexico; Eastern; America West; Alaska; Braniff; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 106,743; E&P 86 Est. 125,729
County/MSA 80 Cen. 1,508,030; E&P 86 Est. 1,822,195

4 - HOUSEHOLDS:
City 80 Cen. 37,277; E&P 86 Est. 43,722
County/MSA 80 Cen. 544,252; E&P 86 Est. 685,262

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$101,000,000
Commercial	13	$248,400,000

6 - PASSENGER AUTOS: County 944,268

7 - ELECTRIC METERS: Residence 39,078

8 - GAS METERS: Residence 19,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-SRP Hdqtrs. 910; Garments 400; Electronics 700; Ins. 450; Food Dist. 650; Misc. 1,000; Univ. Educ. 4,750 faculty and staff.

10 - CLIMATE: Min. & Max. Temps.-Jan. 50-66; Apr. 66-83; July 89-104; Oct. 71-89.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McLintlock Dr.(2)	NA	Basha's Mkt., Walgreens
Baseline-McClintock(9)	NA	Safeway, SupeRx
Bayless(10)	NA	Bayless
Broadway Plaza Center(16)	NA	Fotomat, Knapp Shoes
Broadway Rural(13)	NA	SupeRx, Lucky's
Danelle(37)	NA	Western Auto, Hayden's
Tempe Center(32)	NA	Low Cost
Hayden E.(30)	NA	Woolco, Fry's, SupeRx
Lake Country(40)	NA	Safeway, Skagg's
Valley Plaza(13)	NA	TG&Y, Revco, Payless

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-TG&Y Family Ctr.; Smitty's; Mervyn's; Gemco; K mart; Marshall's; JCPenney Outlet.
Variety Stores-TG&Y.
Chain Drug Stores-SupeRx 3; Smitty's; Revco 2; Thrifty; Walgreens; Osco.
Chain Supermarkets-Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Alpha Beta; Smitty's; Gemco.

14 - NEWSPAPERS: NEWS (m) 8,267; (S)8,070; Mar. 31, 1986 CAC.
Local Contact for Advertising and Merchandising Data: Ralph Elliott, Adv. Dir., NEWS, 607 Mill Ave., Tempe, AZ 85281; Tel. (602) 829-4700.
National Representative: U.S. Suburban Press.

TUCSON

1 - LOCATION: Pima County (MSA). E&P Map C-4. County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Citizens Auto Stage.
Airlines-Aeromexico; Alaska; America West; American; Continental; Eastern; Frontier; PSA; Republic; Sunworld; TWA; United; USAir; Western; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 330,537; E&P 86 Est. 367,188
CZ-ABC: (80) 512,105
RTZ-ABC: (80) 241,857
County/MSA 80 Cen. 531,263; E&P 86 Est. 622,247
City & RTZ-ABC: (80) 753,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 125,266; E&P 86 Est. 137,444
County/MSA 80 Cen. 195,460; E&P 86 Est. 239,491
CZ-ABC: (80) 189,872
RTZ-ABC: (80) 76,353
City & RTZ-ABC: (80) 266,225

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$11,518,019,000
Commercial	9	$18,012,618,000

6 - PASSENGER AUTOS: County 287,173

7 - ELECTRIC METERS: Residence 245,213

8 - GAS METERS: Residence 158,591

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 32,700 ($334); Mining 2,200 ($519); Constr. 21,200 ($423); Ret. & Whol. Trade 52,000 (N.A.); Trans., Util. 8,800 ($418); Gov't 50,900 (N.A.); Fin., Ins. & R.E. 11,000 (N.A.); Servs. 57,900 (N.A.)
Principal Pay Days-Fri., 1st, 5th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-92; Summer 70-97; Fall 43-74; Winter 42-66. First killing frost, Nov. 26; last killing frost, Feb. 25.

11 - TAP WATER: South Side Reservoir No. 1; Alkaline, very hard. North Side Reservoir No. 3; Alkaline, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Area-30 city blocks housing city and county government offices plus retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Pl.(25)	NA	
El Con(124)	NA	JCPenney, Sanger-Harris, Mont. Ward, Goldwaters
Foothills Mall (80)	NA	Goldwaters, Levy's
Green Valley(81)	NA	Lucky's, Revco
Park Mall(106)	NA	Sears, Diamonds, Broadway Southwest
Tucson Mall(104)	NA	JCPenney, Sears, Mervyn's

Principal Shopping Days-Tues. through Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway Southwest 2; Diamond's 2; Goldwaters 2; Sanger-Harris 2; JCPenney 2; Montgomery Ward; Mervyn's 3; Sears 2.
Discount Stores-Fed Mart 2; Yellow Front 7; K mart 5; Jewelcor; La Belle's 2; Target 2; Gemco 2.
Variety Stores-Sprouse-Reitz 4; McLellan's 3, Ben Franklin; TG&Y; Pic 'n Sav 2.
Chain Drug Stores-Walgreens 17; Revco 25; Skagg's 7; Thrifty 9; Defender 5; United 4; Long's 2; Rexall 2; Osco 5.
Chain Supermarkets-Alpha Beta 4; Bayless 7; Circle K/U-Totem 129; El Grande 3; Food Giant 8; Gemco 2; Lucky 15; Safeway 14; Fry's 10; Quik Mart 20; 7-Eleven 32; Lavicios 8; Warehouse Foods 2.
Other Chain Stores-Ace Hardware 10; Ann Mercer 2; Barrow's Furn.; Baum & Adamson; Browse Around 3; Carpet Giant; Cele Peterson 3; Checker Auto Supply 14; Cloth World 2; College Shop; Color Tile 3; Daniel's Jewelers 6; Discount Nursery 5; Fitzgerald TV; Flash's TV; Franklin's Men's Store 3; Handyman 2; Kinney Shoes 5; Lady Marden's; Lee Optical 6; Sam Levitz Warehouse; Lerner's 5; May's 5; Payless Cashway Lumber 6; Pier 1 Imports 2; Plant World 6; Radio Shack 17; Lou Regester; Singer Co. 2; Standard Brands 3; Vicki Wayne 3; Zale's 3; O'Malley's 3; Home Depot 2; Fashion Gal 3; Old Pueblo Traders 6; True Value Hdwe. 14.

14 - NEWSPAPERS: STAR (m) 80,356; CITIZEN (e) 59,147; STAR (S) 152,472; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard Lowe, Natl. Adv. Dir., STAR and CITIZEN, 4850 S. Park Ave., Tucson, AZ 85726; Tel. (602) 573-4400.
National Representative: Gannett Media Sales.
THE DAILY TERRITORIAL (m-mon to fri) 1,700; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Michael Levy, Adv. Dir., THE DAILY TERRITORIAL, 1 W. Orange Grove Rd., Tucson, AZ 85704; Tel. (602) 297-1107.
National Representative: None.

WINDOW ROCK

1 - LOCATION: Apache County. E&P Map D-1. 75 mi. from Flagstaff, AZ; 30 mi. from Farmington, NM; 24 mi. from Gallup, NM.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Navajo Transit System.

3 - POPULATION:
Corp. City 80 Cen. 2,700; E&P 86 Est. N.A.
County 80 Cen. 52,083; E&P 86 Est. 52,526

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. N.A.
County 80 Cen. N.A.; E&P 86 Est. 13,305

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: County 9,883

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gov't; Mining; Mfg.
Principal Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Summer 80; Winter 35. First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Variety Stores-Fedmart.

14 - NEWSPAPERS: NAVAJO TIMES TODAY (m-mon to fri) 8,000; sworn Sept. 18, 1986.
Local Contact for Advertising and Merchandising Data: Mike Kellogg, Gen. Mgr., NAVAJO TIMES TODAY, PO Box 310, Window Rock, AZ 86515; Tel. (602) 871-5400.
National Representative: Papert Companies.

YUMA

1 - LOCATION: Yuma County. E&P Map B-2. County Seat. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego; 289 mi. SE of Los Angeles; 25 mi. N of Mexican border. On I-8 & U.S. Hwy. 95.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-10 interstate; 3 intrastate.
Airlines-2 commuter.

3 - POPULATION:
Corp. City 80 Cen. 42,481; E&P 86 Est. 47,026
NDM-ABC: (80) 64,321
County 80 Cen. 90,554; E&P 86 Est. 103,552
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,045; E&P 86 Est. 14,797
County 80 Cen. 29,848; E&P 86 Est. 35,729
NDM-ABC: (80) 21,931

5 - BANKS	NUMBER	EST. DEP.
Commercial	18	$423,754,000
Savings	3	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: County 40,081

7 - ELECTRIC METERS: Residence 37,154 (Yuma area)

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-R.R. 1,050 ($275); Agric. 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($249); Other Mfg. 500 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-87; Summer 78-115; Fall 68-95; Winter 46-71.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd; Palm Plz. (21 stores), 24th St. & Ave. A Westbluff Ctr. (8 stores), 24th St. and Ave. A Western Vlg. (11 stores), 14th St. & 4th Ave.; Alpha Beta Ctr., 4th Ave. & Catalina; Plaza Del Sol.
Neighborhood Shopping Centers-3 blocks on 4th Ave. on the mesa between 8th and 11th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
16th at 4th Ave.	3	El Rancho, TG&Y
Bayless(10)	4	Bayless, Ranchman Sportswear
Big Curve(52)	4	Walgreens, Safeway, TG&Y, Miller's Outpost
Southgate(34)	4	Albertson's, Thrifty, JCPenney, Sears
Alpha Beta	NA	Alph Beta, Long's

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays-All.

13 - RETAIL OUTLETS: Department Stores-Babbitt's; JCPenney; C.R. Anthony; Apparel By Johnny, Sears; Mervyn's; Kloth Knight Outhouse.
Variety Stores-TG&Y.
Chain Drug Stores-Thrifty; Walgreens; Revco; United Drug 3; Yuma-Mesa Drug; Sants; Medical Arts; Long's.
Chain Supermarkets-Safeway 2; Bayless; Central Market; Olsens 4; El Rancho; Alpha Beta; Albertson's.
Discount Stores-Fed-Mart; Yellow Front; K mart; Pic & Save; Popular Surplus; LaBelles.
Other Chain Stores-Sweetbriar (women's clothing); Firestone; Checker Auto; Goodyear; McMahans Furn.; S&H Green Stamps; Imperial Stores; Kinney Shoe; Fashion Conspiracy; B.F. Goodrich; Daniel's Jewelers; House of Fabrics; Zale's Jewelers; Radio Shack; O'Malley Lumber Co.; Pam's; 84 Lumber; Miller's Outpost; Clothestime; Pep Boys; Foot Locker; Payless Shoe; Discount Tire; Winston Tire.

14 - NEWSPAPERS: SUN (e-mon to fri) 26,686; (S) 27,611; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: T. Bradford Messer, Adv. Dir., SUN, PO Box 271, Yuma, AZ 85364; Tel. (602) 783-3333.
National Representative: Branham/Newspaper Sales.

ARKANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale-Washington County.
Fort Smith, AR-OK-Crawford and Sebastian Counties, AR; Sequoyah County, OK.
Little Rock-North Little Rock-Faulkner, Lonoke, Pulaski and Saline Counties.
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS.
Pine Bluff-Jefferson County.
Texarkana, AR-TX-Miller County, AR; Bowie County, TX.

POPULATION ESTIMATES
(Thousands)

Age Group	1977	1980	1987
Under 5 Years	158	175	188
5-14 Years	383	366	385
15-24 Years	326	408	429
25-44 Years	411	583	614
45-64 Years	407	442	465
65 and Over	238	312	328
TOTAL	1,923	2,286	2,409

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	422	466	842
General Mdse	751	1,146	1,615
Food	1,453	2,037	2,586
Automobiles	1,539	1,930	3,334
Gasoline Stations	496	760	757
Apparel	326	461	655
Furniture	267	310	571
Eat-Drink Places	365	622	806
Drugs	193	257	317
TOTAL SALES	6,383	9,114	12,962

ARKADELPHIA

1 - LOCATION: Clark County, E&P Map B-3, County Seat. On the Ouachita River, 65 mi. SW of Little Rock. On U.S. Hwy. 67; I-30.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Bus Lines-Continental Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,005; E&P 86 Est. 9,656
County 80 Cen. 23,326; E&P 86 Est. 23,442

4 - HOUSEHOLDS:
City 80 Cen. 3,267; E&P 86 Est. 3,179
County 80 Cen. 8,134; E&P 86 Est. 8,490

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$110,000,000
Savings & Loan	2	$2,054,000,000

6 - PASSENGER AUTOS: County 9,057

7 - ELECTRIC METERS: Residence 3,025

8 - GAS METERS: Residence 2,488

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Sawmill 150; Marine 105; Berring 400; Furn. 60; Refurbish Brake Shoes 65.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets.
Shopping Centers-Pine Plaza (Safeway, West Dept., Revco, JCPenney).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; West's.
Discount Stores-Wal-Mart.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-Safeway; Piggly Wiggly 2.
Other Chain Stores-Otasco; Goodyear; Western Auto.

14 - NEWSPAPERS: SIFTINGS HERALD (e-mon to fri) 3,669; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Charles A. Berry, Gen. Mgr., SIFTINGS HERALD, 205 S. 26th St., PO Box 10, Arkadelphia, AR 71923; Tel. (501) 246-5525.
National Representative: Papert Companies.

BATESVILLE

1 - LOCATION: Independence County, E&P Map C-2, County Seat. On White River, 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO; State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Wells.

3 - POPULATION:
Corp. City 80 Cen. 8,263; E&P 86 Est. 8,622
County 80 Cen. 30,147; E&P 86 Est. 33,795

4 - HOUSEHOLDS:
City 80 Cen. 3,272; E&P 86 Est. 3,539
County 80 Cen. 10,901; E&P 86 Est. 12,768

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$133,371,825
Commercial	2	$136,371,587

6 - PASSENGER AUTOS: County 12,889

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,434

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 206 (N.A.); Poultry Proc. 202 ($160); Thermostats, Gas Burners 500 (N.A.); Lime Mfg. 327 (N.A.); Shoes 500 (N.A.); Egg Proc. ($160); Frozen Foods ($160); Steam Generating Plant ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cato's; Barnett Bros.; Montgomery Ward; Sears; Van Atkins.
Discount Stores-Fred's Dollar Store; Marshall Economy; Wal-Mart; Magic Mart; Dollar General.
Chain Supermarkets-Kroger; Safeway; Thriftway; Town & Country.
Other Chain Stores-Otasco; Western Auto; Goodyear; Firestone; Harris Style Shop; Jr. Junction; The Specialty Shop; Furniture: Batesville, Bowling, Russ, Whittington, Skinner's; Shoes: Monday's, Heuers, Kay's.

14 - NEWSPAPERS: GUARD (e-mon to fri) 8,844; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Mgr., GUARD, 258 W. Main; PO Box 2036, Batesville, AR 72501; Tel. (501) 793-2383.
National Representative: Papert Companies.

BENTON

1 - LOCATION: Saline County (in Little Rock-N Little Rock MSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock. U.S. Hwys. I-30, 67 & 70; State 35.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,437; E&P 86 Est. 16,287
County 80 Cen. 52,881; E&P 86 Est. 57,874
MSA 80 Cen. 474,204; E&P 86 Est. 500,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,316; E&P 86 Est. 6,061
County 80 Cen. 17,477; E&P 86 Est. 20,010
MSA 80 Cen. 168,985; E&P 86 Est. 186,055

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$172,015,000
Savings & Loan	3	$88,000,000

6 - PASSENGER AUTOS: County 24,084

7 - ELECTRIC METERS: Residence 7,311

8 - GAS METERS: Residence 9,900

9 - PRINCIPAL INDUSTRIES: Poultry; Beef & Dairy Farming; Lumber; Pulpwood. Furn. Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Pkg.; Chem.; Truckbeds; Boat Trailers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15; last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Military Plz. on Military Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Military Plz.(17)	2	Wal-Mart
Niloak Sq.(5)	2	Kroger, Alco
Lincoln Sq.(20)	2	ATA Fitness Ctr.
Plaza Ctr.(2)	1	West-Co
South Plz.(10)	1	Betty's Giftway

13 - RETAIL OUTLETS: Department Stores-Gingle's; West's; Otasco.
Discount Stores-Wal-Mart; Alco; Fred's Price Place.
Chain Drug Stores-Petty's; Rexall; Medic; Revco; Wal-Mart Phcy.
Chain Supermarkets-Safeway; Kroger; The Phillips Co.; Affiliated Foods.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,185; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Sam Hodges, Pub.; Rose Ezell, Adv. Mgr., COURIER, One Courier Place; PO Box 207, Benton, AR 72015; Tel. (501) 778-8228.
National Representative: Papert Companies.

BENTONVILLE

1 - LOCATION: Benton County. E&P Map A-1, County Seat. NW portion of state. Livestock market. Hwy. 71. Industrial, agricultural, retirement-recreation center.

2 - TRANSPORTATION: Intercity Bus Lines-Jefferson Lines.

3 - POPULATION:
Corp. City 80 Cen. 8,756; E&P 86 Est. 9,957
County 80 Cen. 78,115; E&P 86 Est. 91,742

4 - HOUSEHOLDS:
City 80 Cen. 3,248; E&P 86 Est. 3,669
County 80 Cen. 28,622; E&P 86 Est. 35,247

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,358,000
Savings & Loan	5	$223,328,000

6 - PASSENGER AUTOS: County 43,505

7 - ELECTRIC METERS: Residence 4,176

8 - GAS METERS: Residence 3,560

9 - PRINCIPAL INDUSTRIES: Retailing; Casting; Moulding. No. of Wage Earners-County 6,888. Av. Wkly. Wage $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10; last killing frost, Apr. 10-15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Center-Downtown.
Neighborhood Shopping Center-Wal-Mart; Old Town Center; Northwest Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwest Arkansas Mall(50)	23	Sears, JCPenney
Dixieland Mall(4)	8	Dillards, K mart
Bella Vista Town Ctr.	6	Phillips Foods, Cooper Communities

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillards.
Discount Stores-Wal-Mart 2; K mart.
Chain Supermarkets-Phillip's Foods; Food 4 Less.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 6,843; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Tim Lewallen, Adv. Mgr., DEMOCRAT, PO Box 1049, Bentonville, AR 72712; Tel. (501) 273-7781.
National Representative: Landon Associates.

BLYTHEVILLE

1 - LOCATION: Mississippi County. E&P Map D-1, County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state, 70 mi. N of Memphis; 230 mi. S of St. Louis; 9 mi. W of Mississippi River. U.S. Hwys. 61, I-55; State Hwy. 18.

2 - TRANSPORTATION: Railroads-Burlington Northern (freight only).
Motor Freight Carriers-7.
Intercity Bus Lines-Dixie Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,314; E&P 86 Est. 23,622
County 80 Cen. 59,517; E&P 86 Est. 56,894

4 - HOUSEHOLDS:
City 80 Cen. 8,086; E&P 86 Est. 7,961
County 80 Cen. 19,757; E&P 86 Est. 19,702

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$130,000,000
Savings & Loan	2	$35,700,000

6 - PASSENGER AUTOS: County 23,182

7 - ELECTRIC METERS: Residence 9,319

8 - GAS METERS: Residence 5,878

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Metal 1,100 ($240); Carbon Paper & Ribbons 370 ($235); Food 340 (N.A.); Chem. 325 (N.A.); Clothing 250 (N.A.); Air Force Installation 3,500 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3 Sts., 3 blocks on 2 Sts.
Neighborhood Shopping Centers-Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N 6th.
Shopping Center-West End, 20 blocks; Blytheville Plaza, N 6th, 6 blocks; Day Shpg. Ctr., N 6th, 7 blocks; I-55 at Hwy. 18; N. 6th at Moultrie.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
U.S. Hwy. 61	NA	Mont. Ward
Blytheville Plz.(19)	NA	Plaza Drug
Town North(5)	NA	Kroger, Alco, JCPenney
Day Center(14)	NA	Mont. Ward, Price Slasher

Principal Shopping Days-Sat. and Fri.
Stores Open Evenings-Thur., Fri., Sat.; Discount Stores open Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears (catalog).
Discount Stores-Gibson; Fred's; Wal-Mart; K mart; Alco; Family Dollar.
Chain Drug Stores-Pill Box; Plaza.
Chain Supermarkets-Kroger; Hays 4; Valu-Food.
Other Chain Stores-Goodyear; Goodrich; Firestone; Radio Shack; Oklahoma Tire.

14 - NEWSPAPERS: COURIER-NEWS (e) 8,546; (S) 8,546; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jim Waller, Man. Ed., COURIER-NEWS, PO Box 1108, Blytheville, AR 72316; Tel. (501) 763-4461.
National Representative: Landon Associates.

CAMDEN

1 - LOCATION: Ouachita County. E&P Map B-4. County Seat. Residential ctr. S central Arkansas. 100 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167; State Hwys. 4, 7 & 24.

2 - TRANSPORTATION: Railroads-St. Louis-Southwestern; Missouri Pacific; East Camden & Highland.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Connections with Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,356; E&P 86 Est. 16,552
County 80 Cen. 30,541; E&P 86 Est. 32,376

4 - HOUSEHOLDS:
City 80 Cen. 5,883; E&P 86 Est. 6,549
County 80 Cen. 11,198; E&P 86 Est. 12,422

5 - BANKS	NUMBER	DEPOSITS
Credit Union	1	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 14,339

7 - ELECTRIC METERS: Residence 6,950

8 - GAS METERS: Residence 8,332

9 - PRINCIPAL INDUSTRIES: Viper-MLRS; Explosives; Paper Prods.; Roofing; Electronics; Mach.; Printing Ink; Disposable Diapers; Dairy Prods.; Railcar Repair; Lumber; Paneling; Soft Drinks.

10 - CLIMATE: Summer av. low 90's; Winter av. low 40's; Rainfall 51 in.

11 - TAP WATER: soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal(12)	4	Piggly Wiggly, Dollar General
Garden Oaks(15)	1	Piggly Wiggly, Howard's
Wal-Mart(14)	2	Wal-Mart, Kroger
West Gate(8)	1	Handi Pack Groc.

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Watt's; JCPenney; Belk-Jones; Beall-Ladymon; Credit Shop; Freers; Starr Fashion; West.
Discount Stores-Howard's; Wal-Mart.
Variety Stores-Dollar General 2.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly 2; Smitty's.
Other Chain Stores-Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 6,035; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: David Weikal, Adv. Dir., NEWS, PO Box 798, Camden, AR 71701; Tel. (501) 836-8192.
National Representative: Papert Companies.

CONWAY

1 - LOCATION: Faulkner County. (In Little Rock-N. Little Rock MSA). E&P Map B-2. County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, I-40.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,375; E&P 86 Est. 21,980
County 80 Cen. 46,192; E&P 86 Est. 52,879
MSA 80 Cen. 474,204; E&P 86 Est. 500,917

4 - HOUSEHOLDS:
City 80 Cen. 6,798; E&P 86 Est. 7,382
County 80 Cen. 15,489; E&P 86 Est. 18,456
MSA 80 Cen. 168,985; E&P 86 Est. 186,055

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$287,547,713
Savings & Loan	4	$91,441,228

6 - PASSENGER AUTOS: County 20,576

7 - ELECTRIC METERS: Residence 8,591

8 - GAS METERS: Residence 6,500 (city limits)

9 - PRINCIPAL INDUSTRIES: Fans; Pipe Fab.; Feed Mfg.; Boats; Satellite Systems; Direct Mail Service; Educational TV; Shoes; Bus Bodies; Fishing Tackle; Oars; Farm Mach.; School Furn.; Paper Boxes; Pianos; Furn.; Concrete Prods.; Refrigerated Cabinets; Mobile Homes; License Tags; Vending Machines; Kotex Prods.; Wheel Alignment Prods.; Water Pumps; Horse Trailers; Computer

Servs.; File & Kitchen Cabinets; Fiberglass Jeap Tops.

10 - CLIMATE: Min. & Max. Temp.-45-92.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McCan Mall(28)	NA	Dillards, Sears, JCPenney
Conway Towne Ctr.	NA	Wal-Mart, Payless, JCPenney
Con-Ark(10)	NA	Pro Shop, Cato's, Peggy Fredric's
Mid-Town(2)	NA	IGA
Faulkner Plz.(1)	NA	Stroman's, Kroger, Radio Shack
North Plz.(12)	NA	Piggly Wiggly, West's, Dollar General
Oak St.(2)	NA	Safeway, Sears, Duckwall-Alco

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Beall-Ladymon; Maurice; Cato; JCPenney; West's; Frank Rivers.

Discount Stores-Fred's; Wal-Mart; Ashleys; Duckwall-Alco; Family Dollar; Dollar General; McCrory's.

Chain Drug Stores-Village Rexall; Village Mart; Sav-on.

Chain Supermarkets-Kroger, Safeway; Piggly Wiggly; Food 4 Less.

14 - NEWSPAPERS: LOG CABIN DEMOCRAT (e) 9,700; (S) 9,900; Publisher's Statement Sept. 30, 1985.

Local Contact for Advertising and Merchandising Data: John Reno, Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St., PO Box 969, Conway, AR 72032; Tel. (501) 327-6621.

National Representative: Papert Companies.

DE QUEEN

1 - LOCATION: Sevier County, E&P Map A-3. County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2 - TRANSPORTATION: Railroads-Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.

Motor Freight Carriers-4.

Intercity Bus Lines-Jordan; Jefferson.

3 - POPULATION:

Corp. City 80 Cen. 4,594; E&P 86 Est. 4,494

County 80 Cen. 14,060; E&P 86 Est. 14,100

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 1,884; E&P 86 Est. 1,767

County 80 Cen. 5,527; E&P 86 Est. 5,309

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$102,413,000

6 - PASSENGER AUTOS: County 5,374.

7 - ELECTRIC METERS: Residence 1,704.

8 - GAS METERS: Residence 1,489.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Timber Prods. 1,750 ($329); Poultry Proc. 1,250 ($204).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Day-Sat.

13 - RETAIL OUTLETS: Department Stores-Knight's; Fred's; Gibson's; Mullin's; Wal-Mart.

Chain Supermarkets-Piggly Wiggly; Lewis Food Center; De Queen.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,726; sworn Sept. 30, 1985.

Local Contact for Advertising and Merchandising Data: Ray Kimball, Pub., CITIZEN, 404 De Queen Ave., De Queen, AR 71832; Tel. (501) 642-2111.

National Representative: None.

EL DORADO

1 - LOCATION: Union County, E&P Map B-4. 110 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy. U.S. 82 & 167; on State Hwys. 15 & 7.

2 - TRANSPORTATION: Railroads-El Dorado & Wesson; Union Pacific.

Motor Freight Carriers-9.

Intercity Bus Lines-Continental Trailways.

3 - POPULATION:

Corp. City 80 Cen. 25,270; E&P 86 Est. 23,634

CZ-ABC: (80) 25,270

RTZ-ABC: (80) 23,303

County 80 Cen. 49,988; E&P 86 Est. 49,665

City & RTZ-ABC: (80) 48,573

4 - HOUSEHOLDS:

City 80 Cen. 11,176; E&P 86 Est. 10,385

CZ-ABC: (80) 9,831

RTZ-ABC: (80) 8,249

County 80 Cen. 20,226; E&P 86 Est. 19,337

City & RTZ-ABC: (80) 18,080

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$134,986,000
Commercial	3	$363,895,000

6 - PASSENGER AUTOS: County 22,002

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 9,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Oil & Gas 1,144; Lumber 1,182; Chem. 149; Pet. Ref. 1,134; Constr. 680; All Mfg. 12,147; Poultry Proc. 1,500.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov.; last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Mellor Park Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Dorado(6)	NA	Brookshire's, Auto Shack
El Do(8)	8	Goodyear
Gibson Center(4)	NA	Gibson's, Brookshire's
Mellor Park(16)	NA	Kroger, SupeRx, Wal-Mart, JCPenney, Beall-Ladymon
Northwest Vlg.(16)	NA	West's, Safeway, Walgreens, Otasco, Allied

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Food nightly to 9; Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn; El Dorado House; J.A. West; Bealls; JCPenney.

Discount Stores-Howard Bros.; Dollar General; Gibson's; K mart; Wal-Mart.

Variety Stores-Dollar General.

Chain Drug Stores-Rexall; Walgreens; SupeRx.

Chain Supermarkets-Safeway 2; Kroger; Brookshire's 2; Smitty's.

Other Chain Stores-Payless Shoes; Famous Brands Shoes; Firestone; Babcock Auto; Goodyear; Otasco; Union Tire; Singer Co.; Sherwin-Williams; Zale's Jewelry; Sears; Auto Shack; Burke Hall; Radio Shack; Factory First; Allied.

14 - NEWSPAPERS: NEWS-TIMES (m) 11,070; (S) 11,535; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Ollie Bennett, Adv. Dir., NEWS-TIMES, 111 N. Madison, El Dorado, AR 71730; Tel. (501) 862-6611.

National Representative: Papert Companies.

FAYETTEVILLE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1. County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62, 71; State Hwys. 16, 45, 112, 180, 265, 471.

2 - TRANSPORTATION: Railroads-Burlington-Northern.

Motor Freight Carriers-5.

Airlines-American Eagle; Atlantic Southeast; Air Midwest; Republic Express.

Bus Lines-Jefferson; Ozark Coaches (charter).

3 - POPULATION:

Corp. City 80 Cen. 36,608; E&P 86 Est. 37,956

CZ-ABC: (80) 36,608

RTZ-ABC: (80) 82,850

County/MSA 80 Cen. 99,735; E&P 86 Est. 106,663

City & RTZ-ABC: (80) 119,458

4 - HOUSEHOLDS:

City 80 Cen. 13,480; E&P 86 Est. 14,638

County/MSA 80 Cen. 36,072; E&P 86 Est. 40,812

CZ-ABC: (80) 13,482

RTZ-ABC: (80) 29,385

City & RTZ-ABC: (80) 42,867

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	N.A.
Commercial	3	$410,499,250

6 - PASSENGER AUTOS: County 48,790

7 - ELECTRIC METERS: Residence County 48,414

8 - GAS METERS: Residence 28,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 2,500; Elect. Equip. 150; Copper Pipe Fittings 150; Woodworking 150; Printing 550; Hand & Cement Tools 150; Light Metal 250; Clothing 400; Concrete Prods. 130; Air Filters 150; Electric Musical Instr. 150; Civilian Labor Force (Fayetteville-Springdale MSA) 53,000.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-N.W. Arkansas Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(5)	NA	Watson, Collier Drug
Evelyn Hills(27)	NA	Mont. Ward, IGA, Anthony's
N.W. Ark. Mall(83)	NA	Sears, JCPenney, Dillard's
Fiesta Sq.(15)	NA	Wal-Mart, Revco
Highway 62	NA	Food 4 Less, Wal-Mart
Oak Plaza(16)	NA	Dillon's, Ben Franklin
Southgate Park(4)	NA	Family Dollar, IGA
Westgate(11)	NA	IGA
Downtown(45)	NA	John W. Cole

Principal Shopping Days-Wed., Thur., Sat.; Food, Discount, & Dept. stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Boston Store; C.R. Anthony; Sears; Dillard's; Beall-Ladymon.

Variety Stores-Woolworth; Ben Franklin.

Discount Stores-Wal-Mart; K mart; Woolworth; Otasco; Mathias; Family Dollar.

Chain Drug Stores-Collier (Rexall) 3; Consumer's; Revco.

Chain Supermarkets-Consumer's IGA 4; Safeway; Dillon's Thriftmart 2; Consumer's Discount Foods; Speedimart 4; 7-Eleven 2; Food 4 Less 2.

14 - NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e) 10,951; (S) 11,928; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Daryl Henning, Pub., NORTHWEST ARKANSAS TIMES, 212 N. East St., Fayetteville, AR 72702; Tel. (501) 442-6242.

National Representatives: Papert Companies; Thomson Newspapers.

FORREST CITY

1 - LOCATION: St. Francis County, E&P Map C-2. County Seat. 45 mi. SW of Memphis; 90 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.

Motor Freight Carriers-Yellow Freight Systems; Missouri Pacific Piggy Back; Roadway Truck Lines; Consolidated Freightways; Batesville Truckline; Arkansas Freightways; Mistletoe Express.

Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 13,803; E&P 86 Est. 14,495

County 80 Cen. 30,858; E&P 86 Est. 30,587

4 - HOUSEHOLDS:

City 80 Cen. 4,651; E&P 86 Est. 4,945

County 80 Cen. 9,930; E&P 86 Est. 10,308

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$147,700,000
Savings & Loan	2	$1,102,440,683

6 - PASSENGER AUTOS: County 10,873

7 - ELECTRIC METERS: Residence 5,650

8 - GAS METERS: Residence 4,446

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TVs & Microwave Ovens 1,500; Hoisting Equip. 250; Elect. Motors 100; Heating & Air Cond. Equip. 200; Farm Mach. 50; Textiles 150; Rubber Prods. 335.

10 - CLIMATE: Min. & Max. Temp.-45-87.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-10 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valli Vista	NA	Kroger, Revco, Fred's Dollar Store
Cloverleaf	NA	Piggly Wiggly, Quality Stamp, Cato's, Wal-Mart, Super D Drug
Edwin-Houston Ctr.	NA	The Colony Shop, Edwin-Houston, Vel-Rich Jewelers, Young America
Cricket Complex	NA	Cricket on the Hearth, Taylor-Casbeer, Tadpoles

13 - RETAIL OUTLETS: Department Stores-Sears; The Colony Shop; Taylor-Casbeer; Edwin-Houston; Tadpoles; Arrow Associates.

Discount Stores-Wal-Mart; Fred's Dollar Store; Main $ Store; Best Dollar Store.

Chain Supermarkets-Kroger; Safeway; Food Giant; Big Star; Vandover's Discount; Piggly Wiggly 2.

Other Chain Stores-Goodyear; Western Auto; Super D Drug; Revco; Cato's.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 4,349; sworn Sept. 30, 1985.

Local Contact for Advertising and Merchandising Data: Bonner McCollum, Pub., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.

National Representative: Papert Companies.

FORT SMITH

1 - LOCATION: Sebastian County, (In Fort Smith AR-OK MSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 64, 71, 71, 271; State Hwys. 9, 10, 22, 45, 59, 270.

2 - TRANSPORTATION: Railroads-KCS; Midland Valley; Missouri Pacific; Fnsco.

Motor Freight Carriers-26.

Intercity Bus Lines-Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.

Airlines-Frontier.

3 - POPULATION:

Corp. City 80 Cen. 71,384; E&P 86 Est. 72,197

CZ-ABC: (80) 89,851

RTZ-ABC: (80) 202,700

County 80 Cen. 94,930; E&P 86 Est. 98,737

MSA 80 Cen. 162,571; E&P 86 Est. 173,300

City & RTZ-ABC: (80) 292,551

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 27,654; E&P 86 Est. 29,270

County 80 Cen. 35,686; E&P 86 Est. 38,835

MSA 80 Cen. 58,842; E&P 86 Est. 65,400

CZ-ABC: (80) 34,140

RTZ-ABC: (80) 71,479

City & RTZ-ABC: (80) 105,619

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 49,869

7 - ELECTRIC METERS: 21,457

8 - GAS METERS: 19,161

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 2,600; Apparel 500; Lumber & Wood Prods. 400; Furn. & Fixtures 4,950; Printing & Pub. 550; Stone, Clay & Glass Prods. 900; Metal 5,200; Fab. Metal Prods. 450; All Other Mfg. 1,650; Non-mfg. 28,750; Mining 450; Contract Constr. 2,400; Whol. Trade 2,150; Ret. Trade 7,100; Fin., Ins. & R.E. 1,450; Servs. 6,950; Gov't 6,150; All other Non-agric. employment 6,850; Agric. 2,200; Totals: Durables 11,650; Non-Durables 6,250; Total Employment: (MSA) 55,400; Civilian Work Force 58,950.

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-10 blocks on Garrison Ave. & same blocks on Rogers Ave.

Neighborhood Shopping Centers-Suburban & Grand; 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Vlg., Greenwood & Rogers Aves.; Pk. Plz. 3400 Rogers Ave.; Phoenix Vlg., Towson & Phoenix; K mart; Jenny Lind & South Zero; Central Mall, Rogers & Waldron Rd.; Waldron Sq., 5300 Rogers Ave.; Towson Plz., 3600 Towson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Plz.(8)	2	Ben Franklin

Midland & Division(5)	3	Midland Drugs
Central Mall(67)	NA	JCPenney, Sears, Boston Store
Green Wood Vlg.	NA	IGA, Otasco
Park Plz.(8)	2	TG&Y
Phoenix Vlg.(52)	5	TGP, Otasco
K mart(30)	6	IGA, K mart

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Central Mall & Phoenix Vlg.-nightly.

13 - RETAIL OUTLETS: Department Stores-Boston Store 2; Sears; Tilles 2; Hunt's 6; JCPenney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Ctr.
Discount Stores-K mart; Kroger; Wal-Mart.
Variety Stores-TG&Y; Ben Franklin.
Chain Drug Stores-Law's 2; Osco 2.
Chain Supermarkets-Milgram's 6; Kroger 3; IGA Affiliates-Winton's IGA 3; IGA Thriftway; Safeway 3.
Other Chain Stores-Arcade Men's Poise N Ivy; Dollar Saver; Hunt's Warehouse; Day Discount; Elkins Antiques & Used Furniture; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; D&D Pharmacy; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound.

14 - NEWSPAPERS: SOUTHWEST-TIMES RECORD (all day-mon to fri) 40,812; (m-sat) 42,097; (S) 47,568; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST-TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) 785-7700.
National Representative: Papert Companies.

HARRISON

1 - LOCATION: Boone County. E&P Map B-1. County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62, 65.

2 - TRANSPORTATION: Motor Freight Carriers-Arkansas Freightways.
Intercity Bus Lines-Continental.
Airlines-Ozark; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 9,567; E&P 86 Est. 9,886
County 80 Cen. 26,067; E&P 86 Est. 27,805

4 - HOUSEHOLDS:
City 80 Cen. 3,931; E&P 86 Est. 4,162
County 80 Cen. 9,781; E&P 86 Est. 10,919

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$636,000,000
Commercial	2	$163,000,000

6 - PASSENGER AUTOS: County 12,976

7 - ELECTRIC METERS: Residential 4,216

8 - GAS METERS: Residential 3,784

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100; Warehousing & Distribution 1,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-97; Fall 42-65; Winter 0-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northvale(9)	NA	Ace Hdwe.
Ozark Mall(32)	NA	West's, Alco, JCPenney
Younes(4)	NA	

Principal Shopping Days-Tues., Sat.

13 - RETAIL OUTLETS: Department Stores-West's; Walters; Sears; JCPenney.
Discount Stores-Wal-Mart; Alco.
Variety Stores-Ben Franklin; Crest Variety; Dollar General.
Chain Supermarkets-Consumer's.
Other Chain Stores-Otasco; Coast-to-Coast; Mode O'Day; Goodyear; Radio Shack; Ace Hdwe.

14 - NEWSPAPERS: TIMES (e-mon-fri) 10,518; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Lee Dunlap, Bus. Mgr., TIMES, PO Box 40, Harrison, AR 72601-0040; Tel. (501) 741-2325.
National Representative: Papert Companies.

HELENA-WEST HELENA

1 - LOCATION: Phillips County. E&P Map C-3. County Seat. 125 mi. E of Little Rock; 90 mi. S of Memphis. On State Hwys. 1, 20, 44.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental; Arrow.

3 - POPULATION:
Corp. Cities 80 Cen. 20,965; E&P 86 Est. 21,117
Helena 80 Cen. 9,598; E&P 86 Est. 9,273
West Helena 80 Cen. 11,367; E&P 86 Est. 11,844
County 80 Cen. 34,772; E&P 86 Est. 32,761

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,251; E&P 86 Est. 7,434
Helena 80 Cen. 3,371; E&P 86 Est. 3,359
West Helena 80 Cen. 3,880; E&P 86 Est. 4,075
County 80 Cen. 11,434; E&P 86 Est. 11,216

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$137,000,000

6 - PASSENGER AUTOS: County 10,800

7 - ELECTRIC METERS: Residence, County 14,000

8 - GAS METERS: Residence, County 12,000

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Cotton Seed Prods.; Meat Packing; Insecticides; Fertilizer; Plywood; Concrete Blocks; Luggage; Swimming Pools; Furn.; Shortening; Chem.; Soy Bean Oil & Meal; Clothing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin City(8)	NA	Gibson's, Safeway, McCrory
Tri County Plz.(6)	NA	Wal-Mart, Pizza Hut

13 - RETAIL OUTLETS: Department Stores-JCPenney; Stephens; Wall's; Cato; Smith's.
Variety Stores-Fred's; Agee's; McCrory; Ronny's.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-M-C 2; Economy 2.
Chain Supermarkets-Safeway 2; Kroger; Big Star; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Sears.

14 - NEWSPAPERS: WORLD (e-mon to fri; S) 5,393; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Thomas G. Wilson III, Gen. Mgr., WORLD, 417 York St.; PO Box 340, Helena, AR 72342; Tel. (501) 338-9181.
National Representative: Papert Companies.

HOPE

1 - LOCATION: Hempstead County. E&P Map A-3. County Seat. 120 mi. SW of Little Rock; 200 mi. NE of Dallas; 90 mi. N of Shreveport (LA); 30 mi. NE of Texarkana. On U.S. Hwys. 67 & I-30; State Hwys. 4, 29, 32, 73, & 355.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Louisiana; Kansas City Southern; St. Louis-San Francisco.
Motor Freight Carriers-6.
Airlines-Commercial air service is available at Texarkana Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,290; E&P 86 Est. 10,127
CZ-ABC. (80) 10,290
RTZ-ABC. (80) 21,830
County 80 Cen. 23,635; E&P 86 Est. 23,828
City & RTZ-ABC. (80) 32,120

4 - HOUSEHOLDS:
City 80 Cen. 3,882; E&P 86 Est. 3,837
County 80 Cen. 8,578; E&P 86 Est. 9,045
CZ-ABC. (80) 3,882
RTZ-ABC. (80) 7,785
City & RTZ-ABC. (80) 11,667

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$40,000,000
Commercial	2	$189,000,000

6 - PASSENGER AUTOS: County 8,930

7 - ELECTRIC METERS: Residence 5,240

8 - GAS METERS: Residence 5,201

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood Working 360; Textile 200; Others 1,798. Av. Wkly. Wage-$221-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean Daily Max. Temp.-75.2; Mean Daily Min. Temp.-51.2.

11 - TAP WATER: Alkaline, soft; fluoridated (natural).

12 - RETAILING: Principal Shopping Center-18 blocks on five streets.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hope North	NA	Howard's
Hope Vlg.(13)	NA	Thriftway, Rexall, Sears
Hervey St.(2)	NA	TG&Y, Smitty's

Stores Open Evenings-Sat.
Stores Open Sunday-One drug; all grocery.

13 - RETAIL OUTLETS: Department Stores-JCPenney; J.A. West.
Variety Stores-TG&Y; Fred's; Family Dollar.
Discount Stores-Howard's.
Chain Supermarkets-Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Sears (catalog); Cato's.

14 - NEWSPAPERS: STAR (e) 4,785; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Perry, Adv. Dir., STAR, W. 3rd & Grady Sts.; PO Box 648, Hope, AR 71801; Tel. (501) 777-8841.
National Representative: Papert Companies.

HOT SPRINGS

1 - LOCATION: Garland County. E&P Map B-3.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Motor Freight Carriers-8.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 35,166; E&P 86 Est. 33,610
CZ-ABC. (80) 35,781
RTZ-ABC. (80) 59,294
County 80 Cen. 69,916; E&P 86 Est. 77,716
City & RTZ-ABC. (80) 95,075

4 - HOUSEHOLDS:
City 80 Cen. 15,200; E&P 86 Est. 14,542
CZ-ABC. (80) 15,483
RTZ-ABC. (80)21,837
County 80 Cen. 27,888; E&P 86 Est. 32,516
City & RTZ-ABC. (80) 37,320

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$223,393,627
Commercial	4	$565,556,921

6 - PASSENGER AUTOS: County 37,277

7 - ELECTRIC METERS: Residence 31,084

8 - GAS METERS: Residence 16,385

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum Pigs, Ingots & Billets 1,000 ($250); Ladies' & Girls' Shoes 750 ($200); Wood Proc. 675 ($200); Aluminum Extrusions & Doors 500 ($175); Vanadum 195; Alum. Wire & Cable 178.

10 - CLIMATE: Av. Temp.-Winter 47; Summer 72. First killing frost, Nov. 6; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-10 blocks Central Ave.; 7 Ouachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale; Malvern Ave.; Hot Springs Mall-20 blocks S. Central Ave.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albert Pike(8)	NA	Rexall, Brandon's Furn., Western Auto
Central City(18)	NA	K mart, Piggly Wiggly
Freeman	NA	
Hot Springs Mall(40)	6	Sears, Dillards, JCPenney, Bealls, Walgreens, Zale's
Rector Hts.(2)	NA	K mart
Mowery-Wyatt(10)	NA	Walgreens, Otasco, Safeway
Market Place	NA	Wal-Mart, Kroger, Revco

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rephans; Gartenberg's; Dillard's; Sears; Bealls.
Variety Stores-Dollar General.
Discount Stores-K mart 2; Alco; Wal-Mart 2.
Chain Drug Stores-Walgreens 3; Crawford 2; Medical Arts; Revco 2; Consumer's 2.
Chain Supermarkets-Safeway 3; Kroger 2; Piggly Wiggly 3; Cooley's; Food-4-Less.
Other Chain Stores-Otasco; Goodyear; Firestone; Fleet Tire; Western Auto.

14 - NEWSPAPERS: SENTINEL-RECORD (m) 18,412; (S) 19,528; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, PO Box 580; 300 Spring St., Hot Springs, AR 71902; Tel. (501) 623-7711.
National Representative: Papert Companies.

JACKSONVILLE

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. 15 mi. NW of Little Rock on U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Missouri Pacific.

3 - POPULATION:
Corp. City 80 Cen. 27,589; E&P 86 Est. 29,774
MSA 80 Cen. 474,204; E&P 86 Est. 500,917
County 80 Cen. 340,613; E&P 86 Est. 353,532

4 - HOUSEHOLDS:
City 80 Cen. 8,646; E&P 86 Est. 9,693
County 80 Cen. 124,516; E&P 86 Est. 134,914
MSA 80 Cen. 168,985; E&P 86 Est. 186,055

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$57,589,000

6 - PASSENGER AUTOS: County 184,988

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sheet Metal Mfg.; Lumber Working; Cotton and Rice Growing; Small Motor Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-90; Fall 50-85; Winter 32-56. First killing frost, Nov. 15; last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gregory Place(15)	NA	K mart, Safeway
Heritage(7)	NA	7-Eleven
Jacksonville(13)	NA	Sears, Knight's Food
Jackson Square(10)	NA	Wal-Mart

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Price Drug Center.
Chain Supermarkets-Safeway; Thriftway; Food 4 Less; Knight's Food.

14 - NEWSPAPERS: NEWS (e-tues to fri) 5,339; (S) 5,339; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Ben Rice, Pub.; Lorraine Darrall, Adv. Mgr., NEWS, 116 Hickory St., Jacksonville, AR 72076; Tel. (501) 982-6506.
National Representative: Papert Companies.

JONESBORO

1 - LOCATION: Craighead County. E&P Map C-2. County Seat. 66 mi. NW of Memphis; 135 mi. NE of Little Rock; 253 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-St. Louis-Southwestern; Burlington Northern; Missouri Pacific.
Motor Freight Carriers-34.
Air Travel-Jonesboro Municipal Airport.
Bus Lines-Union Bus Station.

3 - POPULATION:
Corp. City 80 Cen. 31,530; E&P 86 Est. 31,295
CZ-ABC. (80) 31,530
RTZ-ABC. (80) 79,134
County 80 Cen. 63,218; E&P 86 Est. 64,053
City & RTZ-ABC. (80) 110,664

4 - HOUSEHOLDS:
City 80 Cen. 11,405; E&P 86 Est. 11,530
County 80 Cen. 22,330; E&P 86 Est. 23,269
CZ-ABC. (80) 11,405
RTZ-ABC. (80) 27,894
City & RTZ-ABC. (80) 39,299

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	5	$435,139,250

6 - PASSENGER AUTOS: County 28,531

7 - ELECTRIC METERS: Residence 16,432

8 - GAS METERS: Residence 15,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Electric Mts. Commun. 1,893; Materials Handling Equip. 378; Rice

400; Shoes 1,424; Plumbing Fixtures 450.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 17.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Indian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Birchwood Sq.(7)	NA	Falk Footwear
Caraway Plaza(16)	NA	Skagg's, Dollar General
Eastwood(7)	NA	Colony Shop
Fountain Sq.(4)	NA	Green Leaf, Gold & Stone
Indian Mall(52)	NA	Dillard's, Sears, JCPenney, Stimson's, Willett's
Jonesboro Plz.(2)	NA	Kroger, Wal-Mart
Southgate Plz.(5)	NA	Jac's
Southwest Vlg.(4)	NA	M.H. Kenward
Univ. Ctr.(10)	NA	Gibson's, Big Star Mkt.
West Mart Ctr.(15)	NA	Big Star Mkt.
Highland(12)	NA	K mart, Hay's

Principal Shopping Days-Weekends.

13 - RETAIL OUTLETS: Department Stores-Broadway's; JCPenney; Dillard's; Sears; Grisham's; Willett's.
Discount Stores-Gibson's; Wal-Mart; Fred's Dollar; K mart; General Dollar; Fred P. Gattas.
Chain Drug Stores-Service 2; Skagg's; Consumer Pharmacy 2; Medicine Shoppe.
Chain Supermarkets-Safeway 3; Kroger; Stimson's 2; Big Star 3; Jr. Food Stores 6; Hays 3; Alpha Beta; Snak Pak 4.

14 - NEWSPAPERS: SUN (m) 19,952; (S) 21,529; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.
National Representative: Papert Companies.

LITTLE ROCK

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and capital of the state. Wholesale distribution center. 137 mi. to Memphis; 300 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Cotton Belt (freight); Amtrak (passenger).
Motor Freight Carriers-38 (franchised).
Intercity Bus Lines-Arrow Coach; Continental Trailways; Greyhound; Inter City; Great Southern; Houston-Bigelow; Central Ark. Transit; Jefferson.
Airlines-American; Delta; Frontier; TWA; Southwest; Northeastern; United; Republic.
Barge Lines-10.

3 - POPULATION:
Corp. City 80 Cen. 167,861; E&P 86 Est. 174,404
CZ-ABC: (80) 317,859
RTZ-ABC: (80) 707,763
MSA 80 Cen. 474,204; E&P 86 Est. 500,917
County 80 Cen. 340,613; E&P 86 Est. 353,532
City & RTZ-ABC: (80) 1,025,622
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,749; E&P 86 Est. 65,799
County 80 Cen. 124,516; E&P 86 Est. 134,914
MSA 80 Cen. 168,985; E&P 86 Est. 186,055
CZ-ABC: (80) 116,937
RTZ-ABC: (80) 248,422
City & RTZ-ABC: (80) 365,359

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$1,032,200,000
Commercial	10	$2,421,446,809

6 - PASSENGER AUTOS: County 184,988

7 - ELECTRIC METERS: Residence 179,303

8 - GAS METERS: Residence 118,689

9 - PRINCIPAL INDUSTRIES: Industry (Units) Earnings (No. of Wage Earners)-Food (37) $48,131,000 (3,197); Lumber (18) $9,540,000 (830); Furn. & Fixt. (12) $4,287,000 (460); Printing (83) $38,602,000 (2,618); Elect. & Elect. Equip. (18) $74,985,000 (N.A.); Trans. Equip. (15) $19,333,000 (950); Fab. Metal (30) $40,563,000 (2,410); Paper (10) $16,852,000 (1,001).
Principal Industrial Pay Days-Wkly., 1st & 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 12; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-8 blocks on Main St. and 2 blocks on West Capitol Ave.; 4 blocks on Main St. in N Little Rock.
Neighborhood Shopping Areas-Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area. Geyer Springs & Baseline; West 7th St. (600 to 1200 blocks); Park Hill (NLR); Indian Hills; McCain Mall; The Other Center; The Outlet Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metrocentre(44)		M.M. Cohn, Osco, Dillard's
Heights Center(64)	5	Safeway, Kroger
Tanglewood(24)	6	Safeway
Park Plaza(42)	5	Dillard's, Beall's, McCrory
Colony West(14)	7	Kroger, Osco
Sturbridge(7)	7	Custom Audio
Williamsburg Row(7)	7	The Fifth Season
The Market Place(29)	7	Wyatt's Cafeteria, Audio World, Crofton's Home Decor
Trellis Sq.(18)	7	Radio Shack
University Mall(35)	5	JCPenney, Mont. Ward, Osco, M.M. Cohn
Broadmoor(16)	5	Arkansas Bookhouse
Breckenridge(24)	7	Merle Norman, Jack Sommer's Shoes, Greenhaw's
Town & Country(9)	6	Otasco
K mart Plaza(8)	6	K mart
Southwest City Mall(32)	9	Osco, Target, Beall's
Colony South(10)	10	Kroger, Alco
Village Center(21)	6	West's, Western Auto
University Pl.(13)	6	Schuster's Savers, Food 4 Less
Rose City(12)	5	Safeway, Dollar General, Otasco
Lakehill Center(11)	4	Hog Heaven, Schuster's Savers
McCain Mall(72)	6	M.M. Cohn, Dillard's, JCPenney, Sears
The Other Ctr.(10)	6	Target, Red River Pottery
Levy Center(8)	5	Ben Franklin
North Park Mall(13)	4	Alco, Otasco
Indian Hills(17)	6	Kroger, Wal-Mart, Radio Shack
Pike Plaza(25)	5	West's, Alco
Stein Mart Plaza(5)	6	Stein Mart, Radio Shack
Geyer Springs(9)	10	Food 4 Less, Wal-Mart
Galleria Park(12)	7	Regan's
Cloverdale Plz.(4)	12	Kelly TV, True Value Hdwe.
Vali-Hi Center(14)	5	Curtis Mathes
Baseline/Chicot	12	Ashley's West, Arky House
Geyer South(9)	NA	Factory Firsts, Bowen's
Cloverdale(8) Center	12	Baker Drug, Harry's Mkt.

Principal Shopping Days-Fri., Sat., Mon. Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Food chains; All shopping centers-Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge-9:00 p.m. daily.

13 - RETAIL OUTLETS: Department Stores-Dillard's 3; M.M. Cohn 3; Sterling; JCPenney 2; Sears 2; West's 4; Montgomery Ward; Beall's 3; McCrory's 2.
Discount Stores-K mart 4; Wal-Mart 5; Target 3; Skagg's 3.
Variety Stores-Sterlings; TG&Y.
Chain Drug Stores-Skagg's 3; Osco 5; Petty's 6; Consumers 2; Medic 3; Drug Mutual 33.
Chain Supermarkets-Safeway 14; Kroger 8; IGA 10; Food City; Affiliated Foods Inc. (Model Mkts. 4, Thriftway 4, Indep. 5); 7-Eleven 15; Majik Mkts. 12; Skagg's 3; Food 4 Less 4; GSC; U-Tote-Em 8.
Other Chain Stores-National Shirt Shops; Dundee; Kinney Shoes 2; Baker's Shoes 3; Otasco 10; Stinger Sam 6; Voss Hutton 3; Handy Dan's 3; Lowe's; Western Auto 4; Genuine Auto Parts 7; Goodyear 7; Firestone 7; B.F. Goodrich; Kelly-Springfield; Gordon's Jewelers 3; Jaccard's; Zale's 4; Haverty Furn.; Singer Co. 3; Pittsburgh Paints 2; Sherwin-Williams 3; Cook Paints; Devoe & Reynolds; Assoc. Paints 2; Dollar General 3; United Jewelers; Service Merchandise 2; Auto Shack 5; Factory First 4.

14 - NEWSPAPERS: ARKANSAS DEMOCRAT (m) 83,330; (S) 155,516; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dick Browning, Natl. Adv. Mgr., ARKANSAS DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72201; Tel. (501) 378-3447.
National Representative: Branham/Newspaper Sales.
ARKANSAS GAZETTE (m) 125,383; (S) 160,493; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edgar A. Major, Adv. Dir., ARKANSAS GAZETTE, 112 W. Third Ave.; PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3862. Additional Market Information: Joanne Hinson, Res. Mgr., Tel. (501) 371-3868.
National Representative: Sawyer-Ferguson-Walker.

MAGNOLIA

1 - LOCATION: Columbia County, E&P Map B-4, County Seat. 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

2 - TRANSPORTATION: Railroads-L&NW; St. Louis Southwestern (Cotton Belt).
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,909; E&P 86 Est. 12,706
County 80 Cen. 26,644; E&P 86 Est. 27,931

4 - HOUSEHOLDS:
City 80 Cen. 4,306; E&P 86 Est. 4,731
County 80 Cen. 9,535; E&P 86 Est. 10,501

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$52,427,514
Commercial	4	$258,708,000

6 - PASSENGER AUTOS: County 10,918

7 - ELECTRIC METERS: Residence 5,010

8 - GAS METERS: Residence 4,740

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 850 ($229); Textile 495 ($198); Oil Prods. 2,300 ($348); Aluminum 500 ($255); Rubber Life Boats 730 ($255); Chem. 450 ($354).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia(11)	NA	Piggly Wiggly
North Park Plz.	NA	Wal-Mart
Peace(12)	NA	Shock's, Dollar General
University	NA	K mart, Bealls, Revco, Kroger

Principal Shopping Days-Tues., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Talbot's; Bealls.
Discount Stores-Gibson's; Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Drug Mart; Medic-Aid; Revco.
Chain Supermarkets-Smitty's; Piggly-Wiggly; Kroger.
Other Chain Stores-Western Auto; Sears; JCPenney; S&H Green Stamps; Goodyear; Firestone.

14 - NEWSPAPERS: BANNER-NEWS (e) 4,535; sworn Sept. 25, 1985.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, 134 S. Washington; Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.
National Representative: None.

MALVERN

1 - LOCATION: Hot Spring County, E&P Map B-3, County Seat. 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

2 - TRANSPORTATION: Railroads-M.P.; Chicago.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,163; E&P 86 Est. 10,229
County 80 Cen. 26,819; E&P 86 Est. 27,653

4 - HOUSEHOLDS:
City 80 Cen. 4,060; E&P 86 Est. 4,048
County 80 Cen. 6,176; E&P 86 Est. 10,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$114,923,000
Savings & Loan	3	$74,000,000

6 - PASSENGER AUTOS: County 11,167

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Aluminum 350; Brick & Tile 400; Mining 330; Lumber & Wood Prods. 490; Plastics 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores West Bros.
Discount Stores-Gibson's; Wal-Mart; Fred's; Family Dollar.
Chain Drug Stores-Rexall 2; SupeRx.
Chain Supermarkets-Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly; Mitchell's.
Other Chain Stores-Western Auto; Goodyear; Sears.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,956; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Mark Terry, Adv. Dir., RECORD, 219 Locust St., Malvern, AR 72104; Tel. (501) 337-7523.
National Representative: Landon Associates.

MENA

1 - LOCATION: Polk County, E&P Map A-3, County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 78 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

2 - TRANSPORTATION: Railroad-Kansas City Southern.
Intercity Bus Lines-Jefferson Lines; Continental.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 5,154; E&P 86 Est. 5,264
County 80 Cen. 17,007; E&P 86 Est. 18,421

4 - HOUSEHOLDS:
City 80 Cen. 2,068; E&P 86 Est. 2,255
County 80 Cen. 6,318; E&P 86 Est. 7,210

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,303,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,869

7 - ELECTRIC METERS: Residence 2,366 (city), 6,703 (county)

8 - GAS METERS: Residence 2,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Woodworking 275; Aircraft Repair 103; Electric Motors 300; Rubber & Plastic Mfg. 60; Garment Mfg. 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Northside Shopping Center-5 blocks from center of town (Northside Food Center, Wal-Mart, plus 13 others).
Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-Herod's; Adam & Eve.
Discount Stores-Cowden Fashion Outlet; Wal-Mart; Cash Saver; Pickert Whol.
Chain Drug Stores-Rexall; Walgreens; Consumer's.
Other Chain Stores-Otasco; Goodyear; Mode O'Day.

14 - NEWSPAPERS: STAR (m-tues to sat) 5,219; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Derwood Brett, Pub., STAR, 501-7 Mena St., Mena, AR 71953; Tel. (501) 394-1900.
National Representative: Landon Associates.

MOUNTAIN HOME

1 - LOCATION: Baxter County, E&P Map B-1, County Seat. Located in northeastern central AR.

2 - TRANSPORTATION: Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 8,066; E&P 86 Est. 9,000
CZ-ABC: (80) 8,066
RTZ-ABC: (80) 19,343
County 80 Cen. 27,409; E&P 86 Est. 32,232
City & RTZ-ABC: (80) 27,409

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,539; E&P 86 Est. 3,900
County 80 Cen. 11,181; E&P 86 Est. 13,783

CZ-ABC: (80) 3,539
RTZ-ABC: (80) 7,642
City & RTZ-ABC: (80) 11,181

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$230,000,000
Savings & Loan	4	$317,000,000

6 - PASSENGER AUTOS: County 15,429

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 4,291

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical Equip. 2,100; Boat Mfg. 300; Wearing Apparel 800; Plastics 75. Av. Wkly. Wage $271.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 63-98; Fall 36-83; Winter 24-51. First killing frost, Nov. 20; last killing frost, Apr. 1.

11 - TAP WATER: Low alkaline, medium soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Village Mall.
Neighborhood Shopping Centers-Ozark Shopping Ctr.; College Plaza; Harps Shopping Ctr.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart; Alco; Food Stores: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-West's; Shied's.
Discount Stores-Wal-Mart; Alco.
Variety Stores-McCrory's; Dollar General.
Chain Drug Stores-Revco.
Chain Supermarkets-Harps; Consumers.

14 - NEWSPAPERS: BAXTER BULLETIN (m) 8,279; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charles Howard, Adv. Mgr.; BAXTER BULLETIN, PO Drawer A, Mountain Home, AR 72653; Tel. (501) 425-3133.
National Representative: Papert Companies.

NEWPORT

1 - LOCATION: Jackson County. E&P Map C-2. County Seat. 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14, 17; U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Amtrak, Missouri Pacific; Rock Island.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,339; E&P 86 Est. 8,184
CZ-ABC: (80) 8,339
RTZ-ABC: (80) 16,508
County 80 Cen. 21,646; E&P 86 Est. 21,243
City & RTZ-ABC: (80) 24,847
Demographic Information available-Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 72501.

4 - HOUSEHOLDS:
City 80 Cen. 3,122; E&P 86 Est. 3,129
County 80 Cen. 7,786; E&P 86 Est. 7,980
CZ-ABC: (80) 3,122
RTZ-ABC: (80) 5,829
City & RTZ-ABC: (80) 8,951

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$33,000,000
Commercial	4	$81,775,000

6 - PASSENGER AUTOS: County 8,025

7 - ELECTRIC METERS: Residence 10,824

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Mill; Timber; Metal Prods.; House Trailer Mfg.; Meat Packing; Concrete Prods.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furn.

10 - CLIMATE: An. Av. Temp.-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Village Mall.
Principal Shopping Days-Mon., Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Van-Atkins.
Variety Stores-Dollar General; Fred's Dollar; Otasco.
Discount Stores-Wal-Mart.
Chain Drug Stores-Headlee's; Revco.
Chain Supermarkets-Kroger; Thriftway; Safeway; IGA; Hays.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 3,424; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Orville I. Richolson, IV, Pub., INDEPENDENT, 2111 Highway 63N, PO Box 460, Newport, AR 72112; Tel. (501) 523-5855.
National Representative: Landon Associates.

PARAGOULD

1 - LOCATION: Greene County. E&P Map C-1. County Seat. In NE corner of state, 215 mi. from St. Louis; 82 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Mo. Pac.; Paragould & Southeastern.
Intercity Bus Lines-Great Southern Coaches.
Motor Freight Carriers-18.

3 - POPULATION:
Corp. City 80 Cen. 15,214; E&P 86 Est. 15,437
County 80 Cen. 30,774; E&P 86 Est. 31,411

4 - HOUSEHOLDS:
City 80 Cen. 5,928; E&P 86 Est. 6,253
County 80 Cen. 11,228; E&P 86 Est. 12,027

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$179,657,000
Savings & Loan	2	$63,246,513

6 - PASSENGER AUTOS: County 12,871

7 - ELECTRIC METERS: Residence 6,725

8 - GAS METERS: Residence 5,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Motors 1,250; Shirts 300; Milk Proc. 125; Store Fixt. 700; Automobile Shock Absorbers 800; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270. Gas Grills 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Shopping Centers-Paragould Plz.; Paragould Park Plz.; Centre One.
Stores Open Evenings-Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Belk's.
Discount Stores-Gibson's; Wal-Mart; Alco; Fred's.
Chain Supermarkets-Kroger; Farmer's Market; Big Star 4; Warehouse Foods; Hays.
Other Chain Stores-Otasco; Radio Shack; Super D Drugs; Revco; Auto Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri) 8,370; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Fred A. Wulfekuhler, Ed. & Pub., PRESS, Highway 49 at Hunt St., PO Box 38, Paragould, AR 72450; Tel. (501) 239-8562.
National Representative: Papert Companies.

PINE BLUFF

1 - LOCATION: Jefferson County (MSA). E&P Map B-3. County Seat. 42 mi. from Little Rock; 150 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Union Pacific-Missouri; Pacific-Western.

Motor Freight Carriers-23.
Intercity Bus Lines-Southeast Ark.; City Bus System; Greyhound; Continental; Trailways.
Airlines-American; Continental; Delta; Frontier; Southwest; TWA. Little Rock Airport.

3 - POPULATION:
Corp. City 80 Cen. 56,576; E&P 86 Est. 53,489
CZ-ABC: (80) 56,636
RTZ-ABC: (80) 122,913
County/MSA 80 Cen. 90,718; E&P 86 Est. 90,094
City & RTZ-ABC: (80) 179,549

4 - HOUSEHOLDS:
City 80 Cen. 19,928; E&P 86 Est. 19,534
County/MSA 80 Cen. 30,588; E&P 86 Est. 31,790
CZ-ABC: (80) 19,960
RTZ-ABC: (80) 41,270
City & RTZ-ABC (80) 61,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$791,943,651
Savings & Loan	3	$4,783,409,172

6 - PASSENGER AUTOS: County 37,405

7 - ELECTRIC METERS: Residence 33,108

8 - GAS METERS: Residence 22,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 5,550; Durable Goods 5,520; Food & Kindred 700; Paper & Allied Prods. 2,075; Other non durable 350; Constr. 975; Trans. & Public Util. 3,200; Whol. & Ret. Trade 5,550; Fin., Ins. & R.E. 1,250; Service & Mining 5,575; Gov't 6,650; Agric. 1,725.
Principal Pay Days-R.R. 1st, 15th; Utilities 5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main & Pine Sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	Safeway
Jefferson Sq.(39)	NA	TG&Y, Mangel's
Oak Park(15)	NA	Alco, Safeway
Pines Mall	NA	Dillard's, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Varies.

13 - RETAIL OUTLETS: Department Stores-Cohen's; JCPenney; Sears; Baim's; Dillard's; Beall-Ladymon.
Discount Stores-Alco; K mart; Wal-Mart 2.
Variety Stores-TG&Y; Dollar General; Fred's.
Chain Drug Stores-Conery's 2; Oak Park 2.
Chain Supermarkets-IGA 4; Safeway 4; In & Out Convenience 34; Mad Butcher; County Market 2; Food King; Price Chopper.
Other Chain Stores-Kinney; Mangel's; Majik Market; Haverty Furn.; Gordon's Jewelers; S&H Green Stamps; Roger's Jewelry.

14 - NEWSPAPERS: COMMERCIAL (e) 21,173; (S) 22,548; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charles H. Barnes, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71611; Tel. (501) 534-3400.
National Representative: Papert Companies.

ROGERS

1 - LOCATION: Benton County. E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62; State Hwys. 12 & 94.

2 - TRANSPORTATION: Railroad-Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson Lines; Arkoma.

3 - POPULATION:
Corp. City 80 Cen. 17,429; E&P 86 Est. 19,790
CZ-ABC: (80) 18,086
RTZ-ABC: (80) 91,891
County 80 Cen. 78,115; E&P 86 Est. 91,742
City & RTZ-ABC: (80) 109,977
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,554; E&P 86 Est. 7,372
County 80 Cen. 28,622; E&P 86 Est. 35,247
CZ-ABC: (80) 6,554
RTZ-ABC: (80) 33,916
City & RTZ-ABC: (80) 40,470

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$488,518,000
Savings & Loan	9	$367,941,000

6 - PASSENGER AUTOS: County 43,505

7 - ELECTRIC METERS: County 68,032

8 - GAS METERS: County 79,647

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 7,486; Food Prods. 2,467; Mach. (except electrical) 949. Other mfg. 3,950. Includes toy guns, nylon hosiery, electric motors; carbide-tipped industrial tools; coated telephone wire; plastic pipe; vehicle wheels; corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves; non-woven fabrics, electronic components, school room furnishings.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, medium hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Walnut St., Dixieland Mall.
Neighborhood Shopping Centers-Hwy. 71 S.; Hwy. 71 W.; Hwy. 12 E.; Hwy. 62 N.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cash Vlg.(8)	NA	Gibson Discount
Southgate(15)	NA	IGA
Walnut Plz.(14)	NA	Wal-Mart, IGA

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dixieland; Downtown Thur.
Stores Open Sundays-Food markets.

13 - RETAIL OUTLETS: Department Stores-Stroud Mercantile; Hunt's; Campbell; Bell-Lewis Bros.; Bealls; The Laddies Peddler; Lyndals.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Corner Rexall; Lewis; Rogers & Rose; Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Supermarkets-Food Town 2; Thriftway 2; Phillips Food Ctr.; Safeway; Food 4 Less.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto Supply; Mode O'Day; Sherwin-Williams; Linkway; Big 8 Tires; Hastings Books & Records; Gordon Jewelry; Zale's Jewelers; Worths; Kinney Shoes; Maurice's; Whites Auto.

14 - NEWSPAPERS: NORTHWEST ARKANSAS NEWS (m-mon to fri) 13,538; (S) 15,317; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Woosley, Bus. Mgr., NEWS, 313 S. 2nd; PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.
National Representative: Papert Companies.

RUSSELLVILLE

1 - LOCATION: Pope County. E&P Map B-2. County Seat. 78 mi. NW of Little Rock; 87 mi. E of Fort Smith. On U.S. Hwy. 65; State Hwy. 7; I-40.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Dardanelle-Russellville; Arkansas River Port.
Intercity Bus Lines-Trailways; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 14,000; E&P 86 Est. 14,838
County 80 Cen. 39,003; E&P 86 Est. 44,116

4 - HOUSEHOLDS:
City 80 Cen. 5,014; E&P 86 Est. 5,428
County 80 Cen. 13,612; E&P 86 Est. 16,072

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$202,106,536

6 - PASSENGER AUTOS: County 17,701

7 - ELECTRIC METERS: County Res. 16,156; Industrial 582; Commercial 2,464; Government 36.

8 - GAS METERS: County Res. 19,029

9 - PRINCIPAL INDUSTRIES: Shoes; Lumber Prods.; Coal; Poultry Proc.; Ice Cream Mix; Walk-In Refrigerators; Furn. Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Metalworking; Aluminum Extrusion; Chem. Proc.; Lumber; Corrugated Boxes; Master Fabricators; Boat Manufacturer.

10 - CLIMATE: Av. Temp.-Jan. 45; July 82.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Mall(14)	NA	JCPenney, Safeway, Alco
Plaza East(7)	NA	Dollar General, Wal-Mart, C.R. Anthony
Main Plaza(2)	NA	Van Atkins, Arkansas Hardware
Southgate	3	Kroger, Revco

13 - RETAIL OUTLETS: Department Stores-F.C. Peters; Van Atkins; JCPenney; Beall's; C.R. Anthony.
Variety Stores-Leonards.
Discount Stores-Wal-Mart; Alco; Dollar General; K mart.
Chain Supermarkets-Kroger; Safeway; IGA 3; Food-4-Less.
Other Chain Stores-Payless Shoes; Irma Dumas; Colony Shop; Sears; Otasco; Western Auto; Goodyear; Lefler's; Cato's; Sherwin-Williams; Revco; Auto Shack; Wickes Lumber; Zale's.

14 - NEWSPAPERS: COURIER-DEMOCRAT (e-mon to fri) 10,703; (S) 12,331; sworn Sept. 29, 1985.
Local Contact for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER-DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252.
National Representatives: Harte-Hanks Communications; Landon Associates.

SEARCY

1 - LOCATION: White County. E&P Map C-2. County Seat. On U.S. Hwys. 67 & 64; State Hwys. 16 & 36; 1 mi. E of Little Red River; 54 mi. N of Little Rock, state capital.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Pacific; Trailways, Continental Midwest.

3 - POPULATION:
Corp. City 80 Cen. 13,612; E&P 86 Est. 14,344
County 80 Cen. 50,835; E&P 86 Est. 54,495

4 - HOUSEHOLDS:
City 80 Cen. 4,478; E&P 86 Est. 4,901
County 80 Cen. 17,423; E&P 86 Est. 19,588

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$80,961,982
Savings & Loan	2	$100,461,273
Commercial	2	$38,532,538

6 - PASSENGER AUTOS: County 20,422

7 - ELECTRIC METERS: Residence 5,246

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,750 ($220); Mfg. 3,550 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Town & Country Plaza, 1/4 mi. off Hwy. 67, on Race St. 14 stores, 6 mi. from Downtown; Wal-Mart, JCPenney, Beall-Ladymon; Cato's.
Stores Open Evenings-Until 9 P.M.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall-Ladymon; Sears.
Discount Stores-Fred's; Alco; Wal-Mart; Dollar General.
Chain Drug Stores-Health Mart; Headlee 2; Revco.
Chain Supermarkets-Kroger, Safeway, Associated; Food 4 Less; Piggly Wiggly 2; Warehouse Foods.
Other Chain Stores-Goodyear; Cato's; Mode O'Day; Payless Shoes; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,438; (S) 6,987; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Richard Guerrero, Adv. Dir., CITIZEN, PO Box 1379, Searcy, AR 72143; Tel. (501) 268-8621.
National Representative: Landon Associates.

SPRINGDALE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1. NW corner of state. Agricultural market center. Manufacturing & canning industries. Birthplace of poultry industry in AR. Home office of 3 major national trucking firms. 72 mi. N of Ft. Smith; 100 mi. E of Tulsa, OK.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-10.
Bus Lines-Crown Coach Co.; Santa Fe Trailways, Arkoma; Continental Trailways; Jefferson.
Airlines-Skyways; Metro.

3 - POPULATION:
Corp. City 80 Cen. 23,458; E&P 86 Est. 25,247
CZ-ABC. (80) 23,458
RTZ-ABC. (80) 116,391
County/MSA 80 Cen. 99,735; E&P 86 Est. 106,663
City & RTZ-ABC. (80) 139,849
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,510; E&P 86 Est. 9,642
County/MSA 80 Cen. 35,825; E&P 86 Est. 40,812
CZ-ABC. (80) 8,510
RTZ-ABC. (80) 42,589
City & RTZ-ABC. (80) 51,099

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	1	$228,827,767
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 48,790

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 11,272

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Proc. 4,000; Elect. 705; Tool Making 730; Alum. Fab. 325.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Emma Ave.; 2 on Main; 1 on Mill; 1 on Holcomb & Block; 30 blocks on 68 W.; 20 blocks on 68 E.; 20 blocks on Hwy. 71.
Neighborhood Shopping Centers-8 blocks on N. Thompson; 8 on S. Thompson; 1 on Caudle Ave.; 30 blocks on Hwy. 68 W.
Principal Shopping Days-Mon., Fri.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmdale(6)	NA	
Plaza(6)	NA	Harp's Food Store
N.W. Ark. Mall(76)	NA	Sears, Boston Store, JCPenney, Dillard's, Beall-Ladymon
Sunset Ctr.(3)	NA	Harp's, K mart

Stores Open Evenings-Shpg. ctrs. every evening until 9:00; Fri.

13 - RETAIL OUTLETS: Department Stores-Camps; Clarkson; Cameron's; Anthony's; Sears; JCPenney; Montgomery Ward; Ryan's; Dillard's; Boston Store; Beall-Ladymon.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall; Sav-On; Consumer's.
Chain Supermarkets-Harp's; Food-4-Less; Consumer's Market; Safeway; IGA.
Other Chain Stores-E-Z Mart; Spee-Dee Mart; 7-Eleven; One Stop Mart; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,804; (S) 13,988; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Danny Dotson, Adv. Dir., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.
National Representative: Papert Companies.

STUTTGART

1 - LOCATION: Arkansas County. E&P Map C-3. County Seat. 50 mi. SE of Little Rock.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,941; E&P 86 Est. 10,491
County 80 Cen. 24,175; E&P 86 Est. 23,087

4 - HOUSEHOLDS:
City 80 Cen. 4,111; E&P 86 Est. 3,985
County 80 Cen. 8,909; E&P 86 Est. 8,877

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$69,821,296
Commercial	2	$168,926,833

6 - PASSENGER AUTOS: County 9,901

7 - ELECTRIC METERS: Residence 4,595

8 - GAS METERS: Residence 4,745

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rice Mills 1,400; Seed Proc. 145; Metal Fab. 134; Soy Bean Plant 330; Well Drilling 100; Heating/Air Conditioning Mfg. 251.

10 - CLIMATE: An. Av. Temp. 60-66; Rainfall 50 inches.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(10)	3	Kroger, Wal-Mart
Stuttgart Sq.(8)	3	West's, Fred's, Piggly Wiggly

Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Shopping centers to 8 & 9 ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Jones; West's; Sears; Holidays.
Variety Stores-Dollar General; Fred's; Family Dollar.
Discount Stores-Wal-Mart; Fred's.
Chain Supermarkets-Piggly Wiggly; Safeway; Kroger; Food Palace 2.
Other Chain Stores-Western Auto; Okla. Tire; Radio Shack.

14 - NEWSPAPERS: LEADER (e-mon to fri) 4,255, sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Gene Austin, Adv. Dir., LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.
National Representative: Landon Associates.

TEXARKANA
See TEXARKANA, TX

WEST MEMPHIS

1 - LOCATION: Crittenden County (In Memphis, TN-AR-MS MSA). E&P Map D-2. Agricultural ctr., in NE portion of state. 6 mi. W of Memphis; 135 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island & Pacific; Frisco; Missouri Pacific; Burlington North; Illinois Central; Santa Fe; Soo Line; Conrail; Amtrak; Cotton Belt.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways, Greyhound; West Memphis Transportation.
Waterway-West Memphis Port.

3 - POPULATION:
Corp. City 80 Cen. 28,138; E&P 86 Est. 28,302
CZ-ABC. (80) 28,138
Bal. in NDM-ABC. (80) 21,361
County 80 Cen. 49,097; E&P 86 Est. 49,384
MSA 80 Cen. 912,887; E&P 86 Est. 957,885
Total NDM-ABC. (80) 49,499

4 - HOUSEHOLDS:
City 80 Cen. 9,250; E&P 86 Est. 9,281
County 80 Cen. 15,571; E&P 86 Est. 16,364
CZ-ABC. (80) 9,250
Bal. in NDM-ABC. (80) 6,451
Total NDM-ABC. (80) 15,701
MSA 80 Cen. 311,996; E&P 86 Est. 341,867

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$746,457,411
Commercial	3	$104,644,700

6 - PASSENGER AUTOS: County 19,224

7 - ELECTRIC METERS: Residence 10,164

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Steel & Foundries; Iron Casting; Truck Tires; Fiberglass Swim. Pools; Grain Elevators; Corragated Boxes; Refinery Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach; Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Pipe Fabricators; Oil Pkg.; Farm Implements; Wood Paneling; Paper Bags; Styrofoam; No. of Wage Earners-9,815 city; 23,625 county. (Av. Wkly. Wage N.A.).

10 - CLIMATE: Av. An. Min. & Max. Temp.-32-95.

11 - TAP WATER: Soft, provided by 6 deep wells; pumping capacity of 4,907,000 gallons per 24 hours.

12 - RETAILING: Principal Shopping Center-6 blocks on Broadway.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadowbrook Sq.(20)	NA	Wal-Mart, Pic Pac, Super Drug
Broadway Plz.(10)	NA	E-Z Foods, Big Star
Holiday Plz.(26)	NA	Walgreens, Kroger
Missouri Plz.(8)	NA	E-Z Foods

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Holiday Plz. Mall; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Sears, Saig's; Wal-Mart; Colony Shop; Campbells; Country Squire; Kelly Springfield; Fred P. Gattas.
Chain Drug Stores-Walgreens; Rexall; Super D.
Chain Supermarkets-Kroger, Big Star, Warehouse, Pic Pac, Marion Big Star; Maxi-Foods.
Other Chain Stores-Van Zants; Johnny Hall Clothing; Just for Kids; Kid's Stuff; Payless Shoe; B&C Shoes; Baskin's Firestone; Leopard Spot; Hen House; Cato's; Jewelry Nook; Royal Jewelers; Master's Jewelry; Kay Furn.; Masener Furn.; Western Auto; Goodyear; Goodrich; Radio Shack; Lowe's Lumber.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,664; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Tiebel, Adv. Mgr., TIMES, 111 E. Bond St., PO Box 459, West Memphis, AR 72301; Tel. (501) 735-1010.
National Representative: None.

CALIFORNIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bakersfield-Kern County.
Chico-Butte County.
Fresno-Fresno County.
Merced-Merced County.
Modesto-Stanislaus County.
Redding-Shasta County.
Sacramento-El Dorado, Placer, Sacramento and Yolo Counties.
Salinas-Seaside-Monterey-Monterey County.
San Diego-San Diego County.
Santa Barbara-Santa Maria-Lompoc-Santa Barbara County.
Stockton-San Joaquin County.
Visalia-Tulare-Portervilie-Tulare County.
Yuba City-Sutter and Yuba Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Anaheim-Santa Ana-Orange County.
Los Angeles-Long Beach-Los Angeles County.
Oakland-Alameda and Contra Costa Counties.
Oxnard-Ventura-Ventura County.
Riverside-San Bernardino-Riverside and San Bernardino Counties.
San Francisco-Marin, San Francisco and San Mateo Counties.
San Jose-Santa Clara County.
Santa Cruz-Santa Cruz County.
Santa Rosa-Petaluma-Sonoma County.
Vallejo-Fairfield-Napa-Napa and Solano Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Los Angeles-Anaheim-Riverside-Includes Anaheim-Santa Ana PMSA; Los Angeles-Long Beach PMSA; Oxnard-Ventura PMSA; and Riverside-San Bernardino PMSA.
San Francisco-Oakland-San Jose-Includes Oakland PMSA; San Francisco PMSA; San Jose PMSA; Santa Cruz PMSA; Santa Rosa-Petaluma PMSA; and Vallejo-Fairfield-Napa PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	1,643	1,708	2,005
5-14 Years	3,886	3,446	4,067
15-24 Years	3,565	4,486	5,292
25-44 Years	5,044	7,058	8,300
45-64 Years	4,036	4,556	5,348
65 and Over	1,792	2,415	2,841
TOTAL	19,966	23,669	27,853

Based on U.S. Census

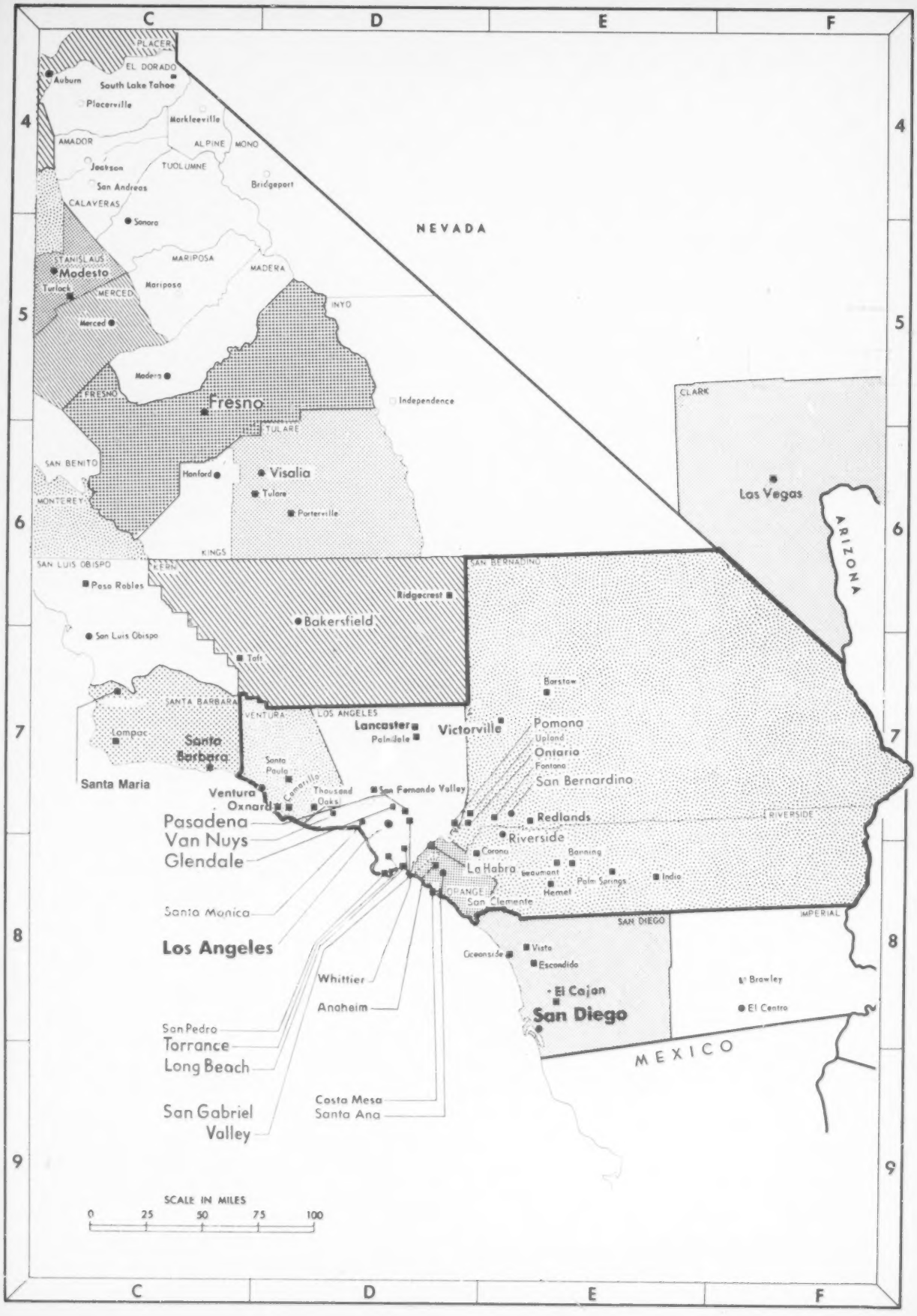
POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

City	Total Pop.	Spanish Origin	Percent
Bakersfield	106	16	15.0
Escondido	62	9	14.6
Fremont-Newark	164	23	14.0
Fresno	217	51	23.6
Glendale	139	25	17.8
Hayward	94	19	20.2
Huntington Park-South Gate	160	94	58.4
Long Beach	361	51	14.0
Los Angeles	2,967	816	27.5
Modesto	106	11	10.5
Oceanside	77	14	18.4
Ontario-Upland	136	37	27.1
Orange Co. (Anaheim)	219	38	17.2
Orange Co. (Costa Mesa)	82	8	10.3
Orange Co. (Santa Ana)	204	91	44.5
Oxnard	108	48	44.4
Pasadena	118	22	18.4
Pomona	93	28	30.5
Riverside	171	28	16.2
Sacramento	276	39	14.2
Salinas	80	31	38.1
San Bernardino	119	30	25.4
San Diego	876	13	14.9
San Francisco	679	84	12.3
San Jose	630	140	22.3
Santa Barbara	75	17	22.2
Santa Monica	88	11	13.0
Stockton	150	33	22.1
Whittier	69	16	23.4

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	4,328	5,211	9,998
General Mdse.	10,554	13,946	21,519
Food	17,267	27,688	37,502
Automobiles	16,232	21,488	40,156
Gasoline Stations	5,733	10,531	11,150
Apparel	3,766	6,182	9,467
Furniture	4,341	5,914	11,578
Eat./Drink Places	8,052	13,416	20,529
Drugs	3,040	5,142	7,167
TOTAL SALES	81,058	123,946	185,964


C
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PLACER
EL DORADO
Auburn
South Lake Tahoe
Placerville
Markleeville
AMADOR
ALPINE
MONO
Jackson
TUOLUMNE
San Andreas
Bridgeport
CALAVERAS
Sonora
NEVADA
STANISLAUS
Modesto
Turlock
MERCED
Mariposa
MARIPOSA
MADERA
Merced
INYO
Madera
FRESNO
Fresno
Independence
TULARE
SAN BENITO
Hanford
Visalia
Tulare
MONTEREY
Porterville
KINGS
CLARK
Las Vegas
ARIZONA
SAN LUIS OBISPO
KERN
Paso Robles
Ridgecrest
Bakersfield
SAN BERNARDINO
San Luis Obispo
Taft
Barstow
SANTA BARBARA
VENTURA
LOS ANGELES
Lompoc
Lancaster
Palmdale
Victorville
Pomona
Upland
Ontario
Fontana
San Bernardino
Santa Barbara
Santa Paula
Santa Maria
Ventura
Oxnard
Camarillo
Thousand Oaks
San Fernando Valley
Redlands
RIVERSIDE
Riverside
Corona
Banning
La Habra
Beaumont
Palm Springs
Indio
Hemet
ORANGE
San Clemente
SAN DIEGO
IMPERIAL
Oceanside
Vista
Escondido
El Cajon
San Diego
Brawley
El Centro
MEXICO
Pasadena
Van Nuys
Glendale
Santa Monica
Los Angeles
Whittier
Anaheim
San Pedro
Torrance
Long Beach
San Gabriel
Valley
Costa Mesa
Santa Ana
SCALE IN MILES
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OREGON
NEVADA
DEL NORTE
SISKIYOU
MODOC
WASHOE
Crescent City
Yreka
Alturas
HUMBOLDT
TRINITY
SHASTA
LASSEN
Eureka
Weaverville
Redding
PLUMAS
Susanville
TEHAMA
Red Bluff
MENDOCINO
Corning
BUTTE
Quincy
Chico
GLENN
SIERRA
Reno
Oroville
Downieville
LAKE
YUBA
NEVADA
COLUSA
Nevada City
PLACER
Ukiah
Colusa
SUTTER
Marysville
Grass Valley
Lakeport
Yuba City
YOLO
EL DORADO
SONOMA
Roseville
South Lake Tahoe
Woodland
Placerville
NAPA
Santa Rosa
Davis
Sacramento
Markleeville
SOLANO
ALPINE
AMADOR
MONO
Vacaville
Fairfield
Napa
SACRAMENTO
Jackson
TUOLUMNE
Petaluma
MARIN
Vallejo
San Andreas
Bridgeport
Martinez
Pittsburg
Lodi
CALAVERAS
Antioch
Sonora
Richmond
Walnut Cr.
CONTRA COSTA
Berkeley
San Francisco
Oakland
Alameda
San Mateo
Hayward
Newark
Redwood City
Palo Alto
Fremont
Livermore
Modesto
MARIPOSA
Dublin
Pleasanton
ALAMEDA
Turlock
MERCED
MADERA
STANISLAUS
Mariposa
San Jose
Merced
INYO
Bishop
Los Gatos
SANTA CRUZ
SANTA CLARA
Gilroy
Madera
Santa Cruz
Watsonville
Hollister
PRESNO
Independence
Salinas
Fresno
TULARE
Monterey
SAN BENITO
Visalia
Hanford
MONTEREY
Tulare
Porterville
KINGS
SAN LUIS OBISPO
KERN
Ridgecrest
Paso Robles
Bakersfield
San Luis Obispo
Taft
EDITOR & PUBLISHER
MARKET GUIDE MAP
CALIFORNIA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

ALAMEDA

1 - LOCATION: Alameda County. E&P Map B-5 (In Oakland PMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

2 - TRANSPORTATION: Railroads-Alameda Belt Line; W.P.
Motor Freight Carriers-15.
Passenger and Freight Steamship Lines-46.
Intercity Bus Lines-A/C Transit District.
Airlines-Airlines using Oakland Airport.

3 - POPULATION:
Corp. City 80 Cen. 63,852; E&P 86 Est. 63,377
County 80 Cen. 1,105,379; E&P 86 Est. 1,186,645
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849

4 - HOUSEHOLDS:
City 80 Cen. 26,517; E&P 86 Est. 27,895
County 80 Cen. 402,092; E&P 86 Est. 478,160
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308

5 - BANKS	NUMBER	DEPOSITS
Comm. & Sav.	11	$357,134,000
Savings & Loan	7	$251,850,000

6 - PASSENGER AUTOS: County 664,690

7 - ELECTRIC METERS: Residence 25,611

8 - GAS METERS: Residence 23,248

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$500)-Aircraft Repair 4,500; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Park St. (East End); and 4 blocks on Webster St. (West End); 65 acres on S. Shore, Retail Ctr. at foot of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 retail outlets.
Neighborhood Shopping Centers-2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore(61)	NA	JCPenney, Mervyn's, Safeway, Woolworth, Ross Dress For Less
Fernside(16)	NA	Payless Drug, Alpha Beta

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Long's; Walgreens; Nelson's; Pay Less.
Chain Supermarkets-Safeway 2; Lucky's 2; Encinal Mkts.; Super-S Mkts.; Central; William Bros.; Alpha Beta; Chestnut-Encinal.
Other Chain Stores-Goodyear; Gallenkamp; Grand Auto Supply; Anita Shops; Crescent Jewelers; Thom McAn; Goldman's; Grodin's; Dorothy's Apparel; Radio Shack; House of Fabrics; Miller's Outpost; Kinney Shoes; Ross.

14 - NEWSPAPERS: TIMES-STAR (m) 8,485; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Mort Kofman, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1200.
National Representatives: Landon Associates; U.S. Suburban Press.

ANAHEIM

See ORANGE COUNTY

ANTIOCH

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 40.

2 - TRANSPORTATION: Railroads-SP; Santa Fe; River Lines (boat, freight).
Intercity Bus Lines-Greyhound; Bay Area Rapid Transit; Tri Delta; Central Contra Costa Transit Authorities.

3 - POPULATION:
Corp. City 80 Cen. 43,559; E&P 86 Est. 51,803
NDM/CZ-ABC: (80) 62,464
County 80 Cen. 657,252; E&P 86 Est. 729,204
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,227; E&P 86 Est. 19,032
County 80 Cen. 241,805; E&P 86 Est. 280,148
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308
NDM/CZ-ABC: (80) 22,114

5 - BANKS	NUMBER	EST. DEP.
Savings	6	$118,795,000
Savings & Loan	6	$95,422,000

6 - PASSENGER AUTOS: County 438,672

7 - ELECTRIC METERS: Residence 18,020

8 - GAS METERS: Residence 13,592

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (No. of plants)-Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chem. 385 (2); Gypsum Prods. 150 (1); Gas & Electric Power 100 (1); Fruit/Veg. Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1); (Av. Wkly. Wage-$240).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, from San Joaquin River; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Downtown area, 45 in 4-block trading area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antioch(18)	NA	Lucky Stores, Ben Franklin
Antioch Sq.(15)	NA	Hilson's
County East(50)	NA	Sears, Safeway, JCPenney, Mervyn's, Mont. Ward
Lone Tree(8)	NA	Savings Center, Rexall
K mart(8)	NA	K mart, Liquor Barn
Raleys(21)	NA	Raleys
Somersville Ctr.(8)	NA	Green's TV
Lone Tree Plz.(7)	NA	Beverly's Fabrics, Superfoods

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: Department Stores-Famous Fashions; Sears; Hilson's; Wards; Mervyn's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Payless; K mart; Handyman.
Chain Supermarkets-Safeway; Lucky Stores 2; Fry's; Savings Center; Mt. View; Dutch Pride; Raley's.
Chain Drug Stores-Long's; Raley's; Payless.
Other Chain Stores-Firestone; Grand Auto; Goodyear; Crown; Payless Paint.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 13,382; LEDGER/POST DISPATCH (m-sat) 20,097; (S) 20,417; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Smith, Gen. Mgr., LEDGER/POST DISPATCH, 1700 Cavallo Rd.; PO Box 70, Antioch, CA 94509; Tel. (315) 757-2525.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

AUBURN

1 - LOCATION: Placer County. E&P Map C-4 (In Sacramento MSA). County Seat. Mountain resort. Gold mines, fruits, cattle, poultry prods. 35 mi. NE of Sacramento on I-80.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Served by all major airlines through Sacramento Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,540; E&P 86 Est. 8,297
County 80 Cen. 117,247; E&P 86 Est. 144,940
MSA 80 Cen. 1,099,814; E&P 86 Est. 1,299,697

4 - HOUSEHOLDS:
City 80 Cen. 3,188; E&P 86 Est. 3,178
County 80 Cen. 42,732; E&P 86 Est. 55,129
MSA 80 Cen. 416,356; E&P 86 Est. 514,545

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 85,423

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Agric.; Forestry; Farming; Computers.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Hwy. 80, Interchange Rd. Downtown; Palm Ave.; Hwy. 49 & Fulweiler; Grass Valley Hwy.; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Ravine(18)	2	Raley's Drug & Mkt.
Auburn Town Ctr.	1	Longs, Lucky's Mkt.
Palm Center(10)	1	Lumberjack
Sierra Elm Ctr.(9)	1	Alpine Mkt.
Rock Creek(29)	2	K mart, Payless

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Shopping centers every evening until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Daughtry's; Lumberjack.
Discount Stores-Payless; K mart; Long's.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Sierra Drug; Raley's; Long's; Payless; Thrifty.
Chain Supermarkets-Lucky's; Raley's; Albertson's; Safeway.
Other Chain Stores-Hallmark; Baskin Robbins; Fashionable Flea; Radio Shack; Beno's; Payless Shoes; Carpet Town; Montgomery Ward Appliance & Auto Ctr.; Sears (catalog).

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 12,506; (S) 12,751; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jeremy Read, Adv. Dir., JOURNAL, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656.
National Representative: U.S. Suburban Press; Papert Companies.

BAKERSFIELD

1 - LOCATION: Kern County. (In Bakersfield MSA). E&P Map D-6. County Seat. 110 mi. N of Los Angeles; 286 mi. S of San Francisco; on Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak; junction for use of single track over Tehachapi Mountains to Los Angeles.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.; Airport Bus of Bakersfield.
Airlines-American; United; Western Air Express; West Air; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 105,735; E&P 86 Est. 125,035
CZ-ABC: (80) 219,882
RTZ-ABC: (80) 183,207
County/MSA 80 Cen. 403,089; E&P 86 Est. 480,105
City & RTZ-ABC: (80) 403,089
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,602; E&P 86 Est. 47,576
County/MSA 80 Cen. 139,811; E&P 86 Est. 174,505
CZ-ABC: (80) 79,788
RTZ-ABC: (80) 60,023
City & RTZ-ABC: (80) 139,811

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$415,249,000
Commercial	60	$875,327,000

6 - PASSENGER AUTOS: County 231,374

7 - ELECTRIC METERS: Residence 138,900

8 - GAS METERS: Residence 61,517

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prods. 275 ($162); Printing & Pub. 503 ($184); Chem. 335 ($223); Primary Metal 378 ($184); Metal Prods. 703 ($187); Cement Prods. 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline; city wells vary, but water is generally hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-20 blocks on Chester Ave.; 8 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockdale Hwy. & California Ave.
Neighborhood Shopping Centers-5 blocks on N Chester; 4 on E Niles; 2 on S H; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks SW on California; 2 blocks on W Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(40)	NA	JCPenney, Korb's, Brock's
Benton Pk.(14)	NA	Thrifty, Lucky's
Brundage(14)	NA	Thrifty, Alpha Beta
College Ctr.(12)	NA	JCPenney, Dunlaps
Hillcrest(10)	NA	Thrifty
Stockdale Vlg.(22)	NA	Von's, Sav-On, Hallmark
Stockdale West(22)	NA	Martin's Pharmacy
Valley Plz.(75)	NA	Sears, Brock's, Broadway, Payless
Westchester(14)	NA	Mont. Ward, Thrifty Drug
Ming Plz.(15)	NA	Ardan's
Mervyn's Plz.(10)	NA	Mervyn's, Builders Emporium

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Brocks 2; Sears; Montgomery Ward; JCPenney 2; Broadway; Mervyn's; Gemco.
Discount Stores-K mart 3; Pic 'N Save 2; Gemco.
Variety Stores-Cornet 2; Newberry 2; TG&Y 2; Ted's; Woolworth 2.
Chain Drug Stores-Thrifty 6; Sav-On 2; El Tejon 3; Rufener's 3; Payless 2; Longs 2.
Chain Supermarkets-Safeway 13; Albertson's 3; Young's 2; Arden 2; Alpha Beta 3; Circle K 22; 7-Eleven 22; Jiffy Foodstores 4; Vons 5.
Other Chain Stores-Ardan; Barker Bros.; Best; Big 5; Builders Emporium; Cal Auto; Carpeteria; Carpet Town; Chief Auto; Color Tile; Copelands Sports; Designer Fabrics; Diamond Lumber; Dunn-Edwards Paints; Firestone; FISCO; Furrow; Goodyear; Grand Auto; Grossmans; Korb's; Kragen; McMahans; Millers Outpost; Ortho; Oshmans; Pep Boys; Radio Shack; R.B. Furn.; Sackett & Peters; Shoe Stop; Standard Brands; Winston Tire.

14 - NEWSPAPERS: CALIFORNIAN (m) 81,384; (S) 88,084; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lynn Bryan, Adv. Dir., CALIFORNIAN, 1707 Eye St., Bakersfield, CA 93302; Tel. (805) 395-7225.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BANNING

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7, in San Gorgonio Pass.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,020; E&P 86 Est. 16,284
County 80 Cen. 663,923; E&P 86 Est. 840,317
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261
Demographic Information for county available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,356; E&P 86 Est. 6,186
County 80 Cen. 243,019; E&P 86 Est. 322,341
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 421,859

7 - ELECTRIC METERS: (3 Cities) 7,200

8 - GAS METERS: (3 Cities) 10,420

9 - PRINCIPAL INDUSTRIES: Milling; Electronics; Shirt Making; Poultry Proc.; Ceramics; Motor Homes; Copper Foil Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Natural fluorides.

12 - RETAILING: Shopping Centers-Plaza, Stagecoach Plaza; Beaumont Plaza Center.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS:
Variety Stores-Coronet; K mart.
Chain Drug Stores-Thrifty; O'Briens; Beaumont Rexall.
Other Chain Stores-JCPenney; Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahan's; Beno's; Stater Bros.

14 - NEWSPAPERS: RECORD-GAZETTE (e-mon to fri) 3,122; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Neil C. Harrand, Pub., RECORD-GAZETTE,

218 N. Murray St., Banning, CA 92220; Tel. (714) 849-4586.
National Representative: Scripps League Newspapers.

BARSTOW

1 - LOCATION: San Bernardino County. E&P Map E-7 (In Riverside-San Bernardino PMSA). In heart of high desert; Mojave Desert region; hub of U.S. Hwys. 66, 91, I-15, I-40; State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Sante Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6. Overnight delivery to Los Angeles.
Intercity Bus Lines-Greyhound; Orange Belt; Continental Trailways.
Airlines-Charter; commercial links to L.A.

3 - POPULATION:
Corp. City 80 Cen. 17,690; E&P 86 Est. 19,074
County 80 Cen. 893,157; E&P 86 Est. 1,093,944
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261

4 - HOUSEHOLDS:
City 80 Cen. 6,174; E&P 86 Est. 6,326
County 80 Cen. 308,062; E&P 86 Est. 395,991
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 536,014

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-R.R. Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.); Barstow Unified School Dist. 817 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25% (yearly av.).

11 - TAP WATER: Hardness, 175 p.p.m.; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Between 1st St. & Barstow Rd.; 4 blocks from Main on E. Williams; Barstow Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barstow Mall(34)	NA	Sears, K mart, Rude's Dept.
Yucca/Main(24)	NA	Von's Super Mkt., Thrifty Drug, Safeway
Desert Plaza(12)	NA	Sav-On, TG&Y
East Main(8)	NA	Sears
Williams St.	NA	

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rude's; Sears; K mart.
Variety Stores-Sav-On; Sprouse-Reitz; TG&Y.
Discount Stores-H&E Home Builders City; K mart.
Chain Drug Stores-Safeway; Thrifty.
Chain Supermarkets-Safeway; Von's; Stater Bros.
Other Chain Stores-Karl's (shoes); Burgermeister; Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's; Bob's Big Boy; McDonald's Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Miller's Outpost; Kinney's; Zale's; Barry's Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode O'Day; Winston Tire; Erik's Sleep Shop; Barstow Furn.

14 - NEWSPAPERS: DESERT DISPATCH (e) 8,090; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Camden Wheaton, Adv. Mgr., DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (714) 256-2257.
National Representatives: Papert Companies.

BRAWLEY

1 - LOCATION: Imperial County. E&P Map F-8. Junction of State Hwys. 111 & 86; 22 mi. N of Mexican border; 14 mi. N of El Centro; geographic and road network center, Imperial Valley; 200 mi. SE of Los Angeles; 120 mi. E of San Diego.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.
Airlines-Sunaire.

3 - POPULATION:
Corp. City 80 Cen. 14,946; E&P 86 Est. 16,184
NDM-ABC: (80) 24,865
County 80 Cen. 92,110; E&P 86 Est. 105,842
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,659; E&P 86 Est. 4,940
County 80 Cen. 28,157; E&P 86 Est. 33,872
NDM-ABC: (80) 7,614

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	2	N.A.
Thrift	1	N.A.

6 - PASSENGER AUTOS: County 48,629

7 - ELECTRIC METERS: County Residence 33,927

8 - GAS METERS: County Residence 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gympsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with nonelectrical geothermal applications.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard, 950 (ppm), not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; E. St., & St.; City Plaza, Rio Vista Center, W. Main & Rio Vista Ave.. Main Street has been designated as a Community Development Project, as well as the downtown area.
Shopping Centers-Rio Vista Plaza (8 stores-Arden, Mayfair Mkt., Thrifty Drug); Downtown area, Cudad Plaza.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-National; McMahan's; Imperial Hdwe.
Variety Stores-J.J. Newberry.
Drug Stores-Adams; Thrifty; White Cross.
Chain Supermarkets-Safeway; Cook's; Mayfair; Rancho; Westmorland 2; La Providencia.
Other Chain Stores-Firestone; Kennedy's Firestone; Goodyear; Valley Auto Supply; Dorman's; Checker Auto Parts; Chief Auto Parts.

14 - NEWSPAPERS: NEWS (e) 5,354; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bostick, Adv. Mgr., NEWS, 135 S. Plaza, Brawley, CA 92227; Tel. (714) 344-1220.
National Representative: Branham/Newspaper Sales.

CAMARILLO

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101, 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-13.
Airlines-Hughes Air West; Golden West.

3 - POPULATION:
Corp. City 80 Cen. 37,732; E&P 86 Est. 45,404
NDM-ABC: (80) 51,807
County/PMSA 80 Cen. 529,899; E&P 86 Est. 606,636
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,298; E&P 86 Est. 16,896
County/PMSA 80 Cen. 173,254; E&P 86 Est. 207,370
NDM-ABC: (80) 17,252

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 341,065

7 - ELECTRIC METERS: Residence 7,151

8 - GAS METERS: Residence 5,934

9 - PRINCIPAL INDUSTRIES: Electronics; Citrus Prods.; Rock Prods.; Vegetables; Cattle.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11 - TAP WATER: Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Ventura Blvd., 5 blocks, N. & S. sides (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponderosa(29)		Von's, Sears, Thrifty
Camarillo Vlg.(16)		Alpha Beta
Los Posas Plz.(30)		Safeway
Carmen Plz.(20)		Sav-On Drug, Lucky's, Builder's Emporium, Miller's Outpost
Central Plz.		K mart, Ralph's, Long's Drug
Conejo Vlg.(13)	7	Von's
Pleasant Valley	8	Safeway
Hughes	9	Hughes Mkt.
The Esplanade(80)	7	Sears, May Co.
The Oaks(140)	7	Robinsons, Broadway, May Co.
Oxnard-Super	10	Mayfair, Thrifty
Fremont Sq.(30)	12	Food Giant
Buenaventura(54)	13	Mont. Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Broadway-Hale; Akron; JCPenney; May Co.; Newberry's; Mervyn's; Broadway; Robinson's.
Discount Stores-K mart; Gemco; Best.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Thrifty; Sav-On; Long's; Clark's.
Chain Supermarkets-Von's; Safeway; Lucky's; Alpha Beta; B&D; Ralph's.

14 - NEWSPAPERS: NEWS (m) 11,248; (S) 11,423; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, 1000 Avenida Acaso, Camarillo, CA 93011; Tel. (805) 987-5001.
National Representative: Papert Companies.

CHICO

1 - LOCATION: Butte County (In Chico MSA). E&P Map B-3. In N California, on U.S. Hwy. 99; approx. 90 mi. N of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-West Air.

3 - POPULATION:
Corp. City 80 Cen. 26,601; E&P 86 Est. 30,660
NDM-ABC: (80) 127,024
County/MSA 80 Cen. 143,851; E&P 86 Est. 173,088

4 - HOUSEHOLDS:
City 80 Cen. 10,524; E&P 86 Est. 12,287
County/MSA 80 Cen. 56,904; E&P 86 Est. 70,970
NDM-ABC: (80) 49,935

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$72,830,000
Commercial	15	$311,692,000

6 - PASSENGER AUTOS: County 88,078

7 - ELECTRIC METERS: Chico Div. 34,383

8 - GAS METERS: Chico Div. 24,822

9 - PRINCIPAL INDUSTRIES: (Butte County) Industry, No. of Wage Earners-Agric. 3,200; Food Proc. 1,225; Ret. Trade 9,600; Gov't/Educ. 8,600; Hospitals 2,400; Constr. & Mining 1,775; Total labor force 65,850.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Annual Temp.-63. Summer high-105; Winter low-20; Max. humidity-54%; Rainy season-Dec. to Apr., 24 inches annually.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main St., 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
Neighborhood Shopping Centers-Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacramento Aves.; East Ave. & Cohassett; Esplanade and Cohassett Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park; Esplanade & East Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almond Orchard(29)	4	Radio Shack
Park Plaza(13)	1	Safeway, Thrifty Drug, Payless, Consumer's, Radio Shack
Mangrove Plaza(10)	1	Shop 'N Save
North Valley Plaza(56)	4	K mart, Lucky Mkt., Shop 'N Save, Long's, Mervyn's, Mont. Ward, JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Supermarkets; all major chain stores.

13 - RETAIL OUTLETS: Department Stores-M. Oser; JCPenney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's; Gemco; Wenston's.
Chain Drug Stores-Lee (Rexall); Long's; Payless; Thrifty; Raleys Superstore.
Chain Supermarkets-Safeway 3; Holiday 3; Lucky Mkt.; Shop 'N Save 2; Gemco; Raley's.
Other Chain Stores-Firestone; McMahan's (furniture); Sherwin-Williams; Gallenkamp's Shoes; Goldman's; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Zale's Jeweiers; Johnson Shoes; FISCO Farm Store; Kauffman's; Handyman; Cutlery World; Kragen Auto Stores; Grossman's; Color Tile; Bristin's; McCurry Camera; Ardan; Consumer's; Winston Tire; PV Ranch & Home; B. Dalton Bookseller; Brooks Fashions; Miller's Outpost; House of Fashions; Tower Books / Records.

14 - NEWSPAPERS: ENTERPRISE-RECORD (e) 26,652; (S) 25,941; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dana Anderson, Adv. Dir., ENTERPRISE-RECORD, 700 Broadway, PO box 9, Chico, CA 95927; Tel. (916) 891-1234.
National Representative: Papert Companies.

COLUSA

1 - LOCATION: Colusa County. E&P Map B-3. County Seat. On Sacramento River, 45 mi. NW of Sacramento; 29 mi. W of Marysville.

2 - TRANSPORTATION: Railroads-Southern Pacific; Delta Freight Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,075; E&P 86 Est. 4,940
County 80 Cen. 12,791; E&P 86 Est. 15,239

4 - HOUSEHOLDS:
City 80 Cen. 1,528; E&P 86 Est. 1,839
County 80 Cen. 4,690; E&P 86 Est. 5,848

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$15,000,000
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 7,829

7 - ELECTRIC METERS: County 6,850

8 - GAS METERS: County 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food (Seasonal) 150-2,000 ($60-140); Cable Equip. 300 ($60-160).
Principal Pay Days-1st & 15th; Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Market; 3 on Fifth; 2 on Sixth.
Neighborhood Shopping Centers-Two blocks on Fremont St.; Country Plaza, 1/2 mile, 4 units.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Worsley's.
Variety Stores-K S.
Chain Supermarkets-Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
Other Chain Stores-Western Auto; Diamond National; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: SUN-HERALD (e-mon to fri) 3,037; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Carlon Perry, Pub., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
National Representative: Branham/Newspaper Sales.

CORNING

1 - LOCATION: Tehama County. E&P Map B-3. Residential center, 120 mi. NNW of Sacramento; 187 mi. N of San Francisco; 5 mi. W of Sacramento River. On U.S. Hwy. 99W.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Bus Lines-Greyhound.
Airlines-Air West.

3 - POPULATION:
Corp. City 80 Cen. 4,745; E&P 86 Est. 5,584
County 80 Cen. 38,888; E&P 86 Est. 46,647
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,850; E&P 86 Est. 2,135
County 80 Cen. 14,538; E&P 86 Est. 18,260

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 21,661

7 - ELECTRIC METERS: Residence 1,563

8 - GAS METERS: Residence 1,515

9 - PRINCIPAL INDUSTRIES: Olive Packing; Lumbering; Wood Working.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Center-Solano St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sundays-Grocery; drug; restaurants.

13 - RETAIL OUTLETS: Department Stores-Million's; Mari's; Letza's; The Shoe Tree; D&L Hangups; Clothes Encounters; R. Barc.
Variety Stores-Sprouse-Reitz; Babb's Variety; Coronet.
Chain Supermarkets-Safeway; Holiday; Nu-way.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 2,301; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Mari Petty Barrill, Pub., OBSERVER, 710 Fifth St.; PO Box 558, Corning, CA 96021; Tel. (916) 824-5464.
National Representative: None.

CORONA

1 - LOCATION: Riverside County. E&P Map D-7 (In Riverside-San Bernardino PMSA). Citrus ctr. with allied industries. Mining; agric.; dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego. 15 mi. SW of Riverside. Intersection of Freeways 18, 91 & 71; I-15.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-75.
Intercity Bus Lines-Greyhound; RTD; Dial-A-Ride.
Airlines-Ontario Intl. Airport 15 mi NW- 13 airlines; Riverside Municipal Airport 10 mi NE- Desert Sun Airlines.

3 - POPULATION:
Corp. City 80 Cen. 37,791; E&P 86 Est. 45,740
County 80 Cen. 663,923; E&P 86 Est. 840,317
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261

4 - HOUSEHOLDS:
City 80 Cen. 11,964; E&P 86 Est. 13,046
County 80 Cen. 243,019; E&P 86 Est. 322,341
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 421,859

7 - ELECTRIC METERS: Residence 12,836

8 - GAS METERS: Residence 12,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Citrus 2,300 ($175); Ceramics 425 ($200); Raw Mined Materials 225 ($200); Mfg. 1,500 ($300); Servs.; Ret. Trade.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St., 5 blocks on 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyler Mall(83)	NA	Broadway, JCPenney, May Co.
Butterfield Stage Sq.(35)	NA	Alpha Beta, Wineman's, Mervyn's
Corona Plaza(13)	NA	Von's Mkt., Art Mart, Thrifty Drug, Aaron Bros.
Corona Mall(70)	NA	Emerson Pauly, Radio Shack, Vasels
North Mall	NA	Albertson's, Sav-On Drug
Town & Country(9)	NA	Alpha Beta

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Mervyn's; Miller's Outpost.
Variety Stores-Sprouse-Reitz; TG&Y.
Discount Stores-Builder's Emporium; TG&Y.
Chain Supermarkets-Food Barn (Safeway); Alpha Beta 3; Von's; Stater Bros. 3; Ranchland; Phil's Courtesy 2; Albertson's.
Other Chain Stores-Karl's Shoes; McMahan's (furn.); Thrifty Drug; Goodyear; Kragen; Mark C. Bloome; Firestone; Security Tire; Goslin Tire; Chief Auto Supply; Winston Delta Tire; Sav-On Drug.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 6,247; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: John Wells, Adv. Dir., INDEPENDENT, 823 S. Main St.; PO Box 1029, Corona, CA 91720; Tel. (714) 737-1234.
National Representative: None.

COSTA MESA

See ORANGE COUNTY

DAVIS

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California 113, near I-15.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Transcontinental.
Intercity Bus Lines-Greyhound; UCD London Bus System.
Airlines-All major airlines at Sacramento Metro Airport (20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 36,640; E&P 86 Est. 43,650
County 80 Cen. 113,374; E&P 86 Est. 125,763
MSA 80 Cen. 1,039,814; E&P 86 Est. 1,299,697

4 - HOUSEHOLDS:
City 80 Cen. 14,041; E&P 86 Est. 17,109
County 80 Cen. 41,304; E&P 86 Est. 47,744
MSA 80 Cen. 416,356; E&P 86 Est. 514,545

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 62,511

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lucky Ctr.(10)	NA	Lucky Grocery Store
Davis Manor(8)	NA	Albertson's, Grand Auto
G Street Mall(7)	NA	Radio Shack
University Mall(22)	NA	Pay 'N Save, Safeway
Oak Tree Plz.(11)	NA	Long's Drug, Safeway
South Davis(7)	NA	Nugget Mkt.

13 - RETAIL OUTLETS: Department Stores-Winger's; Lawrence's; Sears.
Chain Drug Stores-Pay 'N Save; Long's.
Chain Supermarkets-Safeway 2; Albertson's; Lucky; State Mkt. 2; Nugget Mkt.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 9,125; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Frank DeMasi, Adv. Dir., ENTERPRISE, PO Box 1470, Davis, CA 95616; Tel. (916) 756-0800.
National Representative: U.S. Suburban Press.

EL CAJON

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. SW corner of state.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Lines-14.
Intercity Bus Lines-San Diego Transit System; Trailways; Greyhound.
Airlines-American; Continental; Delta; PSA; Sun-Aire; United; Western; C&M; Southwest; America-West; Republic; Ozark; Frontier; Imperial; TWA; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 73,892; E&P 86 Est. 85,713
CZ-ABC: (80) 118,599
RTZ-ABC: (80) 185,154
County/MSA 80 Cen. 1,861,846; E&P 86 Est. 2,191,909
City & RTZ-ABC: (80) 303,753
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,464; E&P 86 Est. 33,978
County/MSA 80 Cen. 670,094; E&P 86 Est. 823,312
CZ-ABC: (80) 44,110
RTZ-ABC: (80) 69,448
City & RTZ-ABC: (80) 113,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	18	N.A.
Savings & Loan	17	N.A.

6 - PASSENGER AUTOS: County 1,167,824

7 - ELECTRIC METERS: 125,983

8 - GAS METERS: 86,968

9 - PRINCIPAL INDUSTRIES: Light to medium manufacturing, industrial. 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area; Av. Wkly. Wage $259.

10 - CLIMATE: Av. Annual Temp.-62.4. Mild climate year round.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bostonia(9)	NA	
El Cajon(18)	NA	Von's, Walker-Scott
El Cajon II(8)	NA	Safeway, Thrifty Drug
Fletcher Hills(42)	NA	Discount Fabrics, Checker Auto
Madison Plaza(10)	NA	Alpha Beta, TG&Y
Parkway Plz.(115)	NA	Sears, Woolworth, May Co.
Town & Country(15)	NA	Von's
Valley Chase	NA	TG&Y
1st & Main	NA	Food Basket, Sav-On
Grossmont(107)	NA	Broadway, Mont. Ward, Food Basket, Bullocks, Buffums
College Grove	NA	Walker-Scott, Long's, Safeway, JCPenney, Mervyns
E. Main Plaza	NA	Food Basket, Rexall

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Broadway; Sears; Walker Scott; May Co.; Akron; Bill Gamble's; C&R Clothiers; Wild West; The Gap; Lane Bryant; Marsi's; Bullocks; Buffums; Mervyns; Clothing Clearance Ct.
Discount Stores-Gemco; K mart; Best Co.; Federated; Home Club; Price Club.
Variety Stores-TG&Y; Woolworth; Moskatel's; Target.
Chain Drug Stores-Thrifty; Long's; Sav-On; Payless; Knapp; Target.
Chain Supermarkets-Alpha Beta; Safeway; Food Basket; Big Bear; Von's; Ralphs; Boneys.
Other Chain Stores-Auto Accessories, Dorman's, Pep Boys, Firestone, Western Auto, Goodyear, Checker Auto, Chief Auto Parts, Kragen, Car Quest; Jewelry: Koven's, Lawson; Shoes: Kinney, Thom McAn, Gallenkamps; Furniture: McMahan's, Family Furniture, La-z-Boy; Home Improvement: Handyman, Dixieline, Builder's Emporium, Boise Cascade; Silo; 7-Eleven; Circle K; AM-PM Mini Mkts.

14 - NEWSPAPERS: CALIFORNIAN (e) 22,554; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Phelps, Natl./Co-op. Adv. Mgr., CALIFORNIAN, 1000 Pioneer Way; PO Drawer 1565, El Cajon, CA 92022; Tel. (619) 442-4404.
National Representatives: U.S. Suburban Press; Papert Companies.

EL CENTRO

1 - LOCATION: Imperial County. E&P Map F-8. 115 mi. E of San Diego, 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111; 60 mi. W of Yuma, AZ; 10 mi. N of Mexicali, Baja Cal., Mexico population to 1,000,000.

2 - TRANSPORTATION: Railroads-Southern Pacific; San Diego & Arizona Eastern (freight only).
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sunaire (commuter).

3 - POPULATION:
Corp. City 80 Cen. 23,996; E&P 86 Est. 27,517
NDM-ABC: (80) 51,567
County 80 Cen. 92,110; E&P 86 Est. 105,842
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,783; E&P 86 Est. 9,917
County 80 Cen. 20,157; E&P 86 Est. 33,872
NDM-ABC: (80) 15,290

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	N.A.
Commercial	6	$259,430,000

6 - PASSENGER AUTOS: County 48,629

7 - ELECTRIC METERS: County 33,927

8 - GAS METERS: County 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gypsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources & a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. plus 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro(22)	NA	Sears, Mervyns, Zale's, Miller's Outpost
Valley Plaza(50)	NA	Woolworth, JCPenney, Kinney Shoes

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Yellow Mart; K mart; Mervyn's; Miller's Outpost; Roberts.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty; Rexall; El Centro 2; Long's.
Chain Supermarkets-Safeway; Cook's 2; Mayfair.
Other Chain Stores-Town Shop; Payless Shoes; McMahan; Firestone; Imperial 3; Goodyear; Checker Auto; Valley Auto Supply; Winston's; Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack 2; Chief Auto; Zale's; Kids Mart; Clothesline; Kay Bee Toys; Rent To Own.

14 - NEWSPAPERS: IMPERIAL VALLEY PRESS (e) 10,861; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bostick, Natl. & Ret. Adv. Mgr., IMPERIAL VALLEY PRESS, 205 N. 8th St.; PO Box 2770, El Centro, CA 92244; Tel. (714) 352-2211.
National Representative: Branham/Newspaper Sales.

ESCONDIDO

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. Commercial, Fin. light indust., agric. and dairy ctr. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2 - TRANSPORTATION: Railroads-AT & Santa Fe.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Palomar-Oceanside; San Diego-Escondido and North County Transit.
Airlines-29 mi. to San Diego Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 65,880; E&P 86 Est. 75,927
CZ-ABC. (80) 104,190
RTZ-ABC. (80) 138,175
County/MSA 80 Cen. 1,861,846; E&P 86 Est. 2,191,909
City & RTZ-ABC. (80) 242,365
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,501; E&P 86 Est. 29,829
County/MSA 80 Cen. 670,094; E&P 86 Est. 823,312
CZ-ABC. (80) 38,559
RTZ-ABC. (80) 48,825
City & RTZ-ABC. (80) 87,384

5 - BANKS	NUMBER	EST. DEP.
Commercial	79	N.A.
Savings & Loan	67	N.A.

6 - PASSENGER AUTOS: County 1,167,824.

7 - ELECTRIC METERS: Residence 34,206.

8 - GAS METERS: Residence 22,926.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Aircraft Tools 139; Bldg. Materials Mfg. 107; Clothing Mfg. 360; Electronics 3,951; Fab. 133; Food Proc. 242; Golf Equip. 115; Machine Prods. 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prods. Res. 115; Misc. 282. Total 133 Industrial Plants.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Grand Ave.; 6 on Second Ave.; 14 on E. Valley Parkway So.; 15 on Escondido Blvd.; 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Parkway; North County Fair, 83 acres, on I-15 and Via Rancho Pkwy., 190 stores and restaurants.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardan	NA	Ardan
Escondido(12)	NA	Thrifty Drug, Alpha Beta
Escondido Sq.	NA	Thrifty Drug, Food Basket
Escondido Mall(75)	NA	Sears, Walker-Scott, Fedco
Felicita Plaza(26)	NA	Safeway, Carter Realty, Del Sol Travel
Felicita Vlg.(40)	NA	Safeway
Midtown Plaza(16)	NA	Mont. Ward, Ross, Newberry
Town & Country	NA	Safeway, Long's Drugs
Trafalgar Sq.(15)	NA	Century 21, Cal Stores
Valley Plaza(20)	NA	
The Vineyard(65)	NA	Alpha Beta, Chadwick's
Washington Sq.(14)	NA	
Wild West	NA	
Del Norte		Vons, Sav-On
Ferrara Plz.	NA	Safeway, Sav-On
Plaza Las Palmas	NA	Federated
Escondido		Marshall's
Promenade	NA	Mervyn's, Target

Principal Shopping Days-Sun.; Fri.; Sat.
Stores Open Evenings-Largest-every week night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Walker Scott; K mart; Montgomery Ward; Gemco; May Co.; Nordstrom; Robinson's; Mervyn's; Target; Fedco; Broadway.
Variety Stores-Ardan; Newberry's.
Discount Stores-Pic 'N Save.
Chain Drug Stores-Thrifty; Sav-On; Long's.
Chain Supermarkets-Safeway 3; 7-Eleven; Food Basket; Von's 2; Alpha Beta; Lavicio's 2; Albertsons; Ralphs; Fedco; Gemco; AM/PM Mini Market; Big Bear.
Other Chain Stores-McMahan's Furn.; San Diego Glass & Paint; Fashion Conspiracy; Shoes Inn; Steicher's; Koby; Payless; Thom McAn; Famous Footwear; Fabrics House of Fabrics; Golden State Embassy; Singer; Handyman; Hickory Farms of Ohio; Builder's Emporium; Goodrich Surplus; Motherhood Maternity; C&R Clothiers; Appliance TV City; Lawson's; Thearle's Music; Ortho Mattress; Radio Shack; Shelli's; Colorfile; General Nutrition; Checker Auto; Moskatels; Miller's Outpost; Sprouse-Reitz; Dorman's The Bedroom; Orange Julius; Wild West; Woolworth; Home & Garden; Ross For Less; Jewelers LeRoy's; Jessop's; Zale's; Larson; Paint; Frazee's; Standard Brands; Sinclair; Lumber; Pine Tree; Dixieline; Tires Firestone; Winston; Trainer L & M Goodyear; Marshall's; Charlotte Russe; Contempo Casuals; Lane Bryant; Lanz of California; Cal Stores; Lerners; Victoria's Secret; The Gap; Jeans West; Harris & Frank; Clothestime; Diamond Designs; Slavicks; Shoes; Florsheim; Leed; Naturalizer; Stride Rite; Big 5; Tandy Leather; Wherehouse; Mad Jack's; Licorice Pizza; Crown Books; Aaron Bros.; Dixieline; Federated Group.

14 - NEWSPAPERS: TIMES-ADVOCATE (e) 38,126; (S) 40,270; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward Moss, Natl. Adv. Dir., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (619) 745-6611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

EUREKA

1 - LOCATION: Humboldt County. E&P Map A-2. County Seat. On E. side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy., U.S. 101; Fortuna-Redbluff Hwy.; Hwy. 299; Hwy. 36 Redding. Lumber, tourism, commercial fishing, dairy, agriculture. Humboldt State University, College of the Redwoods.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Eureka Transit.
Airlines-PSA; West Air; United.

3 - POPULATION:
Corp. City 80 Cen. 24,153; E&P 86 Est. 23,918
CZ-ABC. (80) 42,373
RTZ-ABC. (80) 84,369
County 80 Cen. 108,024; E&P 86 Est. 113,116
City & RTZ-ABC. (80) 126,742
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,121; E&P 86 Est. 10,142
County 80 Cen. 41,383; E&P 86 Est. 45,328
CZ-ABC. (80) 16,835
RTZ-ABC. (80) 31,521
City & RTZ-ABC. (80) 48,356

5 - BANKS	NUMBER	EST. DEP.
Comm. & Sav.	22	$275,000,000
Savings & Loan	4	$85,000,000

6 - PASSENGER AUTOS: County 57,697.

7 - ELECTRIC METERS: Residence 37,480.

8 - GAS METERS: Residence 25,421.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Lumber 5,550 ($400); Cml. Fishing 1,775 ($230); Constr. 1,150 ($600); Mfg. 3,525 ($400).
Principal Pay Days-Fri.; Lumber & Mfg.-10th & 25th; Dairy-15th; Constr.-Mon.; Commercial Fishing-Wed.; County-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 5th; 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.
Neighborhood Shopping Center-6 blocks at Henderson and F Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson	2	Schafer's Hdwe., Food Mart
Myrtle Towne	2	Coast-to-Coast, Myrtletown Pharmacy
Broadway	1	Eureka Mkt., Pay 'N Pak
The Mall	2	Sears, Payless Drug, Safeway, S.H. Kress
Burre Center	1	Long's Drug
McKinleyville	15	Food Mart, Safeway, Sprouse-Reitz
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse-Reitz, Thrifty Drugs, Beno's, Sentry Mkt.
Redwood Village	15	Safeway, Thrifty Drug, Beno's, Sprouse-Reitz
Mall 101	2	Payless, Beno's, Mark & Save

Principal Shopping Days-Thur.; Fri. & Sat.
Stores Open Evenings-Dept.-Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; White House; Bristin's; Sears; Daly's; Beno's; K mart.
Variety Stores-S.H. Kress; Woolworth; Jones; Sprouse-Reitz; Shafer's; Ace Hardware.
Discount Stores-Pay 'N Pak.
Chain Drug Stores-Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Pay Less; Thrifty.
Chain Supermarkets-Safeway 6; Food Mart 3; Murphy's Markets 2; Eureka Mkt.; Sentry Mkt.; Mark & Save.
Other Chain Stores-Firestone; W.P. Fuller (paint); Sherwin-Williams; Jenkel & Davidson (optical); Singer Co.; Mode O'Day; Weisfield's (jewelry and home appl.); Kinney Shoes; McMahan's Furn.; S&H Green Stamps; Coast-to-Coast; Karl's Shoes; Leeds Shoes; Blue Chip Stamps.

14 - NEWSPAPERS: TIMES-STANDARD (e) 20,441; (S) 21,644; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Nelson, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.
National Representatives: Papert Companies; Thomson Newspapers.

FAIRFIELD-SUISUN

1 - LOCATION: Solano County. E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). County Seat. Agric., industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento. U.S. Hwys. 80, 680; State Hwy. 12.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vaca Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 69,186; E&P 86 Est. 80,053
Fairfield 80 Cen. 58,099; E&P 86 Est. 66,485
Suisun 80 Cen. 11,087; E&P 86 Est. 14,568
County 80 Cen. 235,203; E&P 86 Est. 275,416
PMSA 80 Cen. 334,402; E&P 86 Est. 383,853

4 - HOUSEHOLDS:
Cities 80 Cen. 21,840; E&P 86 Est. 26,521
Fairfield 80 Cen. 18,406; E&P 86 Est. 21,713
Suisun 80 Cen. 3,434; E&P 86 Est. 4,808
County 80 Cen. 80,426; E&P 86 Est. 98,817
PMSA 80 Cen. 117,050; E&P 86 Est. 141,231

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	N.A.
Savings & Loan	8	$53,000,000

6 - PASSENGER AUTOS: County 144,646.

7 - ELECTRIC METERS: Residence 22,486.

8 - GAS METERS: Residence 23,621.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-County 515 ($195); Air Force Base 311 ($333); Explosives 135; Agric. 500; Misc. Industry 300; Beer 630; Metal Cans 259; Plastic Bottles 584; Indust. Pumps 260; Food & Dairy 175; Prefab. Homes 50; Explosive Division 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Summer high-86; Winter low-36.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on W. Texas and 14 blocks on N. Texas; K mart Shpg. Ctr.; Raley Shpg. Ctr. on Holiday Lane and Travis Blvd.; Mission Vlg., N. Texas; Solano Mall.
Principal Shopping Days-Mon.; Thur.; Fri.; Sat.; Sun.
Stores Open Evenings-Nightly exc. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Emporium-Capwells; Sears; Macy's.
Discount Stores-Warehouse; K mart; Food and Hardware; Ardans; Ole's Building & Home Center.
Chain Drug Stores-Longs; Thrifty; Raley; Walgreens.
Chain Supermarkets-Safeway; Lucky 2; Campos Food Fair; Raley; Albertson's.
Other Chain Stores-Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Grand Auto; Firestone; Warehouse Records; Kragan Auto; Smith's; Miller's Outpost; Zale's; Granat Bros.; Samuels; The Gap; Richman Bros.; Gingiss Formalwear; Jumping Jack Shoes; Kinney Shoes; Huston's Florsheim.

14 - NEWSPAPERS: REPUBLIC (mS) 15,979; Dec. 29, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Nick Hyman, Adv. Mgr., REPUBLIC, 1250 Texas St., PO Box 47, Fairfield, CA 94533; Tel. (707) 425-4646.
National Representative: Branham/Newspaper Sales.

FONTANA

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. Steel prod. ctr. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99 & 70; State Hwy. 26.

2 - TRANSPORTATION: Railroads AT&SF; Pacific Electric; Southern Pacific; Union Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Southern California Rapid Transit District.

3 - POPULATION:
Corp. City 80 Cen. 37,107; E&P 86 Est. 49,856
County 80 Cen. 893,157; E&P 86 Est. 1,093,944
PMSA 80 Cen. 1,557,080; E&P 36 Est. 1,934,261
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,388; E&P 86 Est. 14,716
County 80 Cen. 308,062; E&P 86 Est. 395,991
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$80,000,000
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 536,014.

7 - ELECTRIC METERS: Residence 9,100.

8 - GAS METERS: Residence 9,911.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Mfg. 14,000; Agric. 250; Constr. 1,200; Trans., Commun. & Util. 1,000; Whol. & Ret. 2,500; Fin., Ins. & R.E. 500; Servs. & Hospitals 1,040; Misc. 400.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 75; Fall 67; Winter 52. First killing frost, Nov. 23; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, med. hardness.

12 - RETAILING: Principal Shopping Districts-Sierra, 6 blocks N from Merrill; Arrow, 4 blocks W from Sierra; Foothill, 8 blocks E and W from Sierra; Sierra & Valley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Inland Ctr.(78)	9	Sears, May Co., Broadway
Central City - Mall(100)	9	Mont. Ward, JCPenney, Harris Co.
Tyler Mall(85)	15	Sears, May Co., JCPenney
South Sierra(27)	1	Rasco, Stater Bros., Thrifty Drug
Fontana Plz.	1	Lucky's, Sav-On Drug, Miller's Outpost

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; TG&Y; Mervyn's.
Discount Stores-Pic 'N Save; K mart.
Variety Stores-Woolworth; Rexall; Finley 2.
Chain Drug Stores-Thrifty 2; Rexall; Finley 2; Sav-On.
Chain Supermarkets-Safeway; Stater Bros. 3; Alpha Beta; Lucky.
Other Chain Stores-Goodyear; McMahan's Furn.; Ole's Hdwe.; Chief Auto; Radio Shack; Thom McAn; Goodman Jewelers; Miller's Outpost; Kragen Auto; Trak Auto; National Lumber; Pep Boys.

14 - NEWSPAPERS: HERALD-NEWS (e) 3,316; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Ted L. Worth, Gen. Adv. Mgr., HERALD-NEWS, 16920 Spring St., Fontana, CA 92335; Tel. (714) 822-2231.
National Representative: None.

FREMONT-NEWARK

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area, 25 mi. S of Oakland; 15 mi. N of San Jose.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-50 common carriers; over 250 radial carriers.
Intercity Bus Lines-Greyhound; Peerless; Bay Area Rapid Transit Terminal.
Nearby Airports-Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

3 - POPULATION:
Corp. Cities 80 Cen. 164,071; E&P 86 Est. 193,536
Fremont 80 Cen. 131,945; E&P 86 Est. 158,662
Newark 80 Cen. 32,126; E&P 86 Est. 34,874
County 80 Cen. 1,105,379; E&P 86 Est. 1,186,645
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849
Cities of Pub.-ABC: (80) 164,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 53,341; E&P 86 Est. 65,671
Fremont 80 Cen. 44,125; E&P 86 Est. 55,290
Newark 80 Cen. 9,216; E&P 86 Est. 10,381

County 80 Cen. 426,092; E&P 86 Est. 478,160
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308
Cities of Pub.-ABC: (80) 53,341

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	13	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 664,690

7 - ELECTRIC METERS: 59,668

8 - GAS METERS: 52,608

9 - PRINCIPAL INDUSTRIES: Fremont-Food Distribution 1,260; Salt Mfg. 435; Misc. Mfg. 1,025; Paper Mfg. 500; Electronic Equip.; Gas and Electric Meters.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-67; Summer 54-75; Fall 49-73; Winter 38-58.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookvale Ctr.(24)	NA	Long's Drug, Lucky, Safeway, Liquor Barn
Cabrillo Pk.(13)	NA	Kragen Auto
Center Sq.(11)	NA	Specialty Shops
Crossroads(11)	NA	Fry's
Paseo Padre(10)	NA	Fry's Foods
Franciscan Ctr.(12)	NA	Flair Foods
Fremont Plaza(21)	NA	Payless, Nob Hill, Thrifty
Fremont Fashion Center(34)	NA	Capwell's
Fremont Hub(96)	NA	Mont. Ward, Mervyn's, Safeway, Longs, Ross
Glenmoor Ctr.(47)	NA	Fremont Markets
Meadow Sq.(13)	NA	Fry's Foods
Mission Ranch Center(11)	NA	Specialty Shops
Mission Valley(6)	NA	Lucky Mkt.
Monument(9)	NA	Lucky Mkt.
Mowry Plz.	NA	Service Merchandise
Century Plaza(16)	NA	Specialty Shops
Sundale Ctr.(13)	NA	Lucky
Town Fair Ctr.	NA	Specialty Shops
Tri-City Ctr.(28)	NA	Tri-City Sporting Goods, Handyman
Rosemont Sq.(13)	NA	Lucky, Pay Less, Grand Auto
Lido Faire(30)	NA	Thrifty, Safeway
Newark Sq.(12)	NA	Specialty Shops
K mart Ctr.(7)	NA	K mart, Alpha Beta
New Park Mall(130)	NA	Sears, Macy's
Villa Food Ctr.	NA	Sarco, Specialty Shops
Mowry East, Phase 3	NA	Cost Plus, NY Fabrics, Aaron Brothers Art Mart
Sunset Village	NA	Specialty stores
Walnut Plaza	NA	Alpha Beta
Mowry East	NA	Gemco, Orchard Supply, TAP Plastics
Mowry/Highway 17	NA	Pay'n'Pak, Marshall's
Rickmart Center	NA	Auto Supply
Safeway Center	NA	Super Safeway
Irvington Square	NA	Allied Auto

Stores Open Evenings-Shopping centers, Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Capwell's; Sears; Montgomery Ward; Mervyn's; Macy's; Ross.
Variety Stores-Woolworth.
Discount Stores-K mart; Gemco.
Chain Drug Stores-Long's 2; Pay Less 2; Thrifty 3.
Chain Supermarkets-Alpha Beta 4; Fremont Market; Lucky 4; Flair Market; Safeway 4; Fry's 4; Nob Hill.
Other Chain Stores-Clothing: Smith's, Grodin's, Grutman's, Goldman's, Jay-Vee, Hartfield's, Frederick's, Foxmoor, Topps 'N Trousers, Picadilly, Casual Corner, Miller's Outpost, Clothes Barn, Contempo, Richman's; Jewelry: Crescent, Milen's, Davidson & Licht, J. Herbert Hall, Gordon's, Weisfield's; Tire & Auto: Goodyear, Firestone, Gerard, Grand Auto, Kragen Auto, Winston Tires, Wholesale Distributors; Shoes: Kinney, Kushin's, Allen's, Hardy. Home Furnishings: Connolly's, Abbey Carpet, Carpeteria, Conklin Bros.; Misc.: Orchard Supply, Four Star Bldg. Materials, Brennan's Magnavox, Big "5", Sporting Goods, House of Fabrics, Fabric Lane.
14 - NEWSPAPERS: THE ARGUS (m) 23,528 (S) 23,762; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joel Hall, Adv. Mgr., THE ARGUS, 37427 Centralmont Pl., Fremont, CA 94536; Tel. (415) 794-0111.
National Representatives: Long & Associates; Papert Companies.

FRESNO

1 - LOCATION: Fresno County (FMSA). E&P Map C-5. County Seat. Agricultural, industrial, financial, retail and wholesale center. 189 mi. from San Francisco; 221 mi. from Los Angeles. On U.S. Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-31 interstate, 75 intrastate carriers with local terminals. Also 26 freight forwarders servicing the Fresno area.
Intercity Bus Lines-Pac Greyhound; Continental Trailways.
Airlines-United; Western; Pacific Southwest; Pacific Coast; West Air; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 217,129; E&P 86 Est. 286,184
NDM-ABC. (80) 514,621
County/MSA 80 Cen. 515,013; E&P 86 Est. 597,378

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 81,996; E&P 86 Est. 99,225
County/MSA 80 Cen. 178,624; E&P 86 Est. 216,346
NDM-ABC. (80) 178,506

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	18	N.A.
Commercial	23	N.A.

6 - PASSENGER AUTOS: County 274,225

7 - ELECTRIC METERS: County 241,083

8 - GAS METERS: County 158,858

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-All Mfg. 21,300; Nondurable Goods 11,100; Durables 10,200; Trans. & Public Util. 10,000; Fin., Ins. & R.E. 12,800; Gov't 40,700; Ret. Trade 35,900; Whol. Trade 12,000; Servs. 41,500; Agric., Forestry & Fisheries 59,100; Constr. 10,600.
Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Oct. 50-73; Jan. 35-49; April 46-70; July 65-97. First killing frost, Dec. 24; last killing frost, Apr. 7.

11 - TAP WATER: Med. hard; not fluoridated.

12 - RETAILING: Principal Shopping Areas-North Blackstone from Shields to Alluvial; Shaw Ave. from Hwy. 99 to Sanora; Shaw Ave. from Valentine to West; Shaw Ave. from Hwy. 41 to North First; Downtown Clovis; Downtown Fresno (Fulton Mall); Olive Ave. from Fruit to Van Ness (Tower District); Ventura/Kings Canyon from Fifth Ave. to Willow; Kings Canyon and Clovis Ave. (Sunnyside District); Butler and Chestnut.
Neighborhood Shopping Centers-Ashlan Park; Barnyard; Blackstone Plaza; Bonanza; Bullard Fair; Bullard Plaza; Bullard West; Chestnut; College Square; Country Plaza; Country Squire; Crossroads; Dry Creek; Farmers Market; Gettysburg Plaza; Manchester Mall; Midtown Plaza; Mission Village; Pepper Tree Village; Piccadilly; Princeton Square; Rodeo Plaza; Saddleback Village; Shaw Villa; Tarpey Village; Times Square; Wild West Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fashion Fair(114)	5	Weinstock's, JCPenney, Macy's, Gottschalk's
Fig Garden(56)	7	Gottschalk's, Foodworld
Northgate(19)	8	K mart, Pic 'N' Save
Manchester Center(115)	4	Gottschalk's, Long's Drugs, Sears
Eastgate(29)	5	K mart, Thrifty Drugs, Mayfair Market
Sunnyside Plaza	6	Payless, Safeway
Sunnyside Country Club	6	Von's, Handyman
Cedar Tree Plaza	8	Ollenbergers, Long's Drugs, Save Mart
Fresno Shaw Plaza	5	Cost-Plus Imports
Clovis Town Ctr.	9	Von's, Newberry, Miller's Outpost

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gottschalk's 4; JCPenney 2; Montgomery Ward; Sears; Ollenberger's 4; Weinstock's; Macy's.
Discount Stores-K mart 3; Handyman 2; Mervyn's; Gemco; Ardan's; Best; Consumers; Home Club.
Variety Stores-Woolworth 2; Newberry 2; Sprouse-Reitz.
Chain Drug Stores-Long's 8; Thrifty 6; Payless 5; Drug Fair; Family Phcy. 2.
Chain Supermarkets-Safeway 4; Continental; Country Boy; Save Mart 12; Foodland 8; Hanoian's; Young's 2; Bad Boy; Gong's 2; Prairie Market 2; Von's 6; Sav-On; Pak 'n Save; IGA 4; Gemco; Costco.
Other Chain Stores-Apparel: Lerner Shops, Rodder's-Goldring 2, Berkeley's 2, Flagg Bros., Topps & Trousers, Coffees 2, Walter Smith, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Miller's Outpost 5; Shoes: Asher Bros. 2, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Koby's 3, Queen's, Red Cross, S&K Allen's, C.H. Baker, Jarman's, Kushin; Automotive: Firestone, Goodrich, Lucky, Pep Boys 3, Goodyear, Kragen's 5, Grand Auto 4, Chief 6; Furniture: R.B. Furn., McMahan's 3, Levitz, Breuner's, Sofa Factory 2, Copenhagen; Yardage: House of Fabrics, Fashion Fabrics, Fabrics West, Candy, See's 3; Hardware: Fresno Ag, Grossman's, Handyman 3, Lumberjack 2; Agriculture: Food Mach. & Chem., Quinn Co., Homelite, Grange; Orchard Supply.
14 - NEWSPAPERS: BEE (m) 139,213; (S) 166,943; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Vahe Simonian, Natl. Adv. Mgr., BEE, 1626 E. St., Fresno, CA 93786; Tel. (209) 441-6176.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GILROY

1 - LOCATION: Santa Clara County (San Jose PMSA). E&P Map B-5. In extreme S area of county (Gilroy, Morgan Hill, and San Martin). 25 mi. from San Jose. 45 min. from Silicon Valley.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Santa Clara County Transit.
Airlines-Air California; Republic; Continental; PSA; United; Western; American; TWA (all at San Jose Intl. Airport 30 mi. north).

3 - POPULATION:
Corp. City 80 Cen. 21,641; E&P 86 Est. 23,603
County/PMSA 80 Cen. 1,295,071; E&P 86 Est. 1,413,187

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,218; E&P 86 Est. 8,001
County/PMSA 80 Cen. 458,519; E&P 86 Est. 523,465

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 875,285

7 - ELECTRIC METERS: 24,565 in Gilroy, Morgan Hill & San Martin

8 - GAS METERS: 17,499 in Gilroy, Morgan Hill & San Martin

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Food Proc. 3,300; Mfg. 3,450; Ret. 3,200; Serv. 3,300; Whol. 1,500; Fin., Ins. & R.E. 1,800.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-73; Summer 56-86; Fall 62-76; Winter 41-57.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown and South Valley Shpg. Ctr. Tennant Station (Morgan Hill); Vineyard Center (Morgan Hill).
Neighborhood Shopping Centers-Town Plz.; Gilroy Plz.; Westwood; Hecker Pass; Downtown Morgan Hill; Nob Hill Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fords.
Discount Stores-K mart.
Variety Stores-TG&Y; Sprouse-Reitz.
Chain Drug Stores-Long's; Bills; Payless; Thrifty.
Chain Supermarkets-Alpha Beta; Luckys; Nob Hill; Safeway; Food Villa; 7-Eleven.
Other Chain Stores-Kinney Shoes; Shoe Stop; Firestone; Winston Tires; Fosters Freeze; Baskin Robbins; Dick Bruhns; Goodyear; Kragens; McMahan's; Western Auto; Orchard Supply Hardware; Santa Cruz Lumber; Scarborough Lumber.
14 - NEWSPAPERS: THE DISPATCH (e-mon to fri) 8,371; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Bob McCray, Adv. Dir., THE DISPATCH, 6400 Monterey, PO Box 7, Gilroy, CA 95020; Tel. (408) 842-6411.
National Representative: Papert Companies.

GLENDALE

1 - LOCATION: Los Angeles County. E&P Map D-7 (In Los Angeles-Long Beach PMSA). Approx. 7 mi. N of the city of Los Angeles. Situated in the SE part of the San Fernando Valley. Comprises an area of 30.5 sq. mi.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental-Santa Fe Trailways; Greyhound; Tanner Grey Lines; RTD.
Airlines-Pacific Southwest; Air West; Air California; Continental; Hollywood-Burbank. Plus 11 major airlines into L.A. Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 139,060; E&P 86 Est. 148,695
County/PMSA 80 Cen. 7,477,421; E&P 86 Est. 8,049,392

4 - HOUSEHOLDS:
City 80 Cen. 59,339; E&P 86 Est. 66,025
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	21	$567,676,000
Savings & Loan	24	$2,033,335,000

6 - PASSENGER AUTOS: County 4,329,971

7 - ELECTRIC METERS: Residence 68,886

8 - GAS METERS: 54,486

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Agric., Forestry & Fisheries 200; Constr. 5,200; Food Prods. 2,100; Fab. Metals 3,300; Elect. Mach. 1,700; Trans. Equip. 1,350; Instruments 2,600; Other Mfg. 14,900; Trans., Commun. and Util. 1,900; Whol. and Ret. Trade 17,200; Fin., Ins. and R.E. 3,300; Service 14,200; Gov't 5,600.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-98; Summer 52-105; Fall 37-101; Winter 38-88. Av. rainfall-17.5 in.

11 - TAP WATER: Neutral medium hard. Metro water 152 parts per million; 8.82 grains per gal.

12 - RETAILING: Principal Shopping Centers-8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway, Glen. Galleria 34.7 acres.
Neighborhood Shopping Centers-8 blocks on Glendale Ave.; Adams Sq. Area; 3 blocks on N. Pacific from Glenoaks N; Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center. 1200 S. Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montrose	4	Hale's, Safeway
Chaseway	2	Alpha Beta
Eagle Rock	2	May Co., Mont. Ward
Glen. Galleria(238)	NA	Broadway, JCPenney, Ohrbach's, Nordstrom's, Buffum's, Mervyn's
Glendale Fashion	NA	J.W. Robinson's
Glendale Plaza	NA	Thrifty Drug

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept., 6 nights; Food, Every night; Others, Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Webbs, Sears, JCPenney, Reinie's, Robinson's, May Co., Montgomery Ward, Broadway, Orbach's, Buffum's, Nordstrom's, Mervyn's.
Discount Stores-Lucky; Value Center; K mart.
Variety Stores-Woolworth; S.H. Kress.
Chain Drug Stores-Thrifty 2, Sav-On.
Chain Supermarkets-Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's, Von's 2; Alpha Beta; Lucky 2; Market Basket 2; Phils.
Other Chain Stores-Auto Supply: Firestone, Goodyear, General, Pep Boys, Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's, Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&R Clothiers, Miller's Outpost, Clothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB, Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zale's, Slavick's; Misc.: Hickory Farms, Singer Co.; Shoes: C.H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Kinney, Ryan, Buster Brown, Desmond's, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin.
14 - NEWSPAPERS: NEWS-PRESS (e) 9,112; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Anthony A. Allegretti, Pub., NEWS-PRESS, 111 N. Isabel, PO Box 991, Glendale, CA 91209; Tel. (818) 241-4141.
National Representative: Landon Associates; U.S. Suburban Press.

GRASS VALLEY

1 - LOCATION: Nevada County. E&P Map C-4. Electronics mfg., lumber mfg., ranching, recreation, historic gold area. E central part of state; Sierra Nevada foothills, 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20, 49; about 12 mi. N of I-80.

2 - TRANSPORTATION: **Airlines**-Nevada County Airpark.
Motor Freight Carriers-6.
Intercity Bus Lines-Gold County Stage; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,697; E&P 86 Est. 7,965
NDM-ABC. (80) 45,949
County 80 Cen. 51,645; E&P 86 Est. 72,291

4 - HOUSEHOLDS:
City 80 Cen. 3,037; E&P 86 Est. 3,420
NDM-ABC. (80) 17,930
County 80 Cen. 20,350; E&P 86 Est. 29,390

5 - BANKS	NUMBER	EST. DEP.
Savings	12	N.A.
Savings & Loan	8	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 39,985

7 - ELECTRIC METERS: Residence 14,841

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Lumbering 500; Agric. 1,200; Mfg. 1,000; Mining 100; Util. 400; Constr. 300; Electronic Mfg. 700; Ret. Trade; Services; Gov't.
Principal Pay Days-Mon.; 1st. 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-61; Summer 39-95; Fall 27-70; Winter 11-54. First killing frost, Oct. 16; last killing frost, Apr. 15.

11 - TAP WATER: Not fluoridated; chlorinated.

12 - RETAILING: **Principal Shopping Centers**-Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Broad St.; Zion St.; Nevada City; Glenbrook; Gold Country Ctr.; Brunswick Plz.; Grass Valley Shpg. Ctr.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Rasco's; Alpha; K mart.
Variety Stores-Sprouse-Reitz; Rasco's; Cornet; Ben Franklin.
Chain Supermarkets-Safeway 2; 1 Stop Super Market; SPD Mkt. 2; Lucky.
Chain Drug Stores-DeMartini Rexall; Thrifty Drug; Longs.
Other Chain Stores-Anita's Apparel; Mode O'Day; Pacific Dollar; Firestone 2.

14 - NEWSPAPERS: UNION (e) 13,509; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Lintner, Adv. Dir., UNION, 11464 Sutton Way, PO Box 1035, Grass Valley, CA 95945; Tel (916) 273-9561.
National Representative: None.

HANFORD

1 - LOCATION: Kings County. E&P Map C-6. County Seat. Midway betw. Los Angeles & San Francisco (in the center of the San Joaquin Valley).

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Amtrak.
Airlines-United; PSA; Western; Republic; charter service available. (FAT & Visalia Airport).
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 20,958; E&P 86 Est. 25,994
CZ-ABC. (80) 33,815
RTZ-ABC. (80) 46,169
County 80 Cen. 73,738; E&P 86 Est. 84,188
City & RTZ-ABC. (80) 79,984
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,364; E&P 86 Est. 9,491
County 80 Cen. 23,499; E&P 86 Est. 28,163
CZ-ABC. (80) 11,623
RTZ-ABC. (80) 13,847
City & RTZ-ABC. (80) 25,470

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$376,827,000
Savings & Loan	7	$235,971,000

6 - PASSENGER AUTOS: County 36,403

7 - ELECTRIC METERS: Residence 30,826

8 - GAS METERS: Residence 18,852

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Tires; Oil Refinery; Multiwall Bags; Tomato Proc.; Metal Buildings; Ladies Garments; Dairy Prods.; Computer Forms; Dairy Barn Equip.; Baled Cotton Warehousing; Beef Packing; Flour Milling; Fertilizers; Livestock & Poultry Feed Supplements; Carpet Yarns; Elect. Connectors; Industrial Air Filters.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1; last killing frost, Feb. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Ten blocks in Downtown Hanford (110 stores); Kings Mall (34 stores).
Neighborhood Shopping Centers-Grangeville Blvd. & 11th Ave.; Irwin & Ivy Sts.; 11th Ave. & 5th St.; Grangeville Blvd. & 10th Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Food nightly; Mon. through Fri. (Kings Mall).

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; K mart; Beno's.
Variety Stores-Sprouse-Reitz; Bonanza 88.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Superway; Save Mart; Big John's; Farm Boy; R-N.
Other Chain Stores-Cal Auto Supply; Automotive Supply Co.; Anita Dress Shop; The Vogue; McMahan's; Kinney Shoes; Singer; House of Fabrics; Pep Boys; Grand Auto; Wilshire Paint; Miller's Outpost; Family Bargain Center; Fashion Crossroads; Kid's Mart; Kay Bee Toys; B. Dalton; Foot Locker; Radio Shack.

14 - NEWSPAPERS: SENTINEL (e) 14,260; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark Daniel, Ret. Adv. Dir., SENTINEL, PO Box 9, 418 W. 8th, Hanford, CA 93232; Tel. (209) 582-0471.
National Representative: Scripps League Newspapers.

HAYWARD

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Industry, government, commercial center. 14 mi. S of Oakland-San Francisco Bay region; 26 mi. N of San Jose; 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

2 - TRANSPORTATION: **Railroads**-Southern Pacific (2 lines); Union Pacific.
Intercity Bus Lines-Greyhound; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines-Hayward Air Terminal; 10 mi. to Oakland Intl. Airport; 23 mi. to San Francisco Intl. Airport; 28 mi. to San Jose Municipal Airport.
Motor Freight Carriers-Over 150 truck lines and carriers.

3 - POPULATION:
Corp. City 80 Cen. 94,342; E&P 86 Est. 101,362
CZ-ABC. (80) 215,907
RTZ-ABC. (80) 245,435
County 80 Cen. 1,105,379; E&P 86 Est. 1,186,645
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849
City & RTZ-ABC. (80) 461,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,600; E&P 86 Est. 38,957
County 80 Cen. 426,092; E&P 86 Est. 478,160
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308
CZ-ABC. (80) 78,092
RTZ-ABC. (80) 87,625
City & RTZ-ABC. (80) 165,717

5 - BANKS	NUMBER	EST. DEP.
Commercial	22	$1,200,000,000
Savings & Loan	22	(Incl. above)

6 - PASSENGER AUTOS: County 664,690

7 - ELECTRIC METERS: Residence 83,992

8 - GAS METERS: Residence 73,421

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-(Figures cover the Alameda county labor market)-Total Employment 570,000; Agric. 2,400; Constr. 29,700; Fin., R.E., Ins. 30,000; Gov't 118,800; Mfg. 78,000; Ret. Trade 106,800; Service 129,500; Trans., Commun., Util. 37,800; Whol. Trade 36,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas**
Downtown Hayward-4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.
Shopping Centers
Castro Valley-Lake Chabot Rd./Seven Hills; Creekside Center; Castro Village; Castro Valley Blvd./Redwood Rd.; E. Castro Valley Blvd.; Lucky Center.

Hayward-Bedford; Hayward Strip; Hesperian/Winton; Winton Sq.; Southland Mall; Amador Center; Shafer Park; Huntwood Manor; Mission/Harder; Oliver Corners; Alpha Beta Center (Hesperian); Tennyson Center; Mission Blvd.; Fairway Park; Creekside; Haymont.
San Leandro-Greenhouse-Marketplace.
Union City-Alpha Beta Center (Alvarado); Lucky Discount Center; Union Plaza; El Mercado; Union Square; Town & Country Center.
Principal Shopping Days-Thur., Fri. & weekends. Most centers open evenings until 9; daily ex. Sat. & Sun.
Stores Open Evenings-Shpg. Ctrs. Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Capwell's 2; Macy's 2; JCPenney; Montgomery Ward 2; Sears 2; Mervyn's 3; Daughtrey's; Marshalls; Ross.
Variety Stores-Woolworth 3; Toys "R" Us 2.
Discount Stores-Gemco 2; K mart 3; Liquor Barn 4.
Chain Supermarkets-Alpha Beta 6; Rebello's 4; Flair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's; Tony's.
Chain Drug Stores-Walgreens 3; Thrifty 7; Pay Less 5; Long's 6; Bill's Drug.
Other Chain Stores-Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big "O" Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Grutman's, Gold Hanger, Male Box, Nobby, Miller's Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, Smiths Richman's, Candies, MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleep 'N Aire, Levitz, Colonial Village, Cousins, Carpeteria, Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Milen's, Zales's, Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins, Home Improvement & Building Supplies: Grossman's, Handyman, 84 Lumber, 4 Star Bldg. Mat., Wickes, Ole's Home Centers, Orchard Supply, Miscellaneous: Sherwin-Williams, Color Tile, Standard Brands, Best Products, Service Merchandise, Radio Shack, Pacific Stereo, Big "5" Sporting Goods, Oshman's Sporting Goods, Woolworth Garden, The Goodguys, Pay 'N Pak, Federated.

14 - NEWSPAPERS: REVIEW (e) 48,280; (S) 48,138; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Oristaglio, V.P. Adv., REVIEW, PO Box 5050, Hayward, CA 94540; Tel. (415) 783-6111.
National Representatives: Landon Associates; U.S. Suburban Press.

HEMET

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. On Hwys. 74 & 79.

2 - TRANSPORTATION: **Railroads**-Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 24,111; E&P 86 Est. 29,499
County 80 Cen. 663,923; E&P 86 Est. 840,317
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261

4 - HOUSEHOLDS:
City 80 Cen. 11,477; E&P 86 Est. 13,420
County 80 Cen. 243,019; E&P 86 Est. 322,341
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$500,000,000
Savings & Loan	24	$973,005,000

6 - PASSENGER AUTOS: County 421,859

7 - ELECTRIC METERS: 13,523

8 - GAS METERS: 16,150

9 - PRINCIPAL INDUSTRIES: Mobile Homes & Trailers; Aircraft Pts.; Agric.; Foundry Prods.; Heating Elements; Earth Mover Gaskets.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-76; Summer 56-99; Fall 48-83; Winter 34-64.

11 - TAP WATER: Relatively hard; no chlorine; no fluoride.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Plz (15)	1	Sears
Village West(30)	1	Safeway, Longs Drugs, Kragen Auto
Hemet Valley Mall(35)	1	JCPenney, Harris
Hemet Valley Ctr.	1	Albertson's
Hemet Plaza(30)	1	Pic 'n Save, Coast-to-Coast Hdwe.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Harris; Boston; Sears.
Variety Stores-Cornet; Pic 'n Save; Sprouse-Reitz; V&S.
Chain Drug Stores-Longs 2; Thrifty 2; Sail.
Chain Supermarkets-Stater's 3; Von's 2; Albertson's 1; Alpha-Beta; Safeway.
Other Chain Stores-Western Auto 2; Kragen Auto; Kinney Shoes; Firestone; Goodyear 2; See's Candy; Kentucky Fried Chicken 2; Carl's Jr. 2; Pizza Hut; McDonald's; Arby's; Rax; Naugles 2; Furr's Cafeteria; Zale's Jewelry; Payless Shoes; Swiss Colony; Foot Locker; Miller's Outpost; Liquor Barn.

14 - NEWSPAPERS: NEWS (e) 17,623; sworn Sept. 28, 1985.
Local Contact for Advertising and Merchandising Data: James W. Gill, III, Pub., NEWS, 123 S. Carmalita St., Hemet, CA 92343; Tel. (714) 925-0555.
National Representative: Papert Companies.

HOLLISTER

1 - LOCATION: San Benito County. E&P Map B-5. County Seat. Shipping center. On coast; center of state. 90 mi. S of San Francisco.

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,488; E&P 86 Est. 14,084
CZ-ABC. (80) 11,488
Bal. in NDM-ABC. (80) 13,517
County 80 Cen. 25,005; E&P 86 Est. 30,464
Total NDM-ABC. (80) 25,005
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,716; E&P 86 Est. 4,715
CZ-ABC. (80) 3,716
Bal. in NDM-ABC. (80) 4,166
County 80 Cen. 7,882; E&P 86 Est. 10,082
Total NDM-ABC. (80) 7,882

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$125,000,000
Savings & Loan	2	$41,250,000

6 - PASSENGER AUTOS: County 14,585

7 - ELECTRIC METERS: Residence 5,067 (Rural 2,762).

8 - GAS METERS: Residence 6,040.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 1,400 ($350); Explosive Ordnance 550 ($400); Agric. 2,500 ($225); Misc. 210 ($225).
Principal Industrial Pay Days-10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 49-90; Fall 40-75; Winter 36-65.

11 - TAP WATER: Neutral; very hard.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on San Benito St.; 2 blocks on Fifth St.; 2 blocks on Fourth St.; 3 outlying shopping ctrs.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ford's; JCPenney.
Variety Stores-Cornet's; Payless.
Chain Supermarkets-Nob Hill; K&S (Indep.); Hollister (Indep.).

14 - NEWSPAPERS: FREE LANCE (e-mon to fri) 5,412; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Maureen Upton, Adv. Mgr., FREE LANCE, 360 Sixth St., Hollister, CA 95023; Tel. (408) 637-5566.
National Representative: Papert Companies.

INDIO

1 - LOCATION: Riverside County. (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 21,611; E&P 86 Est. 26,441
CZ-ABC. (80) 36,309
RTZ-ABC. (80) 52,803

County 80 Cen. 663,923; E&P 86 Est. 840,317
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261
City & RTZ-ABC: (80) 89,112
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,626; E&P 86 Est. 8,403
County 80 Cen. 243,019; E&P 86 Est. 322,341
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332
CZ-ABC: (80) 10,983
RTZ-ABC: (80) 20,283
City & RTZ-ABC: (80) 31,266

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 421,859.

7 - ELECTRIC METERS: Residence 25,264.

8 - GAS METERS: Residence 11,993.

9 - PRINCIPAL INDUSTRIES: Agriculture-$130 million gross sales.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Naturally fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indio Heights	3	Retail-Independents
Tyselling Ctr.	3	Jack Kelly Electronic
Indio Fashion Mall(43)	1	Sears, Harris
Town & Country(9)	3	Alpha Beta, K mart, Wendy's
Indio Plaza(16)	2	Von's, Pick 'N Save, JCPenney
Palm Desert Country	10	Welty's Mkt., Stater Bros.
Valley Mall	2	Rite T.V.
Coachella Ctr.(12)	2	Alpha Beta, Thrifty
Coachella Island	2	Safeway
Ralph's Grocery	3	Ralph's, Firestone
Sav-On-Drugs(2)	2	Sav-On-Drugs
Lucky's	2	Smith's, Straw Hat Pizza

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Discount & markets open eves. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McMahan's; Imperial Hdwe.; Sprouse-Reitz; Sears; Harris; Yellow Mart; Wise Shop; Zody's; Sunshine Lumber; 84 Lumber; Builders Supply.
Chain Drug Stores-Thrifty; Gemco; Sav-On.
Chain Supermarkets-Safeway; Alpha Beta; Ralph's; Circle K; Von's; Gemco; Stater Bros.; Smith's Food King.
Discount Stores-K mart; Wise Shops; Pic N' Save; Gemco.
Other Chain Stores-Firestone; Stockwell & Binney; Goodyear; Chief Auto Parts; Imperial Furn.; Winston Tire; High Performance; Earl Schieb; Pep Boys.

14 - NEWSPAPERS: DAILY NEWS (e) 9,435; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Judi Terrill, Adv. Mgr.; DAILY NEWS, 45-140 Towne St.; PO Drawer NNN, Indio, CA 92201; Tel. (619) 347-3313.
National Representative: Gannett Media Sales.

LA HABRA
See ORANGE COUNTY

LAKE TAHOE
See SOUTH LAKE TAHOE

LAKEPORT

1 - LOCATION: Lake County. E&P Map A-3. County Seat. 45 mi. N. of Santa Rosa.

2 - TRANSPORTATION: Motor Freight-1.
Bus Lines-Lake County Transit.
Airlines-2 small airports.

3 - POPULATION:
Corp. City 80 Cen. 3,675; E&P 86 Est. 4,392
County 80 Cen. 36,366; E&P 86 Est. 51,297

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. 1,555
County 80 Cen. N.A.; E&P 86 Est. 22,493

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 27,546.

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric.; Geothermal; Gold Mining.

10 - CLIMATE: Min. & Max. Temp.-28-105; Mean Temp. 68.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 in Lakeport and 2 in Clear Lake.

13 - RETAIL OUTLETS: Variety Stores-TG&Y.
Chain Drug Stores-Thrifty; Bills Drugs.
Chain Food Supermarkets-Safeway.
Other Chain Stores-Sprouse-Reitz; K mart.

14 - NEWSPAPERS: LAKE COUNTY RECORD BEE (m-tues to fri) 9,371; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: John Lowman, Adv. Dir.; RECORD BEE, 495 N. Main St.; PO Box 849, Lakeport, CA 95453; Tel. (707) 263-5636.
National Representative: Landon Associates.

LIVERMORE

1 - LOCATION: Alameda County. E&P Map B-5. (In Oakland PMSA). Research and development, manufacturing, agriculture.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific; AC Transit connector to BART.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 48,349; E&P 86 Est. 57,872
County 80 Cen. 1,105,379; E&P 86 Est. 1,168,645
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849
NDM-ABC: (80) 142,544
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,637; E&P 86 Est. 20,130
County 80 Cen. 426,092; E&P 86 Est. 478,160
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308
NDM-ABC: (80) 46,374

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 664,690.

7 - ELECTRIC METERS: Residence 39,175.

8 - GAS METERS: Residence 37,066.

9 - PRINCIPAL INDUSTRIES: Industry-Computers, Labs.
Principal Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown Livermore-seven blocks on First & Second Sts.; abutting side streets between Livermore Ave. & P Street.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alcosta Mall(30)	NA	Safeway, Liquor Barn
San Ramon Valley Plaza(16)	NA	Lucky
Shamrock(22)	NA	World of Shoes, Round Table Pizza
Dublin Square	NA	Romley's, Drug City
The Orchards(11)	NA	Sofa Beds Ltd., Sizzler
Dublin Plaza(16)	NA	Albertsons, Payless, Mervyn's
Dublin Place	NA	Mont. Ward, Gemco, Pacific Stereo
Dublin Station	NA	Standard Brands
Ross Center	NA	Ross, Levitz, Orchard Supply
Parkway Plaza	NA	Kragen Auto, Pic-A-Dilly, Radio Shack
Stoneridge(185)	NA	Emporium Capwell, Macy's
Val Vista	NA	Lucky
Alpha Beta Ctr.	NA	Alpha Beta, Thrifty
Mission Plaza(22)	NA	Flair Market
Valley Plaza	NA	True Value, Workbench
Amador Ctr.(21)	NA	Safeway, Grutman's, Carl's Drug
Pleasanton Plaza	NA	Cole's Mkt.
Livermore Ctr.(21)	NA	Blue Ribbon Mkt.
Alpha Beta Sq.(19)	NA	Alpha Beta, Thrifty, TG&Y
Livermore Arcade(18)	NA	Safeway, Long's Drugs, Orchard Supply
Second St. Plaza	NA	JCPenney
Nob Hill Ctr.(16)	NA	Nob Hill Market, Bill's Drugs, Price-Rite
East Avenue Ctr.	NA	Big T Market
Granada Ctr.(31)	NA	Lucky, Sprouse-Reitz
Best Plaza	NA	Best, Ortho Matress
Depot Plaza	NA	Lucky
Village Square	NA	Kelly-Moore Paints
Stoneridge Mall	NA	JCPenney, Macy's Emporium Capwell
K mart	NA	K mart
Pleasant Plaza	NA	Flair Foods
East Avenue Ctr.	NA	Big T Grocery, Jolly Liquors, Kavanagh Liquors

Stores Open Evenings-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Ross; Mervyn's; Macy's; Capwell's; Montgomery Ward.
Discount Stores-TG&Y; Sprouse-Reitz 2; K mart; Gemco.
Chain Drug Stores-Price-Rite; Carl's; Thrifty 2; Long's; Pay Less 2.
Chain Supermarkets-Albertson's; Alpha Beta 2; Flair Market; Lucky 4; Safeway 3; Nob Hill.
Other Chain Stores-Firestone; Grossman's; Handyman; Kinney's; Grand Auto; Sears (catalog); Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big "O" Tires; Oshman's Sporting Goods; Richman's; Milen's; Granat Bros.; Kushins; Malings; Casual Corner; Lerners; Shreve's; Thom McAn; Zale's; Florsheim; Levitz; Sofa Factory; Cousins Furniture; Liquor Barn; Standard Brands; Radio Shack.

14 - NEWSPAPERS: TRI-VALLEY HERALD (m) 23,167; (S) 23,279; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Hollingshead, Natl. Adv. Mgr.; TRI-VALLEY HERALD, 6207 Sierra Ct., PO Box 3000, Dublin, CA 94568; Tel. (415) 783-6111.
National Representatives: Long & Associates; U.S. Suburban Press.

LIVERMORE
Also See PLEASANTON

LODI

1 - LOCATION: San Joaquin County (In Stockton MSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco; on U.S. Hwys. 99, 50; State Hwy. 12; Transcontinental I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; California Traction Co.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 35,221; E&P 86 Est. 43,428
County/MSA 80 Cen. 347,342; E&P 86 Est. 426,099

4 - HOUSEHOLDS:
City 80 Cen. 14,015; E&P 86 Est. 17,616
County/MSA 80 Cen. 124,626; E&P 86 Est. 160,945

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$437,946,000
Savings & Loan	8	$237,029,000

6 - PASSENGER AUTOS: County 213,271.

7 - ELECTRIC METERS: Residence 17,200.

8 - GAS METERS: Residence 15,880.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Cereals and Food Mixes 775 ($365); Canned Goods and Can Mfg. 450 ($285); Fab. Metal Prods. 685 ($340); Aggregates 180 ($515); Swimwear 190 ($235); Iron Castings 60 ($410); Cast Concrete Prods. 185 (340); Wineries 390 ($325); Rubber Prods. 245 ($355); Meat Packing 490 ($330).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-73; Summer 53-92; Fall 44-61; Winter 36-54; Av. An. Temp. 60; An. rainfall 18.28 inches.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Main Shopping District-4 blocks on School & Sacramento Sts.; 2 blks. on Pine, Oak, Elm.

Neighborhood Shopping Centers-Lakewood 22; Long's; Payless 7; Top Value 4; Vineyard 19; Arbor Square 16.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Top Valu	1	Top Valu
Lakewood(21)	1	Sellrite
Lucky-Payless	1	Lucky
Vineyard(19)	2	Fry's, Mervyn's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.; market & discount every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's.
Variety Stores-Woolworth.
Discount Stores-Long's; Payless; Thrifty; K mart; Pic 'N Save.
Chain Drug Stores-Long's; Payless; Pay n' Save.
Chain Supermarkets-Safeway; Lucky 2; Lodi Super; Fry's; Raley's.
Other Chain Stores-Gensler Lee Diamonds; McMahan Furn.; Burton's; Singer; Goodyear; Diamond Lumber; Grand Auto; Grossman's; Kragen Auto; Payless Shoe Source; Sherwin-Williams; Winston Tire.

14 - NEWSPAPERS: NEWS-SENTINEL (m) 16,153; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Dan Battilana, Adv. Mgr.; NEWS-SENTINEL, 125 N. Church St., Lodi, CA 95240; Tel. (209) 369-2761.
National Representative: Papert Companies.

LOMPOC

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Vandenberg Air Force Base.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,267; E&P 86 Est. 28,247
NDM-ABC: (80) 47,143
County/MSA 80 Cen. 298,660; E&P 86 Est. 337,205
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,380; E&P 86 Est. 10,561
County/MSA 80 Cen. 109,343; E&P 86 Est. 128,701
NDM-ABC: (80) 15,836

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Independent	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 203,514.

7 - ELECTRIC METERS: 9,127.

8 - GAS METERS: 11,300.

9 - PRINCIPAL INDUSTRIES: Vandenberg Air Force Base, West Coast Space Shuttle Launch & recovery site, MX test launch site; Military & Civ. 14,917; Diatomaceous earth mining 680; Agric. 503.
Principal Industrial Pay Days-Fri., 5th, 15th, 20th, last day of month; Air Force Pay Days, 1st & 15th.

10 - CLIMATE: Av. Min. & Max. Temp.-46-69; Av. An. Temp.-57; 13.88 inches of rain per yr.

11 - TAP WATER: Hard; non-fluoridated.

12 - RETAILING: Principal Shopping Centers-Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
Neighborhood Shopping Centers-Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K mart (5 units).
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Side Center(12)	2	Longs Drugs, Williams Bros.
South Broadway	17	Mont. Ward
Santa Maria Town Center(87)	19	Gottschalk's, Sears
Lompoc Shopping Center(23)	1	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-JCPenney-Mon., Thur., Fri.; Lucky's; Williams Bros. & K mart to 9; All stores Fri. night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Moore's; Sears (catalog).
Variety Stores-Newberry's; K mart.
Chain Drug Stores-Thrifty; Rexall; Longs.
Discount Stores-K mart.

Chain Supermarkets-Williams Bros. 3; Lucky's 2.
Other Chain Stores-Kinney Shoes; McMahan's; Miller's Outpost; Corky's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 10,132; (S) 10,381; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dick Bausman, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 93436; Tel. (805) 736-2313.
National Representative: Papert Companies.

LONG BEACH

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-8. Harbor on Pacific Ocean, 22 mi. from Los Angeles on U.S. Hwys. 405 & 710.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U.S.
Freight Steamship Lines-46. Long Beach Harbor is nation's second largest port in containerized Cargo tonnage.
Airlines-Alaska; American; Jet America; Pacific Southwest; United.
Intercity Bus Lines-Greyhound; Long Beach Transit; Trailways; RTD; Orange County Transit.

3 - POPULATION:
Corp. City 80 Cen. 361,334; E&P 86 Est. 376,781
CZ-ABC. (80) 639,414
RTZ-ABC. (80) 657,529
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392
City & RTZ-ABC. (80) 996,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 151,611; E&P 86 Est. 166,795
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141
CZ-ABC. (80) 251,565
RTZ-ABC. (80) 110,409
City & RTZ-ABC. (80) 361,974

5 - BANKS	NUMBER	EST. DEP.
Commercial	151	$4,680,659,000
Savings & Loan	104	$6,476,485,000

6 - PASSENGER AUTOS: County 4,329,971

7 - ELECTRIC METERS: Residence 146,517

8 - GAS METERS: Residence 146,000

9 - PRINCIPAL INDUSTRIES: Mfg.: Aerospace, Aircraft; Chem.; Petroleum.
Professional and Related Servs.: 26 Hospitals; City and State Univ. Educ.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Pine Ave.; 6 on Locust Ave.; 20 on Long Beach Blvd.; Long Beach Plaza; Belmont Shore; Bixby Knolls; Marina Pacifica; Market Place.
Regional Shopping Centers-Lakewood Center Mall; Los Altos; Los Cerritos; Carson Mall; Stonewood; Huntington; Del Amo; Westminster; Rossmoor; Norwalk Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bixby Knolls	4	Safeway, Sav-On Thrifty, Von's
Carson(83)	8	Broadway, Sears, JCPenney
Del Amo(216)	10	Broadway, Bullock's, Mont. Ward, JCPenney, Robinson's, Sears
Huntington(60)	14	Broadway, Mont. Ward, JCPenney, Thrifty
Lakewood(181)	7	Akron, Boy's Mkt., Buffums, Bullock's, May Co., Mont. Ward, Mervyn's, Lucky's, JCPenney, Sav-On
Long Beach Plaza(102)	NA	Buffums, CVS, JCPenney, Mont. Ward
Los Altos(72)	6	Broadway, Sav-On JCPenney, Target
Los Cerritos(147)	9	Broadway, May Co., Nordstrom, Ohrbach's, Robinson's, Sears
Marina Pacifica(91)	4	Lucky, Buffums
Market Place(47)	4	Food & Drug
Norwalk Square	16	JCPenney, Sav-On
Rossmoor	10	Boston Stores, Smith's Food King
Stonewood(81)	14	Broadway, Thrifty, JCPenney
Westminster(189)	12	Buffums, May Co., Robinson's, Sears

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-All dept. stores & most stores in regional centers.

13 - RETAIL OUTLETS: Department Stores-May Co.; Sears; Buffums; Broadway; JCPenney; Bullocks; Robinson's; Ohrbach's; Montgomery Ward; Mervyn's; Nordstrom.
Variety Stores-Woolworth; Newberry; TG&Y.
Discount Stores-Fedco; Gemco; K mart; Dooley's; Target; Best; Home Club; Price Club.
Chain Drug Stores-Thrifty 21; Sav-On 12.
Chain Supermarkets-Albertson's 6; Alpha Beta 12; Big D Ranch; Boys 4; Eddies 4; Fedco; Food Rack; Food Barn 2; Gemco 4; Grocery Warehouse; Lucky 15; Market Place Food & Drug; McCoy's; Ralph's 9; Safeway 10; Sav-Mor 2; Smith's Food King 2; Super A Foods; Von's 14.
Other Chain Stores-Firestone; Florsheim; Grayson's Goodrich; Leed's; W.P. Fuller Paints; Circuit City; Harrts & Frank Clothing; Home Depot; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner's; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Ross Stores; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Miller's Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zale's; Baskin-Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Angel's Home Center; Ole's Home Improvement Centers; Builder's Emporium; Handyman; Naturalizer; Wherehouse; Air Step; B. Dalton Books; Waldenbooks; Casual Corner; Foxmoor; Video Concepts; House of Fabrics; Big 5; Oshman's; Footlocker; Fayva Shoes; Musicland; General Nutrition Center; Great Earth Vitamins; Barker Bros.; RB Furniture; Levitz.

14 - NEWSPAPERS: PRESS-TELEGRAM (m-mon to fri) 125,299; (e-mon to fri) 3,385; (m-sat) 125,198; (S) 136,748; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Rowley, Reg. Adv. Mgr., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844; Tel. (213) 435-1161.
National Representative: Knight-Ridder Newspaper Sales.

LOS ANGELES

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. Pacific coast harbor; indust., agric. & tourist ctr. City 463.7 sq. mi.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-4,415.
Passenger & Freight Steamship Lines-(Los Angeles & Long Beach harbors) 134.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Aerolineas Argentinas; Aeromexico; Air Cal; Air Canada; Air France; Air Jamaica; Air New Zealand; Alaska; Alia; Alitalia; Alpha; America West; American; Avianca Airways; Balair; Braniff; British Airways; British Caledonian; China; CAAC; Condor; Continental; Continental West; CP Air; Delta; Desert Sun; Eastern; Ecuatoriana; El Al Israel; Finnair; Frontier; Hawaiian Air; Iberia; Imperial; Japan; KLM Royal Dutch; Korean Air; LACSA; LTU; Lufthansa German; Mexicana; Muse Air; Northwest Orient; Pacific Coast; Pacific Southwest; Pan American World Airways; People Express; Philippine; Piedmont; Pride Air; Qantas Airways; Regent Air; Republic; Scandinavian; Singapore; Skybus; Sky West; Southwest; Sun World; TACA International; Total Air; Transamerica; Trans World; United; USAir; UTA French; Varig; Westair; Westates; Western; Wings West; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 2,966,763; E&P 86 Est. 3,188,129
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392
DAILY NEWS:
NDM-ABC. (80) 1,091,052
HERALD-EXAMINER:
CZ-ABC. (80) 3,289,439
RTZ-ABC. (80) 6,364,341
City & RTZ-ABC. (80) 9,653,780
TIMES:
L.A. County-ABC. (80) 7,477,503
Orange County-ABC. (80) 1,932,709
Total NDM-ABC. (80) 9,410,212
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,135,184; E&P 86 Est. 1,280,116
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141
DAILY NEWS:
NDM-ABC. (80) 410,752
HERALD-EXAMINER:
CZ-ABC. (80) 1,218,304
RTZ-ABC. (80) 2,257,649
City & RTZ-ABC. (80) 3,475,953
TIMES:
L.A. County-ABC. (80) 2,730,469
Orange County-ABC. (80) 686,267
Total NDM-ABC. (80) 3,416,736

5 - BANKS	NUMBER	EST. DEP.
Commercial	225	$67,313,264,000
Savings & Loan	78	$82,245,737,000

6 - PASSENGER AUTOS: 4,329,971

7 - ELECTRIC METERS: Residence 3,202,004

8 - GAS METERS: Residence 3,050,552

9 - PRINCIPAL INDUSTRIES: (Los Angeles and Orange Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 15,000 (N.A.); Constr. 170,500 (N.A.); Mfg.-Food & Kindred Prods. 54,600 ($428); Textile Mill Prods. 11,800 ($281); Apparel & Other Textile Prods. 86,200 ($215); Paper & Allied Prods. 23,000 ($510); Printing & Pub. 71,600 ($472); Chem. & Petroleum Prods. 50,100 (N.A.); Rubber & Misc. Plastic Prods. 47,000 ($320); Leather & Leather Prods. 5,600 ($223); Lumber & Wood Prods. (excluding furn.) 13,800 ($382); Furn. & Fixt. 47,800 ($306); Stone, Clay & Glass Prods. 20,600 ($459); Primary Metal 22,500 ($439); Fabricated Metal Prods. 96,500 ($417); Mach. (excluding elect.) 104,400 ($450); Elect. Equip. & Supplies 223,900 ($430); Trans. Equip. 195,900 ($528); Instruments & Related Prods. 48,100 ($421); Misc. Mfg. 23,900 ($308); Trans. & Public Util. 231,200 ($771); Whol. Trade 352,600 ($438); Ret. Trade 798,600 ($316); Fin., Ins. & R.E. 342,000 (N.A.); Services 1,230,500 (N.A.); Gov't 610,100 (N.A.).

10 - CLIMATE: Los Angeles Civic Center: Min. & Max. Temp.-Winter 48-69; Spring 50-73; Summer 60-84; Fall 53-83.

11 - TAP WATER: Water hardness ranges from 4.2-15.1 grains per gallon. The alkalinity also varies, ranging from 5.4-8.6 grains per gallon. The Owens River Aqueduct accounts for approximately 70% of the water supply and is moderately soft with 4.2 grains per gallon total hardness and slightly alkaline with 5.4 grains per gallon. Other water supplies include the Los Angeles Aqueduct, River Supply Conduit and various reservoirs.

12 - RETAILING: Principal Shopping Centers-Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends 8 blocks N & S from 1st St. to 9th St. & 7 blocks E & W from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.
Neighborhood Shopping Centers-In the Los Angeles Marketing Area there are 110 incorporated cities with their central shopping districts and community shopping centers. In addition there are 62 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.
Principal Shopping Days-Dept.-Mon., Thur., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. staggered by shpg. ctr.; many open every night. Food every night and Sun.

13 - RETAIL OUTLETS: Department Stores-(L.A. and Orange Counties)-Broadway 29; Bullock's 14; May Co. 25; Montgomery Ward 17; Nordstrom 8; JCPenney 32; Robinson's 16; Sears 25.
Variety Stores-(L.A. and Orange Counties)-National Dollar 15; Newberry 25; Pick 'N Save 34; Surprise Stores 6; Woolworth 24.
Discount Stores-(L.A. and Orange Counties)-Best Products 11; Cal Fed; Fedco 5; Gemco 27; K mart 38; Leonards; Target 16; The Treasury.
Chain Supermarkets-(L.A. and Orange Counties)-ABC 7; Albertson's 28; Alpha Beta 124; Big D Ranch Markets 6; Boys Mkts. 41; Dale's 10; Fedco 5; Foods Co. 10; Gelson's 7; Gemco 27; Grocery Whse. 9; Hughes 40; Hughes El Rancho 8; Jonsons 5; Jurgensen's 6; Lucky 128; Mayfair 9; McCoy's 2; The Pantry 10; Phil's 2; Ralphs 101; Safeway 114; Smith's Food King 19; Stater Bros. 29; Super A Foods 9; Von's 95; Westward Ho 4.
Chain Drug Stores-(L.A. and Orange Counties)-Clark 15; CVS 18; Danber 5; Drug King 6; Exclusive 3; Garfield 3; Guild 11; Hill 4; Horton & Converse 16; Leader 3; Longs 12; Mascann 4; Sav-On 116; Shapero 2; Thrifty 185.
Supermarket Chains With Pharmacies-Albertsons 15; Fedco 5; Gemco 27; Lucky 28; Safeway 15.

14 - NEWSPAPERS: DAILY COMMERCE (e) 7,025; June 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Burt Mann, Adv. Mgr., DAILY COMMERCE, 210 S. Spring St.; PO Box 54, Los Angeles, CA 90054.
National Representative: None.
DAILY NEWS (m-mon to fri) 148,133; (m-sat) 134,461; (S) 161,142; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Victor Field, Natl. Adv. Mgr., DAILY NEWS, 14539 Sylvan St., Van Nuys, CA 91411; Tel. (818) 997-4291.
National Representative: Sawyer-Ferguson-Walker.
HERALD-EXAMINER (m-mon to fri) 245,291; (m-sat) 186,300; (S) 205,331; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Harold Blatt, Natl. Adv. Mgr., HERALD-EXAMINER, 1111 S. Broadway, Los Angeles, CA 90051; Tel. (213) 744-8000.
National Representative: Hearst Advertising Service.
TIMES (m-mon to fri) 1,088,155; (m-sat) 992,740; (S) 1,353,376; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Letters, Gen. Adv. Mgr., TIMES, Times Mirror Sq., Los Angeles, CA 90053; Tel. (213) 972-5000.
National Representatives: Los Angeles Times offices in New York, Chicago, Detroit & San Francisco.

LOS ANGELES COUNTY
See SAN PEDRO
See SANTA MONICA
See TORRANCE

MADERA

1 - LOCATION: Madera County. E&P Map C-5. County Seat. 22 mi. N of Fresno; 250 mi. N of Los Angeles; 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2 - TRANSPORTATION: Railroads-SP; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.
Airlines-United; Pacific Air (through Fresno).

3 - POPULATION:
Corp. City 80 Cen. 21,732; E&P 86 Est. 25,597
CZ-ABC. (80) 21,732
RTZ-ABC. (80) 41,384
County 80 Cen. 63,116; E&P 86 Est. 79,542
City & RTZ-ABC. (80) 63,116

4 - HOUSEHOLDS:
City 80 Cen. 7,359; E&P 86 Est. 8,633
County 80 Cen. 20,950; E&P 86 Est. 27,613
CZ-ABC. (80) 7,359
RTZ-ABC. (80) 13,591
City & RTZ-ABC. (80) 20,950

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$113,000,000

6 - PASSENGER AUTOS: County 35,350

7 - ELECTRIC METERS: Residence 8,711

8 - GAS METERS: Residence 8,124

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Prods.; Glass Mfg.; Carton Mfg.; Plastic; Cannery Equip.; Campers; Armco Steel; Corn Prods.; Almond Proc.; Raisin Packing; Fiberglass Insulation.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley W. Plz.(10)	2	K mart, Sav-Mart

Bethard Sq.(14)	2	Thrifty Drug, Mayfair
Sure Save(5)	2	Sure Save
Country Club Plz.	2	Long's Drug, Lucky's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery & most stores in shopping centers; JCPenney.

13 - RETAIL OUTLETS: Department Stores-James; Cerioni's; JCPenney; Money Back Sam; Vizcarra's.
Variety Stores-Coronet; Bonanza 88; Newberry's.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Sierra Foodland; Sure-Save; Madera; Mayfair; Sav-Mart; Prairie; Lucky's.

Other Chain Stores-McMahan's; Sears; Montgomery Ward; Radio Shack; Coast-to-Coast; K mart; Boise Cascade; Kragen Auto; Baskin-Robbins; Fashion Footwear; Indy Auto Stores.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,423; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 100 E. 7th St., Madera, CA 93637; Tel. (209) 674-2424.
National Representative: Papert Companies.

MANTECA

1 - LOCATION: San Joaquin County, (In Stockton MSA). E&P Map B-5. 320 mi. N of Los Angeles; 76 mi. E of San Francisco; 62 mi. S of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern; Western Pacific.
Motor Freight Carriers-8 Transcontinental, 6 Calif. Carriers.
Intercity Bus Lines-Greyhound.
Airlines-Frontier; Inland Empire; Pacific Express; Federal Express (freight); West Air.

3 - POPULATION:
Corp. City 80 Cen. 24,925; E&P 86 Est. 30,554
County/MSA 80 Cen. 325,100; E&P 86 Est. 426,099

4 - HOUSEHOLDS:
City 80 Cen. 8,592; E&P 86 Est. 10,837
County/MSA 80 Cen. 124,626; E&P 86 Est. 160,945

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 213,271

7 - ELECTRIC METERS: Residence 20,456 (incl. Lathrop, Ripon city)

8 - GAS METERS: Residence 15,481 (incl. Lathrop, Ripon city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't Contractor 1,510; Electronics 900; Auto Glass Mfg. 200; Agric. Mfg. 969; Public Util. 227; Ret. Trade, Servs., Gov't.
Principal Industrial Pay Day-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 37-53. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Municipal system.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart, Thrifty, Sav-Mart
Lincoln	1	Hafer's Furn.
Cardosa(11)	1	Payless, Safeway, Sprouse-Reitz
Koftinow	1	Big Boy Mkt.
TG&Y	1	TG&Y, Alpha Beta
Town Sq.	1	Country Gourmet, Happy Steak
Lucky/Long's Ctr.	2	Lucky Food, Longs Drugs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Manteca; Mars; Brown Mahin.
Discount Stores-TG&Y; K mart.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Thrifty; Payless; Longs Drugs.
Chain Supermarkets-Safeway; Alpha Beta; Save-Mart; New Deal; Lucky.
Other Chain Stores-Radio Shack; Grand Auto; Chief Auto; Kragen Auto.

14 - NEWSPAPERS: BULLETIN (m) 5,870; (S) 5,870; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Kathie Medeiros, Ret. Adv. Mgr., BULLETIN, 531 E. Yosemite Ave., Manteca, CA 95336; Tel. (209) 239-3535.
National Representatives: Morris Newspaper Corp. Advertising Sales; Landon Associates.

MARIN COUNTY

1 - LOCATION: (In San Francisco PMSA). E&P Map B-4. County Seat is San Rafael. Light manufacturing & residential community. N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County & the E Bay U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

2 - TRANSPORTATION: Intercity Bus Lines-Golden Gate Transit; Greyhound.

3 - POPULATION:
City (San Rafael) 80 Cen. 44,700; E&P 86 Est. 47,091
CZ-ABC: (80) 203,753
RTZ-ABC: (80) 18,839
City & RTZ-AIBC: (80) 222,592
PMSA 80 Cen., 1,490,090; E&P 86 Est. 1,575,109
County 80 Cen. 222,952; E&P 86 Est. 226,837

4 - HOUSEHOLDS:
City (San Rafael) 80 Cen. 18,757; E&P 86 Est. 20,349
County 80 Cen. 88,983; E&P 86 Est. 94,812
PMSA 80 Cen. 612,880; E&P 86 Est. 681,252
CZ-ABC: (80) 82,932
RTZ-ABC: (80) 5,791
City & RTZ-AIBC: (80) 88,723
Demographic Information available from Newspaper. See paragraph 14.

5 - BANKS	NUMBER	DEPOSITS
Comm. & Sav.	67	$1,445,918,000
Savings & Loan	42	$1,078,276,000

6 - PASSENGER AUTOS: County 149,846

7 - ELECTRIC METERS: County 100,640

8 - GAS METERS: Residence County 80,790

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Agric. 500; Contract Constr. 4,400; Mfg. 6,000; Trans., Commun. & Util. 2,900; Whol. & Ret. Trade 23,200; Fin., Ins. & R.E. 10,000; Servs. 24,600; Gov't 14,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20; last killing frost, Jan. 2.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Fourth, Third & Second Sts., about 18 blocks. Northgate Regional Shpg. Ctr., Corte Madera Ctr.
Neighborhood Shopping Centers-San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(90)	8	Safeway
Northgate(60)	4	Emporium, Sears, Mervyns, Payless
Northgate One	NA	Safeway
Northgate Plz.	NA	Long's, Lucky's
Pacheco Plz.(26)	5	Safeway
Corte Madera(40)	5	JCPenney
Larkspur Landing(60)	2	Fry's Food & Drugs
Marin Central	3	Cost Plus
Marin Sq.	NA	Ross Dept. Store
Montecito(30)	NA	Thrifty, Standard Brands, Goodman's
San Anselmo	1	Kaufman's, Guasco Super
Bon Air(23)	2	Petrini's Super, Longs
The Boardwalk	8	Boardwalk Foods
Kentfield	5	Jim Corbet's Hdwe.
The Square	10	Pay 'N Save
Nave Ctr.(19)	10	Alpha Beta, Thrifty
Novato Fair(15)	10	Carithers
Novato Ctr.(120)	10	JCPenney, Macy's
Red Hill(24)	2	Safeway, Long's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon., Wed., Fri.; most grocery & drug every evening.
Stores Open Sundays-Grocers, Bldg. Materials; Drugs; Montgomery Ward; Young Bros. Furn.; Emporium; JCPenney; Sears; Macy's.

13 - RETAIL OUTLETS: Department Stores-Macy's; Emporium; JCPenney; Kaufman's; Mervyn's; Nordstroms; Sears; Carithers.
Discount Stores-Consumers Distributing 2; Cost Plus; Ross.
Variety Stores-Woolworth; TG&Y; Glen's 2.
Chain Drug Stores-Payless; Thrifty 4; Longs 3; Merrill's; Pay'N Save; Bill's.
Chain Supermarkets-Safeway 9; Cala/OFI 5; United 2; Lucky 3; Alpha Beta 4; Fry's Food & Drug; Roger Wilco; Petrini's.
Other Chain Stores-Singer; Cost Plus; Granat Bros. Jewelry; Hastings; Leed's; Roos Bros.; Sommer & Kaufmann; See's Candies; Goodman's (Gen. Mdse.) 3; Super Auto; Grand Auto; Mrs. Fields; Yardbirds; Rainbow Records; Liquor Barn; Earnies; Goodyear 2; Abbey Carpets; Kinney Shoes 2; Standard Brands Paint; Firestone; General Tires; Handyman; Pacific Stereo 2; Kaufman's Fabric-Land; Big 5 Sports 2; Foxmoor Casuals; Livingston's; R. B. Furniture; Abbey/Hallmark; American Express; Waldenbooks; Conklin Bros.; Grossman's; Yaeger's Carriage House; Record Factory; N.Y. Fabric; Carpeteria; Grodin's 2; Wherehouse Records 2; Good Vis 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Gallenkamp 2; Zale's Jewelers; The Limited; Kragen Auto.

14 - NEWSPAPERS: INDEPENDENT-JOURNAL (e) 39,443; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Scott Haskins, Adv. Dir., INDEPENDENT-JOURNAL, PO Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.
National Representative: Gannett Media Sales; Long & Associates.

MARTINEZ

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4, County Seat. Residential & industrial center. 30 mi. E of San Francisco; 25 mi. E of Oakland & Berkeley; I-680; State Hwy. 4.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Central C.C.C. Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 22,582; E&P 86 Est. 26,184
County 80 Cen. 657,252; E&P 86 Est. 729,204
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849

4 - HOUSEHOLDS:
City 80 Cen. 8,437; E&P 86 Est. 10,297
County 80 Cen. 241,805; E&P 86 Est. 280,148
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$52,731,409
Savings & Loan	2	$16,193,466

6 - PASSENGER AUTOS: County 438,672

7 - ELECTRIC METERS: Residence 14,917

8 - GAS METERS: Residence 14,872

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 3,100 ($314); Chem. 790 ($286); Gov't 6,400 ($372); VA Hosp. 1,334 ($283); Roofing; Asphalt; Petroleum Prods.
Principal Pay Days-1st, 15th; 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28; last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 4 on Ferry St.; 1 on Las Juntas St.; 2 on Castro; 1 on Estudillo; 3 on Escobar; 4 on Ward; 4 on Alhambra.
Shopping Centers-Gregson's; L&I. U-Save; Virginia Hills.
Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hilsons.
Chain Drug Stores-Rexall 3; Thrifty; Long's.
Chain Supermarkets-Larid's; Gregson's; Safeway; Farmers.
Other Chain Stores-Goodyear; Big O Tires; Mode O'Day; Foster's Freeze; Shoes Grande's, Country Walk; Auto Dells, Wheel Enterprises, Martinez; Clothing Lily Field Boutique; Furn., Kens, Valley Used; Hdwe., Lasell's.

14 - NEWSPAPERS: NEWS-GAZETTE (m-tues to sat) 2,570; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: David Payne, Gen. Mgr., NEWS-GAZETTE, 615 Estudillo; PO Box 151, Martinez, CA 94554; Tel. (415) 228-6400.
National Representatives: Papert Companies, U.S. Suburban Press.

MARYSVILLE-YUBA CITY

1 - LOCATION: Yuba and Sutter Counties (In Yuba City MSA). E&P Map B-4. Both cities are County Seats. Agricultural center. 45 mi. N of Sacramento. On U.S. Hwy 99E; State Hwys. 20, 65 & 70.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Hub Area Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 28,634; E&P 86 Est. 32,334
Marysville 80 Cen. 9,898; E&P 86 Est. 10,305
Yuba City 80 Cen. 18,736; E&P 86 Est. 22,029
NDM-ABC: (80) 101,979
Counties/MSA 80 Cen. 101,979; E&P 86 Est. 113,967
Yuba 80 Cen. 49,733; E&P 86 Est. 53,330
Sutter 80 Cen. 52,246; E&P 86 Est. 60,637

4 - HOUSEHOLDS:
Cities 80 Cen. 11,982; E&P 86 Est. 14,203
Marysville 80 Cen. 4,183; E&P 86 Est. 4,584
Yuba City 80 Cen. 7,799; E&P 86 Est. 9,619
NDM-ABC: (80) 36,313
Counties/MSA 80 Cen. 36,313; E&P 86 Est. 42,575
Yuba 80 Cen. 17,504; E&P 86 Est. 19,677
Sutter 80 Cen. 18,809; E&P 86 Est. 22,898

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	N.A.
Savings & Loan	14	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Yuba 26,254; Sutter 30,895

7 - ELECTRIC METERS: Residence 45,250

8 - GAS METERS: Residence 29,858

9 - PRINCIPAL INDUSTRIES: Food; Lumber; Plastics; Mobile Homes; Trailers.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on D Street, Marysville; 12 blocks Side St.; 7 blocks Plumas St., Yuba City.
Neighborhood Shopping Centers-12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; Hillcrest Plaza, Yuba City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
PV Center	NA	PV, Big A Auto Parts
College Ctr.	NA	Sprouse-Reitz
Colusa Ave.(15)	NA	Walgreens, Safesave Drug, Designer Fabrics
Hillcrest Plz.(22)	NA	Jane's, New Dimensions
K mart Center(5)	NA	K mart, Liquor Barn
Marysville Sq.(5)	NA	Mont. Ward, Lucky, Long's
Raley's	NA	Raley's, Rico's Pizza, Pay 'N Pak
Village Ctr.(7)	NA	
Westbridge(15)	NA	Bradley's, Lucky, Payless, Radio Shack
Yuba Plaza(5)	NA	Sears, Thrifty Drug, Handyman
Heritage Oak(8)	NA	Safeway
Gridley(8)	NA	Thrifty Drug

Principal Shopping Days-Westbridge Shopping, Yuba City-Fri., Sat., Mon.
Stores Open Evenings-Wed., Fri.
Stores Open Sundays-Food, drug, clothing, appliances, hardware.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Bradley's; Mervyn's; National Dollar; Gemco.
Discount Stores-K mart; PV.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Payless 2, Thrifty 2; Safe-Save 2; Walgreens; Long's.
Chain Supermarkets-Safeway 2; Yuba Munger 2; Lucky 2; Gemco; Raley's; Holiday 3.
Other Chain Stores-Singer; Firestone; Goodrich; Shoes Shannon's, Kinney, Dave's 2, Kahn's 3; Men's Stores Schneider's; Others Radio Shack; House of Fabric, McMahan's Furniture; Bresler's Ice Cream; Wherehouse; Handyman; Designer Fabric; Kragen Auto Supply; Pay 'n Pak.

14 - NEWSPAPERS: APPEAL-DEMOCRAT (e) 22,808; Mar. 31, 1986 ABC.
Local Contact for Advertising and Marketing Data: Claude C. Lathrop, Sales & Mktg. Dir., APPEAL-DEMOCRAT, 1530 Ellis Lake Dr., Marysville, CA 95901; Tel. (916) 741-2345.
National Representative: Branham/Newspaper Sales.

MERCED

1 - LOCATION: Merced County. E&P Map C-5, County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Natl. Park. On State Hwys. 140, 99 & 59.

2 - TRANSPORTATION: Railroads-Amtrak; AT&SF; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Yosemite Trans.
Airlines-American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 36,499; E&P 86 Est. 43,722
CZ-ABC: (80) 55,993
RTZ-ABC: (80) 86,807
County 80 Cen. 134,560; E&P 86 Est. 162,629
City & RTZ-ABC: (80) 142,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,381; E&P 86 Est. 16,415
County 80 Cen. 44,539; E&P 86 Est. 56,414
CZ-ABC: (80) 19,572
RTZ-ABC: (80) 28,173
City & RTZ-ABC: (80) 47,745

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$339,767,000
Savings & Loan	8	$243,951,000

6 - PASSENGER AUTOS: County 73,346

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food, Proc. & Packing 2,300; Ins. 1,500; Lumber 300; Aluminum Prods. 150; Health Care Prods. 100; Printing & Pub. 800; Drapery Mfg. 150; Trucking 200; Air Force Base 7,500 ($140 million annual payroll); Metal Elect. Contractors 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-90; Summer 43-106; Fall 32-88; Winter 28-80. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 15 blocks on Main St.; 5 on 18th St.; 2 on Canal St.; 2 on M St.; Merced Mall Regional Shopping Center 1000 W. Olive Ave., 62 stores.
Neighborhood Shopping Centers-Westgate Center, W. Main St.; Save Mart Center, G. St. & North Bear Creek Dr.; College Green Center, Olive Ave. & G. Sts.; Yosemite Parkway, 21st St.; Bear Creek Shopping Center, Alexander Ave. & G. Sts.; Payless Plaza Merced, Olive & G Sts.; Olivewood Center, Olive & Austin Sts.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Food, Drug & Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Gottschalk's; Mervyn's; Newberry's; Stefani's; JCPenney; Tall's; K mart.
Chain Drug Stores-Thrifty 2; Long's; Bill's 2; Payless.
Chain Supermarkets-Save Mart 4; Holley's; New Deal Markets; Lucky's.
Other Chain Stores-Toppers Jewelry; Fashion Crossroads; House of Fabrics; Musicland; Kinney Shoes; Goodyear; Goodrich; Firestone; Western Auto; Pep Boys Auto; McMahan Furn.; Slater's Furn.; Diamond international; Sherwin-Williams; Kerr Rug; Baskin Robbins; General Nutrition; Topps & Trousers; Coronet; Beverly Fabrics; Grand Auto; Kragen Auto; Grossman's; Handyman; Feminine Fitness; Miller's Outpost; B. Dalton Booksellers; Big 5 Sports; Miller Stockman; Kits Cameras; Computerland; Foot Locker; Toymakers; Village East; Sizes Unlimited; Bobbie West; 84 Lumber; Naturalizer Shoes.

14 - NEWSPAPERS: SUN-STAR (m) 22,302; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Zack Horrell, Dir. of Sales, SUN-STAR, PO Box 739, Merced, CA 95341; Tel. (209) 722-1511.
National Representative: Papert Companies.

MODESTO

1 - LOCATION: Stanislaus County (MSA). E&P Map C-5, County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 132 & 108.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.
Motor Freight Carriers-122.
Intercity Bus Lines-Pacific Greyhound; Modesto Transit; Continental Trailways.
Airlines-Wings West; West Air.

3 - POPULATION:
Corp. City 80 Cen. 106,105; E&P 86 Est. 125,313
CZ-ABC: (80) 106,602
Bal. in NDM-ABC: (80) 159,298
County/MSA 80 Cen. 265,902; E&P 86 Est. 317,825
Total NDM-ABC: (80) 265,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,127; E&P 86 Est. 48,058
County/MSA 80 Cen. 97,700; E&P 86 Est. 117,981
CZ-ABC: (80) 39,257
Bal. in NDM-ABC: (80) 55,418
Total NDM-ABC: (80) 94,675

5 - BANKS	NUMBER	DEPOSITS
Commercial	31	$805,347,000
Savings & Loan	23	$477,064,000

6 - PASSENGER AUTOS: County 158,782

7 - ELECTRIC METERS: Residence (City) 58,361

8 - GAS METERS: Residence (City) 42,651

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 18,100; Nondurable Goods 12,800; Durables 5,300; Food Proc. 12,800; Ret. Trade 18,700; Whol. Trade 4,000; Gov't 15,600; Constr. 4,900; Trans. and Util. 4,400; Servs. 18,500.

10 - CLIMATE: Min. & Max. Temp.-Winter 36-54; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Five mi. of McHenry Ave. (from Needham North) & Downtown; 8 blocks on 10th St.; 4 on 11th St.; 6 on I St.; 8 on J St.; N Freeway 99 at Dale Rd.
Neighborhood Shopping Centers-McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S on Crows Landing Rd.; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyns, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Bowen, Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd.
Regional Shopping Center-Vintage Faire, N Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vintage Faire	4	Sears, JCPenney, Macy's, Weinstock's, Gottschalk's
McHenry Vlg.	2	Keller's, New Deal
Yosemite	2	New Deal
Caruso	2	Landon's, Jumbo
Roosevelt	2	Paul's, O'Brien's
Paradise Plaza	1	Sprouse-Reitz
Sisk Road Center	4	Federated Group, Sofa Factory, Aaron Bros.
Gregory Gardens	2	Save Mart, Thrifty
Ulrich	2	Save Mart
Lloyds Square	2	Handyman
Mervyn's	3	Mervyn's
Briggsmore Sq.	2	Mont. Ward, Thrifty
Briggsmore Plz.	2	Bonanza
McHenry Sq.	2	Payless
Scenic	2	Angelo's
Coffee Plaza	2	Save Mart
Ceres Plaza	3	Lucky Stores, TG&Y, Food 4 Less
Tully Manor	3	Raley's
Standiford Ctr.	4	Lucky's, Long's, Pier 1
Century Center	3	Gottschalk's, Raley's
Frontier Town	3	Center State Bank
Northgate Village	3	Ken's Camera
Western Plaza	3	Phone Center
Whitmore	4	Save Mart
Dale Road	4	Handy Andy, Big 5, Pacific Stereo
Sylvan Square	4	Richland Mkts

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon., Thur.; Food-every night except Sun.; Vintage Faire-Mon. through Fri. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Loebs; Colburns; Mervyn's; TG&Y; Gottschalk's; Weinstock's; Macy's.
Variety Stores-Woolworth; Sprouse-Reitz 4.
Chain Drug Stores-Payless 2; Long's 3; Rexall 3; Thrifty 6; Raley's 2.
Chain Supermarkets-Lucky 4; Gemco; Sam's Food City; Angelo's 2; Save Mart 8; Richland 2; New Deal 8; Jumbo Foods; Ray's; Sav Mor 5; Raley's 2; Food 4 Less 2.
Discount Stores-K mart 3; Bonanza; TG&Y; Gemco; Payless 2; Long's 3; Liquor Barn; Liquor Depot.
Other Chain Stores-Anita Shops; Aaron Bros.; Asher Bros.; Baker's; Furnishings 2,000; Brownie Muffler; Copeland Lumber; Dutch Boy Paint; Federated Group; Firestone; Fuller Paints; Handy Andy; Handyman; Hartfield's; House of Carpets; House of Fabrics; King Norman; Kragen Auto; Landons; Leed's; Levitz; Lumberjack; Thom McAn; McMahan's; Midas Muffler; Miller-Stockman; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Sherwin-Williams; Singer Co.; Simpson's; Topper's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Bedazzled; Ernie's Liquors; Gallenkamp's; Hatfield Jewelers; Huston Shoes; Radio Shack; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Grossman's; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Supply Hardware; Simco Corp.; Rasco Toys; Video Concepts.

14 - NEWSPAPERS: BEE (m) 74,260; (S) 80,980; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael Ellerin, Adv. Dir., BEE, 1325 H. St.; PO Box 3928, Modesto, CA 95352; Tel. (209) 578-2080.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MONTEREY

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army); Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.

2 - TRANSPORTATION: Motor Freight Carriers-1.
Intercity Bus Lines-Monterey Peninsula Transit; Coastlines; Greyhound.
Airlines-United; PSA; American Eagle; West Air.

3 - POPULATION:
Corp. City 80 Cen. 27,558; E&P 86 Est. 29,174
CZ-ABC: (80) 90,934
Bal. in NDM-ABC: (80) 46,141
County/MSA 80 Cen. 290,444; E&P 86 Est. 324,721
Total NDM-ABC: (80) 137,075

4 - HOUSEHOLDS:
City 80 Cen. 11,208; E&P 86 Est. 12,438
County/MSA 80 Cen. 95,734; E&P 86 Est. 112,437
CZ-ABC: (80) 33,476
Bal. in NDM-ABC: (80) 15,704
Total NDM-ABC: (80) 49,180

5 - BANKS: Corp. City 13; Deposits N.A.

6 - PASSENGER AUTOS: County 173,843

7 - ELECTRIC METERS: Residence 46,381

8 - GAS METERS: Residence 39,101

9 - PRINCIPAL INDUSTRIES: Industry, An. Payroll-Military $422,300,000; Tourist $278,900,000; Mfg. $5,375,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost, Dec. 4; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Del Monte Shpg. Ctr. in Monterey; 6 blocks on Alvarado and Monterey; 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.
Neighborhood Shopping Centers-Fremont & Broadway, Seaside; Monte Vista Ctr.; Monterey; Forest Hill Ctr.; Fairway Ctr.; Country Club Gate; Pacific Grove Village Ctr.; Carmel Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Monte(90)	NA	Macy's, Lucky, Thrifty Drugs, Mervyn's
The Barnyard(60)	NA	Thunderbird Book Store
Carmel Rancho(10)	NA	Albertson's, Brinton's
Crossroads(60)	NA	Long's, Safeway
Olympia Plaza(22)	NA	Sears
Carmel Plaza(62)	NA	I. Magnin, Saks
Country Club(22)	NA	Alpha Beta, Thrifty Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-daily.

13 - RETAIL OUTLETS: Department Stores-Ford's; Macy's; JCPenney; Mervyn's.
Discount Stores-K mart.
Variety Stores-Woolworth; Sprouse-Reitz 2.
Chain Drug Stores-Long's 2; Thrifty 2.
Chain Supermarkets-Safeway 6; Nob Hill; Lucky; Alpha Beta.
Other Chain Stores-Western Auto; Firestone 2; Friedman's; Goldsmith Jewelers; Sees Candies; Grand Auto; Ardans; Singer Co.; Hastings; Leed's; Gallenkamp's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Books, Inc.

14 - NEWSPAPERS: PENINSULA HERALD (m) 33,519; (S) 35,145; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James Rutledge, Adv. Mgr., PENINSULA HERALD, Pacific & Jefferson Sts., Monterey, CA 93940; Tel. (408) 646-4300.
National Representative: Branham/Newspaper Sales.

NAPA

1 - LOCATION: Napa County. (In Vallejo-Fairfield-Napa PMSA). E&P Map B-4. County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Bridgeford Flying Service.

3 - POPULATION:
Corp. City 80 Cen. 50,879; E&P 86 Est. 57,475
CZ-ABC: (80) 55,326
RTZ-ABC: (80) 43,873
County 80 Cen. 99,199; E&P 86 Est. 108,437
PMSA 80 Cen. 334,402; E&P 86 Est. 383,853
City & RTZ-ABC: (80) 99,199
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,714; E&P 86 Est. 22,151
County 80 Cen. 36,624; E&P 86 Est. 42,421
PMSA 80 Cen. 117,050; E&P 86 Est. 141,238
CZ-ABC: (80) 20,767
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 36,624

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$380,700,000
Savings & Loan	10	$580,600,000

6 - PASSENGER AUTOS: County 58,916

7 - ELECTRIC METERS: 30,786

8 - GAS METERS: 30,166

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Leather Goods 425; Clothing 150; Tractor 90; Steel Pipe 1,200; Grape & Wine 1,266; Hospital 2,100; Calif. Veteran's Home 1,018; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-70; Summer 52-82; Fall 46-77; Winter 37-57. First killing frost, Oct. 23; last killing frost, Mar. 26.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-Napa Valley (18); River Park (13); K mart; Bel Aire Plaza (15); Grape Yard (15); Silverado Plaza (14); Redwood Plaza (10).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sun Valley	24	Macy's
Larwin Plaza	11	K mart, Sears
Hilltop	24	Capwells
Coddingtown	40	Emporium, K mart
Santa Rosa Plaza	36	Sears, Macy's
Solano Mall	20	JCPenney, Mervyn's, Sears, Emponium

Principal Shopping Days-Thur., Fri. & Sat. Stores open Thur. evenings.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Mervyn's.
Variety Stores-Woolworth; Darr's; Roberts.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Rexall 2; PayLess; Longs; Merrill's; Thrifty 2.
Chain Supermarkets-Safeway 3; Food Fair; Food City; Vallerga's 3; Lucky; Alpha Beta; Albertson's.

Other Chain Stores-Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Goodyear; Grand Auto; Grossman's; Wickes; Garden Center; Sherwin-Williams; Radio Shack; Handyman; Kragen Auto; Bistrin's.

14 - NEWSPAPERS: REGISTER (e) 21,545; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim March, Adv. Admin. Mgr., REGISTER, 1615 Second St.; PO Box 150, Napa, CA 94559; Tel. (707) 226-3711.
National Representative: Scripps League Newspapers.

NEWARK

See FREMONT-NEWARK

OAKLAND

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5, County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2 - TRANSPORTATION: Railroads-Amtrak; SP; Santa Fe; UP; WP; Burlington Northern; Denver & Rio Grande; Western.
Motor Freight Carriers-1,318.
Passenger & Freight Steamship Lines-70.
Rapid Transit-Bay Area Rapid Transit (BART).
Intercity Bus Lines-Continental; Greyhound; Peerless; Alameda-Contra Costa Transit.
Airlines-America West; Jet America; Alaska; American; Sun World; Frontier; Air California; PSA; United; Western; Continental.

3 - POPULATION:
Corp. City 80 Cen. 339,288; E&P 86 Est. 346,197
NDM-ABC: (80) 1,761,710
County 80 Cen. 1,105,379; E&P 86 Est. 1,186,645
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 141,640; E&P 86 Est. 154,979
NDM-ABC: (80) 667,626
County 80 Cen. 426,092; E&P 86 Est. 478,150
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308

5 - BANKS	NUMBER	DEPOSITS
Commercial	346	$7,164,450,000
Savings & Loan	233	$9,535,560,000

6 - PASSENGER AUTOS: County 664,690

7 - ELECTRIC METERS: Residence 738,058

8 - GAS METERS: Residence 665,465

9 - PRINCIPAL INDUSTRIES: (County): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 14,700 ($404); Fab. Metal Prods. 10,400 ($400); Mach. 10,600 ($431); Trans. & Equip. 4,600 ($513); Primary Metals 5,900 ($424); Chem. 9,500 ($442); Petroleum & Coal Prods. 8,100 ($627); Printing & Publ. 9,000 ($436); Paper Prods. 3,600 ($474); Stone, Clay & Glass Prods. 4,900 ($474); Elect. Equip. 7,200 ($427).

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Broadway; 4 on Telegraph Ave.; Broadway & MacArthur Blvd.
Neighborhood Shopping Centers-8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E 14th St.; 65 along E 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave.; 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSalle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz Ave.; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way., Rockridge Center; Eastmont Mall, 73rd & Foothill.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda County		
Fremont Fashion Center(32)	NA	Emporium-Capwell
Fremont Hub(96)	NA	
South Shore Ctr.(55)		Mervyn's, JCPenney, Mont. Ward
Southland(125)	NA	JCPenney, Sears, Mervyn's, Emporium-Capwell
Newpark Mall(101)	NA	Macys, Sears
Eastmont Mall(82)	NA	JCPenney, Mervyn's
Stoneridge(77)	NA	Emporium-Capwell, Macys, JCPenney
Bay Fair Mall(115)	NA	Macys, Mont. Ward
Contra Costa County		
County East Mall(55)	NA	JCPenney, Sears, Mervyn's
Sunvalley(140)	NA	Emporium-Capwell, Macys, JCPenney, Sears
El Cerrito Plz.(60)	NA	Emporium-Capwell
Hilltop(140)	NA	Emporium-Capwell, Macys, JCPenney
Broadway(62)	NA	I. Magnin, Nordstrom, Emporium-Capwell

Stores Open Evenings-Mon., Thur. Many food stores open every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium-Capwell 8; Macy's 5; Mervyn's 8; Montgomery Ward 5; JCPenney 9; Sears 5; Nordstrom; McCaulou's 8.
Discount Stores-Gemco 5; K mart 9.
Variety Stores-Newberry 3; Sprouse-Reitz 13; Woolworth 9.
Chain Drug Stores-Drug King 2; Guy's 5; Long's 21; Domar's; Kerstein's 2; Payless 12; Pay 'N Save 3; Thrifty 20; Walgreens 8; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 7; Thrifty, Jr. 5.
Chain Supermarkets-Safeway 55; Albertson's 5; Fry's 9; Park & Shop 2; Lucky 55; Cooperative of Berkeley 3; Alpha Beta 13; 7-Eleven 88; Big T Supermarket 11; Farmer's Markets 4; Emby 3; Nob Hill 2; Pro Mkts. 3; Rebello's 3; Diablo Foods 4; Flair Mkt. 7; Petrini's.
Other Chain Stores-Ross Dress For Less 5; Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires; Bond's 3; Breuner's 3; C.B.S. Plywood 6; Crescent Jewelers 10; Davidson & Licht 5; Edison Bros. 12; Firestone 14; Florsheim 6; Foreman & Clark 2; Gallenkamp's 17; Goodyear 31; Grand Auto 17; W.T. Grant 4; Grodin's 7; Hartfield's 7; Hastings 2; Zale's Jewelers 3; Kinney Shoes 8; Kragen Auto 18; Lerner's 2; Levitz 3; I. Magnin 2; Thom McAn; Milen's 6; Mode O'Day 10; Ortho Mattress 7; Big O Tires 21; The Brick 6; Merritt Tire 5; Standard Brands 6; Regal Shoes 4; Singer 10; Sleep Aire 4; Smith's 3; Kress 3; Goldmans 12.

14 - NEWSPAPERS: THE TRIBUNE (m-mon to fri) 152,211; (m-sat) 146,306; (S) 157,169; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Fred Wetton, Adv. Dir., THE TRIBUNE, 409 13th St.; PO Box 24304, Oakland, CA 94623; Tel. (415) 645-2528.
National Representative: Branham/Newspaper Sales.

OCEANSIDE

1 - LOCATION: San Diego County. (In San Diego MSA). E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Santa Fe Trailways; Oceanside Transit.

3 - POPULATION:
Corp. City 80 Cen. 76,698; E&P 86 Est. 88,395
CZ-ABC: (80) 102,915
RTZ-ABC: (80) 131,778
County/MSA 80 Cen. 1,861,846; E&P 86 Est. 2,191,909
City & RTZ-ABC: (80) 234,693
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,022; E&P 86 Est. 36,718
County/MSA 80 Cen. 670,094; E&P 86 Est. 823,312
CZ-ABC: (80) 39,184
RTZ-ABC: (80) 42,075
City & RTZ-ABC: (80) 81,259

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 1,167,824

7 - ELECTRIC METERS: Residence (Tri City) 22,148

8 - GAS METERS: Residence (Tri City) 16,508

9 - PRINCIPAL INDUSTRIES: (No.of Employees)-Elect. Connectors (500); DC Power Supplies/Transformers (380); Electrical Components/Systems (250); Agric. (Bulb Growing, etc.) (200); Electronic Equip. (126); Crystal & Elect. Mfg (100).
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Hill St.; 6 on Mission Ave.; 3 on Freeman St.
Neighborhood Shopping Centers-1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2300 block on Mission; 300 block on Vista Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mission Sq.(23)	1	Von's, Thrifty
Long's	2	Safeway, Long's
Plaza Camina Real(129)	4	JCPenney, May Co., Woolworth, Bullock's, Broadway, Sears
Poinsettia(14)	NA	Big Bear, TG&Y
Oceanside Plz.(21)	2	Alpha Beta, Value Fair
Tamarack East	5	Thrifty, Safeway
Fed Mart	NA	Fed Mart
Mesa Marguirita(3)	NA	Express Lane Foods
Mercado De Oceana(17)	NA	Market Place. Price Drug
College Plz.(20)	NA	Sprouse-Reitz, Safeway, Thrifty
Cape Cod Vlg.(13)	NA	
Medical Park(3)	NA	Gordon Tait Phcy.
Baskin Robbins(9)	NA	Baskin Robbins
Oceanside(15)	NA	Safeway, Long's Drug

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Huckaby's; May Co.
Variety Stores-Sprouse-Reitz; Woolworth; Long's; Pay Less.
Discount Stores-Fed-Mart; Value-Fair; K mart.
Chain Drug Stores-Mission Park 2; Fed Mart; Long's; Thrifty.
Chain Supermarkets-Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.
Other Chain Stores-Singer Co.; Sears Roebuck; Tims; Southern California; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

14 - NEWSPAPERS: BLADE-TRIBUNE (e-mon to fri) 35,609; (S) 36,776; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (714) 433-7333.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ONTARIO-UPLAND

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map D-7. 35 mi. E of Los Angeles; On U.S. Hwy. 66; State Hwys. 30, 71 & 83; I-10, 15 & 60.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Santa Fe; Union Pacific; Pacific Electric.
Intercity Bus Lines-Greyhound; So. Cal. Rapid Transit; Continental Trailways; Omnitrans; Dial-A-Ride.
Airlines-Air Cal; Air Cortez; Alaska; American; Continental; Golden West (commuter); Imperial (commuter); Inland Empire (commuter); Republic; Sun Aire (commuter); Pacific Southwest; TWA; United; Western; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 136,467; E&P 86 Est. 166,081
Ontario 80 Cen. 88,820; E&P 86 Est. 107,202
Upland 80 Cen. 47,647; E&P 86 Est. 58,879
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261
NDM-ABC: (80) 268,392
County 80 Cen. 893,157; E&P 86 Est. 1,093,944
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 46,397; E&P 86 Est. 53,106
Ontario 80 Cen. 29,376; E&P 86 Est. 33,036
Upland 80 Cen. 17,561; E&P 86 Est. 20,070
County 80 Cen. 308,062; E&P 86 Est. 395,991
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332
NDM-ABC: (80) 86,529

5 - BANKS	NUMBER	EST. DEP.
Commercial	28	N.A.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 536,014

7 - ELECTRIC METERS: Residence 80,942

8 - GAS METERS: Residence 44,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of of Wage Earners-Aircraft 1,475; Citrus Proc. 794; Mach. Works 570; Truck Mfg. 800; Plastics 260; Misc. Mfg. 1,282.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-103; Summer 63-103; Fall 45-96; Winter 37-89.

11 - TAP WATER: Slightly alkaline, moderate; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Euclid Ave.; 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.
Neighborhood Shopping Centers-4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave.-Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	3	Millers Outpost, K mart
Indian Hill Vlg.	6	Sears, Sav-On Drugs, Newberry's
Montclair Plaza	5	Broadway, May Co., Mont. Ward
Ontario Plz.(36)	NA	Thrifty Drug, Ross
Mountaingreen	NA	Mervyn's, Long's
Rancho Towne Ctr.	6	Gemco
Town Center Upland	NA	Thrifty Drug, Von's, Sav-On Drugs
Upland Ctr.(18)	NA	Stater Bros., Pic 'N Save
Upland Sq.(23)	NA	Alpha Beta, Gemmel's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept. & discount-Fri.; Supermarkets-nightly.
Stores Open Sundays-Dept., discount, major mkts.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Miller's Outpost 3; Mervyn's; May Co.; Broadway; Best Products; Montgomery Ward; Gemco 2; Zody's; Target.
Discount Stores-K mart 3; Fedco; Pic 'N Save.
Variety Stores-Cornets; Sprouse-Reitz 2; TG&Y; Ralphs 5 & 10.
Chain Drug Stores-Thrifty 10; Owl Lucky; Gemmel 7; Sav-On 2; Long's.
Chain Supermarkets-Von's 4; Alpha Beta 7; Stater Bros. 9; Ralphs 2; Albertson's; Lucky 3; Skaggs; Safeway.
Other Chain Stores-Angels 3; Standard Brands Paints 2; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furn.; Armstrong Nurseries; Lerners; Gallenkamps; House of Fabrics; Cloth World; Ole's Hardware; Builder's Emporium; Radio Shack; Sears; Singer; It's A Dilly; Olympic Sales; B.C. Shoes; Clothestime; Koby Shoes.

14 - NEWSPAPERS: DAILY REPORT (e) 40,625; (S) 42,107; Mar. 31, 1986 ABC.
Note: The Daily Report converted to a morning publication effective July 1, 1986.
Local Contact for Advertising and Merchandising Data: Peggy del Toro, Adv. Mgr., DAILY REPORT, PO Box 4000, Ontario, CA 91761; Tel (714) 983-3511.
National Representative: Papert Companies.

ORANGE COUNTY (Anaheim)

1 - LOCATION: Orange County. (In Anaheim-Santa Ana PMSA). E&P Map D-8. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

2 - TRANSPORTATION: Railroads-AT&SF; SP; UP.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

3 - POPULATION:
Corp. City 80 Cen. 219,494; E&P 86 Est. 244,935
County/PMSA 80 Cen. 1,931,570; E&P 86 Est. 2,204,442
NDM-ABC: (80) 449,322
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 80,628; E&P 86 Est. 92,693
County/PMSA 80 Cen. 685,815; E&P 86 Est. 817,393
NDM-ABC: (80) 156,012

5 - BANKS	NUMBER	DEPOSITS
Sav. & Comm.	36	$1,727,804,347
Savings & Loan	28	$712,942,861

6 - PASSENGER AUTOS: County 1,310,454

7 - ELECTRIC METERS: Residence 79,627

8 - GAS METERS: Residence 63,636

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 8,020; Amusement Park 6,000; Electro-mechanical Prods. 1,400; Computer Graphics Prods. 1,500; Chain Restaur-

ant Headquarters & Whse. 2,790; Hotel 1,660; Interstate Elect. Equip. 1,700; Hospital 1,400; Residential Locksets 1,350; Rubber Prods. 950.
Principal Pay Days-15th & 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-No. of Stores-Plaza de Oro 41; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Saville 30; The Village 26; Canyon Village 28; La Palma-Imperial 30.
City Neighborhood Shopping Centers-Anaheim Hills Center 18; Euclid-Crescent Square 17; Granada Square 23; Madison Square 18; Magnolia-Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Canyon Plaza(70)	13	Singer, Albertson's
Anaheim Plaza(62)	2	Mervyn's, Robinson's
Brookhurst(51)	3	Goodyear, Alpha Beta
E. Anaheim(50)	1	Ralphs, Boston Store

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most stores throughout the week.
Stores Open Sundays-Food, drug, discount, specialty stores.

13 - RETAIL OUTLETS: Department Stores-The Akron; Boston Stores; Broadway; Gemco; Robinson's; Mervyn's.
Discount Stores-Lucky; Zody's; K mart.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Rexall; Sav-On; Thrifty; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta; Gemco; Lucky; Ralphs; Stater Bros.; Thriftimart; Von's.
Other Chain Stores-Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Pep Boys; Radio Shack; Rayco Car Service; See's Candy Shops; Silverwoods; Singer Co.; Toy City; Toys R Us; Uniroyal Tires.

14 - NEWSPAPERS: ANAHEIM BULLETIN (e) 15,404; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Karl Wray, Pub., ANAHEIM BULLETIN, PO Box 351, Anaheim, CA 92805-0351; Tel. (714) 634-1567.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ORANGE COUNTY
(Costa Mesa)

1 - LOCATION: Orange County, (In Anaheim-Santa Ana PMSA), E&P Map D-8. Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S. Hwy. 101 & I-405.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight); Amtrak (passenger).
Motor Freight Carriers-22.
Bus Lines-Greyhound; Laguna Beach-Santa Ana; Westminster; Continental Trailways: Santa Ana; Orange County Transit District.
Airlines-Air California; Republic; Frontier; American; America West; Continental; Imperial; Jet America; PSA; West Air; Western.

3 - POPULATION:
Corp. City 80 Cen. 82,291; E&P 86 Est. 87,559
CZ-ABC: (80) 145,118
RTZ-ABC: (80) 337,221
County/PMSA 80 Cen. 1,931,570; E&P 86 Est. 2,204,442
City & RTZ-ABC: (80) 482,339
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,487; E&P 86 Est. 35,776
County/PMSA 80 Cen. 685,815; E&P 86 Est. 817,393
CZ-ABC: (80) 60,457
RTZ-ABC: (80) 120,563
City & RTZ-ABC: (80) 181,020

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	96	$2,185,596,000
Comb. Banks, S&L	217	$4,478,997,000

6 - PASSENGER AUTOS: County 1,310,454

7 - ELECTRIC METERS: Residence 33,363

8 - GAS METERS: Residence 27,263

9 - PRINCIPAL INDUSTRIES: Electronic Components; Space Research & Development; Guidance Control Systems; Precision Tools; Sprinkler Controls; Valves; Thermal Insulation; Acoustical Prods.; Structural Adhesives; Lamination Material; Fiberglass Prods.; Boats & Boating Equip.; Univ. of Calif.; Irvine Campus; Sporting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agric.

10 - CLIMATE: An. Min. & Max. Temp.-Costa Mesa: 43-74. Newport Beach: 53-67.

11 - TAP WATER: Colorado River softness, 125 parts per million; not fluoridated.

12 - RETAILING: Principal Shopping Centers
Costa Mesa-South Coast Plaza; Harbor Center; Mesa Plaza; Mesa Center; Hilligren Square; Downtown Costa Mesa.
Newport Beach-Fashion Island; Westcliff Plaza; Bayside Center; Eastbluff Center; Downtown Newport; Lido; B. 'boa; Balboa Island; Corona del Mar; Mariners' Mile, Harbor View Center; Newport Hills Center and Old Newport Beach.
Nearby Shopping Centers-Huntington Center eight mi. from city zone retail center (Broadway, Montgomery Ward, JCPenney); Westminster Mall (Sears, Broadway, Buffums, May Co., J.W. Robinson); Laguna Hills Mall (Sears, Buffums, JCPenney, Broadway); Woodbridge Center; Irvine.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Supermarkets; May Co.; Sears; JCPenney; Broadway. All stores in South Coast Plaza-Mon. through Fri. Other Center-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Costa Mesa-May Co.; Sears; JCPenney; Montgomery Ward; Bullock's; Nordstrom's; Saks Fifth Ave.; Mark Cross; I. Magnin; Reinelt's.
Newport Beach-Broadway; J.W. Robinson; Buffum's; Bullock's-Wilshire; Neiman-Marcus; Silverwoods; Brooks Bros.
Discount Stores-Costa Mesa-Builder's Emporium; K mart; Fedco; Ross.
Variety Stores-Gilbert's.
Chain Drug Stores-Thrifty; Sav-On; Long's.
Chain Supermarkets-Costa Mesa-Alpha Beta; Albertson's; Stater Bros.; Safeway; Lucky Stores; Von's; Pantry Markets; Tic Toc; 7-Eleven; Ralph's.
Newport Beach-Albertson's; Safeway; El Rancho; Gelson's; Tic Toc; Hughes; Ralph's.
Other Chain Stores-Harris & Frank; Joseph Magnin; Silverwood's; Mandel's; Slavick; Singer Co.; B.D. Howes; Brentano's; House of Nine; Lane Bryant; C.H. Baker; Cabot's Gudes Barnett; Leed's; Thom McAn; Pickwick; Wetherby-Kayser; Kinney's; Anita Shops; Baskin-Robbins; Firestone; B. Dalton Books; Big Five Stores; Kirk Jewelers; Vendome Liquors; Imperial Hardware; See's Candies; Home Silk Shop; Pep Boys; Wickes; Weisfield Jewelers; Courreges; The Gap; J.K. Gill; Western's; Color Tile; The Grant Boys; F.A.O. Schwarz.

14 - NEWSPAPERS: DAILY PILOT (e) 30,404; (S) 30,408; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Howard Mullenary, Adv. Dir., DAILY PILOT, 330 W. Bay St.; PO Box 1560, Costa Mesa, CA 92626; Tel. (714) 642-4321.
National Representatives: Landon Associates; U.S. Suburban Press.

ORANGE COUNTY
(La Habra)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 45,232; E&P 86 Est. 47,187
NDM-ABC: (80) 73,145
County/PMSA 80 Cen. 1,931,570; E&P 86 Est. 2,204,442
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,538; E&P 86 Est. 17,808
NDM-ABC: (80) 26,453
County/PMSA 80 Cen. 685,815; E&P 86 Est. 817,393

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	12	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 1,310,454

7 - ELECTRIC METERS: Residence 27,568

8 - GAS METERS: Residence 20,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Dept. Stores 650; Hospital 285. Brea-Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings & Swivel Joints 300; Util. Prods. 300; Industrial & Agric. Chem. 175.

10 - CLIMATE: Annual Av. Temp.-62.

11 - TAP WATER: La Habra: Alkaline, hard; not fluoridated. Brea: Alkaline, medium soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Habra		
Fashion Sq.(50)	NA	Bullock's, Buffums
La Habra Sq.(22)	NA	Ralph's Mkt., Builder's Emporium
La Habra Circle(20)	NA	Jackson Bros.
La Habra Mall(20)	NA	Lowe's for Men
Hacienda Plz.(16)	NA	Sear's, Long's Drug
Brea:		
Brea Mall(100)	NA	Sears, May Co.
Brea Plz.(30)	NA	Thrifty Drug, Albertson's
Brea Heights(16)	NA	Ray's Mkt.
Imperial Plz.(16)	NA	Alpha Beta

Other Shopping Centers (No. of Stores)-La Habra: Highland Ctr. (15); La Habra Plz. (14); Imperial Beach Ctr. (14); Beach Plz. (12); Town & Country (12); Harbor Sq. (12); Spadra Sq. (10); North Hills Plz. (10); Harbor Central Plz. (10); Central Plz. (10); Chantry Sq. (10).
Brea: Brea Ctr. (14); Brea West (14); 770 Center (10); Olinda Village (10).

13 - RETAIL OUTLETS: Department Stores-Builder's Emporium; Buffum's; Bullocks; Sears; May Co.; Broadway.
Discount Stores-K mart; Gemco.
Variety Stores-Pic 'N' Save; Sprouse-Reitz.
Chain Drug Stores-Thrifty 4; Long's; Sav-On; Drug Emporium.
Chain Supermarkets-Albertson's; Alpha Beta; Ralphs; Safeway; Hughes.
Other Chain Stores-Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoes; 7-Eleven; Shoe Market; Silverwoods; Singer Co.; Sears Roebuck Service Ctr.; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zale's Jewelers.

14 - NEWSPAPERS: STAR-PROGRESS (e-mon to fri) 4,514; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Nelson Roberts, Jr., Pub., STAR-PROGRESS, PO Box 2040, La Habra, CA 90631; Tel. (714) 529-2144.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ORANGE COUNTY
(Santa Ana)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8, County Seat. 35 mi. SE of Los Angeles; 95 mi. N of San Diego on Santa Ana Fwy. (I-5); San Diego Fwy. (I-405); Garden Grove Fwy. (22) Riverside Artesia Fwy. (91); Newport Fwy. (55); Orange Fwy. (57); R.M. Nixon Fwy. (90); Laguna Fwy. (133); State Hwys. 1, 39, 72.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific (freight); Union Pacific (freight); Amtrak.
Motor Freight Carriers-137.
Intercity Bus Lines-Greyhound; Trailways; So. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Town Tours; Grayline Tours. Charter Lines-Four Winds; Taylor Bus; Roberts Holiday Lines.
Airlines-Air Cal; Republic; Continental; PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int'l (LAX) and Long Beach.

3 - POPULATION.
Corp. City 80 Cen. 204,023; E&P 86 Est. 244,935
NDM-ABC: (80) 1,932,921
County/PMSA 80 Cen. 1,931,570; E&P 86 Est. 2,204,442
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,038; E&P 86 Est. 92,663
County/PMSA 80 Cen. 685,815; E&P 86 Est. 817,393
NDM-ABC: (80) 686,267

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	332	$14,917,130,000
Commercial	449	$12,240,829,000

6 - PASSENGER AUTOS: County 1,310,454

7 - ELECTRIC METERS: County 823,400

8 - GAS METERS: County 649,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 10,000; Constr. 50,400; Mfg. 240,500; Trans., Commun. & Util. 33,100; Whol. Trade 60,500; Fin., Ins. & R.E. 75,800; Servs. 235,400; Gov't 112,700; Ret. Trade 194,700.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7; last killing frost, Feb. 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, individual shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anaheim Plaza(72)	NA	Broadway, Mervyn's, Robinson's
Brea Mall(142)	NA	Sears, May Co., Nordstrom, Broadway
Buena Park(157)	NA	Sears, May Co., JCPenney
City, The(113)	NA	May Co., JCPenney
Fashion Island(92)	NA	Robinson's, Broadway, Buffums
Fashion Square (La Habra)(40)	NA	Buffum's, Bullock's
Fashion Square (Santa Ana)(32)	NA	I. Magnin, Bullock's
Honer Plaza(33)	NA	Mont. Ward
Huntington(59)	NA	JCPenney, Broadway, Mont. Ward
Laguna Hills(81)	NA	JCPenney, Broadway, Buffums, Sears
Mall of Orange(89)	NA	Broadway, JCPenney, Sears
S. Coast Plaza(190)	NA	Saks, Sears, May Co., Nordstrom, Bullock's
Westminster(188)	NA	Sears, May Co., Robinson's, Buffums
Mission Viejo(136)	NA	Robinson's, May Co., Mont. Ward, Bullock's

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance & all dept. stores.

13 - RETAIL OUTLETS: Department Stores-Boston; Broadway; Buffums; Bullock's; May Co.; JCPenney; Robinson's; Sears; Montgomery Ward; I. Magnin; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.
Discount Stores-Fedco; Gemco; K mart; Target.
Variety Stores-K mart; Newberry's; Pic 'n Save; Sunset House; TG&Y; Woolworth.
Chain Drug Stores-Danber 5; Gemco Phcy. 7; Hill Drugs 3; Rexall 10; Sav-On 38; Super Valu 2; Thrifty 36; Lucky's Phcy. 7; Vista 3.
Chain Supermarkets-Albertson's 23; Alpha Beta 4; Gemco 7; Lucky 8; Pantry 5; Ralph's 27; Safeway 16; Stater Bros. 15; Von's 19; Hughes 5.
Other Chain Stores-Men's Wear: C&R Clothiers, Harris & Frank, Chasins, House of Tailoring, Silverwood's; M/W Wear: Bond's, The Gap; Women's Apparel: Anita Shop, Judy's, Lane Bryant, Show Off, Draper's, Wet Seal; Auto Supply: Pep Boys, Western Auto, Goodyear, Firestone, Security Tire, Mark C. Bloome, Chief Auto Supply; Footwear: Leed's, Wetherby-Kayser, Thom McAn, Standard Shoes, Kinney, Gallenkamp, C.H. Baker; Jewelers: Slavick's, Rupen's, J. Herbert Hall, Zale's, Weisfeild's; Furniture: Barker Bros., J.H. Biggar, McMahan's, Levitz, R.B., Simmons; Fabrics: Fabric City, Singer, Fabric King; Health Salons: Family Fitness, Richard Simmons Anatomy Asylum, Gloria Marshall Salons, Holiday Health Spa, Jack LaLanne; Paint: Dutch Boy, Sherwin-Williams, Pittsburgh Paint, Standard Brands, Sinclair; Trading Stamps: Blue Chip Stamps; Hardware: Home Club, Inc., Home Depot, Ole's, Builders Emporium, Handyman Store, Linbrook, Ward & Harrington, Wickes Lumber; Misc.: Abby Rents, Jurgensen's Gourmet, Trader Joe's, Cost Plus.

14 - NEWSPAPERS: REGISTER (all day-mon to fri) 300,985; (m-sat) 294,532; (S) 340,427; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Howard Grothe, V.P./Adv., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 953-7703.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

OROVILLE

1 - LOCATION: Butte County, E&P Map B-3, County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi. SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

2 - TRANSPORTATION: Railroads-Union Pacific (main line); Southern Pacific (branch).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Oroville Area Transit; Butte County Transit.

3 - POPULATION:
Corp. City 80 Cen. 8,683; E&P 86 Est. 9,569
CZ-ABC: (80) 23,462
RTZ-ABC: (80) 17,729
County 80 Cen. 143,851; E&P 86 Est. 173,088
City & RTZ-ABC: (80) 41,191
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,753; E&P 86 Est. 4,345
CZ-ABC: (80) 9,110
RTZ-ABC: (80) 6,659
County 80 Cen. 56,904; E&P 86 Est. 70,970
City & RTZ-ABC: (80) 15,769

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 88,078

7 - ELECTRIC METERS: Residence 17,446

8 - GAS METERS: Residence 9,372

9 - PRINCIPAL INDUSTRIES: (County) Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 1,120 ($205); Food Proc. 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Commun. & Util. 1,535 ($160); Timber; Agric. Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-98; Fall 48-64; Winter 36-54.

11 - TAP WATER: Neutral, soft; fluoridated

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; City of Paris; Firestone; Grand Auto; Kragen Auto.
Variety Stores-Woolworth; Sprouse-Reitz.
Drug Stores-Thrifty; Raley's; Long's.
Chain Supermarkets-Raley's; Safeway; Albertson's; Lucky.
Other Chain Stores-Payless Shoe Source.

14 - NEWSPAPERS: MERCURY-REGISTER (e) 9,818; (m-sat) 10,401; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Howard Greene, Adv. Dir., MERCURY-REGISTER, 2081 Second St.; PO Box 651, Oroville, CA 95965; Tel. (916) 533-3131.
National Representative: Papert Companies.

OXNARD

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101A, midway betw. Santa Monica & Santa Barbara; 62 mi. from Los Angeles; 2 mi. from U.S. Hwy. 101 (inland rt.). Adjacent to Pacific Ocean.

2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak; Ventura County Railway.
Intercity Bus Lines-Greyhound.
Airlines-Wings West; Skywest.
Shipping-Oxnard Harbor District; Port of Hueneme.
Motor Freight Carriers-50.

3 - POPULATION:
Corp. City 80 Cen. 108,195; E&P 86 Est. 124,809
CZ-ABC: (80) 125,998
RTZ-ABC: (80) 69,252
County/PMSA 80 Cen. 529,899; E&P 86 Est. 606,636
City & RTZ-ABC: (80) 195,250
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,087; E&P 86 Est. 39,992
County/PMSA 80 Cen. 173,254; E&P 86 Est. 207,370
CZ-ABC: (80) 38,929
RTZ-ABC: (80) 22,677
City & RTZ-ABC: (80) 61,606

5 - BANKS	NUMBER	DEPOSITS
Commercial	21	$2,169,048,000
Savings & Loan	30	$2,957,639,000

6 - PASSENGER AUTOS: County 341,065

7 - ELECTRIC METERS: Residence 37,851

8 - GAS METERS: Residence 30,528

9 - PRINCIPAL INDUSTRIES: Agric. Prods.; Boat Mfg. & Sales; Bldg. & Constr. Materials; Chem. Mfg.; Electronics; Environmental Controls; Flowers; Food Proc.; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Prods.; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supp.; Oil Refining; Garment Mfg.; Paper Prods.; Plastics; Precision Hydraulics; Precision Machining; Printing & Pub.; Resort Facilities; Steel Fabrication; Trailers.

10 - CLIMATE: Min. & Max. Temp.-Jan. 42-65; July 56-74.

11 - TAP WATER: Slightly alkaline, moderately hard.

12 - RETAILING: Shopping Centers-31 shpg. ctrs. with 700 stores.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Akron; Broadway; May Co.; Montgomery Ward; JCPenney; Sears; Mervyn's 2.
Variety Stores-TG&Y 2; Sprouse-Reitz 2; Woolworth 2.
Discount Stores-K mart 3; Gemco; Ross Stores; Target; Color Tile; Price Club.
Chain Drug Stores-Key Rexall; Laubacher's 3; Sav-On; Thrifty 3; Clark's; Long's.
Chain Supermarkets-Alpha Beta 2; Albertson's; Hughes; Lucky's 4; Mayfair 2; Ralph's 2; Safeway 4; Santa Cruz 2.
Other Chain Stores-Levitz Furn.; Radio Shack; Grossman's Lumber; Ole's Home Ctr.; Big 5 Sporting Goods; Standard Brands; Hickory Farms; Petrie's; Dalton Books; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite; Handyman; Pic 'N Save; Natl. Dollar; Federated; Builder's Square; The Gap; Best Products; Leo's Stereo; Pep Boys; Wherehouse.

14 - NEWSPAPERS: PRESS-COURIER (e) 19,505; (S) 20,167; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Dir., PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030; Tel. (805) 483-1101.
National Representatives: Thomson Newspapers; Papert Companies.

PALMDALE

1 - LOCATION: Los Angeles County. (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. 2,500 sq. mi. in the SW corner of the Mojave Desert. Palmdale 40 mi. from downtown Los Angeles. Two major military facilities: Edwards AFB, Palmdale AF Plant 42.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-Greyhound; Trailways; Antelope Valley Bus.
Airlines-Desert Sun.

3 - POPULATION:
Corp. City 80 Cen. 12,277; E&P 86 Est. 13,245
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,658; E&P 86 Est. 5,384
County/PSMA 80 Cen. 2,687,824; E&P 86 Est. 3,072,141

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 4,329,971

7 - ELECTRIC METERS: Residence 68,000

8 - GAS METERS: Residence 44,771

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Aerospace ($525); Agric. ($220).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 65-110; Fall 30-75; Winter 10-75. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Well water.

12 - RETAILING: Principal Shopping Center-Mervyn's Shpg. Ctr.; Downtown Palmdale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mervyn's(15)	3	Mervyn's Longs, Consumers
K mart(20)	2	K mart, Miller's Outpost
Penney's Plz (16)	1	JCPenney, Albertson's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs., JCPenney, Sears, Mervyn's, Gemco and Drug Stores until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Mervyn's; Boston.
Discount Stores-K mart; Gemco.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Thrifty; Sav-On; Longs; Payless.
Chain Supermarkets-Albertson's; Alpha Beta; Gemco; Grocery Warehouse; Lucky; Safeway; Stater Bros.; Von's; Hughes; Ralph's.
Other Chain Stores-Goodyear; Firestone; Goodrich; 7-Eleven; McMahan's Furn.; Consumers Distributing; Wicks Lumber.

14 - NEWSPAPERS: ANTELOPE VALLEY PRESS (m-tues, thur, fri, S) 23,540; Mar. 31, 1986 VAC.

Local Contact for Advertising and Merchandising Data: William C. Markham, Adv. Dir., PO Box 880, Palmdale, CA 93550; Tel. (805) 273-2700.
National Representative: Papert Companies.

PALM SPRINGS-PALM DESERT

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. Desert resort, 105 mi. SE of Los Angeles. On State Hwy. 111, off I-10; U.S. Hwys. 62 & 74.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Sun Bus.
Motor Freight Carriers-9.
Airlines-American; Western; TWA; Alaska; CP; Pacific Western; Air Cal; Frontier; Hawaiian Air; Sun Country; United.

3 - POPULATION:
Corp. Cities 80 Cen. 44,072; E&P 86 Est. 54,036
Palm Springs 80 Cen. 32,366; E&P 86 Est. 39,598
Palm Desert 80 Cen. 11,801; E&P 86 Est. 14,438
CZ-ABC: (80) 72,230
Bal. in NDM-ABC: (80) 13,174
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261
County 80 Cen. 663,923; E&P 86 Est. 840,317
Total NDM-ABC: (80) 85,404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 34,603; E&P 86 Est. 36,419
Palm Springs 80 Cen. 24,461; E&P 86 Est. 25,745
Palm Desert 80 Cen. 10,142; E&P 86 Est. 10,674
County 80 Cen. 243,019; E&P 86 Est. 322,341
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332
CZ-ABC: (80) 32,262
Bal. in NDM-ABC: (80) 6,172
Total NDM-ABC: (80) 38,434

5 - BANKS	NUMBER	DEPOSITS
Commercial	38	N.A.
Savings & Loan	41	N.A.

6 - PASSENGER AUTOS: County 421,859

7 - ELECTRIC METERS: Desert Hot Springs, Palm Springs Cathedral City, Palm Desert 85,000

8 - GAS METERS: Residence 46,090

9 - PRINCIPAL INDUSTRIES: Tourism. 60 golf courses; 27 clubs; 9 major, 300 smaller hotels; spring training home of California Angels; Bob Hope Golf Classic; Nabisco-Dinah Shore Golf Classic; World's largest passenger-carrying aerial tramway.

10 - CLIMATE: Unusually dry throughout the year. Rainfall, annual av. 2.40 inches. Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-94; Winter 39-76.

11 - TAP WATER: Relatively soft, abundant supply; not fluoridated.

12 - RETAILING: Principal Shopping Area-Along Palm Canyon Dr. and in 11 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Desert Inn Fashion Plaza(37)		I. Magnin, Silverwood's, Sak's Fifth Ave., Smith's Food King, K mart
Indian Palms		
Palm Desert Town Ctr (140)	12	Bullock's, May Co., JCPenney, Bonwit Teller
Palm Springs Mall(41)	1	JCPenney, Walker-Scott, Thrifty, Von's
Plaza		Desmond's
Palms to Pines III(22)	11	Safeway, McDonald's
Rancho Las Palmas	10	Long's, Von's
Smoke Tree Village(21)	3	Von's, Long's
Sun Center		Sears (catalog)
Sunrise(23)	2	Smith's Food King
The Vineyard(27)		Fashion Optical

13 - RETAIL OUTLETS: Department & Specialty Stores-Bullock's Wilshire; Saks Fifth Ave.; Robinson's; Desmond's; JCPenney; I. Magnin; Silverwoods; Walker-Scott; Leed's Jewelers; Big Five; K mart; Gemco; Beno's; Sears; Harris; May Co.; Bonwit Teller.
Chain Variety Stores-Woolworth; Pic 'N Save; Coronet; Sprouse-Reitz.
Chain Drug Stores-Thrifty 7; Long's 2; Sav-On 2.
Chain Supermarkets-Safeway 5; Alpha Beta 4; Von's 7; Jurgensons 2; Gemco 2; Stater Bros. 4; Ralph's 3; Jensen's.
Other Chain Stores-Sears (catalog); Singer Co.; Hickory Farms; Kinney Shoes; Lumberman's; See's Candies; Woman's World; Zale's; Slavock's; Big 5 Sporting; Pep Boys; Chief Auto Parts; Crown Books; Silverwoods; Big A Auto; Goodyear; Winston Tire; Tri-City Tire; Firestone; National Lumber; Mark C. Bloome; Aaron Brothers; House of Fabrics; Miller's Outpost; McMahan's Furn.; Ortho Mattress; R.B. Furn.

14 - NEWSPAPERS: DESERT SUN (e) 33,227; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Fred H. Hamilton, Mktg. Dir., DESERT SUN, 611 S. Palm Canyon Dr.; PO Box 190, Palm Springs, CA 92263; Tel. (619) 325-8666.
National Representative: Gannett Media Sales.

PALO ALTO

1 - LOCATION: Santa Clara County (In San Jose PMSA). E&P Map B-5. University center. Central San Francisco Peninsula location; 32 mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research, financial & medical center.

2 - TRANSPORTATION: Railroads-SP.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
Airlines-At San Francisco Airport (15 mi. N): TWA; British Airways; Lufthansa; CAAC; Mexicana; Alaska; CP Air; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; West Air; Yosemite; Pan Am; United; American; Western; Flying Tigers; Japan; Quantas; Empire; Delta; Philippines; Air Cal; Continental; Inland Empire; Condor; British Caledonian; LTU International; Pacific Coast; Pacific East; Pacific Express; Southwest; Sun Country; Transamerica; USAir; Wings West. At San Jose Airport (15 mi. S): PSA; Republic; American Apollo; TWA; United; Western; Air California; Continental; Sunworld; West Air; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 55,225; E&P 86 Est. 53,660
CZ-ABC: (80) 339,068
RTZ-ABC: (80) 131,658
County/PMSA 80 Cen. 1,295,071; E&P 86 Est. 1,413,187
City & RTZ-ABC: (80) 470,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,041; E&P 86 Est. 23,448
County/PMSA 80 Cen. 458,519; E&P 86 Est. 523,465
CZ-ABC: (80) 133,063
RTZ-ABC: (80) 52,846
City & RTZ-ABC: (80) 185,909

5 - BANKS	NUMBER	EST. DEP.
Commercial	26	$9,094,593,000
Savings & Loan	15	$6,594,996,000

6 - PASSENGER AUTOS: County 875,285

7 - ELECTRIC METERS: Residence 414,381

8 - GAS METERS: Residence 347,527

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 35,700 ($195); Educ. 7,900 ($185); Printing & Pub. 950 ($165); Mfg. 284,400 ($345); Servs. 180,500 (N.A.); Ret. Trade 116,900 (N.A.).
Principal Industrial Pay Days-Electronics Plants, Wed. or Fri.; Educ., 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Downtown Shopping District-8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
Neighborhood Shopping Centers-7 blocks at California Ave. at El Camino Real; 2 at Middlefield

Rd. & Colorado Ave.; 15 on El Camino Real S of California Ave.; 8 on S Cruz Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country	1	Town & Country Mkt.
Sunnyvale Town & Country	9	
Sunnyvale Town Ctr.	10	Mont. Ward, Macy's, Stanford
Peninsula Boardwalk	9	K mart, Aaron Bros., Big 5, Mervyn's
Edgewood(11)	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Co-Op, Midtown Mkt.
Old Mill(50)	2	
Stanford Villa	1	Lucky Mkt.
Menlo Park	2	Dreagers, Safeway
Los Altos	7	Safeway
Charleston	2	Brentwood, Coast-to-Coast
Mountain View(18)	4	Lucky Mkt.
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	JCPenney, Smith's, Sears, I. Magnin, Emporium-Capwell
Stanford Regional (133)		Emporium, Macy's, I. Magnin, Neiman Marcus, Saks, Nordstrom

Principal Shopping Days-Every day.
Stores Open Evenings-Weekdays.
Open Sundays-Food, dept., drug, discount, lumber, nursery.

13 - RETAIL OUTLETS: Department Stores-The Emporium 5; Saks Fifth Ave.; I. Magnin 3; JCPenney 4; Bergmann's 2; Macy's 5; Nordstrom's 2; Neiman Marcus.
Variety Stores-Woolworth 3.
Chain Drug Stores-Walgreens 2; California Ave. Phcy. 5; Palo Alto Drug 2.
Chain Supermarkets-All American; Lucky 5; Safeway 15; Consumer's Co-Op 5.
Other Chain Stores-Firestone; Western Auto; Hasting's (apparel); Blum's; See's; Edy's; Kinney; Sommer & Kaufman (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto.

14 - NEWSPAPERS: PENINSULA TIMES TRIBUNE (e) 55,264; (S) 60,343; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Pam Dickinson, Display Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Palo Alto, CA 94301; Tel. (415) 853-5441.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PASADENA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. In San Gabriel Valley; 10 mi. NE of Los Angeles business district.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc.; Santa Fe.
Airports-Burbank/Glendale/Pasadena; Los Angeles International; Ontario International.

3 - POPULATION:
Corp. City 80 Cen. 118,072; E&P 86 Est. 126,066
CZ-ABC. (80) 189,236
RTZ-ABC. (80) 200,006
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392
City & RTZ-ABC. (80) 389,242
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,470; E&P 86 Est. 53,608
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141
CZ-ABC. (80) 71,743
RTZ-ABC. (80) 76,381
City & RTZ-ABC. (80) 148,124

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	19	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 4,329,971

7 - ELECTRIC METERS: Residence 46,408

8 - GAS METERS: Residence 41,263

9 - PRINCIPAL INDUSTRIES: (Area includes Pasadena, La Canada/Flintridge, San Marino, South Pasadena, Altadena.) Agric. 200; Constr. 4,200; Mfg. 19,000; Trans./Commun./Util. 6,000; Ret. Trade 28,000; Whol. Trade 4,000; Fin./R.E./Ins. 8,000; Servs. 42,000; Gov't 15,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-70; Summer 59-89; Fall 57-83; Winter 45-69.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shpg. Ctr.; Hastings Ranch Shpg. Ctr.
Neighborhood Shopping Centers-Lake & Washington; Santa Anita & Colorado; La Canada.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
W. Arcadia	5	May Co., Hinshaw's
Santa Anita(120)	5	The Broadway
Fashion Pk.	5	Buffum's, JCPenney, J.W. Robinson
Pasadena-Dtwn.	NA	Robinson's
E. Pasadena	NA	Fedco
South Lake(44)	NA	Bullock, I. Magnin
Rosemead	3	
Foothill(9)	3	Hughes, El Rancho
Colorado & Lake(50)	1	
Plaza Pasadena(126)	NA	JCPenney, May Co., Broadway's
Fairgrove(10)	NA	Thrifty Drug
Hastings Ranch(21)	3	Woolworth, Sears, Marshall's
Washington East(7)	2	Alpha Beta, Von's
Eagle Rock	4	May Co., Mont. Ward
Monrovia	7	Safeway, Oles, Mervyn's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Wed., Thu., Fri., some Sundays; Food-Daily & Sun.

13 - RETAIL OUTLETS: Department Stores-Bullock's; Broadway; Sears; JCPenney; J.W. Robinson; Iver's; I. Magnin; Buffum's; Mervyn's; Hinshaw's.
Discount Stores-Big 5; Fedco; Akron; Lucky; Ole's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty 4; Safeway; McCracken's; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Chandler's 2; Little Giant 3; Power Vitamin & Cosmetic Center 2; Vernon's; Exclusive Prescription; Sav-On 2.
Chain Supermarkets-Albertson's 3; Alpha Beta 3; Safeway 3; Ralph's 8; Pantry 6; Von's 6; Jurgensen's 3; El Rancho 4; Lucky 2.
Other Chain Stores-Auto Supplies: Pep Boys, Western Auto, Allied Auto, Goodrich, Firestone, Midas Muffler, Rayco Seat Covers, National; Furniture: Barker Bros., Superior, Jamestown, McMahan's, Biggar's, Riviera Sofa; Women's Apparel: Siverwood's, Phelp's Meager, Harris & Frank, Lane Bryant, I. Magnin; Women's Shoes: C.H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin-Williams, Dutchboy, Mathews, Standard Brands; General: W. P. Fuller, Pittsburgh Plate Glass; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Electronics: Pacific Stereo, Dow-Milo, Wesco, Empire, Radio Shack.

14 - NEWSPAPERS: STAR-NEWS (m) 40,554; (S) 45,840; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Walt Stiles, Adv. Dir., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (213) 578-6525.
National Representative: Knight-Ridder Newspaper Sales.

PASO ROBLES

1 - LOCATION: San Luis Obispo County. E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle center, light mfg., recreation (Lake Nacimiento). Lake San Antonio, San Miguel Mission.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 9,163; E&P 86 Est. 10,587
County 80 Cen. 155,345; E&P 86 Est. 193,595
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,631; E&P 86 Est. 4,233
County 80 Cen. 58,171; E&P 86 Est. 76,429

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$151,000,000
Commercial	8	$190,000,000

6 - PASSENGER AUTOS: County 102,579

7 - ELECTRIC METERS: Residence 5,100

8 - GAS METERS: Residence 4,755

9 - PRINCIPAL INDUSTRIES: Industry-Electronic Components; Business Forms; Metal Fabrication; Greeting Card Printing; Feed Products; Fruit and Nut Proc.; 4 Wheel Drive Adapters; Almond Proc.; Correctional Institution; Plastic Tools; Printing Components; Portable Airline Hangers; Feed and Grain; Medical Devices; Farm Work & Equip.; Regulators; Meat Packing; Machine Work & Welding; Wineries 24; Solar Heating; Sheet Metal.

10 - CLIMATE: Av. Temp.-Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-Downtown, 5 blocks on Park Ave.; 3 on 12th St.; 4 on Pine St.; 7 on Spring St., 3 blocks on Creston Rd.
Principal Shopping Days-Dept.-Mon.-Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Paso Robles Mercantile; JCPenney; Redi-Western; K mart.
Variety Stores-Comet Stores, J.J. Newberry.
Chain Drug Stores-ADX; Rexall; Thrifty.
Chain Supermarkets-Safeway; Williams; Lucky's.
Other Chain Stores-Mode O'Day; Sears (catalog); TV & Appliance; Radio Shack; Coast-to-Coast; Hayward Lumber; Diamond International; Kragen Auto; True Value.

14 - NEWSPAPERS: DAILY PRESS (e-mon to fri) 4,970; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: R.D. Reddick, Adv. Dir., DAILY PRESS, PO Box 427, Paso Robles, CA 93447; Tel. (805) 238-0330.
National Representative: None.

PETALUMA

1 - LOCATION: Sonoma County (In Santa Rosa-Petaluma PMSA). E&P Map B-4. 38 mi. N of San Francisco on U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

2 - TRANSPORTATION: Railroads-Northwestern Pacific; Petaluma & Santa Rosa; Southern Pacific.
Intercity Bus Lines-Greyhound; Golden Gate Transit.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 36,435; E&P 86 Est. 37,151
CZ-ABC: (80) 33,834
RTZ-ABC. (80) 130,534
County/PMSA 80 Cen. 299,827; E&P 86 Est. 344,846
City & RTZ-ABC: (80) 164,368
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,122; E&P 86 Est. 13,274
County/PMSA 80 Cen. 114,523; E&P 86 Est. 137,760
CZ-ABC: (80) 12,122
RTZ-ABC. (80) 47,298
City & RTZ-ABC. (80) 59,420

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 193,036

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 18,329

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Optics 330; Plastic Bottles 150; Poultry 150; Creamery 160; Check Printing 120; Dairy 106; Machine Shops; Iron Foundry; Non-Ferrous Metals; Native Stone and Adobe.

10 - CLIMATE: Av. Daily Temp.-44 to 70.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Petaluma Plaza(18)	1	Albertson's, Thrifty, JCPenney, Radio Shack, True Value Hdwe.
Plaza North(25)	1	K mart, Long's Drug
Washington Sq.(44)	1	Safeway, Mervyn's, Bill's Drugs
Golden Eagle(30)	NA	Alpha Beta

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri., nurseries open Sun.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; JCPenney; Canthers, Montgomery Ward **Discount Stores**-K mart.
Chain Drug Stores-Payless; Long's; Bill's; Tuttle.
Chain Supermarkets-Albertson's; Alpha Beta; Lucky; Safeway; Food City; Hagstrom's; Carl's Mkt.
Other Chain Stores-Firestone; Triple S Tire; Kinney Shoe; Smith Shoe; Marlene's; Modern Eve; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Wilson Furn.; Self Service Furn.; Ernie's Liquors; Baskin Robbins; Diamond Lumber; Wickes Lumber; True Value Hardware; Shaw's Candies; Radio Shack; Sizes Unlimited; PV Ranch & Home; Sports-a-foot; Payless Shoes; Beauty Store & More; Shutterbug; Command Performance; Sizes Plus; Kids Mart; Clothes Time; Color Tile; Winston Tire; Pedersen Furn.; Super Cuts; Athletic Shoe Factory; Marin Surplus; House of Fabrics.

14 - NEWSPAPERS: ARGUS-COURIER (e) 9,577; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Herdt, Adv. Mgr., ARGUS-COURIER, 830 Petaluma Blvd. N, Petaluma, CA 94952; Tel. (707) 762-4541.
National Representative: Scripps League Newspapers.

PINOLE

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 12 mi. NE of San Francisco; 5 mi. N of Oakland.

2 - TRANSPORTATION: Railroads-Bay Area Rapid Transit (BART); Southern Pacific; Sante Fe.
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 14,253; E&P 86 Est. 15,163
County 80 Cen. 657,252; E&P 86 Est. 729,204
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849

4 - HOUSEHOLDS:
City 80 Cen. 4,897; E&P 86 Est. 5,414
County 80 Cen. 241,418; E&P 86 Est. 280,148
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$86,490,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 438,672

7 - ELECTRIC METERS: Residence 5,917

8 - GAS METERS: Residence 5,800

9 - PRINCIPAL INDUSTRIES: Chevron; Petroleum; Sugar; Refining; Food; Shipping; Chem.
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. Temp.-44; Max. Temp.-75.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hilltop Mall(130)	NA	JCPenney, Macy's, Emporium-Capwell
El Cerrito Plaza(57)	NA	Lucky, Mervyn's, Emporium-Capwell
Pinole Vista S.C.(32)	NA	K mart, Best, Alpha Beta, Federated
El Portal S.C.(48)	NA	Mervyn's, Safeway

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward; Emporium-Capwell; JCPenney; Mervyn's; Sears.
Discount Stores-Best; K mart.
Chain Drug Stores-Long's; Payless; Sprouse-Reitz.
Chain Food Supermarkets-Alpha Beta; Lucky; Safeway.
Other Chain Stores-Big 5; Kragen Auto; 7-Eleven; Home Club; Builder's Emporium; Federated.

14 - NEWSPAPERS: WEST COUNTY TIMES (mS) 20,109 (Pd.); 30,280 (Controlled); Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Ruth Mancich, Adv. Mgr., WEST COUNTY TIMES, 1660 San Pablo Ave., Pinole, CA 94564; Tel. (415) 724-8400.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PITTSBURG

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24, 32 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines-Greyhound; BART Feeder; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 33,034; E&P 86 Est. 39,501
NDM-ABC: (80) 43,763
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849
County 80 Cen. 657,252; E&P 86 Est. 729,204
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,087; E&P 86 Est. 14,321
County 80 Cen. 241,805; E&P 86 Est. 280,148
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308
NDM-ABC: (80) 15,183

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$128,212,000
Savings & Loan	2	$56,010,000

6 - PASSENGER AUTOS: County 438,672

7 - ELECTRIC METERS: Residence 13,136

8 - GAS METERS: Residence 12,769

9 - PRINCIPAL INDUSTRIES: Steel; Chem.; Roofing; Ceramics; Rubber; Power plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Sears; K mart; Sprouse-Reitz; JCPenney; Montgomery Ward.
Chain Drug Stores-Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Supermarkets-Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores-Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14 - NEWSPAPERS: POST-DISPATCH (e-mon to fri) 6,695; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ann Walker, Adv. Mgr., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565; Tel. (415) 432-7336.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

PLEASANTON

1 - LOCATION: Alameda County, E&P Map B-5 (In Oakland PMSA). 25 min. from San Francisco.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 35,160; E&P 86 Est. 45,352
County 80 Cen. 1,105,379; E&P 86 Est. 1,186,645
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. 15,209
County 80 Cen. 426,092; E&P 86 Est. 478,160
PMSA 80 Cen. 667,628; E&P 86 Est. 758,308

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$190,520,000

6 - PASSENGER AUTOS: County 664,690

7 - ELECTRIC METERS: Residence 12,664

8 - GAS METERS: Residence 12,153

9 - PRINCIPAL INDUSTRIES: Industry-Computer; Labs.

10 - CLIMATE: Av. Min. Temp.-51; Av. Max. Temp.-73.

11 - TAP WATER: Hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alcosta(35)	NA	Safeway, TG&Y
Dublin Plz.(13)		Albertson's, Mervyn's, Payless
Peppertree Plz.(11)	NA	Albertson's, Payless
Amador(20)	NA	Safeway, Sprouse-Reitz
Arcade(15)	NA	Long's, Safeway
Shamrock Vlg.(30)		Safeway, Sprouse-Reitz, Saw Mill
Village Sq.(23)		Kelley Moore Paints
Granada(15)		Lucky, Sprouse-Reitz
Stoneridge(127)		Capwells, Macy's, JCPenney
Dublin Pl.(26)		Wards, Gemco

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; JCPenney; Capwells; Macy's; Wards.
Discount Stores-K mart; Gemco; Best.
Variety Stores-Handyman; Romley's; Sprouse-Reitz; TG&Y.
Chain Drug Stores-Payless; Bill's; Long's; Thrifty.
Chain Supermarkets-Alpha Beta; Lucky's; Albertson's; Safeway; Nob Hill Foods; Flair Market.

14 - NEWSPAPERS: VALLEY TIMES (m&S) 11,278 (Paid); 34,795 (Controlled); Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Karen Hanes, Gen. Mgr., VALLEY TIMES, 126 Spring St., PO Box 607, Pleasanton, CA 94566; Tel. (415) 462-4160.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

POMONA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7, 28 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 57, 60, 71; I-10, I-210.

2 - TRANSPORTATION: Railroads-Main lines of S.P., U.P., Santa Fe, and Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Southern California Rapid Transit District; Omni-Trans.; Greyhound; Trailways.
Airlines-Air Cal; Alaska; Pacific Southwest; Western; American; Royal West; United; TWA; SunAire; Sun World; Eastern; Delta; America West; Northwest Orient; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 92,742; E&P 86 Est. 99,974
NDM-ABC: (80) 291,139
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,153; E&P 86 Est. 34,712
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141
NDM-ABC: (80) 91,499

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 4,329,971

7 - ELECTRIC METERS: Residence 33,334

8 - GAS METERS: Residence 30,013

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 600; Constr. 2,325; Mfg. 10,900; Guided Missiles 8,821; Tech. Prods. 575; Paper Prods. 500; Street Sweeping Mach. 387; Misc. 617; Trans., Commun., Util. 2,612; Whol. & Ret. 7,339; Fin., Ins., R.E. 3,411; Servs. 9,414; Gov't 1,484 (85 estimates).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 60-89; Fall 53-79; Winter 40-64. First killing frost, Nov. 30; last killing frost, Apr. 1.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Major Shopping Centers-Indian Hill Mall, Pomona (50 stores); Phillips Ranch Village, Pomona (12 stores); Montclair Plaza, Montclair (190 stores); Diamond Bar Blvd. Center, Diamond Bar (60 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores); Ontario Plaza, Ontario (20 stores).
Neighborhood Shopping Areas-7 neighborhood shopping areas at E. Holt, North Garey, South Garey, West Holt, West Mission Ave. and East Mission Ave., North Towne, Foothill at Garey, and Indian Hill on I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montclair(190)	6	May Co., Broadway, JCPenney, Mont. Ward, Best, Nordstrom, Sears
Indian Hill(50)	3	Newberry, Radio Shack, Ralphs, Roberts, Sav-On, Miller's Outpost
Mountain Green(25)	7	Long's Drugs, Mervyn's
Target, LaVerne(5)	5	Target
Target, Ontario(3)	6	Target, Toys R Us
K mart, Montclair (10)	4	K mart, Miller's Outpost
K mart, Diamond Bar(40)	5	K mart, Sav-On
Fedco	10	Fedco
Downtown Mall		Buffum's
No. Indian Hill(12)	3	Gemco, Skaggs/Alpha Beta, Ole's Plus
Ontario Plz.(20)	5	Ross, Thrifty
Town Ctr.(9)	5	Federated

Principal Shopping Days-7 days a week.
Stores Open Evenings-Food & dept.

13 - RETAIL OUTLETS: Department Stores-Brands; Buffum's; Roberts; Sears; Miller's Outpost 4; JCPenney; Nordstrom; Best Products; May Co.; Mervyn's; Montgomery Ward; Broadway; Boston; Target 2; Federated; Circuit City.
Discount Stores-Gemco 3; K mart 5; Fedco; Ross; Price Club; Home Club.
Variety Stores-Comet 3; Newberry; Rexall 2; Sprouse-Reitz; TG&Y 2.
Chain Drug Stores-Rexall 2; Hamilton 3; Long's; CVS; Sav-On 3; Thrifty 12; Clark's 2; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta 4; Boys; Von's 4; Gemco 3; Hughes; Stater Bros. 8; Ralphs 3; Lucky 2.
Other Chain Stores-Pep Boys; Mark C. Bloome; F&H Tire; Firestone; Winston Tire; Big O Tire; Chief Auto; Kinney Shoes; Builder's Emporium; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture; National Lumber; Ole's; Standard Brands; Liquor Barn; Liquor Commissary; MGM Liquors; Harlow Carpets; Carpeteria; 84 Lumber; Aaron Bros.; Art Mart; Home Club; Pier I Imports; Levitz; Stockwell & Binney.

14 - NEWSPAPERS: PROGRESS-BULLETIN (e) 42,192; (S) 44,447; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dave Berkowitz, Adv. Mgr. or Dennis Wilson, Adv. Dir., PROGRESS-BULLETIN, PO Box 2708, Pomona, CA 91769; Tel. (714) 622-1201.
National Representative: Papert Companies.

PORTERVILLE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles; State Hwy. 65.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe.
Intercity Bus Lines-Orange Belt.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 19,707; E&P 86 Est. 23,738
NDM-ABC: (80) 67,222
County/MSA 80 Cen. 245,751; E&P 86 Est. 288,914

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,605; E&P 86 Est. 8,226
NDM-ABC: (80) 22,045
County/MSA 80 Cen. 80,659; E&P 86 Est. 99,180

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$119,800,000
Commercial	6	$225,500,000

6 - PASSENGER AUTOS: County 126,069

7 - ELECTRIC METERS: City 9,101

8 - GAS METERS: Residence City 7,311

9 - PRINCIPAL INDUSTRIES: Carpet Mfg.; Mach. Shops; Ultra Lite Aircraft Mfg.; Electronic Instruments; 24 Packing Plants; Oranges; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter R... & Maintenance Servs.; Commercial Printing; Hospital 2,100 emp.; Textile Plant; Clothing Mfg.; Vitamins.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-76; Summer 63-99; Fall 43-81; Winter 35-57.

11 - TAP WATER: Alkaline, med. hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Porterville Plaza(26)	NA	Plaza Foods, Mont. Ward, Thrifty Drug
Porterville West(4)	NA	K mart, Long's

Neighborhood Shopping Centers-Promenade; Smith's Town Square; Town & Country; Village; Eastridge Plz. (Save Mart, Thrifty & Pizza Hut).
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Western Auto; JCPenney; K mart; Bullard's; Grossmans.
Chain Drug Stores-Thrifty 2; Town & Country; Long's; Smith's.
Chain Supermarkets-Town & Country; Smith's; Food King; Save Mart 2; Budget Foods.
Other Chain Stores-Sears (catalog); Reisig's Shoes; The Vogue; Topper's; Bonanza Store; Newberry's; Cassidy's Shoes; Chief Auto; Kragen Auto; PayLess Shoes.

14 - NEWSPAPERS: RECORDER (e) 13,568; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mel Gosage, Adv. Mgr., RECORDER, 115 E. Oak Ave., Porterville, CA 93257; Tel. (209) 784-5000.
National Representative: Branham/Newspaper Sales.

RED BLUFF

1 - LOCATION: Tehama County, E&P Map B-3, County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36; U.S. 99; I-5. City is 200 mi. from San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Pacific Greyhound; Continental Trailways; Mt. Lassen Transit.
Motor Freight Carriers-5.
Airlines-Republic; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,490; E&P 86 Est. 10,981
NDM-ABC: (80) 38,888
County 80 Cen. 38,888; E&P 86 Est. 46,647
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,684; E&P 86 Est. 4,245
County 80 Cen. 14,538; E&P 86 Est. 18,260
NDM-ABC: (80) 14,538

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$128,326,868
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 21,661

7 - ELECTRIC METERS: Residence City 5,365

8 - GAS METERS: Residence City 4,814

9 - PRINCIPAL INDUSTRIES: Lumber and by-products; Molded Pulp; Gov't Agencies; Cattle; Orchards; State Agencies.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-53.

11 - TAP WATER: Moderate, hardness 92, chlorinated.

12 - RETAILING: Principal Shopping Area-3 by 5 Blk. Downtown Area.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza	1	Mont. Ward, Raley's
Adobe Plaza	1	Western Farm
K mart Ctr.	1	K mart, PayLess Shoes, Perko
Antelope Ctr.(9)	2	Holiday Mkt.
Old Cowtown(31)	3	Camper's Corral, M'Lady Boutique
Peavy Center	3	Peavy
Bell Hill Landing	4	Payless Drug, Kragen Auto, Luckys

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Gen. Mdse., Fri.; Food, every night and Sun.
Stores Open Sundays-Food; Montgomery Ward, Sprouse-Reitz, K mart.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Army-Navy; Peavy Ranch & Home.
Discount Stores-K mart; W. Mines.
Variety Stores-Sprouse-Reitz; Ben Franklin.
Chain Drug Stores-Raley's Drug Center; Payless.
Chain Supermarkets-Luckys; Prairie Mkt.; Holiday 2; Raley's; Better Buy Mkt.
Other Chain Stores-Mode O'Day; Coast-to-Coast; Sears (catalog); Diamond Natl.; Paint Mart; Kragen Auto; Honey Yogurt.

14 - NEWSPAPERS: NEWS (e) 8,770; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jean Thompson, Adv. Mgr., NEWS, 545 Diamond Ave., PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151.
National Representative: Papert Companies.

REDDING

1 - LOCATION: Shasta County, (MSA). E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River. County Seat. Jr. College Center.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Trailways; Redwood Empire Lines.
Airlines-West Air; United; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 41,995; E&P 86 Est. 50,988
NDM-ABC: (80) 133,136
County/MSA 80 Cen. 115,715; E&P 86 Est. 136,589

4 - HOUSEHOLDS:
City 80 Cen. 16,786; E&P 86 Est. 19,452
NDM-ABC: (80) 49,773
County/MSA 80 Cen. 43,014; E&P 86 Est. 53,154

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	$520,000,000
Savings & Loan	12	(incl. above)

6 - PASSENGER AUTOS: County 72,374

7 - ELECTRIC METERS: 21,247

8 - GAS METERS: 15,810

9 - PRINCIPAL INDUSTRIES: Foundry; Lumber Prods.; Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Campers; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15; last killing frost, Apr. 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.
Neighborhood Shopping Centers-Village Plaza; No. Market St.; So. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cypress(5)	2	Albertsons, Long's, K mart, Grand Auto
Cypress Square(32)	1	Home Fabrics, Prince James
Village Plaza(14)	1	Mont. Ward, Thrifty Drug, Farmers Mkt., McMahans, Ole's
N. Market St.	1	Farmers Mkt.
S. Market St.	3	Farmers Mkt.
Enterprise	4	Holiday Mkt.
Country Club(20)	3	
Redding Mall(85)	NA	Dickers, Payless
Mount Shasta Mall(64)	2	Sears, JCPenney, Pay N' Save
Town & Country(18)	2	
Mission Square	2	
4-Corners(35)	4	Safeway, Sprouse-Reitz
Westwood Village	4	Thrifty, Holiday
Cobblestone	2	Raleys
Mervyn's	2	

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Mon., Fri.; Mt. Shasta Mall, Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.M. Dicker; Sears.
Discount Stores-K mart.
Variety Stores-Sprouse-Reitz; Bonanza.
Chain Drug Stores-Thrifty; Pay Less; Pay 'N Save 2; Owen's 3; Longs.
Chain Supermarkets-Safeway 4; Farmers Mkt. 5; Holiday Markets 5; Albertson's; MRS 5; Raleys.
Other Chain Stores-Apparel: Sun West, Prince James, Kauffman's; Auto Supply: Western Auto, Goodyear, Goodrich, Grand Auto, Calif. Parts & Equip., Diamond National, C.C. Meek Lbr. 2; Candy: Rafferty's, Van Duyn's; Furniture: McMahan's; Jewelry: Gensler-Lee, Tiffan's; Shoes: Brown's, Kinney 2, Huston's, Johnson, Buster Brown, Guild House; Misc.: Hickory Farms, Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars, Coast-to-Coast Hdwe., B. Dalton Booksellers, House of Fabrics 2, Pay 'N Pak, Pay 'N Save Home Center, Radio Shack, Singer Co., Bear Music, Ardans, Consumers.

14 - NEWSPAPERS: RECORD SEARCHLIGHT (e) 36,487; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Dawson, Adv. Dir., RECORD SEARCHLIGHT, PO Box 2397, Redding, CA 96099; Tel. (916) 243-2424.
National Representative: Papert Companies.

REDLANDS

1 - LOCATION: San Bernardino County. E&P Map E-7 (In Riverside-San Bernardino PMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

2 - TRANSPORTATION: Railroads-SF; SP.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Omnitrans.

3 - POPULATION:
City 80 Cen. 43,619; E&P 86 Est. 51,538
County 80 Cen. 893,157; E&P 86 Est. 1,093,944
NDM-ABC: (80) 52,394
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,759; E&P 86 Est. 17,692
County 80 Cen. 308,062; E&P 86 Est. 395,991
NDM-ABC: (80) 19,004
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 536,014

7 - ELECTRIC METERS: Residence 17,093

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electrc Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on State St., 6 on Orange; 6 on Citrus.
Neighborhood Shopping Centers-Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave. Alabama & I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Citrus Village(25)	1	Lucky
University Plaza(10)	2	Thrifty, Alpha Beta
North Redlands	1	Stater Bros.
West Redlands	NA	Redlands Mkt.
Redlands Oasis(5)	NA	7-Eleven
South Redlands	NA	Gerrards Mkt.
Redlands Mall(45)	NA	Harms, Sav-On
Tri-City(17)	NA	Mervyn's, Longs, Von's, Federated

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Harms; Webb's; Mervyn's.
Discount Stores-K mart.
Chain Drug Stores-Prescription City; Thrifty; Keystone; Long's; Sav-On.
Chain Supermarkets-(Corp. Limits)-Lucky; Stater Bros. 2; Alpha Beta; Von's.
Other Chain Stores-McMahan's; Firestone; Goodyear; House of Fabrics; Radio Shack; General Nutrition; Winston Tire; Chief Auto; Pep Boys Auto; Kragen Auto; Waldenbooks; B. Dalton Bookseller; Zale's; Round Table Pizza; Miller's Outpost; Mark C. Bloome Tire; Midas Muffler; Hallmark; Federated; Computerland.

14 - NEWSPAPERS: FACTS (e) 9,581; (S) 9,575; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Woods, Adv. Sales Mgr., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.
National Representative: Papert Companies.

RIDGECREST

1 - LOCATION: Kern County. (In Bakersfield MSA). E&P Map D-6. 110 mi. E of Bakersfield; 155 mi. NE of Los Angeles. Logging Lumber Mill. On U.S. Hwy. 395; State Hwys. 14, 178.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Airlines-Desert Sun.
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,929; E&P 86 Est. 18,836
County/MSA 80 Cen. 403,089; E&P 86 Est. 480,105

4 - HOUSEHOLDS:
City 80 Cen. 5,762; E&P 86 Est. 7,429
County/MSA 80 Cen. 139,811; E&P 86 Est. 174,505

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	2	$26,767,641
Savings & Loan	1	$9,200,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 131,374

7 - ELECTRIC METERS: Residence 7,180

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Annual Payroll)-Chem. 1,100 ($33,400,000); Naval Research 6,000 ($193,000,000); Lumber 152 ($1,206,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Ridgecrest Plz.; China Lake Blvd.; 12 at Ridgecrest; 10 at Sierra Vista Shpg. Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Sprouse-Reitz; Heritage Sq. Shpg. Ctr. (20 Stores).

13 - RETAIL OUTLETS: Chain Stores-Western Auto; K mart; Sprouse-Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Albertsons; Sears; Wards; Anita's; Mode O'Day; Sav-On Drug; Penney's; Hallmark's.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 7,081; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Robert Hunter, Adv. Dir., INDEPENDENT, 739 N. China Lake Blvd.; PO Box 7, Ridgecrest, CA 93555; Tel. (619) 375-4481.
National Representative: None.

RIVERSIDE

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7. County Seat. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. E of Long Beach; 54 mi. NW of Palm Springs; 16 mi. E of Ontario International Airport.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe; Southern Pacific.
Motor Freight Carriers-68.
Intercity Bus Lines-Rapid Transit; Pacific Greyhound; Overland Continental; Hemet; Riverside Transit Agency.
Airlines-Air Cal.; Alaska; American; America West; Continental; Delta; Eastern; Frontier; PSA; Resort Commuter; Sky West; Southwest; Sun Aire; Sun World; TWA; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 170,591; E&P 86 Est. 200,795
NDM-ABC: (80) 472,271
County 80 Cen. 663,923; E&P 86 Est. 840,317
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,964; E&P 86 Est. 65,106
County 80 Cen. 243,019; E&P 86 Est. 322,341
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332
NDM-ABC: (80) 169,360

5 - BANKS	NUMBER	DEPOSITS
Commercial	30	$773,311,000
Savings & Loan	24	$886,711,000

6 - PASSENGER AUTOS: County 421,859

7 - ELECTRIC METERS: Residence 65,500

8 - GAS METERS: Residence 58,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (quarterly payroll)-Agric. 18,974 ($47,854,577); Mining 444 ($3,647,254); Constr. 16,699 ($80,233,951); Mfg. 26,745 ($141,280,626); Trans. 8,319 ($52,137,792); Whol. Trade 7,440 ($37,254,258); Ret. Trade 48,443 ($130,803,978); Fin. 10,453 ($47,199,448); Servs. 44,643 ($156,815,083); Gov't 45,104 ($250,970,636).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 57-93; Fall 48-83; Winter 37-65.

11 - TAP WATER: Alkaline, medium soft; naturally fluoridated.

12 - RETAILING: Major Shopping Centers-Regional Centers-Riverside Plaza; Tyler Mall, Riverside Auto Center, Riverside; Inland Center and Central City Mall, San Bernardino; Palm Springs Mall, Palm Springs; Palm Desert Town Center, Palm Desert; Indio Fashion Mall, Indio; Hemet Valley Mall, Hemet.
Area Centers-Downtown Riverside Mall; Hardman Center; Brockton Arcade; Town Square Center; Canyon Crest Towne Center; Arlington Plaza; Arlington Square; Madington Square; Adams Plaza; Lincoln Plaza; Gemco Center; La Sierra Plaza-Riverside; Sunnymead Shopping Center-Moreno Valley; Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West Shopping Center; Parkridge Plaza-Corona; Lake Elsinore Plaza-Lake Elsinore; Sun City Shopping Center-Sun City; Perris Plaza-Perris; Stage Coach Plaza-Banning; Beaumont Village Shopping Center-Beaumont; Vons East Shopping Center; Hemet Plaza; Stater Bros. Shopping Center; Sears Plaza; Ramona Plaza; Vons West Shopping Center; Alpha Beta Shopping Center; Diamond Valley Plaza; West Hemet Village; Hemet Valley; Farmer's Corner-Hemet. Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Canyon Plaza; Smoke Tree Shopping Center; Sunrise Plaza; Vineyard-Palm Springs. Palms to Pines Plaza; El Paseo Square-Palm Desert. Town & Country Center; Indio Plaza-Indio. Some 20 centers distributed throughout the cities and in other areas of Riverside County.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza(85)	3	Harris, Wards, Vons
Town Square(9)	2	Miller's Outpost, Thrifty
Canyon Crest Towne Ctr.(30)	4	Thrifty, Alpha Beta
Pine Center(6)	2	Alpha Beta
University(4)	3	Alpha Beta
Brockton Arcade(65)	2	Uli's
Madington Sq.(8)	3	Ross Store
Hardman Ctr.(39)	3	Lucky Discount
Arlington Sq.(8)	3	Gemco
Victoria Vlg.(8)	4	Stater Bros.
California Sq.(12)	5	Alpha Beta
Adams Plaza(10)	5	Albertson's
Arlington Plz.(14)	5	Food Barn, Ole's
Tyler Mall(88)	7	JCPenney, May Co., Broadway
Mission Village(5)	3	Alpha Beta
DeAnza Country Plaza(24)	6	Stater, K mart, Thrifty
Pedley Square(23)	9	Newberry's, Vons

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food and Drug every evening. Many retail stores five nights weekly.

13 - RETAIL OUTLETS: Department Stores-(In PMSA)-JCPenney 2; Montgomery Ward; Sears 2; Carpenter's; Broadway; Harris 2; May Co.; Mervyn's 2.
Discount Stores-Gemco 2; K mart 6; Zody's; Target.
Variety Stores-TG&Y 4; Sprouse-Reitz 6; Woolworth 2; Cornet 2.
Chain Drug Stores-Thrifty 12; Sav-On 4; Sail; Long's 2.
Chain Supermarkets-Alpha Beta 11; Stater Bros. 25; Vons 8; Safeway 7; Albertson's 4; Gemco 2; Ralph's; Lucky 3.
Other Chain Stores-Adler Shoes; Aaron Bros.; Aamco; All American Auto; American Tire Warehouse; Athletic Express; Baby News; Banner Bedding; Barker Bros.; Best Products; Builders Emporium; Big 5; Carpeteria; Chief Auto Supply; Cline's Stationery; Cloth World; Color Tile; Color Tyme; Clothes Time; Car Parts Inc.; C&R Clothiers; Crown Books; CVS; Contempo Casuals; Cookie Company; Docktor's Pet Center; Dutch Boy Paints; B. Dalton Booksellers; D'Arca Tux & Bridal; Eagleson's Mens Wear; Earthcraft; Earl Scheib; Farrell's; Fashion Conspiracy; Fashion Barn; Fashion Crossroads; Federated; Firestone; Florsheim Shoes; Foxmore Casuals; Fuller O'Brien Paints; Flagg Bros.; Footlocker; Fayva; Forsight Optical; Friedman's Microwaves; Gallenkamp's Shoes; General Nutrition; Goodyear; Goldmine; Great Earth Vitamins; Hali Spechts; H&H Crafts; House of Fabrics; IBM; Jr. Shoetown; Kay Bee Toys; Key Carpets; Kinney Shoes; Kirk's Jeweler's; Kragen's Tires; Leed's; Lerner Shops; Licorice Pizza; Little Folk Shop; Leo's Stereo; Maling's Shoes; Mark C. Bloom; McMahan's; Merle Norman; Modern Women; Miller's Outpost; Morrow's Nut House; Moran Draperies; Musicland; Motherhood Maternity; Moskatel's; M.E.A.; Ole's; Olsan's Fum.; Ortho Mattress; Pacific Fashions; Pams; Payless Shoes; Pep Boys; Park Lane Hosiery; Phil & Jims; Pic 'n Save; Pittsburgh Plate Glass; Plaza Shoetown; Plum Tree; R&B Furniture; Radio Shack; Richman Bros.; Richlen; Ringmaker; Ross Stores; S&W Plastics; See's Candy; Sherwin-Williams; Show Off; Singer; Ski & Sport; F.W. Smith; Standard Brands Paint; Stockwell & Binney; Strouds Linen; Styleleader; Swiss Colony; Swensens Ice Cream; Sun Boss; Thom McAn; The Carpet Man; The Corn Popper; T Shirt Plus; Tinderbox; Things Remembered; Tri City Tires; Video Concepts; Weisfields; Wetherby Kayser; Western Auto; Wherehouse; Wholesale Furniture Distributor; William Pitt, Inc.; Winston Tires; Zale's.

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 134,540; (S) 140,132; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Ray Hammond, Jr., Gen. Adv. Mgr., PRESS-ENTERPRISE, 3512 14th St., Riverside, CA 92502; Tel. (714) 684-1200.
National Representative: Sawyer-Ferguson-Walker.

ROSEVILLE

1 - LOCATION: Placer County (In Sacramento MSA). E&P Map B-4, Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 95 mi. E; Reno, NV, 112 mi. E.

2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak; Union Pac.; Western Pac.
Motor Freight Carriers-ABF Freight Systems; McLaughlin Draying; Nikkel; Peters Truck Lines; Rice Trans.; Wells Cargo.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
City 80 Cen. 24,347; E&P 86 Est. 27,976
NDM-ABC: (80) 64,825
County 80 Cen. 117,247; E&P 86 Est. 144,940
MSA 80 Cen. 1,099,814; E&P 86 Est. 1,299,697
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,164; E&P 86 Est. 9,281
County 80 Cen. 42,732; E&P 86 Est. 55,129
MSA 80 Cen. 416,356; E&P 86 Est. 514,545
NDM-ABC: (80) 22,767

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loans	6	N.A.

6 - PASSENGER AUTOS: County 85,423

7 - ELECTRIC METERS: Residence 10,334

8 - GAS METERS: Residence 20,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Car Maint.; Marshalling Yard 1,800 ($300); Cement & Clay Prods. 925 ($240); Elect. 2,350 ($365); Medical Serv. 1,500 ($500); Wood Prods. 259 ($312); Higher Educ. 127 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Vernon St.; Roseville Sq.; Grand Oaks; Sunset Plz.; Harding Plz.; Historic Old Town, Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Ctr.; South Harding; Rose Villa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn(74)	18	K mart
Birdcage Walk(27)	10	Macy's
Placer Ctr.		Mervyn's
Sunrise Mall(107)	10	Weinstocks, JCPenney
Roseville Sq.(37)		Ross Stores
Rocklin	3	Safeway, Payless

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-K mart; Payless; Mervyn's; Lucky; Ross; Pay 'N Pak; Lumberjack.
Chain Drug Stores-Rexall 4; Raley's; Payless 3; Thrifty 4.
Chain Supermarkets-Safeway 2; Raley's 2; Albertson's; Alpha Beta; Jumbo; Stop 'N Save; Mervyn's; Lucky; Bel Air.
Other Chain Stores-Firestone; Grand Auto; Kragen Auto; Diamond International; Woolworth; Consumers; Farmer's Warehouse Liquors; Jolly; Flagg; Tom Thumb; Rainbow.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 14,962; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Weyman W. Zelder, Ret. Adv. Mgr., PRESS-TRIBUNE, 188 Cirby Way, Roseville, CA 95678; Tel (916) 786-8742.
National Representatives: Papert Companies.

SACRAMENTO

1 - LOCATION: Sacramento County (MSA). E&P Map B-4, State Capital and County Seat. State Gov't; U.S. aircraft repair & modification; farming; manufacturing; aerospace; food processing; lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics; Calif. Expo. 89 mi. E of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific, Santa Fe; Union Pacific, Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay; and Pacific Ocean; River Container Barge System).
Motor Freight Carriers-16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Western; PSA; Air Calif.; Frontier; West Air; Republic; America West; Hawaiian; Horizon; American Eagle; Sky West; American.

3 - POPULATION:
Corp. City 80 Cen. 275,741; E&P 86 Est. 299,304
NDM-ABC: (80) 1,059,461
County 80 Cen. 783,381; E&P 86 Est. 917,757
MSA 80 Cen. 1,099,814; E&P 86 Est. 1,299,697
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 112,859; E&P 86 Est. 130,158
NDM-ABC: (80) 400,151
County 80 Cen. 299,805; E&P 86 Est. 367,644
MSA 80 Cen. 416,356; E&P 86 Est. 514,545

5 - BANKS	NUMBER	DEPOSITS
Commercial	60	$5,837,873,000
Savings & Loan	28	$4,028,060,000

6 - PASSENGER AUTOS: County 492,351

7 - ELECTRIC METERS: County 384,000

8 - GAS METERS: County 249,075

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. Trade 96,700; Whol. Trade 23,500; All Mfg. 34,800; Nondurable Goods 14,900; Durables 19,900; Agric., Forestry & Fishing 8,300; Fed. Gov't 29,800; State & Local Gov't 126,300; Constr. 26,800; Trans. & Public Util. 23,600; Fin., Ins. & R.E. 28,400; Servs. 101,300.

10 - CLIMATE: Min. & Max. Temp.-Winter 39-53; Spring 48-71; Summer 59-93; Fall 52-77.

11 - TAP WATER: Varies, soft to hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Sunrise Mall (102 stores) 5900-6100 Sunrise Blvd.; Florin Mall (86 stores) 5901 Florin Road; Country Club Plaza (51 stores) 2300 Watt Ave.; Country Club Centre (56 stores) 3300 El Camino; Arden Fair Mall (79 stores) 1601 Arden Way; Downtown Plaza (47 stores) Downtown Plaza; Birdcage Walk (56 stores) 5901-6197 Sunrise Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arcade Square(18)	NA	Raley's Mkt.
Arden Fair(82)	NA	Woolworth, Sears, Thrifty Drug, Weinstock's
Arden Plaza(17)	NA	Lucky Mkt., Manor Drug, Valley Hardware
Arden Town(16)	NA	Holiday Mkt.
Birdcage Walk(50)	NA	Long's, Wards, Corti Bros., Macy's
Camellia City(9)	NA	Lucky Mkt., TG&Y
College Greens(8)	NA	Raley's Mkt.
Country Club Center(48)	NA	Wards
Country Club Plaza(53)	NA	Weinstock's, JCPenney
Cordova(30)	NA	Thrifty
Crestview(27)	NA	Lucky Mkt., Thrifty, Ross
Downtown Plaza(43)	NA	Macy's, Weinstock's, I. Magnin
Florin Plaza	NA	Jumbo Mkt.
Florin Square(23)	NA	
Florin Mall(94)	NA	Weinstock's, Sears, JCPenney, Wards
Fort Sutter(11)	NA	Raley's
Fruitridge(29)	NA	Holiday Mkt., Manor Drug
Grand Oaks(23)	NA	Lucky Mkt., Hancock Fabrics
Grant Plaza (Citrus Heights)	NA	Thrifty, Alpha Beta
Hollywood Plaza(6)	NA	Raley's
Lanai(38)	NA	
Madison Mall(35)	NA	Raley's, Handyman
Midway(El Camino)(14)	12	Jumbo Mkt.
Mills(18)	NA	Raley's Mkt.
Northridge(17)	NA	Raley's Mkt.
N. Sacramento(4)	NA	Safeway
Point West(20)	NA	Mervyn's Consumers
River Park(13)	NA	Pantry
Roseville Sq.(37)	NA	Thrifty, Consumer's, Ross
Southgate(27)	NA	Thrifty Drug, Ross, Home Club
South Hills(31)	NA	Sprouse-Reitz, Jumbo
Sunrise Mall(109)	NA	Weinstock's, Sears, JCPenney, Macy's
Sunrise Oaks(21)	NA	Thrifty
Tallac Vlg.(14)	NA	Vans
Taylor's(23)	NA	Lucky Mkt.
Town & Country(55)	NA	William Glen
University Vlg.(23)	NA	Safeway
Almond Orchard(20)	NA	
Country West(15)	NA	Big R
Elkhorn/Watt(11)	NA	Thrifty, Albertson's, K mart
Manzanita/ Madison(12)	NA	Cloth World, Raley's

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Grocery Stores-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon. thru Fri. Food every night.
Stores Open Sundays-Grocery; Drugs; Discount; Dept.; Automotive.

13 - RETAIL OUTLETS: Department Stores-Weinstock's 5; Macy's 2; Sears 3; Montgomery Ward 3; JCPenney 3; Mervyn's 5.
Discount Stores-K mart 9; Gemco 4; Best Products 3; Consumer Dist. 4.
Variety Stores-Woolworth 3; Ben Franklin; Sprouse-Reitz 6; TG&Y.
Chain Drug Stores-Payless 16; Manor 3; Rexall; Raley's 17; Thrifty 21; Long's 11.
Chain Supermarkets-Safeway 18; 7-Eleven 37; Corti Bros. 4; Bel Air 8; Lucky 24; Jumbo 8; Raley's 17; Van's; Albertson's 10; Circle K 43; Comptons/Holiday 5.
Other Chain Stores-Firestone; Goodyear; Goodrich; See's; Zale's Jewelry; Fuller Paints; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Kirby's; Chandler's; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Price Club; Eddie Bauer; Federated Group; Dalton Books; I. Magnin; Ransohoff's; Smith's Men's Wear; Singer Co.; Lane Bryant; Mode O'Day; Baskin Robbins; Levitz Furn.; Oshman's; Waldenbooks; Big 5; Pay N Pak; Athletic Shoe Factory; Knapp Shoes; Fleet Feet; Furnishings 2000; The Gap; Wherehouse Records; Fashion Conspiracy; Lumberjack; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Bedazzled; Groths Shoes; Huston Shoes; Hickory Farms; Marlenes; Devon Jewelers; Richman Bros.; Kinder Foto; Marshalls; Toys R Us; Handyman; Fox Photo; Cost Plus Imports; Pier 1 Imports; Tower Records; Tower Books; Ross; Home Club; Dress Barn; Miller's Outpost; Loehmann's.

14 - NEWSPAPERS: BEE (m) 235,991; (S) 273,912; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Chapman, Gen. Adv. Mgr., BEE, 21st & Q Sts.; PO Box 15779, Sacramento, CA 95852; Tel. (916) 321-1476.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
UNION (m) 94,097; (S) 92,860; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Harold Green, Natl. Adv. Mgr., UNION, 301 Capitol Mall, Sacramento, CA 95812; Tel. (916) 442-7811.
National Representative: Landon Associates.

SALINAS

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5, County Seat. Agricultural industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-United; Wings West; West Air; PSA.

3 - POPULATION:
Corp. City 80 Cen. 80,479; E&P 86 Est. 94,269
CZ-ABC: (80) 80,479
RTZ-ABC: (80) 83,645
County/MSA 80 Cen. 290,444; E&P 86 Est. 324,721
City & RTZ-ABC: (80) 164,124

4 - HOUSEHOLDS:
City 80 Cen. 26,857; E&P 86 Est. 32,294
County/MSA 80 Cen. 95,734; E&P 86 Est. 112,437
CZ-ABC: (80) 26,857
RTZ-ABC: (80) 23,177
City & RTZ-ABC: (80) 50,034

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	9	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: County 173,843

7 - ELECTRIC METERS: Residence 50,188

8 - GAS METERS: Residence 37,711

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fisheries 31,495; Constr. 5,590; Mfg. 10,570; Trans., Commun. & Util. 5,950; Whol. & Ret. Trade 24,890; Fin., Ins. & Real Estate 6,230; Servs. 34,748; Gov't 24,100.
Industrial Pay Days-Vary.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Northridge (3 mi. on Highway 101); 3 blocks on downtown Main St.; 4 blocks on S Main St. area (Valley Center); 3 blocks on N Main (Sherwood Gardens); Star Center (2 blocks S Main St.); 2 blocks E Alisal St. (Monte Mart); 2 blocks E Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S Main St.; Hartnell Plaza, 1 block on W Alisal.
Neighborhood Shopping Districts-2 blocks on N Main St.; 3 blocks on E Alisal St.; 1 block San Juan Road; 1 block on S Main; 2 blocks on E Laurel Dr., 1 block on W Laurel Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge	3	Sears, Safeway, Emporium, JCPenney
Valley Center	1	Woolworth, Mont. Ward, Carpeteria
Sherwood Gdns.	2	Handyman
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Long's Drugs, Monte Mart
Star Center	NA	Star Market
S. Salinas Plaza	1	Thrifty Drug, Nob Hill Mkt.
Monte Mart	NA	Monte Mart
No. Salinas	NA	Thrifty Drug, Alpha Beta
Hartnell Plaza	1	Alpha Beta
Laurel	3	K mart, Nob Hill
E. Laurel	NA	Longs, Lucky

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Northridge Shpg. Ctr. Daily; other shpg. ctrs. times vary; Chain Food & Chain Drug daily.

13 - RETAIL OUTLETS: Department Stores-Emporium; Sears; JCPenney; Ford's; Mervyn's; Monte Mart; K mart.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Thrifty 2; Long's 2; Star; Payless 2.
Chain Supermarkets-Safeway 2; Lucky 2; Star Mkt.; Monte Mart 2; Alpha Beta 2; Nob Hill 2.
Other Chain Stores-Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's, Empire 2; Garden Supplies: Monte Mart, Handyman; Paint: Sherwin-Williams, Standard Brand Paints; Shoes: Leeds, Kushin's, Kinney; Women's Apparel: Lerner's, Petries; Other: Color Tile, Carpeteria.

14 - NEWSPAPERS: CALIFORNIAN (e) 22,780; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donald Borucki, Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.
National Representative: Gannett Media Sales.

SAN BERNARDINO

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7, County Seat. Misc. Mfg.; Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-AT&SF; U.P. and S.P. Mainline; Amtrak.
Motor Freight Carriers-30.
Intercity Bus Lines-Municipal Transit; Greyhound; Rapid Transit; Continental Trailways; Roesch.
Airlines-Western, Air Cal; Continental; PSA; American; United; TWA; Alaska Airlines; Sun World; Sun Aire; America West; Delta; Eastern; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 118,794; E&P 86 Est. 136,988
NDM-ABC: (80) 470,164
County 80 Cen. 893,157; E&P 86 Est. 1,093,944
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,823; E&P 86 Est. 46,884
County 80 Cen. 308,143; E&P 86 Est. 395,991
PMSA 80 Cen. 551,662; E&P 86 Est. 718,332
NDM-ABC: (80) 167,348

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.
Savings & Loan	20	N.A.

6 - PASSENGER AUTOS: County 536,014

7 - ELECTRIC METERS: Residence 45,330

8 - GAS METERS: Residence 39,410

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 62,500; Constr. 26,600; Mining 1,200; Trans., Commun., Util. 26,100; Fin., Ins., R.E. 20,000; Servs. 105,000; Gov't 108,300; Agric. 23,400; Whol. Trade 17,500; Ret. Trade 108,200.
Principal Industrial Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: Av. Temp.-Spring 61; Summer 76; Fall 70; Winter 55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Base Line; Highland Ave.; Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.
Regional Shopping Centers-Inland Center with 3 major dept. stores, air conditioned mall, 75 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 103 stores, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Blvd. & E St.(8)	3	Alpha Beta
Central City(103)	NA	Woolworth, Harris, Mont. Ward, JCPenney
Del Rosa(40)	4	Stater Bros., Long's
Inland Center(75)	1	Sears, May Co., Broadway
Sterling(21)	4	Gemco, TG&Y, Von's
Wildwood Plaza(18)	4	Alpha Beta, TG&Y, Thrifty Drug, Staters
S Fontana(20)	10	Mervyns, K mart, Standard Brands
N Rialto(20)	6	Alpha Beta, Stater's
Mt. Vernon(15)	3	Thrifty Drug
Palm & Highland(12)	5	Sprouse-Reitz, Stater's
Redlands(25)	10	Von's Mkt.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept.; Downtown and Shpg. Ctr.-Mon. thru Sun. Food every night.

13 - RETAIL OUTLETS: Department Stores-Harris Co.; Sears; JCPenney; May Co.; Broadway; Montgomery Ward; Mervyn's; Marshalls.
Discount Stores-Fedco; Target; Norton AFB PC; K mart; Lucky's; Gemco; Price Club; Ross.
Variety Stores-Woolworth; TG&Y 4; Pic 'N Save; Sprouse-Reitz.
Chain Drug Stores-Thrifty 5; Long's 3; Drug King; Sav-On.
Chain Supermarkets-Safeway 4; Stater Bros. 37; Alpha Beta 16; Von's 6; Lucky 4.
Other Chain Stores-McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; Home Club; Home Depot; House of Fabrics; Kinney's Shoes 2; Riviera Sofa; Singer Co.; Sofa Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Changing Times; Chess King; Hardy Shoes; Parklane Hosiery; Lane Bryant; Waldenbooks; Hickory Farms; Oles; Musicland; Sunset House; Stride-Rite; Maggie's; Nobby; Foxmore Casuals; See's Candies; Goodman Jewelry; Oshman's Sporting Goods; Big 5 Sporting Goods; Winston Tire; Pep Boys; One Day Paint & Body; Federated; Footlocker; General Nutrition; Helzberg Jewelers; Arthur's Jewelers; Miller's Outpost; Footscene; Best Stores.

14 - NEWSPAPERS: SUN (m) 82,229; (S) 86,169; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Neil Randolph; Major Accts. Adv. Mgr.; SUN, 399 D St., San Bernardino, CA 92401; Tel. (714) 889-9666.
National Representative: Gannett Media Sales.

SAN CLEMENTE

1 - LOCATION: Orange County. E&P Map D-8 (In Anaheim-Santa Ana PMSA) Tourist resort, light industry, military center. On Pacific Coast Hwy., 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; San Clemente Stage Lines; Greyhound.

3 - POPULATION:
Corp. City 50 Cen. 27,325; E&P 86 Est. 31,708
CZ-ABC: (80) 33,493
RTZ-ABC: (80) 47,811
County/PMSA 80 Cen. 1,931,570; E&P 86 Est. 2,204,442
City & RTZ-ABC: (80) 81,304

4 - HOUSEHOLDS:
City 80 Cen. 11,764; E&P 86 Est. 15,246
County/PMSA 80 Cen. 685,815; E&P 86 Est. 817,393
CZ-ABC: (80) 14,099
RTZ-ABC: (80) 18,673
City & RTZ-ABC: (80) 32,772

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 1,310,454

7 - ELECTRIC METERS: Corp. City 8,743

8 - GAS METERS: Corp. City 8,149

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Prods.; Aerospace; Light Aggregate; Copper Prods.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Printing (Av. Wkly. Wage $140).

10 - CLIMATE: Min. & Max. Temp.-Spring 51-67; Summer 61-74; Fall 56-73; Winter 45-64.

11 - TAP WATER: Saline, hard.

12 - RETAILING: Principal Shopping Center-Del Mar and environs; Mission Viejo Mall.
Neighborhood Shopping Centers-Alpha Beta-El Camino Plz., 800 block; South El Camino Real and San Diego Freeway at Estrella exit; Thrifty Drug, 700-800 block North El Camino Real; San Clemente, Capistrano Valley-Von's Market; Thrifty Drug, Doheny Park Rd. and Victoria Ave., Capistrano Beach; La Plz.; Dana Point; El Adobe Plz.; San Juan Capistrano; Monarch Bay Plz.; Laguna Niguel; Ralph's/SavOn; Pico Plz.; Von's Center; Camino Capistrano; San Juan Capistrano.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; May Co.; Robinsons; Bullocks; Best Products.
Variety Store-Thrifty Drug; Gilbert; Cornet; Sprouse-Reitz.
Chain Drug Stores-Thrifty; SavOn.
Chain Supermarkets-Alpha Beta 2; Albertsons 2; Ralphs 2; Von's; Lucky Stores.

14 - NEWSPAPERS: SUN-POST (e-mon to fri) 7,660; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real; PO Box 367, San Clemente, CA 92672; Tel. (714) 492-5121.
National Representatives: Landon Associates; U.S. Suburban Press.

SAN DIEGO

1 - LOCATION: San Diego County (MSA). E&P Map E-8. County Seat. Tourist center. Ocean-based industry & biochemical center. High Tech & biomedical ctr. Agric. county 132 mi. S of Los Angeles. I-5, 8, 15, 163 and 805.

2 - TRANSPORTATION: Railroads-Santa Fe; San Diego & Arizona; Southern Pacific; Amtrak.
Motor Freight Carrier-42.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-American; Pacific Southwest; United; Western; Continental; Delta; Republic; Pan Am; TWA; Frontier; Ozark; America West; Northeast; USAir; Eastern; Imperial; World.

3 - POPULATION:
Corp. City 80 Cen. 875,504; E&P 86 Est. 989,096
CZ-ABC: (80) 1,470,244
RTZ-ABC: (80) 391,602
County/MSA 80 Cen. 1,861,846; E&P 86 Est. 2,191,909
City & RTZ-ABC: (80) 1,861,846
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 321,039; E&P 86 Est. 375,945
County/MSA 80 Cen. 670,094; E&P 86 Est. 823,312
CZ-ABC: (80) 532,561
RTZ-ABC: (80) 137,533
City & RTZ-ABC: (80) 670,094

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	31	N.A.
Commercial	61	N.A.

6 - PASSENGER AUTOS: County 1,167,824

7 - ELECTRIC METERS: County, Residence 831,533

8 - GAS METERS: County, Residence 570,446

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 146,000 (N.A.); Service 157,400 (N.A.); Trade 185,600 (N.A.); Mfg. 121,800 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 85-80; Fall 50-90; Winter 42-81.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area-(Downtown) Number of Stores-76 blocks on Broadway and A, B, C, E, Sts. 900 stores.
Community Shopping Centers (No. of Stores)-El Cajon Shopping 19; Clairemont Quad 40; Loma Square 22; Mission Square 31; Pacific Plaza 42; Spring Valley 44; Midtown Plaza 16; Plaza of The Four Flags 41; Balboa Mesa 27; Boulevard Mart 16; Broadway Vista Ctr. 16; Camino Town & Country 43; Flower Hill 52; Genesee Plz. 51; Glasshouse Sq. 16; La Costa Plz. 18; La Mesa Springs 26; Mission Ctr. 23; Old Poway Vlg. 34; Rancho Bernardo Town Ctr. 23; Rancho San Diego 46; San Carlos 20; Seaport Vlg. 79; Sweetwater Town & Country 40; Target Stores Plz. 35; The Vineyard 65.

Neighborhood Shopping Areas-Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cajon; Del Mar; Cardiff; Encinitas; Coronado.

Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Horton Plz.(150)	NA	Robinson, Nordstrom, Broadway, Mervyn's, Mont. Ward, May Co., Bullock's, Saks Fifth Ave.
Mission Valley(160)	4	Walker Scott, JCPenney, Mervyn's, J.J. Newberry
College Grove Center(85)	NA	Walker Scott
Clairmont Sq.(86)	7	Broadway, Buffum's, Bullock's, Mont. Ward
Grossmont Ctr.(145)	12	Broadway, JCPenney, Sears
Chula Vista(38)	10	Sears, May Co.
Parkway Plaza(112)	15	Walker Scott, J.J. Newberry
Mira Mesa Mall(75)	15	Robinson's, JCPenney, Buffum's, Nordstrom, Broadway, Neiman Marcus
Fashion Valley(160)	4	Fedco, Walker Scott
South Bay Plaza(50)	--	Walker Scott, Sears
Escondido Vlg.(151)	30	May Co., JCPenney, Broadway, Sears
Plaza Camino Real(145)	30	Broadway, Sears, Robinson's
University Towne Center(173)	12	Bullock's Wilshire, May Co.
La Jolla Village Square(79)	11	Mont. Ward, JCPenney, May Co., Mervyn's
Plaza Bonita(110)	10	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Nightly & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-Broadway 5; Walker Scott 14; Sears 6; Montgomery Ward 4; JCPenney 9; May Co. 5; Robinson's 2; Buffum's 2; Bullock's; Bullocks Wilshire; Mervyn's 6.
Discount Stores-Fedco; Gemco 8; Jetco; K mart 11; Price Club 4; Target 7.
Variety Stores-Woolworth 6; Cornet 10; Rasco 8; Newberry 4; TG&Y 14.
Chain Drug Stores-Drug King 2; Thrifty 35; Long's 16; Sav-On 25.
Chain Supermarkets-Safeway 41; Mayfair 3; Lucky (Food Basket & Gemco) 34; Alpha Beta 23; Big Bear 21; Von's 31; Jurgensen's; 7-Eleven 170; Corner Foods 3; Circle K2; U-Tot-Em 38; Laviclo's Deli-Mkt. 15; Ralph's 13; Albertson's 2.
Other Chain Stores-Harris & Frank; Anita Shops 2; National Dollar; Eastman Kodak; Standard Brand Paints 7; Lerner's 3; Thom McAn 6; Firestone 14; Goodrich; Pep Boys 6; Singer Co. 15; Glidden; Kinney Shoes 6; Goodyear 5; Zale Jewelers 9; C.H. Baker (shoes) 2; Dorman's (auto supplies) 14; Flagg Bros.; Frazee's Paints 14; Gallenkamp 3; Golden State Fabrics 6; Handyman (lawn & garden) 9; Highlander (men's) 5; J. Jessop Jewelers 8; Lane Bryant 2; Lawson Jewelers 5; Leeds (shoes) 9; Marsis (women's) 3; McMahan's Furn. 6; Saks Fifth Ave. 2; San Diego Glass & Paint 17; Schiller Jewelers 3; Streicher's Shoes 8; Universal Boot 10; Western Auto 2; Boise Cascade (lumber & supplies); Radio Shack 46; Ortho Mattress 6; Checker Auto 11; Builder's Emporium 4; Oshman's 5.

14 - NEWSPAPERS: TRIBUNE (e) 124,724; UNION (m) 243,004; (S) 391,100; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Walter Moore, Display Mgr., UNION and TRIBUNE, 350 Camino de la Reina, San Diego, CA 92108; Tel. (619) 299-3131.
National Representative: Sawyer-Ferguson-Walker.
TRANSCRIPT (m-mon to fri) 8,210; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ted Diekman, Dir. Natl. Adv., TRANSCRIPT, 2131 Third Ave., San Diego, CA 92101; Tel. (619) 232-4381.
National Representative: None.

SAN DIEGO COUNTY
See EL CAJON
See ESCONDIDO
See OCEANSIDE

SAN FRANCISCO

1 - LOCATION: San Francisco County and the City of San Francisco are co-extensive (In San Francisco PMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Fin. and insur., mining, agric., electronics and wholesale ctr.

2 - TRANSPORTATION: Railroads-Amtrak; Bay Area Rapid Transit (Subway); Southern Pacific; Santa Fe; Western Pacific; Muni Metro (light rail); Northwestern Pacific.
Motor Freight Carriers-100.
Steamship Lines-53.
Intercity Bus Lines-AC Transit; Calif-Nevada Golden Tours; Trailways; Eastshore; Falcon; Franciscal; Gateway; Golden Gate Transit; Greyhound; Northgate Transit; Suntrans; Samtrans; Muni.
Airlines-Air California; Air Canada; Alaska; America West; American; Braniff; British Airways; CAAC; CP Air; China; Condor; Continental; Delta; Eastern; Frontier Horizon; Hawaiian; Japan; LTU Intl.; Lufthansa; Mexicana; Northwest; PSA; Pacific Coast; Pan Am; Philippine; Qantas Republic; Singapore; Southwest; Sun Country; Sunworld; Trans America; TWA; United; USAir; Western; Wien; World; Air National; Airborne; Cargolux; DHL; Dynamic Air; Evergreen; Federal; Flying Tiger; IASCO; Interstate; Gold Coast; Deverian; Peninsula Air; Purolator; Orion Air; OPS; Pacific Coast; SFO Helicopter; Westair Commuter; Wings West; Rosenbalm Aviation; Salair Air; Sierra Express.

3 - POPULATION:
City/County 80 Cen. 678,974; E&P 86 Est. 733,075
CZ-ABC: (80) 757,493
Bal. in NDM-ABC: (80) 3,353,339
Total NDM-ABC: (80) 4,110,832
PMSA 80 Cen. 4,109,541; E&P 86 Est. 1,575,109
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 298,957; E&P 86 Est. 339,512
CZ-ABC: (80) 326,028
Bal. in NDM-ABC: (80) 1,274,903
Total NDM-ABC: (80) 1,600,931
PMSA 80 Cen. 612,880; E&P 86 Est. 681,252

5 - BANKS	NUMBER	DEPOSITS
Commercial	85	$32,855,558,000
Savings & Loan	32	$6,714,057,000 (All deposits 1984)

6 - PASSENGER AUTOS: County 327,582

7 - ELECTRIC METERS: Residence PMSA 1,145,617

8 - GAS METERS: Residence PMSA 1,250,698

9 - PRINCIPAL INDUSTRIES: (San Francisco/Oakland PMSA) Industry, No. Wage Earners-Constr. 104,700; Mfg. 86,800; Food Prods. 22,540; Textile Prods. & Apparel 17,300; Paper 2,100; Printing & Pub. 13,900; Chem. Prods. 9,000; Petroleum 13,200; Rubber & Plastics 4,200; Leather 620; Lumber 1,100; Furn. 4,525; Stone 7,100; Metal Fab. 30,000; Mach. 14,200; Elect. 18,400; Trans. Equip. 8,700; Instruments 5,400; Util. & Trans. 82,700; Whol. & Ret. Trade 317,300; Fin., Ins. & R.E. 116,200; Serv. 425,900; Gov't-Federal 69,100; State & Local 195,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: San Francisco- Central Business District boundaries est. 1955; bounded on the N by Van Ness Ave., Ellis St., Leavenworth, Bush, Stockton, CA, Kearny & Pacific; on the E by the Embarcadero; on the S by Howard St., and the W by 11th St., Market and Van Ness.
Principal Shopping Center-9 blocks on Market St., 1st to 9th Sts.; and a triangular area composed by Sutter, Market and Mason Streets including 15 blocks of stores and offices.

Stores Open Sundays-All major dept. stores; Regional shpg. ctrs.; most Food stores.

PMSA Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfair, San Leandro(120)	NA	Macy's, Mont. Ward
Broadway, Walnut Creek(60)	NA	Emporium-Capwell, Nordstrom, I. Magnin, Mervyn's For Kids
Contra Costa(17) Pleasant Hill	NA	Mont. Ward
Country E. Mall(55) Antioch	NA	JCPenney, Sears, Mervyn's
Eastmont(100) Oakland	NA	JCPenney, Mervyn's
El Cerrito Plz.(54) El Cerrito	NA	Emporium-Capwell
Fashion Island(130) San Mateo	NA NA	Bullock's, Mont. Ward, JCPenney
Fremont Fashion Ctr., Fremont(35)	NA	Emporium-Capwell
Fremont Hub Fremont(82)	NA	Mont. Ward., Ross, Mervyn's
Hillsdale San Mateo(160)	NA	Macy's, Sears, Nordstrom, Emporium-Capwell, Mervyn's
Hilltop, Richmond(134)	NA	JCPenney, Macy's, Emporium Capwell
Newpark Mall(110) Newark	NA	Macy's, Sears, Mervyn's
Northgate(56) San Rafael	NA	Emporium-Capwell, Sears, Mervyn's
Serramonte(141) Daly City	NA	Macy's, Mervyn's, Mont. Ward
South Shore Ctr., Alameda(60)	NA	JCPenney, Mervyn's
Southland(110) Hayward	NA	JCPenney, Sears, Emporium-Capwell
Stoneridge(120) Pleasanton		Emporium-Capwell, JCPenney, Macy's
Stonestown(66) San Francisco	NA	Emporium-Capwell,
Sun Valley Concord(160)	NA	Macy's, JCPenney, Emporium-Capwell
Tantoran San Bruno(123)	NA	JCPenney, Sears, Emporium-Capwell
West Lake Daly City(90)	NA	JCPenney
Town Ctr., Corte Madera(80)	NA	Marshalls, JCPenney
The Village at Corte Madera(90)	NA	Macy's, Nordstrom

13 - RETAIL OUTLETS: Department, Specialty & Discount Stores-PMSA-Bullock's; Emporium-Capwell 13; Gemco 7; K mart 11; Macy's 10; Mervyn's 13; Montgomery Ward 7; JCPenney 12; Sears 9; Livington's 12; Saks Fifth Avenue; I. Magnin 4; Neiman Marcus; Nordstrom's 4; Liberty House; Ross 13; Marshalls 5.

Chain Drug Stores-PMSA-Long's 34; Merrill's 9; Payless 20; Pay 'n Save 5; Thrifty 28; Walgreens 39.

Chain Supermarkets-PMSA-Safeway 91; Lucky 75; Alpha Beta 20; Cala-QFI 21; Albertson's 3; Consumer's Co-op 6; Petrini's 9; Fry's 10; Brentwood 7.

Other Retail Outlets-PMSA-Women's Clothing: Maison Mendesolle, Barra of Italy, Casual Corner, Gucci, Lane Bryant, Lanz, Lerner Shops, The Limited; Men's Clothing: Alfred Dunhill, Brooks Bros., Bullock & Jones, Cable Car Clothiers-Robert Kirk, Grodin's, Custom Shop, J. Press; Men's & Women's Clothing: Hastings', The Peddler, The Gap; Shoes: Baily, Chandler, Burt's, Florsheim, Thayer McNeil, Frank More, Gallenkamp, Kinney, Nashin, Thom McAn, Nunn-Bush, Pappagallo, Regal; Misc.: Pacific Stereo, Good Guys, Computerland, B. Dalton, Crown Books, Waldenbooks, Wing's Jewelry, Shreve's, Granat Bros., Tiffany & Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 554,611; EXAMINER (e-mon to fri) 150,017; EXAMINER & CHRONICLE (S) 711,560; (m-sat) 499,907; (e-sat) 118,628; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Ralph Hanes, Adv. Dir., San Francisco Newspaper Agency, 925 Mission St., San Francisco, CA 94103; Tel. (415) 777-5700.

National Representative: Sawyer-Ferguson-Walker.

SAN GABRIEL VALLEY

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA) E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina); 20 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Union Pacific.

Intercity Bus Lines-Southern Calif. Rapid Transit.

Airlines-Ontario International Airport, 20 mi. E. of San Gabriel Valley, has 13 major Carriers: American, Air Calif., Continental, PSA, TWA, United, Western, Alaska, Eastern, America West, Delta, Sunworld, Southwest.

3 - POPULATION:
Corp. Cities 80 Cen. 263,315; E&P 86 Est. 290,219
CZ-ABC: (80) 422,855
RTZ-ABC: (80) 249,657
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392
City & RTZ-ABC: (80) 672,512
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 94,805; E&P 86 Est. 95,858
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141
CZ-ABC: (80) 126,963
RTZ-ABC: (80) 79,277
City & RTZ-ABC: (80) 206,240

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	72	N.A.
Savings & Loan	39	N.A.

6 - PASSENGER AUTOS: County 4,329,971

7 - ELECTRIC METERS: Residence 233,000

8 - GAS METERS: Residence 232,200

9 - PRINCIPAL INDUSTRIES: Brewing; Dairy Proc.; Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prods.; Airplane Parts; Air & Space Electronics; Heating & Air Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.

Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Azuza; Baldwin Park; Covina; Glendora; La Puente.

Major Shopping Centers-Eastland; Fashion Plaza; West Covina; Foothill Center; Azuza; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte; Mayflower, Puente Hills Mall; Five Points; Ross Plaza; Puente Hill East.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13 - RETAIL OUTLETS: Department Stores-May Co.; Broadway 2; Sears 2; JCPenney 6; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's 3.

Discount Stores-Oles; Gemco; Zody's 3; K mart 3; Roberts; Ross 2; Target 2; Marshalls.

Variety Stores-Newberry; TG&Y 6.

Chain Drug Stores-Thrifty 10; Sav-On 11; Long's 4; Clarks 5; Rose 2; San Gabriel Phcy.; SupeRx.

Chain Supermarkets-Alpha Beta 20; Lucky 10; Gemco 3; Ralph's 5; Safeway 2; Albertson's 3; Hughs; Boys Mkt.; Vons 12; Stater Bros. 6.

Other Chain Stores-Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Mark C. Bloom, Kragan Auto 4, Grand Auto; Furniture: Barker Bros., Wickes, Carpet Town, Levitz, McMahan, R.B. Furniture, Plummers; Jewelry: Gaylord, Kay's, Lawson's, Le Roys; Lumber/Hdwe.: Angels, Bielecs, Builder's Emporium, National Lumber 2, Ole's Home Center, Pick's, Standard Brand Paints; Mens & Women's Apparel: Anders, Desmond's, Harris & Frank, Hartfield's, Richmond Bros.; Shoes: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds.

14 - NEWSPAPERS: TRIBUNE (m) 61,826; (S) 79,631; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Wm. Parker, Ret. Adv. Mgr., TRIBUNE, PO Box 1259, Covina, CA 91722; Tel. (818) 962-8811.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

SAN JOSE

1 - LOCATION: Santa Clara County (PMSA). E&P Map B-5. County Seat. Manufacturing, research and development, and agricultural center. SE of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific (freight only).

Intercity Bus Lines-Greyhound; Peerless.

Airlines-Air California; Alaska; Continental; PSA; United; Western; American; TWA; West Air; Wings West; Sun World; Eastern; America West; Skywest/Western Express.

3 - POPULATION:
Corp. City 80 Cen. 629,546; E&P 86 Est. 693,932
CZ-ABC: (80) 1,078,709
Bal. in NDM-ABC. (80) 216,362
County/PMSA 80 Cen. 1,295,071; E&P 86 Est. 1,413,187
Total NDM-ABC: (80) 1,295,071
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 211,935; E&P 86 Est. 242,762
County/PMSA 80 Cen. 458,519; E&P 86 Est. 523,465
CZ-ABC: (80) 378,770
Bal. in NDM-ABC: (80) 79,749
Total NDM-ABC: (80) 458,519

5 - BANKS	NUMBER	DEPOSITS
Commercial	249	N.A.
Savings & Loan	173	N.A.

6 - PASSENGER AUTOS: County 875,285

7 - ELECTRIC METERS: County 456,156

8 - GAS METERS: County 411,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 284,400 (Durable 260,000; Nondurable 24,400); Trade 158,500; Servs. 180,600; Gov't 82,000; Constr. 32,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Principal Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almaden Plaza(49)	5	Service Merchandise, Emporium-Capwell, Ross Stores
Capitol Sq.(34)	4	Walgreens, Mont. Ward
Eastridge(145)	5	Emporium-Capwell, Macy's, JCPenney, Sears
Oakridge Mall(115)	6	Macy's, Mont. Ward, Nordstrom
Princeton Plz.(50)	6	Mervyn's
Prune Yard(75)	5	All Specialty
San Antonio(66)	NA	JCPenney, Sears, Mervyn's
Stanford(124)	NA	Emporium-Capwell, Macy's, Sak's Fifth Avenue, Nordstrom, Neiman-Marcus
Stevens Creek Plz.(13)	4	I. Magnin, Emporium-Capwell
Sunnyvale Town Center(109)	NA	Mont. Ward, Macy's
Town & Country Village(111)	4	All Specialty
Vallco Fashion Park(132)	24	JCPenney, Sears, Emporium-Capwell
Valley Fair	4	Macy's
Westgate(62)	7	JCPenney, Mont. Ward, Ross Stores, Boston Stores

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Boston; Ross; Neiman-Marcus; Montgomery Ward; Macy's; Emporium-Capwell; Nordstrom; Sears; Mervyn's; Catalog Sales: Best Products, Service Merchandise Co.

Discount Stores-Gemco; K mart.

Variety Stores-Jolly 5-10; TG&Y; Woolworth.

Chain Drug Stores-Payless 7; Thrifty 15; Walgreens 10; Sav-On 7; Bill's 2; Longs 15.

Chain Supermarkets-Safeway 28; Lucky 25; Fry's 10; Dick's 3; PW 6; 7-Eleven 105; Food Fair 4; Albertson's 4; Food Villa 7; Brentwood 2; Nob Hill 10; Alpha Beta 25.

Other Chain Stores-Auto: Firestone, Grand Auto, Kragen Auto; Ice Cream: Bresiers 33 Flavors, Farrells, See's, Baskin-Robbins, Swenson's, Dairy Belle, Foster Freeze, Shaw's; Jewelers: Gensler-Lee, Zale's, Shreve & Co., Proctor's, Crescent Jewelers, Granat Bros.; Paints: Fuller, Pittsburgh, Sherwin-Williams, Monwear, Kelly-Moore, Glidden, Standard Brands; Shoes: Thom McAn, Thayer McNeil, Gallenkamps, Kinney's, Leed's, C.H. Baker, Becks Red Wing, Stride Rite, Buster Brown, Florsheim; Mens Wear: Grodin's, Smith's, Shirt Works, Richman's; Clothing: Marshall's, Hastings, Lerner Shops, House of Nine, Saks Fifth Avenue, I. Magnin, Livingston's, Frederick's of Hollywood, Lane Bryant, Foxmoor Casuals; Misc.: Sherman Clay (music), Breuner's, Levitz, Ortho Mattress, S. Christian of Copenhagen, House of Fabrics, Singer Co.

14 - NEWSPAPERS: MERCURY-NEWS (all day-mon to fri) 262,922; (m-sat) 247,672; (S) 310,685; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Robert C. Williamson, Display Adv. Dir. or Tom Hausler, Natl. Adv. Sales Mgr., MERCURY-NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 920-5000.

National Representative: Knight-Ridder Newspaper Sales.

SAN LUIS OBISPO

1 - LOCATION: San Luis Obispo County, E&P Map C-6, County Seat. Located halfway between Los Angeles & San Francisco, 8 mi. from Pacific Ocean. R.R. division point. On U.S. Hwy. 101 & State Hwy. 1. Trading ctr. for agric. area.

2 - TRANSPORTATION: Railroads-Southern Pacific.

Intercity Bus Lines-Greyhound.

Motor Freight Carriers-2.

Airlines-West Aire; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 34,252; E&P 86 Est. 39,142
CZ-ABC: (80) 34,252
RTZ-ABC: (80) 121,183
County 80 Cen. 155,345; E&P 86 Est. 193,595
City & RTZ-ABC: (80) 155,435

4 - HOUSEHOLDS:
City 80 Cen. 13,670; E&P 86 Est. 15,220
County 80 Cen. 58,171; E&P 86 Est. 76,429
CZ-ABC: (80) 13,670
RTZ-ABC: (80) 44,534
City & RTZ-ABC: (80) 58,204

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	$265,000,000
Savings & Loan	10	$245,000,000

6 - PASSENGER AUTOS: County 102,579

7 - ELECTRIC METERS: Residence 52,400

8 - GAS METERS: Residence, Active 39,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry, Fishing 2,800; Constr. 3,000; Mfg. 2,500; Gov't 13,450; Colleges 2,100; Trans., Commun., Util. 3,000; Trade 12,550; Serv. 9,800; Fin., R.E., Ins. 1,750.

Principal Industrial Pay Days-R.R., 10th, 25th; Hwy. Dept. & Oil, 1st.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3; last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Retail trade area San Luis Obispo County & environs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Sq.(11)	NA	Williams Bros. Mkt., Rileys, McMahan Furn.
Foothill Plz.(15)	1	Thrifty Drug, Lucky
Madonna Plz.(35)	1	Sears, Lucky, Thrifty Drug, Radio Shack, Mervyn's
Santa Maria Town Ctr.(87)	NA	Sears, Thom McAn, Radio Shack, Gottschalks
Santa Maria Shpg. Ctr.(27)	NA	JCPenney, Pic 'N Save, Cornet
Broadway Plz.(6)	NA	Mont. Ward
Pepper Tree Plz.	NA	Grand Auto
Stowell Ctr.(50)	NA	McMahan's Furn.
Atascadero	NA	Sprouse-Reitz, Rasco's
Paso Robles	NA	Sears (catalog), Coast-to-Coast
Morro Plz.(14)	NA	Williams Bros., Western Auto, Mont. Ward
Arroyo Grande	NA	Rasco, Lucky Mkt., Thrifty Drug, Payless Drug
Five Cities(19)	NA	Sears, Safeway
Los Osos	NA	Williams Bros., Thrifty Drug

Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Thur.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Rileys; JCPenney; Mervyn's; Montgomery Ward; Gottschalks.

Variety Stores-Coast-to-Coast; Cook's, F.S. Rasco; TG&Y; Sprouse-Reitz; Cornet.

Discount Stores-Beno's; Pic 'N Save; Carpeteria.

Chain Drug Stores-Rexall; Thrifty 2; ADX; Payless; Longs.

Chain Supermarkets-Safeway 5; Williams Bros. 7; Lucky Mkts. 4; Iff 10.

Other Chain Stores-Firestone; Frazee Paints; Singer Co.; McMahan; Fuller Paint & Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Ardan; Pacific Stereo; Radio Shack.

14 - NEWSPAPERS: TELEGRAM-TRIBUNE (s-mon to fri; m-sat) 26,165; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Cliff Skill, Adv. Dir., TELEGRAM-TRIBUNE, 1321 Johnson Ave.; PO Box 112, San Luis Obispo, CA 93406; Tel. (805) 543-1901.
National Representative: Papert Companies.

SAN MATEO

1 - LOCATION: San Mateo County, (In San Francisco PMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-60.
Intercity Bus Lines-Pacific Greyhound; Sam Trans.
Airlines-Served by San Francisco Airport (7 mi. N).

3 - POPULATION:
Corp. City 80 Cen. 77,640; E&P 86 Est. 77,444
CZ-ABC: (80) 182,035
RTZ-ABC: (80) 358,760
County 80 Cen. 588,164; E&P 86 Est. 615,197
PMSA 80 Cen. 1,490,090; E&P 86 Est. 1,575,109
City & RTZ-ABC: (80) 540,795
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,855; E&P 86 Est. 34,741
County 80 Cen. 225,479; E&P 86 Est. 246,928
PMSA 80 Cen. 659,477; E&P 86 Est. 681,252
CZ-ABC: (80) 74,726
RTZ-ABC: (80) 135,280
City & RTZ-ABC: (80) 210,006

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$3,201,763,000
Savings & Loan	27	$3,187,184,000

6 - PASSENGER AUTOS: County 432,811

7 - ELECTRIC METERS: Residence 33,597

8 - GAS METERS: Residence 28,707

9 - PRINCIPAL INDUSTRIES: Industry-Flower Growing & Shipping; Printing; Feed; Precision Instruments; Trans. - Airlines; Tourism; Lumber & Lumber Prods.; Mfg. Plants; Furn.; Chem. & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Corporate Offices; Hotels-Motels; Sales Offices & Warehousing (distr. ctrs.); Light Ind.; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prods.; Drugs; Paint; Wine; Clothing; Food; Util. & Sanitary Servs.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75. First killing frost, Dec. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Ctr., El Camino to Edison St.; 33rd to 36th Ave.; Concar Ctr., 19th & Delaware; Borel Sq., 19th & El Camino; Fashion Island Ctr., Mariners Island Blvd. & Hwy. 92.
Neighborhood Shopping Centers-25th Ave. & El Camino Real; Hillsdale & El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurel-Wood Center; Hillsdale Blvd. & Highway 92.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri., Some open 6 nights & Sundays.

13 - RETAIL OUTLETS: Department Stores-Levy Bros.; Sears; JCPenney; Macy's; Emporium; Montgomery Ward; Consumers Dist.; Bullocks; Liberty House; Mervyn's; Nordstrum's.
Discount Stores-Cost Plus; PayLess; K mart.
Variety Stores-Newberry; Woolworth; Sprouse-Reitz; Ben Franklin.
Chain Drug Stores-Walgreens; Thrifty; Drug King; Long's; PayLess; Bill's.
Chain Supermarkets-Safeway 15; Lucky 6; Alpha Beta 2; OFI 5; Petrinis 4; Albertson's.
Other Chain Stores-Clothing: Roos-Atkins, Hastings, Schneider's; Women's Apparel: Joseph Magnin, Stuart's, Dixon's, Ann Lee, House of 9, Reed's Millinery, I. Magnin, Livingston's, Casual Corner; Auto Supplies: Macy's, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Store, Scherba Auto, JCPenney, U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNeil, C.H. Baker, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Others: Frank Newman, Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zale's, Kay Jewelers, Ellingson's, Darcy's, House of Fabrics, Granat Bros., Breuner's Furn., Sloan's Handyman, R&B Furn., Brooks Cameras, Grodins, Rochester Big & Tall.

14 - NEWSPAPERS: TIMES & NEWS LEADER (e) 44,287; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Harold Badgett, Gen. Adv. Mgr., TIMES & NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4437.
National Representatives: Papert Companies; Long & Associates.

SAN PEDRO

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA), E&P Map D-8. 25 mi. S of Los Angeles, on Pacific Ocean. San Pedro Harbor is one of the world's largest man-made harbors; also known as Los Angeles Harbor.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Union Pacific; Harbor Beltline.
Motor Freight-176 (cargos for ships).
Steamship Lines-53 Passenger; 121 Freight. (All Major Lines).
Intercity Bus Lines-Rapid Transit.
Airlines-Served by Los Angeles International, Long Beach and Torrance Municipal Airports. 78 major airlines.

3 - POPULATION:
Corp. City 80 Cen. 62,108; E&P 86 Est. 70,161
CZ-ABC: (80) 64,311
RTZ-ABC: (80) 30,806
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392
City & RTZ-ABC: (80) 95,117
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,785; E&P 86 Est. 25,785
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141
CZ-ABC: (80) 24,425
RTZ-ABC: (80) 9,613
City & RTZ-ABC: (80) 34,038

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	34	$487,886,111
Savings & Loan	24	$390,308,889

6 - PASSENGER AUTOS: County 4,329,971

7 - ELECTRIC METERS: Residence 49,300

8 - GAS METERS: Residence 46,500

9 - PRINCIPAL INDUSTRIES: Shipping & Allied Businesses; Whol. Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Kelp Prods.; Rock Prods.; Can Factories; Computer Science; Recreation and Tourism. Est. Employment 69,451. Est. Wkly. Wage $477.
Principal Pay Days-Fri. and 1st of the month.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-62; Smog free.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.
Neighborhood Shopping Centers-8th & Weymouth Corners; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shpg. Ctr.; Pacific View Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weymouth Corner	2	Pirozzi's
1st & Bandini	2	McCowans
South Shores	3	Lucky Market
Harbor Hts.	3	Sears Surplus, Ole's
Park Plaza	3	Newberry, Von's, Sav-On, Wherehouse
Harbor Village(32)	NA	
Ports 'O Call Village(75)	1	
Western Plaza	3	
Westmont Plaza	3	Lucky Market
Garden Vlg.	4	Thrifty Drugs
Harbor Cove Ctr.(15)	NA	
Tarragona Plaza	3	Ralph's
Pacific View	2	Von's
Palos Verdes Plz.(20)	NA	

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Newberry 2.
Chain Supermarkets-Safeway; Pacific Central; McCowan's 3; Von's 2; Lucky 3; Ralph's; 7-Eleven 3; Smart & Final Iris 2; Top Value.
Other Chain Stores-Western Auto; Goodyear; Firestone; Singer Co.; Supreme Paints; Chief Auto; Trak Auto; Thrifty Drugs 2; Sav-On.

14 - NEWSPAPERS: NEWS-PILOT (e) 15,350; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Brian Hicks, Adv. Mgr., NEWS-PILOT, 362 Seventh St.; PO Box 191, San Pedro, CA 90733; Tel. (213) 832-0221.
National Representative: Sawyer-Ferguson-Walker.

SAN RAFAEL

See MARIN COUNTY

SANTA ANA

See ORANGE COUNTY

SANTA BARBARA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7, County Seat. Residential; educational; design & research; medical center; resort. NW Southern CA; 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Francisco. Univ. of California (Santa Barbara campus-17,520 students).

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-United; American; Pacific Coast; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 74,542; E&P 86 Est. 81,248
CZ-ABC: (80) 166,909
RTZ-ABC: (80) 131,785
County/MSA 80 Cen. 298,660; E&P 86 Est. 337,205
City & RTZ-ABC: (80) 298,694
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,578; E&P 86 Est. 36,840
County/MSA 80 Cen. 109,343; E&P 86 Est. 128,701
CZ-ABC: (80) 65,097
RTZ-ABC: (80) 44,218
City & RTZ-ABC: (80) 109,315

5 - BANKS	NUMBER	DEPOSITS
Commercial (MSA)	77	$1,760,000,000
(Corp. City)	35	$741,000,000
Sav. & Loan (MSA)	55	$2,110,000,000
(Corp. City)	27	$850,000,000

6 - PASSENGER AUTOS: County 203,514

7 - ELECTRIC METERS: 39,850

8 - GAS METERS: 28,600

9 - PRINCIPAL INDUSTRIES: (Metro-County) Industry, No. of Wage Earners-Agric. 7,900; Mining 1,400; Constr. 4,500; Mfg. 19,800; Trans., Commun. and Util. 5,400; Whol. and Ret. Trade 31,000; Fin., Ins. and R.E. 2,950; Servs. 35,800; Gov't 21,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on State St. and La Cumbre Plaza.
Neighborhood Shopping Centers-6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area; 5 Points, north edge of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta Ctr.	NA	Alpha Beta
Calle Real(58)	NA	Lucky's, Food King, Long's Drugs
Cliff Drive(19)	NA	Lucky's Food King
Fairview	NA	Safeway, Thrifty
Five Pts.(27)	NA	Thrifty Drug, Kinney's, Big 5 Sporting Goods, Lucky's, Food King
Coast Village	NA	Von's
La Cumbre Pl.(64)	NA	Von's, Sears, Robinson's
Loreta Plaza(25)	NA	Albertson's
Magnolia(30)	NA	Lucky's, Food King
Milpas(7)	NA	Lucky's, Food King
Mission-Creek(23)	NA	Alpha Beta
Montecito Vlg.(50)	NA	Montecito Grocery
Montecito Vlg. South(14)	NA	Tweeds & Weeds
Plaza del Sol	NA	Pierre La Fond
Turnpike(13)	NA	Von's, Sav-On Drugs
University Vlg.	NA	Thrifty, Lucky's, Food King

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Akron; JCPenney; Robinson's; Sears; I. Magnin; K mart.
Variety Stores-Cornet; Newberry; TG&Y 4; Woolworth.
Chain Drug Stores-Rexall 8; Sav-On; Thrifty 5; Long's 2.
Chain Supermarkets-Alpha Beta; Lucky's 7; Safeway 3; Santa Cruz 2; Albertson's; Von's 3.
Other Chain Stores-Clothing: Miller's Outpost, Korb's, Harris & Frank, Lemers, I. Magnin, Silverwood's; Jewelry: Gensler-Lee, Zale's, B.D. Howes, Slavicks; Shoes: Florsheim, Thayer McNeil, Jarman, Kinney, Leeds, Mandel's, Thom McAn; Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Western Auto.

14 - NEWSPAPERS: NEWS-PRESS (e) 50,889; (S) 57,649; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter G. Kezios, Sales Mktg. Dir., NEWS-PRESS, De La Guerra Plaza; Drawer NN, Santa Barbara, CA 93102; Tel. (805) 966-3911.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANTA CRUZ

1 - LOCATION: Santa Cruz County (PMSA). E&P Map B-5, County Seat. Hi-tech, electronics, residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco, 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Peerless; Western Greyhound; California Tours; Santa Cruz Metro.

3 - POPULATION:
Corp. City 80 Cen. 41,483; E&P 86 Est. 44,120
CZ-ABC: (80) 77,815
RTZ-ABC: (80) 62,229
County/PMSA 80 Cen. 188,141; E&P 86 Est. 215,810
City & RTZ-ABC: (80) 140,444
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,617; E&P 86 Est. 17,534
County/PMSA 80 Cen. 71,793; E&P 86 Est. 85,643
CZ-ABC: (80) 32,401
RTZ-ABC: (80) 23,422
City & RTZ-ABC: (80) 55,823

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,214,747,000
Savings & Loan	14	$949,643,000

6 - PASSENGER AUTOS: County 126,142

7 - ELECTRIC METERS: County 87,483

8 - GAS METERS: County 61,003

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm, Food 5,800 ($395); Lumber 420 ($450); Mfg. 12,200 ($400); Electronics 7,000 ($525); Constr. 3,000 ($485); Mining 100 ($425); Food Proc. 1,500 ($325).
Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 22; last killing frost, Feb. 23.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Pacific Garden Mall, 1 on Locust, 1 on Cathcart, 1 on Walnut, 6 on Front; Regional Shopping Center: Capitola Mall-Kings Plaza-41st Ave.
Neighborhood Shopping Centers-Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Seabright; Opal Cliffs; El Rancho, 38th Ave. & Portola; Rancho Del Mar, Aptos; Kings Village; Scotts Village; Scotts Valley Junction; Scotts Valley; Felton Faire; Deerpark Center, Aptos; Soquel.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Garden Mall	NA	Leask's, Ford's
Opal Cliffs(12)	3	Opal Cliffs, Food Ctr.
East Santa Cruz(30)	1	Eberts
King's Plaza(24)	5	Alpha Beta, Thrifty
Rancho Del Mar(50)	8	Safeway, Leask's
King's Village(48)	6	MacDonald's Foods
East Cliff Village(13)	2	DeLuxe Foods, Crown Drug
San Lorenzo Park Plaza(6)	NA	Albertson's, Long's Drug

Capitola Mall(47)	5	Sears, Mervyn's
Scotts Vlg.(21)	6	Long's, Safeway
Scotts Valley Junction(15)	8	Zonatto's
Soquel Ave.(5)	NA	Thrifty Drug, Alpha Beta
Felton Fair(11)	6	Safeway, Thrifty
Deer Park Center	8	DeLuxe Foods
Almar(9)	NA	Safeway, TG&Y
Soquel(26)	5	K mart, Safeway
Scotts Valley Sq.(8)	6	K mart, 7-Eleven

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Leask's; Sears; Ebert's; Mervyn's; Ford's.
Variety Stores-Woolworth; Ben Franklin; Palm; Sprouse-Reitz; TG&Y.
Discount Stores-Super Auto; Consumers Distributing; Kragen's; Liquor Barn; K mart.
Chain Drug Stores-Horsnyder Rexall; Palm Rexall; Long's 3; Thrifty 3; Village Rexall; Crown Rexall.
Chain Supermarkets-Safeway 6; Red & White 4; Lucky; Albertson's 2; Alpha Beta 2; Nob Hill.
Other Chain Stores-MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Montgomery Ward; Firestone; Goodyear 3; McMahon's Furn.; Coast-to-Coast; B. Dalton, Bookseller; Foxmoor; Hickory Farms; House of Fabrics; Kinney Shoes; Keepsake Diamonds; Radio Shack 3; Thom McAn; Zale's Jewelers; Color Tile; Musicland; Pacific Stereo; Record Factory; JCPenney (catalog); Kragen's 3; Gallenkamp's; Orchard Supply Hardware; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 28,171; (S) 31,599; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Norman L. Powell, Dir. Mktg./Sales, SENTINEL, 207 Church St., Santa Cruz, CA 95060; Tel. (408) 423-4242.
National Representative: Branham/Newspaper Sales.

SANTA MARIA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Mfg., agric. & military NASA Space Ctr.; in NW part of Santa Barbara Co., 271 mi. S of San Francisco.

2 - TRANSPORTATION: Railroads-Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.
Motor Freight Carriers-7.
Intercity Bus Lines-Pacific Greyhound.
Airlines-Western Express; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 39,685; E&P 86 Est. 46,160
CZ-ABC: (80) 61,134
RTZ-ABC: (80) 94,998
County/MSA 80 Cen. 298,660; E&P 86 Est. 337,205
City & RTZ-ABC: (80) 156,132
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,040; E&P 86 Est. 17,368
County/MSA 80 Cen. 109,343; E&P 86 Est. 128,701
CZ-ABC: (80) 20,787
RTZ-ABC: (80) 33,348
City & RTZ-ABC: (80) 54,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 203,514

7 - ELECTRIC METERS: Residence 36,909

8 - GAS METERS: Residence 15,558

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar 330 ($195); Oil 550 ($300); Food Proc. 2,205 (N.A.); Prod. Mfg. 725 ($220); Defense Installation 14,000 ($380); Cable Mfg. 200 ($300); Elect. Sub Station & Components 150 ($300).
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26; last killing frost, Jan. 16

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 3 on Blosser; 3 in Oak Knolls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Santa Maria(29)	NA	Lucky Mkt., JCPenney, Thrifty
Williams Ctr.(2)	NA	Williams Bros. Mkt., Parson's Drug
Broadway Pl.(2)	NA	Sav-On, Mont. Ward
Oak Knolls(14)	NA	Safeway, Coronet
Blosser Strip(3)	NA	Riviera, Wellenkamp Furn.
Handyman Ctr.(2)	NA	Handyman, Williams Bros. Mkt.
K mart(2)	NA	K mart
Santa Maria Town Ctr. Mall(87)	NA	Gottschalk's, Sears
Stowell Ctr.(50)	NA	McMahan's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-JCPenney; Montgomery Ward; K mart; Sears; Sav-On Drugs; Long's Drugs; Handyman (5 nights); Downtown Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bryant & Trott; Scott's Fashions; Montgomery Ward; K mart; Alpha Beta; Gottschalk's.
Variety Stores-Gemco.
Chain Drug Stores-Rexall 2; Thrifty 2; Parsons; Sav-On; Long's.
Chain Supermarkets-Safeway; Williams Bros. 4; Lucky 3.
Other Chain Stores-Firestone; Goodyear; McMahan Furn.; Gallenkamps; Singer Co.; Goodrich; Thom McAn; Kinney Shoes; Buster Brown; Foxmoor; Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Radio Shack; Creative Stereo; Casual Corner; Jean Nicoles; Musicland; William Pitt; Bobbie West; Village East; Zale's; Tiffin Jewelers; Ringmaker's; B. Dalton; Handyman; Payless Shoes; Brooks Fashion; Miller's Outpost.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,318; (S) 20,598; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Anthony, Adv. Mgr., TIMES, 3200 Skyway Dr., Santa Maria, CA 93454; Tel. (805) 925-2691.
National Representatives: Scripps League Newspapers; Papert Companies.

SANTA MONICA

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). On Santa Monica Bay, 17 mi. from Los Angeles. Terminus of Santa Monica Freeway & Pacific Coast Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-300.
Intercity Bus Lines-Santa Monica Municipal; So. Cal. Rapid Transit District; Greyhound.
Airlines-United; American; TWA; Pan Am; Continental; Bonanza; Western.

3 - POPULATION:
Corp. City 80 Cen. 88,314; E&P 86 Est. 91,645
CZ-ABC: (80) 88,314
Bal. in NDM-ABC: (80) 409,447
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392
Total NDM-ABC: (80) 497,761
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,912; E&P 86 Est. 48,242
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141
CZ-ABC: (80) 43,912
Bal. in NDM-ABC: (80) 180,658
Total NDM-ABC: (80) 224,570

5 - BANKS	NUMBER	DEPOSITS
Commercial	55	N.A.
Savings & Loan	61	N.A.

6 - PASSENGER AUTOS: County 4,329,971

7 - ELECTRIC METERS: Residence 38,675

8 - GAS METERS: Residence 34,119

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 30,400; Serv. 34,400; Gov't 29,500; Others 21,000; Trade (whol. & ret.) 26,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 60-68; Winter 49-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Santa Monica Place 1 blk., 3 levels.
Neighborhood Shopping Centers-14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
14th & Wilshire	1	Von's
Lincoln & Ocean Pk.	2	Luckys
Rancho Park	4	May Co.
Century Sq.(80)	7	J. Magnin Jr., Gelsons Mkt., Bullock's
Fox Hills(135)	6	Broadway, May Co., JCPenney
Marina(42)	4	Boys, Safeway, Von's
Brentwood(34)	2	Book Nook
Westland(12)	4	May Co., Von's, Drug King
Santa Monica(163)		Broadway, Robinson
Culver Ctr.(7)	5	JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Every night; Food-Most stores open every night.
Stores Open Sundays-Food, Sears, JCPenney, Broadway, May Co.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Henshey's; Campbells; May Co.; Broadway; Bullocks; Robinsons.
Variety Stores-Woolworth; Newberry's 2; Mall Mart.
Chain Drug Stores-Drug King 4; Thrifty 2; Sav-On Drugs 5; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.
Chain Supermarkets-Alpha Beta 2; Boys Mkt. 3; Albertson's; Food King 2; Hughes 5; Lucky's 4; Market Basket 4; Ralphs 3; Royal; Safeway 10; Thriftimart 3; Von's 3; Westward Ho 3; V&S 2; Grocery Warehouse 1.
Other Chain Stores-Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4.

14 - NEWSPAPERS: EVENING OUTLOOK (e) 27,780; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Marsee, Display Adv. Mgr., EVENING OUTLOOK, 1320 Colorado Ave.; Box 590, Santa Monica, CA 90404; Tel. (213) 829-6811.
National Representative: Sawyer-Ferguson-Walker.

SANTA PAULA

1 - LOCATION: Ventura County. (In Oxnard-Ventura PMSA). E&P Map D-7. Residential and agricultural center. 85 mi. N of Los Angeles; 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacific Freight Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Santa Paula Airport provides charter service. Scheduled commercial service at Oxnard, 17 miles.

3 - POPULATION:
Corp. City 80 Cen. 20,552; E&P 86 Est. 22,049
County/PMSA 80 Cen. 529,899; E&P 86 Est. 606,636
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,849; E&P 86 Est. 7,570
County/PMSA 80 Cen. 173,254; E&P 86 Est. 207,370

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$68,000,000
Savings & Loan	2	$62,000,000

6 - PASSENGER AUTOS: County 341,065

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 6,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 6,420 ($168); Oil Drilling, Pumping and Proc. 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Proc.; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta No. 204(12)	NA	Alpha Beta, Coronet
Santa Paula	NA	Thrifty Drug, Beno's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers, every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Santa Paula.
Variety Stores-Coronet; Gilbert's; Beno s.
Chain Drug Stores-Thrifty; Cauch's 3.
Chain Supermarkets-Alpha Beta; Safeway; Stop 'N Shop.
Other Chain Stores-Mode O'Day; Chief Auto; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 2,210; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Don Johnson, Pub., CHRONICLE, 116 N. 10th St., Santa Paula, CA 93060; Tel. (805) 525-5555.
National Representative: None.

SANTA ROSA

1 - LOCATION: Sonoma County. (In Santa Rosa-Petaluma PMSA). E&P Map B-4. County Seat. Agriculture, poultry, dairy center. Manufacturing, food processing and distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State Hwys.

2 - TRANSPORTATION: Railroads-Northwestern Pacific; Petaluma-Santa Rosa R.R.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Golden Gate.
Airlines-West Air Commuter.

3 - POPULATION:
Corp. City 80 Cen. 83,205; E&P 86 Est. 92,761
CZ-ABC: (80) 128,408
RTZ-ABC: (80) 294,077
County/MSA 80 Cen. 299,827; E&P 86 Est. 344,846
City & RTZ-ABC: (80) 422,485

4 - HOUSEHOLDS:
City 80 Cen. 33,800; E&P 86 Est. 37,790
County/MSA 80 Cen. 114,523; E&P 86 Est. 137,760
CZ-ABC: (80) 50,931
RTZ-ABC: (80) 111,255
City & RTZ-ABC: (80) 162,186

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$885,770,000

6 - PASSENGER AUTOS: County 193,036

7 - ELECTRIC METERS: County Residence 245,239 (gas and electicity combined)

8 - GAS METERS: County Residence 245,239 (gas and electricity combined)

9 - PRINCIPAL INDUSTRIES: County-Mining 700; Constr. 7,100; Mfg.: Durable 12,200, Non-Durable 5,800; Trans. & Util. 5,500; Trade: Ret. 26,300, Whol. 5,400; Fin., Ins., R.E. 8,200; Servs. 26,000; Gov't 22,300; Agric. 4,000.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.
Neighborhood Shopping Centers-Large centers, about 62 stores: Montgomery Village; Montgomery Drive and Farmers Lane, 80 Stores: Town & Country, 15 stores at end of McDonald Ave.; Roseland; about 10 stores on Sebastopol Road; Flamingo Plaza, about 8 stores; Farmers Lane at Fourth; Mayette, Yulupa and Mayetta, about 15 stores; Larkfield, on Highway 101-N., about 10 stores; St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Alpha Beta Plaza, Farmers Lane at Bennett Valley Rd., 23 stores; Annadel Shopping Center, Yulupa Ave., 6 stores; Southside Center, 2685 Santa Rosa Ave., 6 stores; Willow Sq., Range & Guerneville Hwys., about 13 stores; Value Ctr., Stony Point & Sebastopol Rd., 10 stores.
Regional Shopping Centers-Coddingtown, Hwy. 101 at Steele Lane, enclosed mall, 89 tenants; Santa Rosa Plaza, downtown, enclosed mall, 105 tenants.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores. Food about 50% open every night.
Open Sunday-Discount, dept. and most food stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Rosenbergs; White House; JCPenney; The Emporium; Mervyn's; Macy's 2.
Discount Stores-K mart; Ross; Marshalls; Home Club.
Variety Stores-Sprouse-Reitz; TG&Y.
Chain Drug Stores-Thrifty 3; Long's 2; Bill's 7; Payless.
Chain Supermarkets-Safeway 5; Lucky 2; Albertson's 3; A&B 3; Alpha Beta 2; Farmer's Market; Petrini; Raley's 2; Food 4 Less.
Other Chain Stores-General Tire; Goodrich; Singer Co.; Smith's Shoes 3; Kinney Shoes; Leeds Shoes; McPhail Appliances; Sherwin-Williams;

Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Hickory Farms; Breuners Home Furnishings; Furnishing 2000; New York Fabrics; Standard Brand Paint; Zale's; Grodins; Miller's Outspost; Lerner's; Waldenbooks; Thom McAn; Gallenkamps; House of Almonds; Whitehall Jewelers; Radio Shack 7; McMahon Furn.

14 - NEWSPAPERS: PRESS-DEMOCRAT (m) 76,828; (S) 86,025; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Judy Bello, Natl. Adv. Mgr., PRESS-DEMOCRAT, 427 Mendocino Ave., Santa Rosa, CA 95402; Tel. (707) 546-2020.
National Representative: Sawyer-Ferguson-Walker.

SIMI VALLEY

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. 30 mi. from Los Angeles, 10 mi. from San Fernando Valley.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight only).
Motor Freight Carriers-11; 1 local.
Bus Lines-Local system with a connection to Los Angeles; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 77,500; E&P 86 Est. 86,456
County/PMSA 80 Cen. 529,899; E&P 86 Est. 606,636
CZ-ABC: (80) 77,500
RTZ-ABC: (80) 12,605
City & RTZ-ABC: (80) 90,105
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,036; E&P 86 Est. 24,959
County/PMSA 80 Cen. 173,254; E&P 86 Est. 207,370
CZ-ABC: (80) 22,036
RTZ-ABC: (80) 3,856
City & RTZ-ABC: (80) 25,892

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$489,922,000
Savings & Loan	8	$225,753,000

6 - PASSENGER AUTOS: County 341,065

7 - ELECTRIC METERS: Residence 27,348

8 - GAS METERS: Residence 25,715

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 10,282; Trans. 1,254; Commun., Public Util. 1,226; Constr. 2,680; Ret. Trade 6,035; Health. Servs. 1,999; Educational Servs. 2,735.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-No. of stores, Location-Mountain Gate Plz. 34, Los Angeles Ave.; Mervyn's Center 23; Cochran & Sycamore; Cedar Plaza 12, Los Angeles Ave.; Alpine Village 27, Tapo, between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Yosemite; Ralphs Center 13, Los Angeles Ave. & Sycamore; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore; Sycamore Plaza 63, Cochran & Sycamore; Griffin Center 20, Cochran & Tapo Canyon; Sinaloa Plaza 21, Los Angeles & Sinaloa; Stonegate Plaza 17, Los Angeles & Yosemite; K mart Center 8, Los Angeles & Madera.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mountain Gate Plz.(50)	3	Builders Emporium Thriftymart, Big 5
Tapo(29)	2	Von's, Pic & Save, Sears Surplus
Mervyn's(23)	2	Mervyn's, Sav-On, Target
Gemco(3)	2	Gemco
Oaks	10	Broadway, Robinsons, JCPenney, May Co., Bullocks
Janss Mall	10	Sears, Von's
Sycamore Plaza(63)	NA	Miller's Outpost, Albertson
Griffin Plaza(20)	1	Lucky, Long's Drug

Principal Shopping Days-Wed., Thur., Fri., Sun.
Stores Open Evenings-Shpg. Ctrs. every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Mervyn's.
Variety Stores-K mart; Gemco; Target.
Chain Drug Stores-Sav-On; Thrifty; Long's.
Chain Food Stores-Ralph's; Safeway; Alpha Beta; Von's; Lucky; Albertson; Hughes.
Other Chain Stores-Firestone; Mark C. Bloome; Builder's Emporium; Lumber City; Pep Boys; Trak Auto; Kragen; Chief Auto Parts; Big 5; Goodyear.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 16,455; (S) 16,940; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard L. Penrod, Adv. Dir., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211.
National Representative: Papert Companies.

SONORA

1 - LOCATION: Tuolumne County. E&P Map C-4, County Seat. 40 mi. N of Yosemite; 120 mi. E of San Francisco; on State Hwys. 108, 120 & 149.

2 - TRANSPORTATION: Railroads-Sierra.
Intercity Bus Lines-Greyhound.
Airlines-Nu-West; Alexander-Sierra.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 3,239; E&P 86 Est. 3,301
County 80 Cen. 33,920; E&P 86 Est. 41,432

4 - HOUSEHOLDS:
City 80 Cen. 1,292; E&P 86 Est. 1,045
County 80 Cen. 12,668; E&P 86 Est. 16,510

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$170,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 22,860

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,000 ($350); Trade 530 ($250); Gov't ($280); Mining 209 ($220); Service 329 ($240); Util. 150 ($200).
Principal Industrial Pay Days-5th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Washington and Stewart Sts.
Neighborhood Shopping Centers-Mono Hwy. E of Sonora; Stockton Rd. W of Sonora; Groveland; Jamestown; Columbia; Tuolumne; Pinecrest; Willow Springs; Twain Harte.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foster Bros.(9)		Savemart Mkt., Bertelli Drugs
Hales & Symons(4)		Sears, Safeway, Kragen
Junction(35)	2	K mart, Long's, Lucky, JCPenney
Plaza(19)		Thrifty Drug, Save Mart, Payless

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Some stores Fri.; Food every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Mark Twain; General Store.
Variety Stores-Sprouse-Reitz.
Discount Stores-Payless; Long's; K mart.
Chain Drug Stores-Thrifty; Bertelli's; Bob's.
Chain Supermarkets-Savemart 2; Safeway; Super Save; EZ Mart 2; Lucky.
Other Chain Stores-Foster Freeze; Red & White 3; Goodyear; 7-Eleven.

14 - NEWSPAPERS: UNION DEMOCRAT (e-mon to fri) 10,058; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel. (209) 532-7151.
National Representative: None.

SOUTH BAY

See TORRANCE

SOUTH LAKE TAHOE

1 - LOCATION: El Dorado County. (In Sacramento MSA). E&P Map C-4, Lake Tahoe on Hwy. 50; 110 mi. from Sacramento at NV-CA Stateline.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Graylines; L. T. R. Stage Lines; S.T.A.G.E. (City Bus Line).
Airlines-Air Cal; Pacific Express.
Motor Freight Carriers-Delta Lines; Mayflower; South Tahoe Moving and Storage (Bekins).

3 - POPULATION:
Corp. City 80 Cen. 20,681; E&P 86 Est. 24,066
County 80 Cen. 85,812; E&P 86 Est. 111,237
MSA 80 Cen. 1,099,814; E&P 86 Est. 1,299,697

4 - HOUSEHOLDS:
City 80 Cen. 9,004; E&P 86 Est. 11,979
County 80 Cen. 32,505; E&P 86 Est. 44,028
MSA 80 Cen. 416,356; E&P 86 Est. 514,545

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	11	$120,476,000
Savings & Loan	8	$984,655,000

6 - PASSENGER AUTOS: County 59,008

7 - ELECTRIC METERS: (City) 20,000

8 - GAS METERS: (City) 10,500

9 - PRINCIPAL INDUSTRIES: Tourism, year-round recreation, 5 major ski areas, 312 motels & hotels (8,800 units); Gaming; Nevada area; constr., real estate, mining.

10 - CLIMATE: Av. Temp.-Summer 65; Winter 26-40. Snow, Dec. thru Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers.
Lampson Plaza, Alpine, Tahoe Center 11 stores; Tahoe Valley 36 stores; Kingsbury 68 stores; Round Hill Mall 46 stores; Elk Point 19 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Al Tahoe(10)	NA	Payless Drug, Lucky Mkt.
Crescent V(25)	NA	David Grace, Lawrence's, Raley's Drug
Tahoe South Y(26)	NA	K mart, Raley's Drug

13 - RETAIL OUTLETS: Department Stores-Lawrence's; David Grace; Carson Furn.; Raley's 2; K mart; The Outdoorsman; Miller's Outpost.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Shelley's 3; Payless; Thrifty; Raleys 2.
Chain Supermarkets-Safeway 2; Raley's 2; Luckys.
Other Chain Stores-Sears (catalog & appliance); Grand Auto; Firestone; Handy Andy.

14 - NEWSPAPERS: TAHOE TRIBUNE (e-mon to fri) 10,636; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Don W. Wright, Pub., TAHOE TRIBUNE, 3079 Harrison Ave.; PO Box 1358, South Lake Tahoe, CA 95705; Tel. (916) 541-3880.
National Representative: None.

STOCKTON

1 - LOCATION: San Joaquin County (MSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 78 mi. from San Francisco on 580; 354 mi. from Los Angeles on I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific/Missouri; Pacific Western Div.; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).
Motor Freight Carriers-38 Common; 90 Contract.
Freight Steamship Lines-23.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Federal Express; Frontier; Inland Empire; Pacific Express; PSA; West Air.

3 - POPULATION:
Corp. City 80 Cen. 149,779; E&P 86 Est. 183,605
CZ-ABC: (80) 182,854
Bal. in NDM-ABC: (80) 164,488
County/MSA 80 Cen. 347,342; E&P 86 Est. 426,099
Total NDM-ABC: (80) 347,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,742; E&P 86 Est. 72,503
County/MSA 80 Cen. 136,000; E&P 86 Est. 160,945
CZ-ABC: (80) 67,777
Bal. in NDM-ABC: (80) 56,849
Total NDM-ABC: (80) 124,626

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$2,325,195,626
Savings & Loan	12	$6,845,976,000

6 - PASSENGER AUTOS: County 213,271

7 - ELECTRIC METERS: Residence (City Zone) 93,726

8 - GAS METERS: Residence (City Zone) 90,780

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing: Food & Kindred Prods. 6,900; Paper, Printing & Publishing 1,400; Misc. Nondurable Goods 1,700; Lumber & Wood Prods. 2,000; Fabricated Metal Prods. 900; Mach. 800; Elect. Equip. 1,500; Trans. Equip. 800; Misc. Durable Goods 2,400; Mining 100; Constr. 4,300; Trans. & Public Util. 7,600; Whol. & Ret. Trade 26,900; Fin., Ins. & R.E. 6,200; Services 24,600; Government: Federal 5,300; State & Local 22,000.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. Spring 46-73; Summer 60-93; Fall 50-77; Winter 39-55. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Downtown Shopping Area-consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.
Neighborhood Shopping Centers-Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Harding Way; Charter Way from El Dorado to Grant; Marengo Ctr., Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Mall, (Regional Shopping Centers); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Ln. & West Ln; St. Mark's Plaza, March Lane & Venetian; Colonial Plaza, I-5 & Hammer Lane; Venetian Bridges, March Lane & Venetian; Village Square, Benjamin Holt Dr. at I-5; Normandy Village, West Lane at Hammer Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Ave.	2	Lucky Store
Charter Way	2	Safeway
Wilson Way	2	Food Bank, Payless
Lincoln Center	5	Podesto's, Campbell's Food Bank, Payless
Village Square	5	Don Quick
Mayfair	4	Savemart
The Mall at Weberstown	4	Sears, Weinstock's, JCPenney
Sherwood Mall	4	Macy's, Mont. Ward
Sherwood Plaza	5	K mart
Parkwoods	6	Big T Mkt.
Hammer Lane	6	Thrifty
Venetian Square	5	Frys
Yosemite	2	Troglias Dept., A&L Mkt.
Waterloo Rd.	3	Giant Food
College Sq.	5	Mervyn's
Hammer Ranch	5	Long's, Lucky Store
Normandy Vlg.	7	Fry's, Miller's Outpost
Quail Lakes Plaza	5	Longs, Food Bank
Colonial Plaza	7	Fry's, Grossman
Venetian Bridges	5	Marshall's
Pacific/Hammer	5	Orchard Supply, Breuners

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur.; Weberstown-Sherwood Mall Mon. through Fri.; Pacific Ave. Mon., Thur.; Lincoln Village Mon., Thur.
Stores Open Sundays-Major grocers; dept. & discount; Macy's, Weinstock's, Montgomery Ward, Sears, Breuner's, Payless, K mart, JCPenney, Mervyn's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Weinstock's; Montgomery Ward; Sears; Dry Goods Stores: Rosenthal's, Brown & Mahin 2, Troglia's 2; Furniture Stores: Breuner's, Campbell's, Furnishings 2,000, Furnitureland, C&C, Capital, Sofa Factory, Levitz, R B Furn., Thornton House.
Discount Stores-K mart 2; Gemco; Payless 2; Long's; Marshalls; Ross Stores.
Variety Stores-Kress; Newberry.
Chain Drug Stores-Thrifty 3; Payless 2; Green Bros. 3; Long's 2; Ethical Pharmacy.
Chain Supermarkets-Centro Mart 10; Quik Stop 4; Big T 3; Lucky; Save-Mart; Safeway 4; Segarini's 3; Gemco; 7-Eleven 3; Don Quick 2; K mart 2; Food Bank 3; Fry Markets 3; AM-PM 12; Food 4 Less; Circle-K; Pak N' Save.

Other Chain Stores-Shoes: Gallenkamp, Leeds, Kinney's, Miller's Outpost, Women's Wear, Lerner's, Park Lane Hosiery, Auto Supply: Goodyear 2, Firestone 2, Grand Auto 2, Big Brake, Chief Auto Parts, Kragen Auto, Mervyn's, Best Dept. Store, Winston Tire, Big-O Tires; Others: Big 5 Sporting Goods, Federated Group, Grossmans, Orchard Supply, Lumberjack, Handy Andy.

14 - NEWSPAPERS: RECORD (m) 52,818; (S) 56,132; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob West, Natl. Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel: (209) 943-6397.
National Representative: Gannett Media Sales.

TAFT

1 - LOCATION: Kern County (In Bakersfield MSA) E&P Map C-6; 133 mi. NW of Los Angeles; 290 mi. SE of San Francisco. On U.S. Hwy. 33.

2 - TRANSPORTATION: Railroads-Sunset.
Bus Line-Foster Trans. to Bakersfield.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 5,316; E&P 86 Est. 6,307.
County/MSA 80 Cen. 403,089; E&P 86 Est. 480,105.

4 - HOUSEHOLDS:
City 80 Cen. 2,096; E&P 86 Est. 2,665.
County/MSA 80 Cen. 139,811; E&P 86 Est. 174,505.

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$78,000,000
Savings & Loan	2	$32,500,000

6 - PASSENGER AUTOS: County 231,374.

7 - ELECTRIC METERS: County 5,997.

8 - GAS METERS: County 5,585.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Oil 4,950 ($380).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost: Dec. 28; last killing frost: Jan. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Center & some Downtown.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vic's; Weldons; Marty's; Helen's Shoppe; Lee's Shoe Palace.
Variety Stores-TG&Y; Kirkpatrick Bros.; Bonanza 88¢; Discount Mart; Payless.
Chain Drug Stores-Safeway.
Chain Supermarkets-West Side: Safeway; 11-C; Hall Mart.
Other Chain Stores-Fashion: Crossroads, Goodyear; Sears (catalog); Montgomery Ward; Beno's; Coast-to-Coast; 7-Eleven; Radio Shack.

14 - NEWSPAPERS: MIDWAY DRILLER (e-mon to fri) 4,342; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Gregg McConnell, Pub., MIDWAY DRILLER, 800 Center St.; PO Bin Z, Taft, CA 93268; Tel: (805) 763-3171.
National Representative: None.

THOUSAND OAKS

1 - LOCATION: Ventura County. E&P Map D-7 (In Oxnard-Ventura PMSA). 40 mi. W of Los Angeles; 396 mi. S of San Francisco. On U.S. Hwy. 101, State Hwy. 23; Hdqtr. for Northrop-Ventura Science Mfg.; North American Aviation Science Center. Home of California Lutheran University; Summer training camp for Dallas Cowboys.

2 - TRANSPORTATION: Airlines-Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft. Los Angeles International Airport (55 mi.); Camarillo Airport in Camarillo (8 mi.).
Bus Lines-Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.
Railroads-Southern Pacific and Santa Fe in Camarillo (8 mi.).
Shipping Ports-Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.
Truclines-California Motor Express, Consolidated Freightways, United Parcel, Pacific Motor Trucking, Leeway Motor Freight, and other major truclines.

3 - POPULATION:
Corp. City 80 Cen. 77,797; E&P 86 Est. 88,289.
County/PMSA 80 Cen. 529,899; E&P 86 Est. 606,636.
CZ-ABC: (80) 113,094.
RTZ-ABC: (80) 14,446.
City & RTZ-ABC: (80) 127,540.
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,112; E&P 86 Est. 31,356.
County/PMSA 80 Cen. 173,254; E&P 86 Est. 207,370.
CZ-ABC: (80) 36,096.
RTZ-ABC: (80) 5,149.
City & RTZ-ABC: (80) 41,245.

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$160,000,000
Savings & Loan	18	$230,000,000

6 - PASSENGER AUTOS: County 341,065.

7 - ELECTRIC METERS: Residence 33,555.

8 - GAS METERS: Residence 33,300.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Electronic Components: Aircraft and Missile Components 1,015; Defence Systems; Plastic Prods.; Computers 1,325; Steel 230; Ins. 1,520; Medical Ctr. 800; Hospital 423; Educ. 1,775; Science Ctr. 420; Publishing 302; Total No. of Wage Earners 237,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-The Oaks Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Agoura Meadows (12)	9	Sav-On, Vons
Albertson's Plz.(10)	6	
Alpha Beta Ctr.(8)	NA	Alpha Beta
Big Oaks(18)	NA	
Casa Conejo(14)	6	Daisy Farm Mkt.
Conejo Plaza(13)	NA	Autoworld
Conejo Valley(17)	NA	Sav-On, Ralph's
County Line Ctr.	NA	
E. and K. Center	NA	
El Cid(8)	NA	Computerland
Evergreens Plz.(12)	NA	Saro's Leather
Glen Oaks(10)	NA	
Heritage Plz.(12)	NA	
Janss Mall(40)	NA	Vons, Thrifty Drug
K mart Ctr.(8)	NA	K mart
Kanan Plz.(20)	8	
Kanan Village	8	
L. and K. Ctr.(4)	NA	
La Siesta(13)	NA	
Newbury Sq(10)	6	
North Oaks Pl.(8)	NA	Dairy Queen
Oak View Plaza(20)	NA	
Old Town(22)	NA	
Palm Plaza(27)	NA	
Park Oaks(36)	NA	Safeway, Radio Shack
Park Plaza(24)	NA	
Skyline Plz.(10)	NA	Magic Chef Pantry
Sun Plaza(135)	NA	
The Oaks(146)	NA	Broadway, JCPenney, May Co.
Olive Grove(100)	NA	Dinner Theatre
Twin Oaks Plz.(12)	NA	Thrifty Drug, Safeway
Ventu Park Ctr.(8)	5	Hughes
Village Ct.(9)	NA	
Village Glen(23)	NA	
Village Sq.(27)	NA	Safeway, Liquor Barn
Vogue Plaza(16)	NA	
Wendy-Kimber Plaza(20)	6	
Westlake Business Park	NA	
Westlake Hills Plaza(40)	NA	Thrifty Drug, Ralph's
Westlake Plz.(44)	NA	Safeway

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears, Broadway, May Co., Robinson's, JCPenney, Marshalls, Ross, Bullocks.
Variety Stores-Sprouse-Reitz.
Discount Stores-K mart.
Chain Drug Stores-Thrifty, Safeway, Guild, Sav-On, All Med., Clark's, Rexall, CVS, Long's.
Chain Supermarkets-Albertson's, Alpha Beta, Von's, Safeway, Thriftmart, K&G Mkts., Ralphs, Hughes, Lucky.
Other Chain Stores-Rug Crafters; Hairstyling & Nail Co.; Le Monaco's; Hansel and Gretel; Earthcraft; Expanding Wall; Paintings of the World; Sunset House; Wallpapers To Go; Wood Factory; Gordon's; J. Herbert Hall; Jade House; Kirk's Jewelers; Murata Pearl; Slavick's; Zale's; Barney's; The Brick Shirt House; Chess King; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jacke Wolfe; Jeans West; Miller's Outpost; Creative Stereo; Gould Music; Musicland; Organ Exchange; Radio Shack; The Wherehouse; Airstep West; Athlete's Foot; Bell Bros. Shoes; Berman Corson Shoes; Buster Brown; Connie's Shoes; Foot Locker; Gallenkamp; Hanover Shoes; Hardy Shoes; Kinney; Leed's; Maling's; Florsheim; Red Cross Shoes; Regal Shoes; The Shoe Affair; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; I. Natural Cosmetics; Merlo's Cutlery; Michael's Toys; Moran Drapery; Nails Etc.; National Uniforms; Parklane Hosiery; Pipe Pourri; The Sunglass; Texas Instruments; Vince's Pet Center; Waldenbooks; Casual Corner; Contempo Casuals; Fashion Conspiracy; Foxmoor; KoKo's Fashions; Lanz of Calif.; Lerner's; Motherhood Maternity; Pigeon's; Poppy Seed; Rix Rack; Sandy Lane; Show Off; Size 5-7-9; Standard Brands Paint; Susie's Casuals; Windsor Fashions; RB Furniture; Builder's Emporium; Lumber City; Pacific Stereo; Mervyn's; Nurseryland; Ethan Allen-Traister's; Wetherby Kayser; Red Wing Shoes; Merle Norman; Carpeteria; Cloth World; Singer.

14 - NEWSPAPERS: NEWS-CHRONICLE (e-mon to fri) 24,855; (S) 25,804; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Kelsch, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel: (805) 496-3211.
National Representative: Papert Companies.

TORRANCE

1 - LOCATION: Los Angeles County. (In Los Angeles-Long Beach PMSA). E&P Map D-7. NDM includes divisions of Torrance & South Bay Cities-Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rolling Hills Estates & Redondo Beach. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach. Hwy. 101.

2 - TRANSPORTATION: Railroads-Pass.-Amtrak. Freight-So. Pac., Union Pac., Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Rapid Transit: Greyhound, Torrance & Gardena Municipal.
Airlines-L. A. Intl. Airport within NDM. All major lines, domestic & foreign.

3 - POPULATION:
Corp. City 80 Cen. 131,497; E&P 86 Est. 134,318.
NDM-ABC: (80) 641,163.
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392.
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,410; E&P 86 Est. 53,003.
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141.
NDM-ABC: (80) 236,525.

5 - BANKS	NUMBER	DEPOSITS
Commercial	168	$6,835,909,000
Savings & Loan	108	$5,759,270,000

6 - PASSENGER AUTOS: County 4,329,971.

7 - ELECTRIC METERS: Residence 219,766.

8 - GAS METERS: Residence 225,700.

9 - PRINCIPAL INDUSTRIES: 432 mfg. plants. Leading prods. are: steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equip., drilling equip., rubber prods., chem., aluminum prods., research electronics; steel fab., home building prods. & engin., paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 609,519; Est. Wkly. Wage $525.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Vlg., 8 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Redondo Beach		
Redondo Vlg.(15)	NA	Sears, SupeRx
Redondo Shpg. Ctr.(15)	NA	SupeRx
The Pier(65)	NA	
In Torrance		
Del Amo Fashion Ctr.(275)	NA	Sears, Broadway, JCPenney, Bullocks, Mont. Ward, Ohrbach's, Robinson's, Target
Old Towne Mall(117)	NA	Fayva Shoes, Radio Shack, Best, K mart, Marshalls
Pacific Plz.(15)	NA	
Rolling Hills(64)	NA	Thrifty Drug, J.J. Newberry
In Palos Verdes		
Palos Verdes Ctr.	NA	Buffum's, May Co., Bullocks Wilshire, Safeway, Vons, Thrifty Drug
In Manhattan Beach		
Manhattan Vlg.	NA	Buffum's, Bullocks, Ralph's, Sav-On
Fisherman's Vlg.(40)	NA	
Marina Ctr.(42)	NA	Hallmark, Pier I Imports
Washington Sq.(22)	NA	
In Carson		
Carson Mall(90)	NA	Broadway, Sears, JCPenney
In Inglewood		
Crenshaw-Imperial Plz.(45)	NA	Woolworth
Crenshaw-Imperial(32)	NA	Smiths Food, Thrifty Drugs, Boston Stores

Neighborhood Shopping Centers-South Redondo: Hollywood Riviera & South Pacific Coast Hwy. 10 blocks; N. Redondo: Artesia Blvd. 6 blocks; E. Hermosa: Pacific Coast Hwy., 5 blocks; E. Manhattan: Pacific Coast Hwy., 4 blocks; Walteria: Hawthorne Ave., 4 blocks; N. Torrance: 190th St., 3 blocks; Southwood: Palos Verdes Blvd., 2 blocks; King Harbor: 4 blocks; Lomita: Pac. Coast Hwy., 9 blocks; Lomita Blvd., 6 blocks; Carson: Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda; Lunada Bay, PV.
Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Dept. and Food-7 days a week.

13 - RETAIL OUTLETS: Department Stores-May Co. (Redondo Beach, Palos Verdes); The Broadway 5; Bullocks 2; Montgomery Ward 3; Nordstroms; Ohrbach's 2; Sears 3; JCPenney 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire; Boston 3.
Discount Stores-Golden Bear 2; K mart 3; Try-It-Store; Angel's; Simon's; Gemco 3.
Variety Stores-J.J. Newberry 6; Woolworth; Cornet; Kress; Kresge; TG&Y 3; Hermosa 5-10-25¢.
Chain Drug Stores-Thrifty 10; Sav-On 10; Drug King; Clark 3; Thrifty Jr.'s 3; Walters; Longs.
Chain Supermarkets-Safeway 14; Lucky 22; Ralph's 12; Foods Co. 5; Von's 9; Mayfair 3; Boy's Market 12; Alpha Beta 10; Hughes 3; Top Valu 4; Albertson's.
Other Chain Stores-Automotive: Firestone 8, Pep Boys 3, Rayco, Surefit, Aamco, Midas, Big Brake, Mobis, Goodyear 6, General Tire, Mark C. Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis, Women's: Sally Shop, Mode O'Day, Hartfield, I. Magnin, Lerners, Judy's, Casual Corner 2, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q, House of Nine, Gale's, Alroe, The Gap, Miss Lori, The Limited 3; Men's: Harris & Frank, Silverwoods, Richman Bros. 2, C&R Clothiers 3, Big N Tall, Eaglesons, Shoes: Gallenkamp's 3, Flagg Bros., Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C.H. Baker 3, Leed's 4, Chandler's, Shoe Stop 2, Innes 2, Kirby's, Berland's, Hudson's 3, Cabot's, Candies Bar, Children's: Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barnett, Florsheim, Hardy, Jarman, Regal, Paint & Hardware: Ole's 2, National Lumber 3, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Rea's 2, Homeowners Emporium 2, Furn. & Carpeting: McMahan's 4, Barker Bros., Moran Draperies, Carpetown, Carpeteria 2, Hub, R-B Furn. 3, Lee's Bars & Stools, Friendly Furn., Modern Way 2, Ortho 2, Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furn. 2, Jewelers: Hudson, Zale's, Slavicks, Lawsohns 2, Murata Pearls 2, Star of Siam 3, Weisfields, Miscellaneous: See's Candies 3, Big-5 Sporting Goods, Oshman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, Intl. House of Pancakes 2, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co., NIKI Music, Pier 1 Imports 2, Van de Kamp Bakery 12, Cost Plus Imports.

14 - NEWSPAPERS: THE DAILY BREEZE (e) 90,508; (S) 125,801; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim McComb, Adv. Dir., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel: (213) 540-5511.
National Representative: Sawyer-Ferguson-Walker.

TULARE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Centrally located on U.S. Hwys. 99, 63 and State Hwy. 137 in Central San Joaquin Valley. 45 hwy. mi. S of Fresno; 63 hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe (freight only).
Motor Freight Carriers-23 Local; 6 Major.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 22,475; E&P 86 Est. 26,084
CZ-ABC: (80) 26,634
RTZ-ABC: (80) 27,160
County/MSA 80 Cen. 245,751; E&P 86 Est. 288,914
City & RTZ-ABC: (80) 53,794

4 - HOUSEHOLDS:
City 80 Cen. 7,755; E&P 86 Est. 9,024
County/MSA 80 Cen. 80,659; E&P 86 Est. 99,180
CZ-ABC: (80) 9,039
RTZ-ABC: (80) 7,620
City & RTZ-ABC: (80) 16,659

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 126,069

7 - ELECTRIC METERS: Residence 8,389

8 - GAS METERS: Residence 8,943

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 800 ($200-350); Mfg. 900 ($125-250); Agric. 800 to 3,000 (unskilled) ($125-$225); (seasonal, skilled) ($125-300); Agric. (seas.) ($125 to $300); Agric. (year) ($125 to $300).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-81; Summer 63-93; Fall 51-84; Winter 36-58. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Neutral, very soft, pure; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on K St.; 5 on Tulare St.; 5 on Kern St.
Neighborhood Shopping Centers-Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country Village	2	Thrifty Drug. Village Food, K mart
Mountain View Plaza	2	Longs Drugs, Lucky Supermarket

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggett's; Men's Stores: Cave's, Bob Myers, McCourt's, Safarjans, Continental Western Wear; Women's Stores: Vogue, Mari D's, Betty's Apparel.
Discount Stores-Surplus City; K mart.
Chain Drug Stores-Thrifty; Sweet's Drug (McKesson); Beck's; Longs; G&F; Payless.
Chain Supermarkets-Lucky; Savemart.
Other Chain Stores-Ace Hardware; Remar's; Lampe Lumber; Goodyear; Mode O'Day; McMahan's Furn.; Mathis & Bolinger; Fisco; Radio Shack; Ernie's Liquor; Wickes.

14 - NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 8,984; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Byron Ingalls, Adv. Dir., ADVANCE-REGISTER, 388 E. Cross Ave.; PO Box 30, Tulare, CA 93275; Tel. (209) 688-0521.
National Representative: Papert Companies.

TURLOCK

1 - LOCATION: Stanislaus County (In Modesto MSA) E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99; 40 mi. S of Stockton; 300 mi. N of Los Angeles; 100 mi. SE of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific; Tidewater Southern; Santa Fe.
Intercity Bus Lines-Greyhound; Modesto-Turlock Stage.

3 - POPULATION:
Corp. City 80 Cen. 26,291; E&P 86 Est. 32,882
CZ-ABC: (80) 27,987
RTZ-ABC: (80) 33,163
County/MSA 80 Cen. 265,902; E&P 86 Est. 317,825
City & RTZ-ABC: (80) 61,150

4 - HOUSEHOLDS:
City 80 Cen. 9,932; E&P 86 Est. 13,237
County/MSA 80 Cen. 94,674; E&P 86 Est. 117,981
CZ-ABC: (80) 10,502
RTZ-ABC: (80) 10,208
City & RTZ-ABC: (80) 20,710

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$312,000,000
Savings & Loan	7	$197,000,000

6 - PASSENGER AUTOS: County 158,782

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,419 (Jan.)-2,833 (Sept.); Gov't 1,512; Constr. 504; Mfg. 934; Trans. 543; Servs. 1,885; Whol. & Ret. Trade 1,841.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main from Lander on the West to Palm on the East, plus one block each way North and South of Main. 120 stores.
Neighborhood Shopping Centers-Canal Center, 6 stores. 1 block on E. Canal at Johnson. Valley View Shopping Center; 1 block on Geer Rd., 12 units; Geer Gardens Center, 2 blocks on Geer at Minnesota, 25 units.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., some on Fri.

13 - RETAIL OUTLETS: Department Stores-Turlock Mercantile; JCPenney; Montgomery Ward; McMahan's; Beno's; K mart.
Variety Stores-Sprouse-Reitz; Bonanza 88¢.
Chain Drug Stores-Boies' 3; Sav-Mor; Thrifty; Long's.
Chain Supermarkets-Safeway; Liberty 2; National; Richland Mkt.; Buy Way Mkt.; Save Mart; Neal Deal; Lucky Mkt.; Turlock Super.
Other Chain Stores-Women's Wear; Mode O'Day; House of Fabrics; Radio Shack; Kragen Auto Supply; Expressions.

14 - NEWSPAPERS: JOURNAL (e) 9,898; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Vern DeBolt, Adv. Mgr., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.
National Representative: Branham/Newspaper Sales.

UKIAH

1 - LOCATION: Mendocino County, E&P Map A-4. County Seat. 110 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Northwestern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Charter: Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

3 - POPULATION:
Corp. City 80 Cen. 12,035; E&P 86 Est. 12,994
County 80 Cen. 66,738; E&P 86 Est. 75,511
CZ-ABC: (80) 15,647
RTZ-ABC: (80) 19,717
City & RTZ ABC: (80) 35,364
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,668; E&P 86 Est. 4,764
County 80 Cen. 25,072; E&P 86 Est. 29,717
CZ-ABC: (80) 5,962
RTZ-ABC: (80) 6,882
City & RTZ ABC: (80) 12,844

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 38,080

7 - ELECTRIC METERS: County 24,644

8 - GAS METERS: County 5,970

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct.; last killing frost, mid-Apr.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown area; Peartree; Orchard Plaza; Cross Roads.
Principal Shopping Days-Thur., Fri.
Nearby Shopping Centers-Yokayo (6 blocks) North State (3 mi.); Wilson Furniture, Mendo Mill & Lbr.; Deep Valley Shpg. Ctr.
Stores Open Evenings-Dept.-Thur.; Food-Nightly.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Discount Stores-Payless.
Chain Drug Stores-Rexall; Thrifty 2; Long's.
Chain Supermarkets-Farmers; Albertson's; Safeway; Raley's.
Other Chain Stores-JCPenney; Montgomery Ward; Sears (catalog); K mart.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,854; (S) 9,097; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Schlabaugh, Adv. Dir., JOURNAL, 590 S. School St.; PO Box 749, Ukiah, CA 95482; Tel. (707) 468-0123.
National Representative: Papert Companies.

UPLAND

See ONTARIO

VACAVILLE

1 - LOCATION: Solano County, E&P Map B-4. (In Vallejo-Fairfield-Napa PMSA), 40-45 mi. E of San Francisco; 35 mi. W of Sacramento. Travis AFB, 11 mi. East.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 43,367; E&P 86 Est. 50,063
City of Pub.-ABC: (80) 43,367
County 80 Cen. 235,203; E&P 86 Est. 275,416
PMSA 80 Cen. 334,402; E&P 86 Est. 383,853

4 - HOUSEHOLDS:
Corp. City 80 Cen. N.A.; E&P 86 Est. 17,750
City of Pub.-ABC: (80) 14,530
County 80 Cen. 80,426; E&P 86 Est. 98,817
PMSA 80 Cen. 117,050; E&P 86 Est. 141,238

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 144,646

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric.; Light Mfg.; Auto; Air Force Base.
Principal Industrial Pay Days-1st, 15th, 30th.

10 - CLIMATE: N.A.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Solano Mall, 12 mi.

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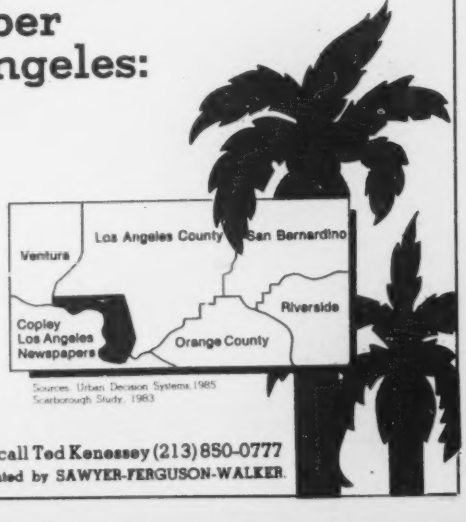


Sources: Urban Decision Systems 1985
Scarborough Study, 1983

Copley LOS ANGELES Newspapers
The Daily Breeze
NEWS PILOT EVENING OUTLOOK
6735 Forest Lawn Dr., Los Angeles, CA 90068

For more information, call Ted Kenessey (213) 850-0777
Nationally represented by SAWYER-FERGUSON-WALKER.

13 - RETAIL OUTLETS: Department Stores-K mart; Sears; JCPenney; Emporium Capwell; Macy's; Mervyn's.
Chain Drug Stores-Long's.
Chain Supermarkets-Raley; Lucky's; Safeway; Albertson's; Alpha Beta.
Other Chain Stores-Thrifty; Ross Clothing; Firestone; Goodyear; Builders Emporium; Kragen Auto; Grand Auto; Big 'O' Tires.

14 - NEWSPAPERS: VACAVILLE REPORTER (mtues to sat) 13,535; (S) 14,103; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Barker, Adv. Mgr., REPORTER, 318 Main St.; PO Box 1509, Vacaville, CA 95696; Tel. (707) 448-6401.
National Representative: Papert Companies.

VALLEJO

1 - LOCATION: Solano County. E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

2 - TRANSPORTATION: Railroads-So. Pacific (frt.).
Motor Freight Carriers-9.
Intercity Bus Lines-Vallejo Transit; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 80,188; E&P 86 Est. 86,921
CZ-ABC: (80) 101,391
RTZ-ABC: (80) 5,938
County 80 Cen. 235,203; E&P 86 Est. 275,416
PMSA 80 Cen. 334,402; E&P 86 Est. 383,853
City & RTZ-ABC: (80) 107,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,969; E&P 86 Est. 32,860
CZ-ABC: (80) 36,716
RTZ-ABC: (80) 2,204
County 80 Cen. 80,426; E&P 86 Est. 98,817
PMSA 80 Cen. 117,050; E&P 86 Est. 141,238
City & RTZ-ABC: (80) 38,920

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	27	$300,000,000

6 - PASSENGER AUTOS: County 144,646

7 - ELECTRIC METERS: Residence 34,000

8 - GAS METERS: Residence 33,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipyard 11,000 ($450); Food 125 ($375); Constr. 150 ($478).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-63.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Georgia St.; 8 on Tennessee St.; 3 on Virginia St.; 5 on Broadway; 5 on Marin St.; 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solano; 3 on Sonoma and Mini Drive; 3 on Admiral Callaghan Lane.
Regional Shopping Centers-40 stores-Sonoma, Sacramento and Redwood Streets.
Neighborhood Shopping Centers-2 blocks at Sacramento & Gardner; Nebraska and Broadway; Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flemingtowne(10)	2	Vallergas Market
Larwin Plaza(40)	3	Thrifty Drug, Sears
Rancho Square(6)	5	Safeway
Hilltop(49)	9	Macy's, Capwells, JCPenney
Solano/80(10)	1	Payless, Lucky's
Bway/Tenn.	1	Smiling Sam's Drugs
Tuolumne & Tenn.	2	Market Basket
Springtowne	3	Farmers Mkt.
Solano Mall(156)	14	JCPenney, Mervyn's, Sears
Sonoma & Serano	2	Longs Drug, Fry's, Mervyn's
Vallajo Corners	4	Gemco

Principal Shopping Days-Sat., Mon., Wed., Fri.
Stores Open Evenings-Food & drug every night; Shopping Centers Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward.
Discount Stores-Discount Furniture; Thrifty Drug; K mart; Payless; Victory; Self-Service Furn. Co.; Lucky Yard Bird; Mervyn's; Grossmans; Wickes; Color Tile; Rainbow Furn.
Variety Stores-Sprouse-Reitz; Smiling Sam's; Kragens; Pic'n Save; Carpeteria; Grossmans.
Chain Drug Stores-Merrill's; Thrifty; Payless; Smiling Sam's; Longs.
Chain Supermarkets-Safeway 4; Vallerga's; Lucky; Farmer's Mkt.; Fry's.
Other Chain Stores-Grand Auto; Breuner's (furn.); Singer Co.; Sherwin-Williams; Firestone; Goodyear; Jay Vee; Cresent Jewelers; Meyers (jewelry); Smith (men's wear); Allen's (shoes); Hardy Shoes; Reeves Shoes; Save-on-Fashions (women's); Baskin-Robbins; Hancock Fabric; Volume Shoes.

14 - NEWSPAPERS: TIMES-HERALD (m) 24,710; (S) 24,701; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Rhea, Adv. Mgr., TIMES-HERALD, 440 Curtola Pkwy., Vallejo, CA 94590; Tel. (707) 644-1141.
National Representative: Papert Companies.

VENTURA

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7, County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 62 mi. NW of Los Angeles.

2 - TRANSPORTATION: Railroads-So. Pac.
Motor Freight Carriers-6.
Airlines-Wings West.
Intercity Bus Lines-Greyhound; Great American Stage Line.

3 - POPULATION:
Corp. City 80 Cen. 74,474; E&P 86 Est. 82,925
NDM-ABC: (80) 213,147
RTZ-ABC. (80) 316,027
County/PMSA 80 Cen. 525,899; E&P 86 Est. 606,636
Total NDM & RTZ-ABC: (80) 529,174
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 29,197; E&P 86 Est. 33,728
County/PMSA 80 Cen. 173,254; E&P 86 Est. 207,370
NDM-ABC: (80) 75,207
RTZ-ABC. (80) 97,574
Total NDM & RTZ-ABC: (80) 172,781

5 - BANKS	NUMBER	DEPOSITS
Savings (City)	9	N.A.
Savings & Loan (Co.)	12	$2,592,330,000

6 - PASSENGER AUTOS: County 341,065

7 - ELECTRIC METERS: Residence 32,140

8 - GAS METERS: Res. & Com'l. 28,519

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Production & Affiliated 2,000; Food Proc. 80-150; Garment Mfg. 100.
Principal Industrial Pay Days-Oil Industry, 10th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-92; Summer 51-81; Fall 38-79; Winter 35-80.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Buenaventura Center.
Neighborhood Shopping Centers-6 blocks on N. Ventura Ave.; 5 blocks on Main St.; East End, 6 on Buena Center (5 Points); 15 on Thompson Blvd.; 3 on Ashwood Telegraph; 4 on Buenaventura Ctr.; 2 on Victoria Telegraph; 2 on Victoria Telephone; 1 on Kimball Telegraph.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buenaventura(90)	3	Broadway, JCPenney, Mont. Ward
Central(10)	6	Alpha Beta Mkt.
College Square(9)	3	Hope N'Hagens
Donlon Plaza(20)	3	Mervyn's, Gemco, Best Products
Downtown(200)		Classic Furn. Gallery, Banks Furn.
Esplanade(70)	6	May Co., Sears, Levitz, Target
Marina Village(9)	4	Safeway
Plaza(20)	3	Trak Auto, Drug King, Newberry, Pic'N Save
Ventura Harbor Vlg.(28)	3	Hornblowers, Harfield's Jewelry
Victoria Plaza(18)	4	Lumber City, Safeway, Sav-On
Victoria Vlg.(15)	4	Ralphs

Principal Shopping Days-Sun., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Sears; Montgomery Ward; JCPenney; Scott's; Mervyn's.
Discount Stores-Kmart; Pic 'N Save; Gemco; Target.
Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Thrifty 2; Drug King; Sav-On; College Phcy.; Long's.
Chain Supermarkets-Safeway 2; Von's 4; Alpha Beta; Albertson's; Ralph's.
Other Chain Stores-Furniture: Barker Bros., Levitz, R.B. Ortho Mattress, Ethan Allen, McMahan's; Firestone; Goodrich; Singer Co.; Sherwin-Williams; Fuller Paints; Mill's Jewelers; See's Candies; Lerner's; Weatherby Kayser; Leed's; Kinney; Radio Shack; Leo's Stereo; Licorice Pizza; Chuck E. Cheese; Grossman's Lumber; Lumber City; Dunn-Edwards; Ole's Home Improvement Centers; 84 Lumber; Builder's Emporium; Trak Auto; Pep Boys; Standard Brands.

14 - NEWSPAPERS: STAR-FREE PRESS (e) 47,116; (S) 52,495; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Lyon, Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93003; Tel. (805) 656-4111.
National Representative: Papert Companies.

VENTURA COUNTY
See CAMARILLO
See OXNARD
See SIMI VALLEY
See THOUSAND OAKS

VICTORVILLE

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: Railroads-Sante Fe; Union Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Air Service-Apple Valley Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,220; E&P 86 Est. 17,164
CZ-ABC: (80) 14,220
RTZ-ABC. (80) 63,619
PMSA 80 Cen. 1,557,080; E&P 86 Est. 1,934,261
County 80 Cen. 893,157; E&P 86 Est. 1,093,944
City & RTZ-ABC: (80) 77,839

4 - HOUSEHOLDS:
City 80 Cen. 5,338; E&P 86 Est. 6,439
County 80 Cen. 308,062; E&P 86 Est. 395,991
PMSA 80 Cen. 551,081; E&P 86 Est. 718,332
CZ-ABC: (80) 5,338
RTZ-ABC. (80) 22,120
City & RTZ-ABC. (80) 27,458

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$332,543,000
Savings & Loan	10	$358,060,000

6 - PASSENGER AUTOS: County 536,014

7 - ELECTRIC METERS: Residence 45,871

8 - GAS METERS: 38,406

9 - PRINCIPAL INDUSTRIES: Cement; Metal stamping; Mining; Constr.; Trans. (trucking).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-100; Summer 41-110; Fall 28-107; Winter 9-65.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Mall of Victory Valley (100 stores, inc. JCPenney; Mervyn's; Harris); Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores); Hi Desert Plaza; Bear Valley Rd. and Hesperia Rd., Victorville (33 stores); Main St. Plaza, Hesperia (20 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; TG&Y; K mart; Mervyn's; Harns.
Variety Stores-Sprouse-Reitz; Cornet; TG&Y.
Chain Drug Stores-Thrifty; Sav-On; Gemco.
Chain Food Stores-Safeway; Von's; Alpha Beta; Stater Bros.
Other Chain Stores-Goodyear; Singer; Chief Auto; Mode O'Day; Karl's; Builder's Emporium; Pic'n Save; Mark C. Bloom; Winston Tires; Boston Store; Radio Shack; Pep Boys; Standard Brands; Ortho Mattress; H&E Builders; Car Quest; Devon Stores; 84 Lumber; Wherehouse; House of Fabrics.

14 - NEWSPAPERS: PRESS (e-mon to fri) 22,175; (S) 23,420; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Wood, Adv. Mgr., PRESS, PO Box 1389, Victorville, CA 92392; Tel. (619) 245-7744.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

VISALIA

1 - LOCATION: Tulare County. (In Visalia-Tulare-Porterville MSA). E&P Map D-6, County Seat. Agricultural, manufacturing and livestock shipping center. On Hwy. 198; 185 mi. to Los Angeles; 225 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills. 130 mi. E of Pacific Ocean.

2 - TRANSPORTATION: Railroads-Freight on S.P., & S.F.; Amtrak; Buses connect.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages.
Motor Freight Carriers-34.
Airlines-American Eagle.
Inter City Bus Lines-Visalia City Coach.

3 - POPULATION:
Corp. City 80 Cen. 49,729; E&P 86 Est. 57,714
CZ-ABC. (80) 49,729
RTZ-ABC: (80) 46,607
County/MSA 80 Cen. 245,751; E&P 86 Est. 288,914
City & RTZ-ABC: (80) 96,336

4 - HOUSEHOLDS:
City 80 Cen. 18,190; E&P 86 Est. 21,506
County/MSA 80 Cen. 80,659; E&P 86 Est. 99,180
CZ-ABC. (80) 18,190
RTZ-ABC: (80) 15,168
City & RTZ-ABC: (80) 33,358

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$418,864,000
Savings & Loan	11	(incl. above)

6 - PASSENGER AUTOS: County 126,069

7 - ELECTRIC METERS: Residence 17,659

8 - GAS METERS: Residence 19,861

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hrly. Wage)-Garment 370 ($6.50); Electronics 530 ($12.04); Woodworking 150 ($5.90); Canning and Proc. 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

10 - CLIMATE: Min. & Max. Temp.-Summer 62-106; Winter 35-55.

11 - TAP WATER: Neutral, ranges from soft to medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 5 on Court; 3 on Church St.; Visalia Mall Ctr.; County Center; Sequoia Mall Ctr.
Neighborhood Shopping Centers-Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Visalia Mall(46)	5	JCPenney, Gottschalk's
County Center(15)	4	K mart, Payless Drug, Albertson's
Sequoia Mall(50)	7	Sears, Mervyn's, Long's Drugs
Walnut Plaza	5	Grand Auto, Builders Emporium

Stores Open Evenings-Visalia Mall, 6 nights; Downtown Thur.; Food-Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Gottschalk's; Mervyn's.
Variety Stores-Woolworth.
Discount Stores-K mart; Payless; Ross.
Chain Drug Stores-Long's; Thrifty; Payless; Gemco.
Chain Supermarkets-Youngs 3; Fairway 3; Best Buy Mkt.; Save Mart; Albertson's; Von's.
Other Chain Stores-Food 4 Less; Cal Auto; Crescent Jewelers; Goodyear; Western Auto; See's Candy; Leed's Shoes; Carpet Town; Carpeteria; House of Fabrics; Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Builders Emporium; Pep Boys; McMahan's; Sherwin-Williams; Rogers Jewelers; Zale's; Topps & Trouse; Bobby West; Borman Hallmark; Designer Fabrics; Handyman; King Norman Toys; Ardans; Firestone; Wilshire Paint; Color Tile; Grand Auto; Kragen; Lumberjack.

14 - NEWSPAPERS: TIMES-DELTA (e) 21,166; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Bennett, Adv. Dir., TIMES-DELTA, 330 N. West St., Visalia, CA 93279; Tel. (209) 734-5821.
National Representative: Gannett Media Sales.

VISTA

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8, 32 mi. N of San Diego; Agric. area. On State Hwys. 76 & 78; I-15 & I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,834; E&P 86 Est. 41,793
County/MSA 80 Cen. 1,861,846; E&P 86 Est. 2,291,909

4 - HOUSEHOLDS:
City 80 Cen. 13,690; E&P 86 Est. 16,983
County/MSA 80 Cen 670,094; E&P 86 Est. 823,312

5 - BANKS	NUMBER	EST. DEP.
Commercial	16	N.A.

6 - PASSENGER AUTOS: County 1,167,824

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck; Fruit and Poultry Farming; Light Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vista Broadway		Thrifty Drug, Safeway
Vista Plaza I	NA	Coronet, Sears
Food Basket Shpg. Ctr.	1	Thrifty Drug, Alpha Beta
Vista Plaza II	NA	Sail Drug, Big Bear
Vista Plaza III	NA	Vons, Sav-On Drugs
College Blvd.	1	Sprouse-Reitz, Thrifty Drug, Safeway
Plz. Camino Real	5	Sears, Broadway, JCPenney, May Co., Bullock's, Woolworth
Vista Plaza IV	NA	K mart, Sears, Broadway, Gemco
Village Mall	9	Sears, Walker Scott

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (m-mon-tues-thur-fri; S) 4,393; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Patrick T. Walden, Sr., Pub., PRESS, 425 Vista Way, Vista, CA 92083; Tel. (619) 724-7161.
National Representative: U.S. Suburban Press.

WALNUT CREEK

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-5. Suburban retail trade area. 25 mi. E of San Francisco. 17 mi. E of Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Bay Area Rapid Transit (BART).
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 53,643; E&P 86 Est. 61,981
PMSA 80 Cen. 1,762,631; E&P 86 Est. 1,915,849
County 80 Cen. 657,252; E&P 86 Est. 729,204
NDM-ABC: (80) 327,584

4 - HOUSEHOLDS:
City 80 Cen. 23,387; E&P 86 Est. 28,315
County 80 Cen. 241,805; E&P 86 Est. 280,148
PMSA 80 Cen. 667,626; E&P 86 Est. 758,308
NDM-ABC: (80) 122,802

5 - BANKS	NUMBER	EST. DEP.
Commercial	24	$808,347,000
Savings & Loan	19	$1,289,862,000

6 - PASSENGER AUTOS: County 438,672

7 - ELECTRIC METERS: Residence 27,200

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Industry-Petroleum; Steel; Chem.; Bldg. Materials; Canned Foods; Instruments; Banking; Photographic Supplies.

10 - CLIMATE: Annual Max. Temp. 72; Min. 44; Rainfall 15 inches annual av.

11 - TAP WATER: Soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(69)	7	Thrifty Drug Levitz, Ross
Contra Costa(15)	4	Mont. Ward, Thrifty Drug
Sun Valley(160)	6	Macy's, JCPenney, Sears, Mervyn's, Emporium-Capwell
Clayton Valley(44)	10	Safeway, Lucky, Long's
Countrywood(39)	NA	McCaulou's Dept., Long's Drugs, Safeway
Willows(60)	6	Cost Plus
Vineyard(24)	7	McCaulou's, K mart, Fry's
Broadway(68)	NA	Emporium-Capwell, Nordstrom's, McCaulou's, I. Magnin
County East Mall(52)	7	JCPenney, Sears, Mont. Ward, Mervyn's
Crow Canyon Commons(43)	10	Payless, Lucky, Loehmann's
Delta Fair Ctr.(35)	NA	Food For Less, Payless
The Park 3.C.(50)	NA	Long's Drug, Petrini's Mkt.
Atlantic Plaza(34)	NA	Lucky, Long's Drug, Radio Shack

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Sears; Capwell's; Montgomery Ward; Mervyn's; I. Magnin.
Discount Stores-K mart; Best; Marshall's; Ross.
Variety Stores-Woolworth.
Chain Drug Stores-Guys; Long's; Payless; Pay 'N Save; Thrifty; Walgreens.
Chain Supermarkets-Lucky; Alpha Beta; Safeway; Park & Shop; Frys; 7-Eleven; Petrini's; Nob Hill Foods.
Other Chain Stores-Automobile Accessories: Goodyear, Grand Auto, Firestone; Ladies Apparel: Lane Bryant, Clothes Barn, Casual Corner; Men's Apparel: Hastings; Ladies' & Men's Apparel: Grodins; Shoes: Kushins, Florsheim, Gallenkamp, Kinney, Thom McAn, 9-West; Candy: McFarlands, Sees; Paint: Standard Brands, Kelly-Moore, W.P. Fuller, Sherwin-Williams; Furniture: Breuners, Furnishings 2000, Levitz, Travalini, W.J. Sloane; Jewelry: Granat Bros., Zale's, Shreves, Milens; Optical: Jenkel-Davidson, Franklin Phoenix.

14 - NEWSPAPERS: CONTRA COSTA TIMES (m) 83,182; (S) 88,382; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Ward, Natl. Adv. Mgr., CONTRA COSTA TIMES, 2640 Shadelands Dr., Walnut Creek, CA 94598; Tel. (415) 935-2525.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WATSONVILLE

1 - LOCATION: Santa Cruz County (In Santa Cruz PMSA). E&P Map B-5. Hub of Pajaro Valley. Agric. and dairying. 17 mi. from County Seat. 90 mi. from San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Watsonville; Greyhound; Santa Cruz Transit; Salinas Transit.

3 - POPULATION:
Corp. City 80 Cen. 23,662; E&P 86 Est. 26,355
NDM-ABC: (80) 59,868
County/PMSA 80 Cen.188,141; E&P 86 Est. 215,810
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,172; E&P 86 Est. 9,014
County/PMSA 80 Cen. 71,793; E&P 86 Est. 85,649
NDM-ABC: (80) 19,232

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 126,142

7 - ELECTRIC METERS: Residence 11,775

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. and Pkg. 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-80; Summer 44-86; Fall 41-90; Winter 30-69. First killing frost, Nov. 22; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Main St.
Neighborhood Shopping Centers-N Main St.; E Lake Area; Freedom; Pajaro; Green Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
May Way(5)	1	Freedom Food Ctr.
Town & Country(9)	1	Happy Burro Mkt.
Eastlake Vlg.(27)	2	H&H Home Center
Crestview(16)	1	Tropicana
Pajaro Valley(27)	2	Albertson's, K mart
Rancho Del Mar(38)	9	Safeway
Capitola Mall(47)	15	Mervyn's, Sears
Deer Park(30)	8	Deluxe Foods
Watsonville Sq.(20)	1	Payless, Nob Hill
La Manzana(8)	NA	
Lucky Shpg. Ctr.(12)	1	Lucky, Kragens

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Ford's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Payless; K mart.
Chain Drug Stores-May Way; Long's; Thrifty.
Chain Supermarkets-Lucky Stores; Albertson's; Nob Hill.
Other Chain Stores-Western Auto; Grand Auto; Kragens; Radio Shack.

14 - NEWSPAPERS: REGISTER-PAJARONIAN (e) 13,826; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Schaffer, Adv. Dir., REGISTER-PAJARONIAN, 1000 Main St., Watsonville, CA 95076; Tel. (408) 724-0611.
National Representative: Papert Companies.

WHITTIER

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. 14 mi. E of Los Angeles; on Whittier Blvd. at Washington Blvd., E of Rosemead Blvd., extending to Orange County line, & adjoining La Habra; I-605. Freeway N & S at city's westerly line.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Cross-Town Suburban; Southern California Rapid Transit District (RTD).
Airlines-At Los Angeles, Long Beach, Ontario and Orange County Airport. Airport Service Transportation to L.A. Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 68,872; E&P 86 Est. 68,814
CZ-ABC: (80) 82,366
RTZ-ABC: (80) 260,115
County/PMSA 80 Cen. 7,477,657; E&P 86 Est. 8,049,392
City & RTZ-ABC: (80) 342,481

4 - HOUSEHOLDS:
City 80 Cen. 26,712; E&P 86 Est. 27,554
County/PMSA 80 Cen. 2,730,674; E&P 86 Est. 3,072,141
CZ-ABC: (80) 31,438
RTZ-ABC: (80) 77,767
City & RTZ-ABC: (80) 109,205

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	N.A.
Savings & Loan	8	$400,000,000

6 - PASSENGER AUTOS: County 4,329,971

7 - ELECTRIC METERS: Residence 26,020

8 - GAS METERS: Residence 23,258

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 400; Mining (Oil mainly) 500; Contract Constr. 4,000; Mfg. 21,700; Trans., Commun., Util. 7,500; Whol. & Ret. 18,500; Fin., R.E. & Related 2,800; Serv. 14,300; Gov't 9,500; Total Employ. 79,200.
Principal Pay Days-Fri., Sat.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 65-95; Fall 60-88; Winter 32-75.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Philadelphia St.; 9 blocks on Greenleaf Ave.
Other Shopping Centers-No. of Stores: Hadley & Whittier Blvd. 10; Whittier Quad at Whittier Blvd. & Laurel Ave. 36; Whittier Downs Mall, Washington Blvd. at Broadway 18; Whittwood at Whittier Blvd. & Santa Gertrudes Ave. 85; La Mirada, Rosecrans & Luitweiler 15; La Habra Plaza; Central & Hwy. 15; Fashion Square, Imperial & Hwy. 42; Puente Hills Mall 76; Santa Fe Springs Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon., Thur., Fri. Food-every eve.

13 - RETAIL OUTLETS: Department Stores-Boston Stores 2; Sears; JCPenney 4; Hinshaw's; Broadway Whittier; May Co.; Bullock's; Buffum's; Montgomery Ward; Zody's; K mart; Jewelcor; Mervyn's; Akron.
Discount Stores-SaveCo; Freight Outlet.
Variety Stores-Woolworth 2; Newberry's 2; Sprouse-Reitz; Pick and Save 2; Target; Millers.
Chain Drug Stores-Owl Rexall 5; Thrifty 4; Save-On; Serve Rite; Robbin's 2; Mascarin; Barrows; Barron's.
Chain Supermarkets-King Cole; Von's 4; Safeway; Alpha Beta 6; Lucky; Stater Bros.; Boy's Mkt.; Albertson's 2; Ralph's 3; S&A Mkts.
Other Chain Stores-Jewelry: LeRoys's, King's, Zale's, Lawson; Gallenkamp Shoes; Firestone; Desmond's (clothing); Barber Bros. (furn.); Harris & Frank (clothing); McMahon's (furn.); C.H. Baker, Leed's; Alroe; Western Auto; Rubert Hall 2; Georgetown Manor (furn.).

14 - NEWSPAPERS: NEWS (e) 17,814; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Linda Guelrich, Adv. Mgr., NEWS, 7037 S. Comstock Ave., Whittier, CA 90608; Tel. (213) 698-2571.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers; U.S. Suburban Press.

WOODLAND

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4, County Seat. 20 mi. W of Sacramento (State Capitol) and 90 mi. N of San Francisco; Sacramento River 2 mi. N at its nearest point. On U.S. Hwys. 1-5, State Hwys. 113 & 16; fringed by Interstate 80, 880 & 505.

2 - TRANSPORTATION: Railroads-Sacramento-Northern; Union Pacific; Missouri Pacific; Southern Pacific.
Motor Freight Lines-8.
Intercity Bus Lines-Greyhound.
Airports-8 mi. E Sacramento, Metro Airport; 5 mi. W Executive Airport.
Water-Yolo-Sacramento deepwater port, 17 mi. SE.

3 - POPULATION:
Corp. City 80 Cen. 30,235; E&P 86 Est. 35,575
CZ-ABC: (80) 30,235
RTZ-ABC: (80) 56,838
City & RTZ-ABC: (80) 87,073
MSA 80 Cen. 1,099,814; E&P 86 Est. 1,299,697
County 80 Cen. 113,374; E&P 86 Est. 125,763
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,740; E&P 86 Est. 13,061
County 80 Cen. 41,304; E&P 86 Est. 47,744
MSA 80 Cen. 416,356; E&P 86 Est. 514,545
CZ-ABC: (80) 10,740
RTZ-ABC: (80) 19,840
City & RTZ-ABC: (80) 30,580

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 62,511

7 - ELECTRIC METERS: Residence 12,100

8 - GAS METERS: Residence 11,972

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,200; Sugar Refining 465; Plastics 416; Mobile Homes 480; Farm Mach. 210; Trucking 400; Hosp. & Medical 600; Newspaper 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-96; Summer 47-108; Fall 34-99; Winter 29-75.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
County Fair Mall(65)	3	Mervyn's, Target, JCPenney
Purity(10)	NA	Sears (catalog)
Ky. Village	2	Kentucky Mkt.
South Land Ctr.	2	Raley's Mkt.
Court Plz.(18)	1	TG&Y, Lucky Mkt.
K mart Ctr.	3	K mart
Shade Tree(12)	3	Payless Drug
Cottonwood Plz.(12)	2	Holiday Market
West Main Plaza	1	Longs, Safeway

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping ctrs. nightly.
Stores Open Sundays-Food, drug, discount stores.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Rosenberg's; JCPenney; Breits; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-Payless; TG&Y; Longs; K mart.
Chain Drug Stores-Thrifty; Walgreens; Rexall.
Chain Supermarkets-Safeway; Lucky; Raley's; Holiday; Nugget.
Other Chain Stores-Western Stores; Grand Auto; Big O Tires; Diamond Intl.; Goodyear; McMahan Furn.

14 - NEWSPAPERS: DEMOCRAT (e) 11,695; (S) 11,487; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gene Lofton, Adv. Dir., DEMOCRAT, 702 Court St., Woodland, CA 95695; Tel. (916) 662-5421.
National Representative: Papert Companies.

YREKA

1 - LOCATION: Siskiyou County. E&P Map B-2. County Seat. Cattle, agriculture, lumbering, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 3 & I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental Pacific Trailways.
Airports-6.

3 - POPULATION:
Corp. City 80 Cen. 5,916; E&P 86 Est. 6,424
County 80 Cen. 39,715; E&P 86 Est. 45,237

4 - HOUSEHOLDS:
City 80 Cen. 2,548; E&P 86 Est. 2,491
County 80 Cen. 15,816; E&P 86 Est. 18,032

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$44,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 21,794.

7 - ELECTRIC METERS: Residence 2,750.

8 - GAS METERS: Residence 854.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Agric. & Forestry 4,575 ($250); Mfg. 1,450 ($200); Lumber & Wood Prods. 1,275 ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct.; last killing frost, late Apr.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.
Nearby Shopping Centers-Montague (6 mi.); Montague Drive in Mkt.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-Payless; Thrifty; Sprouse-Reitz.
Chain Drug Stores-Cummings; Raley's.
Chain Supermarkets-Drive 'N Save; Gil's; Food for Less.
Other Chain Stores-Shasta Auto; Littrell Parts; Kinney Shoes; Discount Video; Allison's.

14 - NEWSPAPERS: SISKIYOU NEWS (e-mon to fri) 5,636; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Ed Foss, Jr., Gen. Mgr., SISKIYOU NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.
National Representatives: Papert Companies; Thomson Newspapers.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher
11 West 19th Street
New York, N.Y. 10011

COLORADO SURVEYS

METROPOLITAN STATISTICAL AREAS

Colorado Springs-El Paso County.
Fort Collins-Loveland-Larimer County.
Greeley-Weld County.
Pueblo-Pueblo County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boulder-Longmont-Boulder County.
Denver-Adams, Arapahoe, Denver, Douglas, and Jefferson Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Denver-Boulder-Includes Boulder-Longmont PMSA and Denver PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	186	217	255
5-14 Years	459	439	516
15-24 Years	422	571	672
25-44 Years	548	916	1,072
45-64 Years	407	499	588
65 and Over	187	247	289
TOTAL	2,209	2,889	3,396

Based on U.S. Census.

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Denver	491,396	92,382	18.8
Greeley	53,006	8,269	15.6
Pueblo	101,686	36,099	35.5

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	675	949	1,716
General Mdse.	1,204	1,658	2,411
Food	2,008	3,681	4,699
Automobiles	2,081	3,106	5,470
Gasoline Stations	709	1,430	1,425
Apparel	436	772	1,114
Furniture	480	771	1,422
Eat-Drink Places	966	1,823	2,628
Drugs	248	354	464
TOTAL SALES	9,825	16,581	23,599

ALAMOSA

1 - LOCATION: Alamosa County. E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shopping Center for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western; Cumbres & Toltec Scenic.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.
Airlines-Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 6,830; E&P 86 Est. 6,734
County 80 Cen. 11,799; E&P 86 Est. 12,081

4 - HOUSEHOLDS:
City 80 Cen. 2,314; E&P 86 Est. 2,476
County 80 Cen. 3,921; E&P 86 Est. 4,523

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$20,000,000
Commercial	2	$26,000,000
Industrial	1	N.A.

6 - PASSENGER AUTOS: County 5,734.

7 - ELECTRIC METERS: Residence 4,317.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 250; Garments 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6; last killing frost, May 6.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District-23 blocks on Main & State Sts.
Neighborhood Shopping Centers-Near College, & E. side area.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Sundays-Supermarkets, discount stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Rexall; Merit; Associated Druggist.

14 - NEWSPAPERS: VALLEY COURIER (e-mon to fri) 5,947; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Reinie Ownsley, Adv. Dir., VALLEY COURIER, 401-407 State Ave., Alamosa, CO 81101; Tel. (303) 589-2553.
National Representative: None.

ASPEN

1 - LOCATION: Pitkin County. E&P Map B-2. County Seat. Centrally located in CO.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Airlines-United Express; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 3,698; E&P 86 Est. N.A.
County 80 Cen. 10,338; E&P 86 Est. 11,153

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. N.A.
County 80 Cen. N.A.; E&P 86 Est. 5,119

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 9,947.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism.

10 - CLIMATE: Av. Temp.-Summer 75-80; Winter 25-35.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-Downtown Aspen.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (m) 7,000; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: David Danforth, Pub., NEWS, 315 E. Hyman; PO Box DD, Aspen, CO 81612; Tel. (303) 925-2220.
National Representative: None.

BOULDER

1 - LOCATION: Boulder County (In Boulder-Longmont PMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Hwys. 7, 119 and U.S. 36.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Rocky Mountain Trans.-summer only; Regional Trans. District.

3 - POPULATION:
Corp. City 80 Cen. 76,685; E&P 86 Est. 81,693
CZ-ABC. (80) 76,685
RTZ-ABC. (80) 44,635
County/PMSA 80 Cen. 189,625; E&P 86 Est. 219,726
City & RTZ-ABC. (80) 121,320
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,674; E&P 86 Est. 31,199
County/PMSA 80 Cen. 68,964; E&P 86 Est. 83,645
CZ-ABC. (80) 28,674
RTZ-ABC. (80) 16,355
City & RTZ-ABC. (80) 45,029

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$276,386,000
Commercial	13	$484,273,000

6 - PASSENGER AUTOS: County 139,812.

7 - ELECTRIC METERS: Residence 32,475.

8 - GAS METERS: Residence 24,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Univ. of Colo. 3,762; Research 6,843; Electronics 15,825; Mfg. 2,273; Service 4,681; Food 1,245.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11; last killing frost, May 2.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Boulder Mall-30 blocks on Pearl, Broadway, Spruce, Walnut; Crossroads Mall, 28th & Canyon.
Neighborhood Shopping Centers-Thirteenth St., University to College (University Hill); N Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut; Willow Springs at 28th; Iris Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapahoe Vlg.(22)	2	Safeway
Base Mar(29)	2	
Crossroads(150)	2	JCPenney, Ward's Denver, May D&F, Mervyn's, Fashion Bar
Table Mesa(30)	3	Albertson's, King Sooper's, Eaker's, Village Inn
Thunderbird Sq.(10)	3	Safeway
Village(35)	2	7-Eleven, McGuckin's, Dave Cook Sporting Goods

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Some Downtown open Thur.; Some shpg. ctrs. open Mon. through Fri.; Some food, discount & hardware open Sun.

13 - RETAIL OUTLETS: Department Stores-Denver Dry; Eakers; Fashion Bar; JCPenney; Joslin's; May D&F; Mervyn's; Montgomery Ward.
Variety Stores-Ben Franklin; Boulder Army Store.
Discount Stores-Alco; K mart; Target; Marshall's; LaBells.
Chain Supermarkets-Albertson's; Colony IGA; King Soopers; Safeway; Sax; Shoppin Sav.
Other Chain Stores-Benetton; County Seat; Regiment; Richmann Bros.; Contemporary Casuals; Fashion Conspiracy; Foxmor; Sixteen Plus; Stage; Contemporary Comfort; Denex; Homestead House; House of Values; Osco Drugs; Walgreens; Baker Shoes; Famous Footwear; Thom McAn; Wild Pair; Churchwarden; Circus World; Luggage Depot; So-Fro Fabrics; Fred Schmid; Schaack Electronics; Silo; Soundtrack; U.S. Tech; Computerworks; Master Goldsmiths; Firestone; Goodyear; Radio Shack; KG Mens; Zale's; Hickory Farms; Fox Photo; GNC; Ann Taylor.

14 - NEWSPAPERS: CAMERA (m) 30,575; (S) 39,753; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve Sauder, Adv. Mgr.; Rebecca Bradner, Class. Mgr., CAMERA, 1048 Pearl St., Boulder, CO 80302; Tel. (303) 442-1202.
National Representative: Knight-Ridder Newspaper Sales.

CANON CITY

1 - LOCATION: Fremont County. E&P Map C-2. 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs; 125 mi. SSW of Denver.

2 - TRANSPORTATION: Railroads-D&RG; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 13,037; E&P 86 Est. 15,210
CZ-ABC. (80) 16,675
RTZ-ABC. (80) 13,529
County 80 Cen. 28,676; E&P 86 Est. 33,105
City & RTZ-ABC: (80) 30,204
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,746; E&P 86 Est. 5,535
CZ-ABC. (80) 6,122
RTZ-ABC. (80) 4,508
County 80 Cen. 10,058; E&P 86 Est. 12,223
City & RTZ-ABC: (80) 10,630

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	3	N.A.
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 16,750.

7 - ELECTRIC METERS: Residence 11,453.

8 - GAS METERS: Residence 9,198.

9 - PRINCIPAL INDUSTRIES: Industry, State Prison 800 ($225); Light Mfg. 1,000.
Principal Industrial Pay Days-1st & 15th.
10 - CLIMATE: Mean Temp. 54.9, Av. Summer 73; Av. Winter 43.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on 3 sts.
Principal Shopping Days-Mon.-Sat.
Stores Open Evenings-Grocery, 2 discount, 5 drug.
Stores Open Sundays-Grocery, 4 drug, 2 discount, 1 Department Store.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Alco.
Chain Drug Stores-Palace Drug; Rexall; Medicine Shoppe.
Chain Supermarkets-7-Eleven; Safeway; Canon Mkt.; Sunnyside Ranch Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik-Way 6; City Mkt.
Other Chain Stores-Coast-to-Coast; Checker Automotive; Sherwin-Williams; Radio Shack; Wal-Mart.

14 - NEWSPAPERS: RECORD (e) 8,842; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jay Frizzo, Adv. Dir., RECORD, PO Box 111, Canon City, CO 81212; Tel. (303) 275-7565.
National Representative: Papert Companies.

CASTLE ROCK

1 - LOCATION: Douglas County. (In Denver PMSA). E&P Map C-2. County Seat. Designated Towns: Castle Rock, Parker, Larkspur.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande; Sante Fe and Burlington.
Motor Freight Carriers-Castle Rock Transfer.
Intercity Bus Lines-Continental Trailways.
Airlines-Denver International; Arapahoe County.

3 - POPULATION:
Corp. City 80 Cen. 3,921; E&P 86 Est. 5,349
County 80 Cen. 25,153; E&P 86 Est. 38,947
PMSA 80 Cen. 1,427,855; E&P 86 Est. 1,634,715

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. 1,964
County 80 Cen. N.A.; E&P 86 Est. 12,729
PMSA 80 Cen. 608,047; E&P 86 Est. 638,284

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$90,000,000
Savings & Loan	3	NA
Industrial	2	NA

6 - PASSENGER AUTOS: County, 22,246

7 - ELECTRIC METERS: Residence, 11,929

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-School District 1,000; County Gov't 220; Elect. 157; Grocery 60; Constr. 55; Brick 50.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Mean Temp.-Spring 57; Summer 72; Fall 49; Winter 27. First killing frost, Oct.; last killing frost, Apr. 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Castle Rock; Safeway Shopping Center; Village Shopping Center; Parker; Cottonwood Shopping Center; Parker Square; Cross Roads Shopping Center.

13 - RETAIL OUTLETS: Discount Stores-K mart; Yellow Front; Wal-Mart.
Chain Supermarkets-Safeway, Alberton's.

14 - NEWSPAPERS: DAILY NEWS-PRESS (m) 6,500; sworn Oct. 1, 1986.
Local Contact-for Advertising and Merchandising Data: Jim Adkins, Pub. or Jerry Bruck, Bus. Mgr., PO Box AA, Castle Rock, CO 80104; Tel. (303) 688-3128.
National Representative: Papert Companies.

COLORADO SPRINGS

1 - LOCATION: El Paso County (Colorado Springs MSA). E&P Map C-2. County Seat, 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, high technology, cultural and educational center. 5 colleges. U.S. Air Force Academy. HQ North American Air Defense Command; HQ Army Air Defense Command; HQ Continental Air Defense Command, Consolidated Space Operations Center, Fort Carson. On State Hwys. 83 & 115; I-25; U.S. Hwys. 24, 85, 87.

2 - TRANSPORTATION: Railroads-RI; D&RG; SF.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-TWA; Frontier; Rocky Mountain; Aspen Airways; Continental; America West; Western; American; Trans Colorado; United.

3 - POPULATION:
Corp. City 80 Cen. 235,921; E&P 86 Est. 275,861
NDM-ABC: (80) 317,458
County/MSA 80 Cen. 309,424; E&P 86 Est. 364-.095
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,241; E&P 86 Est. 99,221
County/MSA 80 Cen. 107,791; E&P 86 Est. 133-.015
NDM-ABC: (80) 110,673

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	36	$1,500,000,000
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 225,250

7 - ELECTRIC METERS: Residence 110,095

8 - GAS METERS: County 90,035

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Military 30,279 ($295); Whol. & Ret. 24,950 ($310); Service 25,020 ($320).
Principal Industrial Pay Days-1st and 15th.

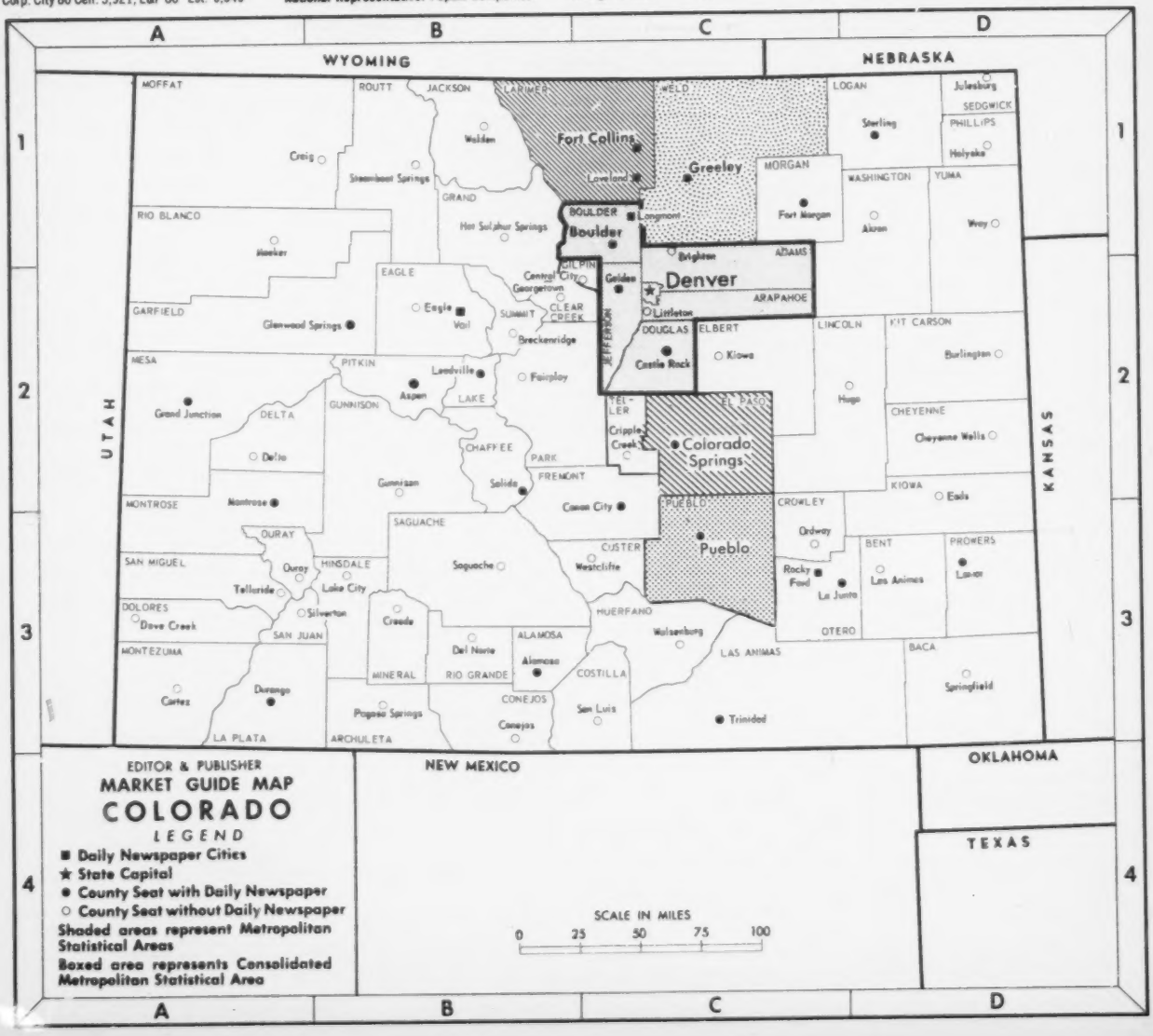
10 - CLIMATE: Min. & Max. Temp.-Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2, last killing frost, May 7.

11 - TAP WATER: Water from watershed on Pikes Peak & Continental Divide; pure, filtered, fluoridated.

12 - RETAILING: Downtown Shopping Centers-8 blocks on E Pikes Peak; 17 on Tejon; 16 on Nevada; 8 on Cascade; 12 on Colorado.
Neighborhood Shopping Centers-2500 W Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada; 2300 N Wahsatch; 2400 N Union Blvd.; 1700 S 8th St.; 2300 E Pikes Peak Security; 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 4055 Templeton Gap; 400 W Filmore; Academy at Flintridge, 300 N Academy; Union at Van Buren; King Soopers Centers, Circle at Airport; 1710 Briargate; Knob Hill; Circle Dr.; Woodmoor; K mart Plz.; Country Club; Maizeland Moors Ranch Ctr.; Woodland Pk.; Corners; Tiffany Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Citadel(184)	4	JCPenney, The Denver, May D&F



Bon(17)	3	Safeway
Golf Club Acres	2	Simms
Three Eagles(2)	3	Safeway
Audobon Gdns.	2	Cost Plus
Venetian Vlg.(15)	3	Albertson's
Security(30)	NA	Albertson's
Skyway Park	3	Coyle
Redrock Canyon(24)	4	No Frills
Chapel Hills(115)	9	Sears, K mart, Joslins
Circle Fair	3	Albertson's
Pioneer Plaza(20)	2	Cheers Liquor
Fountain Vly.(13)	8	Safeway
Broadmarket(35)	2	
Widefield Mall	8	Safeway
Rustic Hills(85)	4	T.J. Maxx
Rustic Hills North(24)	4	Albertson's, Skaggs
Southgate(29)	3	Sears, King Soopers
Mall of the Bluffs(62)	7	Safeway
Academy Mart(15)	4	Target
Central Bank Plaza(17)	3	Mont. Ward
Chase Stone		May D&F
N Circle Plz.(20)	3	Cloth World
Uintah Gardens	3	King Soopers, Alco, Anthonys
Woodmen Valley	8	King Soopers

Also Knob Hill; Circle Drive; Woodmoor; K mart Plaza; County Club; Maizeland Moors Ranch Center; Woodland Park; Corners; Tiffany Square.

Principal Shopping Days-Department stores Mon., Thur., Fri., Sat. Food stores Wed., Fri., Sat., Sun.

Stores Open Evenings-All major supermarkets, discount drug & department stores.

13 - RETAIL OUTLETS: Department Stores-Hibbard; Joslins; May D&F 2; Sears 2; JCPenney; Montgomery Ward; Fashion Bar; The Denver; Labelle's; Yellow Front; Service Merchandise.

Discount Stores-K mart 5; Target 2.

Variety Stores-Woolworth; Duckwall's.

Chain Drug Stores-Walgreens 8; Rexall; Safeway Drug; Skagg's; Kohler; Target; King Soopers; Longs.

Chain Supermarkets-Safeway 9; Albertson's 6; City Supers; King's 7; Simm's; 7-Eleven; Kwik Way; T.J.'s Foods; Sax Foods; Cub Foods.

Other Chain Stores-Jocque Shop; J. Chisholm; Gallenkamp; Florsheim; Sherwin-Williams; Firestone; Goodyear; B.F. Goodrich; Pittsburgh Paint & Glass; Fashion Bar; Thom McAn; Baker's Shoes; Kinney; Kwal Paint; Mary Carter; Helzberg Jewelers; Edison Bro.; Eakers; Dave Cook; Downings; Motherhood Maternity; Burnstein-Applebee; Evenson's; Richman Bros.; Spencer's; Waldenbooks; Singer Co.; Jean's West; Radio Shack; Color Tile; Payless Shoes; Douglas Optical; Gates Tires; General Nutrition; Hardy Shoes; Vorhes Shoes; Stover Candies; Mr. C. Fashion; So-Fro Fabrics; Zale's; Zerbes; Sutherland Lumber; Weberg's; Handy Dan; Pay 'n Pak; Fred Schmid; Famous Footwear; Montaldo's; Red Wing Shoes; Homestead House; Payless Cashways; Park Lane; Merle Norman; K-G Men's; National Shirt; Royal Optical; B. Dalton; Bohm Allen; Knapp Shoes.

14 - NEWSPAPERS: GAZETTE TELEGRAPH (m-mon to fri) 69,481; (e-mon to fri) 37,967; (m-sat) 106,309; (S) 114,457; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Dan Goodrich, Adv. Dir., GAZETTE TELEGRAPH, 30 S. Prospect; PO Box 1779, Colorado Springs, CO 80901; Tel. (303) 632-4641.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CRAIG

1 - LOCATION: Moffat County, E&P Map B-1, County Seat. NW part of state. On Hwys. 40 & 13. Elevation 6,280 feet.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande; Western (freight).

Motor Freight Carriers-Edson Express.

Intercity Bus Lines-Continental Trailways (Freight & Passengers); Wilderness Transit.

Airlines-Charter flights.

3 - POPULATION:
Corp. City 80 Cen. 8,133; E&P 86 Est. 8,834
County 80 Cen. 13,133; E&P 86 Est. 14,947

4 - HOUSEHOLDS:
City 80 Cen. 2,947; E&P 86 Est. 3,220
County 80 Cen. 4,578; E&P 86 Est. 5,405

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,200,000
Savings & Loan	2	$2,750,000

6 - PASSENGER AUTOS: County 5,954

7 - ELECTRIC METERS: Residence & Comm. 5,920

8 - GAS METERS: Residence & Comm. 3,754

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining (coal) 1,124; Power Plant 280; Wool Whse. 7; Wheat Storage 16; Meat Packing 29; Constr. 312; Heavy Mach. 221; Mining Supplies 38; Cattle Operations 329; Sheep Operations 124; Wheat Farms 179.

10 - CLIMATE: Temp.-Annual average daily high 62.1; Annual average daily min. 44.3; Record high 100; Record low 45. Low humidity.

11 - TAP WATER: Soft (pH 7.4-7.6). No alkalinity or salinity; mineral content low.

12 - RETAILING: Principal Shopping Center-9 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	4	Anthony's, Eakers, Mont. Ward, Safeway, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Centennial Mall: Mon.-Sat. until 8:00.

Stores Open Sundays-Centennial Mall: 10:00-6:00.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony's; Golden Rule; Eakers; K mart.

Chain Supermarkets-Safeway; City Market.

Other Chain Stores-J.W. Brewer Tires; Sathers Jewelry; Sears; Montgomery Ward; Go-fer; Car Quest; Gamble's; 7-Eleven.

14 - NEWSPAPERS: NORTHWEST COLORADO PRESS (e-mon to fri) 3,245; sworn Sept. 30, 1985.

Local Contact for Advertising and Merchandising Data: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, 466 Yampa; PO Box 5, Craig, CO 81625; Tel. (303) 824-7031.

National Representative: Branham/Newspaper Sales.

DENVER

1 - LOCATION: Co-extensive with Denver County, (PMSA). E&P Map C-2. On virtually level terrain one mi. above sea level, 10 mi. E of juncture of plains and Rocky Mountains; 1,048 mi. from Chicago; 640 mi. from Kansas City; 570 mi. from Salt Lake City; 500 mi. from Omaha.

2 - TRANSPORTATION: Railroads-Union Pacific; Denver & Rio Grande Western; Burlington Northern; Santa Fe; Colorado & Eastern; Amtrak.

Motor Freight Carriers-96.

Intercity Bus Lines-Greyhound; Trailways; Gray Line Tours.

Airlines-Continental; Delta; Frontier; United; Western; TWA; Ozark; Aspen Airways; Mexicana; Rocky Mountain Airways; Air Midwest; Eastern; Piedmont; Republic; American; USAir; Southwest; Northwest Orient; Centennial; TransColorado; People Express; GP Express; Mesa.

3 - POPULATION:
Corp. City/County 80 Cen. 491,396; E&P 86 Est. 495,872
CZ-ABC: (80) 1,261,761
Bal. in NDM-ABC: (80) 684,757
Total NDM-ABC: (80) 1,946,518
PMSA 80 Cen. 1,427,855; E&P 86 Est. 1,634,715
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 211,809; E&P 86 Est. 220,817
CZ-ABC: (80) 486,199
Bal. in NDM-ABC: (80) 239,457
Total NDM-ABC: (80) 725,656
PMSA 80 Cen. 608,047; E&P 86 Est. 638,284

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	11	$8,727,436,000
Commercial (DMA)	207	$13,514,074,000

6 - PASSENGER AUTOS: County 299,436

7 - ELECTRIC METERS: All Classes Metro 687,833

8 - GAS METERS: All Classes Metro 540,727

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 66,300 ($505); Mfg. 102,700 ($423); Nondurable Goods 39,800 ($395); Durable Goods 62,900 ($454).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 51-92; Fall 18-68; Winter 13-59. First frost, Sept. 23; last frost, Apr. 19.

11 - TAP WATER: Alkaline, 53% of supply hard, 47% of supply soft; West Slope, fluoridated; East Slope, not fluoridated.

12 - RETAILING: Principal Shopping Area-44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway.

Neighborhood Shopping Areas-W Alameda & S Sheridan; W 20 & Youngfield; 3400 Youngfield; 3100 S Sheridan; 795 S Colo. Blvd.; 6500 S Bdwy.; 5050 S Federal; W 48 & Pecos; E 3rd Ave. & Hudson; 3300 Dahlia; 3575 S Logan; 3300 S Bdwy.; E Hampden & S Fairfax; E 22nd Ave. & Kearney; W Colfax & Carr; 600 S Holly; E 14th Ave. & Kearney; W 6th & Garrison; 601 S Bdwy.; 9305 Mntw. Blvd.; 7150 Federal; E 23rd & Oneida; E 33rd & Holly; W 72nd & Pecos; W 38th & Ames; 9000 N Wash.; E Fla. & Holly; W 38th & Wadsworth; W Littleton Blvd. & S Windermere; 7200 W Alameda; S Colorado Blvd. & Yale; 5801 W 44th Ave.; 10405 W Colfax; 1st Ave. & University Blvd.; 6th & Peoria; W Miss. & Quivas; 6455 W Colfax; S Fed. & W Evans; 2200 W Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Mall(128)	10	JCPenney, The Denver, Sears, May D&F
Bear Valley Ctr.(36)	8	Burlington Coat Factory
Buckingham Sq.(103)	8	Joslin's, Mervyns, Mont. Ward
Cherry Creek(54)	3	The Denver, Sears
Cinderella City(194)	7	The Denver, Joslins, Broadway Southwest, JCPenney, Woolworth
Lakeside Mall(78)	4	Woolworth, Target, The Denver, Mont. Ward
North Valley Mall(67)	7	Mont. Ward, May D&F
Northglenn Mall (120)	10	The Denver, Sears, Mervyns, JCPenney
Southglenn Mall(107)	12	The Denver, Sears, May D&F
Southwest Plz.(178)	12	Target, Joslins, May D&F, The Denver, Sears, Mont. Ward
University Hills(47)	7	May D&F, JCPenney
Villa Italia(151)	6	Mont. Ward, JCPenney, Joslins, Broadway Southwest
Westland(51)	7	May D&F, Sears
Westminster Mall(224)	9	Joslins, May D&F, Mervyn's, Broadway Southwest, JCPenney
Downtown Denver(100)		May D&F, The Denver, Joslins, Woolworth

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Food Markets-Daily to 10 p.m.; Shopping Ctrs.-Mon. through Fri. to 9 p.m., Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-The Denver; Joslins; May D&F; Broadway Southwest; Mervyn's; Montgomery Ward; JCPenney; Sears.

Men's and Women's Clothing Stores-Aspen Leaf; Cottrell's; Eakers; Fashion Bar; KG Mens Store; Lane Bryant; Miller Stockman; Montaldos; Perkins Shearer; PMM Western Wear; Richman Bros.; Shepliers, Inc.; The Clothing Center; The Buccaneer; Casual Corner; Conrad's; County Seat; Fashion Gal; Foxmoor; Lerners; The Limited; Loehmanns; Pic-A-Dilly; Hagan Sports; Titus McDuff; Kuppenheimer; Jerry Leonard; Brooks Brothers; The Regiment; The Gap; Burlington Coat Factory; Hit 'n' Miss; Clothestime.

Discount Stores-Target; K mart; LaBelle's; Service Merchandise; Buyers Club; Pace Whse.

Variety Stores-Woolworth; Steinmart; Marshall's; Yellow Front; T.J. Maxx; Ross Stores.

Chain Drug Stores-Walgreens 20; Osco 20; King Soopers 47; Econo 3; K mart 12.

Chain Supermarkets-Safeway 57; Albertsons 16; Friendly Cash & Carry 6; King Soopers 51; Super Foods 11; Shoppin Sav 4; Grocery Warehouse 4; Cub Foods 2; Sax Foods 5.

Cooperative-Buying Groups-Associated Grocers of Colorado 430.

14 - NEWSPAPERS: DENVER POST (m) 220,861; (S) 412,102; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Steve Morris, V.P. Adv. Sales, DENVER POST, 650 15th St., Denver, CO 80202; Tel. (303) 820-1963.

National Representative: Times Mirror National Marketing.

ROCKY MOUNTAIN NEWS (m) 320,441; (S) 378,133; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Paul Campbell, Gen. Adv. Mgr., ROCKY MOUNTAIN NEWS, 400 W. Colfax Ave., Denver, CO 80204; Tel. (303) 892-5304.

National Representative: Sawyer-Ferguson-Walker.

DURANGO

1 - LOCATION: La Plata County, E&P Map A-3, County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, tourism, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

2 - TRANSPORTATION: Motor Freight Carriers-4.

Bus Lines-Continental Trailways.

Airlines-Aspen; Trans Colorado; America West.

3 - POPULATION:
Corp. City 80 Cen. 11,649; E&P 86 Est. 12,567
CZ-ABC: (80) 11,649
RTZ-ABC: (80) 38,211
County 80 Cen. 27,424; E&P 86 Est. 33,054
City & RTZ-ABC: (80) 49,860

4 - HOUSEHOLDS:
City 80 Cen. 4,120; E&P 86 Est. 3,858
County 80 Cen. 9,746; E&P 86 Est. 12,145
CZ-ABC: (80) 4,120
RTZ-ABC: (80) 13,430
City & RTZ-ABC: (80) 17,550

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$232,800,000
Savings	1	(Incl. above)
Savings & Loan	2	(Incl. above)

6 - PASSENGER AUTOS: County 14,701

7 - ELECTRIC METERS: Residence 5,522

8 - GAS METERS: Residence 3,152

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Proc. 125; Iron and Sheet Metal 13; Oil & Natural Gas 150; Bottling Plants 70; Tourism.

Principal Pay Days-10th, 20th.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-19 blocks on Main Ave.; 5 on Second Ave.; 8 on Sixth St.

Neighborhood Shopping Center-Durango Mall; Main Mall; Town Plaza; Centennial; Animas Valley Mall, NM.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	NA	TG&Y
Durango Mall	NA	K mart, JCPenney
Town Plaza(16)	NA	Safeway

Principal Shopping Days-Mon., Thur., Sat. Grocery Stores are open Sundays.

13 - RETAIL OUTLETS: Department Stores-Graden Mercantile; JCPenney; Sears (catalog); K mart.

Discount Stores-Yellow Front.

Variety Stores-Woolworth.

Chain Drug Stores-Basin Rexall; Professional; Plaza; Revco.

Chain Supermarkets-Safeway; City Market 2; Shur Value; Pac-N-Save.

Other Chain Stores-Hallmark; Maurice's; Stevenson's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 6,976; (S) 8,688; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Don Steele, Adv. Mgr., HERALD, 1275 Main Ave.; PO Box Drawer A, Durango, CO 81302; Tel. (303) 247-3504.

National Representative: Branham/Newspaper Sales.

FORT COLLINS

1 - LOCATION: Larimer County, (Fort Collins-Loveland MSA). E&P Map C-1, County Seat. Colorado State University (20,000); tourist gateway. 65 mi. N of Denver; 45 mi. SW of Cheyenne.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado and Southern; Burlington Northern.

Motor Freight Carriers-8.

Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 64,632; E&P 86 Est. 73,080
CZ-ABC: (80) 65,092
RTZ-ABC: (80) 28,335

County/MSA 80 Cen. 149,184; E&P 86 Est. 177,905
City & RTZ-ABC: (80) 93,427
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,320; E&P 86 Est. 25,890
County/MSA 80 Cen. 54,086; E&P 86 Est. 67,766
CZ-ABC: (80) 23,523
RTZ-ABC: (80) 10,151
City & RTZ-ABC: (80) 33,674

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$332,000,000
Savings & Loan	7	N.A.
Industrial	5	N.A.

6 - PASSENGER AUTOS: County 101,402

7 - ELECTRIC METERS: County Residence 73,005

8 - GAS METERS: County Residence 48,944

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Colorado State Univ. 8,600; Eastman Kodak 2,800; Hewlett-Packard 2,476; Poudre R-1 2,000; Woodward Governor 1,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 52-94; Fall 22-52; Winter 13-42. First killing frost, Sept. 8; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Neighborhood Shopping Centers-Laurel & College; College & Prospect; N College, 700-1100 blocks; W Elizabeth & Shields; S College, 2000-6500 blocks; S College, 3000-4000 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus West(33)	3	Campus Merit Drugs
Cedarwood Plz.	NA	King Soopers
Foothills Fashion Mall(50)	3	May D&F, JCPenney, Denver Dept., Sears,
Foothills Sq.	NA	Fashion Bar
South College	2	Western Camera
University Mall(25)	1	King Sooper, Walgreens, Eaker's, Mont. Ward
K mart Plz.	2	K mart
Drake Crossing	5	Safeway, Walgreens
Scotch Pines	3	Toddy's

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Food and most major retailers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; The Denver; May D&F; Eakers; Fashion Bar.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; LaBelle's.
Chain Drug Stores-Walgreens 2; Rexall; Osco; Merit.
Chain Supermarkets-Safeway 2; Toddy's; King Soopers 2; Steele's 2; Beavers 2; Albertson's 2.

14 - NEWSPAPERS: COLORADOAN (e) 18,957; (S) 24,588; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve Roszczyk, Adv. Dir., COLORADOAN, PO Box 1577, Fort Collins, CO 80522; Tel. (303) 493-6397.
National Representative: Gannett Media Sales.

FORT MORGAN

1 - LOCATION: Morgan County, E&P Map C-1. 80 mi. NE Denver; on U.S. Hwys. 6, 34 and 138; State Hwy. 52; I-76.

2 - TRANSPORTATION: Railroads-Burlington; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,768; E&P 86 Est. 9,417
County 80 Cen. 22,513; E&P 86 Est. 23,779
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,366; E&P 86 Est. 3,570
County 80 Cen. 7,981; E&P 86 Est. 8,819

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$112,991,075
Savings & Loan	4	$71,245,353

6 - PASSENGER AUTOS: County 12,762

7 - ELECTRIC METERS: Residence 5,190

8 - GAS METERS: Residence 3,646

9 - PRINCIPAL INDUSTRIES: Sugar Beet Factory; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes; Sugar.

10 - CLIMATE: First killing frost, Sept. 11; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 5 on Railroad Ave.; 13 on Platte Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
E Railroad Ave.(10)	NA	Big T Mkt.

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; A.G. Eaker.
Discount Stores-Alco; Gibson; K mart.
Chain Drug Stores-City Pharmacy; Walgreens; Macy's; Rexall.
Chain Supermarkets-Johnson's Super; Green Acres AG Mkt.; Big T Super; Edwards Mkt.; Safeway.
Other Chain Stores-Coast-to-Coast; Brown's Shoe Fit; Conrad's

14 - NEWSPAPERS: TIMES (e) 5,954; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, PO Box 699, Fort Morgan, CO 80701; Tel. (303) 867-5651.
National Representative: Branham/Newspaper Sales.

GLENWOOD SPRINGS

1 - LOCATION: Garfield County, E&P Map B-2. County Seat. Agricultural, mining, service, retail, resort area. 90 mi. NE of Grand Junction. On State I-70, 133; U.S. Hwy. 6, 24.

2 - TRANSPORTATION: Railroads-Amtrak; Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,637; E&P 86 Est. 5,225
County 80 Cen. 22,514; E&P 86 Est. 28,995

4 - HOUSEHOLDS:
City 80 Cen. 1,930; E&P 86 Est. 2,223
County 80 Cen. 8,131; E&P 86 Est. 10,952

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$160,000,000

6 - PASSENGER AUTOS: County 15,305

7 - ELECTRIC METERS: Residence (City) 4,259

8 - GAS METERS: Residence (City) 2,829

9 - PRINCIPAL INDUSTRIES: Farming; Dairying; Resort (Hot Springs); Mining (coal).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-54. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Grand Ave.; Glenwood Springs Mall.
Neighborhood Shopping Centers-City Market Plaza; Safeway Shopping Ctr. South Glenwood on Hwy. 82; Van Rand Ctr.; Tamarack Mall; West Glenwood Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenwood Springs Mall	2	K mart, JCPenney

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bullock's.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Ben Franklin; Center Drug.
Chain Supermarkets-Safeway; City Market; Smith; Giant.
Other Chain Stores-7-Eleven; Zale's; 84 Lumber; Kenny's Shoes; Goodyear; Bumper to Bumper; Firestone; Coast-to-Coast; Gamble's; Gordon Jewelers.

14 - NEWSPAPERS: GLENWOOD POST (e-mon to fri) 5,163; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Anna Muller, Adv. Mgr., GLENWOOD POST, 2014 Grand Ave.; PO Box 550, Glenwood Springs, CO 81601; Tel. (303) 945-8515.
National Representative: Branham/Newspaper Sales.

GRAND JUNCTION

1 - LOCATION: Mesa County, E&P Map A-2, County Seat. Shipping, whol. & ret., mining, industrial, recreation ctr. 250 mi. from Denver; 300 mi. from Salt Lake City. Regional Ret. trade area for approx. 9 counties.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Frontier; United; Continental.

3 - POPULATION:
Corp. City 80 Cen. 27,956; E&P 86 Est. 32,853
County 80 Cen. 81,530; E&P 86 Est. 101,300
CZ-ABC: (80) 70,714
Bal. in NDM-ABC: (80) 78,907
Total NDM-ABC: (80) 149,621
Bal. in RTZ-ABC: (80) 19,613
Total NDM & RTZ-ABC: (80) 169,234
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,766; E&P 86 Est. 14,251
County 80 Cen. 29,668; E&P 86 Est. 38,474
CZ-ABC: (80) 26,101
Bal. in NDM-ABC: (80) 28,050
Total NDM-ABC: (80) 54,151
Bal. in RTZ-ABC: (80) 6,836
Total NDM & RTZ-ABC: (80) 60,987

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$280,033,554
Commercial	7	$303,702,867

6 - PASSENGER AUTOS: County 35,018

7 - ELECTRIC METERS: Residence 32,096

8 - GAS METERS: Residence 24,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Public Util. 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; Teller Arms, North Ave. & 23rd; Brach's Vlg.; Albertson's, 12th & Orchard (43 stores); Eastgate; K mart Plz.; Mesa Mall, Hwys. 6 & 50 (109 stores); Coronado Plz. (18 stores); Monument Vlg. (15 stores).
Neighborhood Shopping Centers-2 blocks on North Ave.; 2 on Grand Ave.; 4 on Orchard Mesa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Teller Arms(23)	3	Keith O'Brien
North 7th St.	2	Gibson Phcy., Mesa Phcy.
North Ave.	1	City Mkt., K mart, Gibson
Grand Ave.	NA	Grand Ave. City Mkt.
Orchard Mesa	NA	7-Eleven
Pioneer Village(6)	2	Brach's Mkt., Western Auto
Mesa Mall(109)	4	Sears, JCPenney, Target, Mervyn's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings and Sundays-Grocery, drug, shpg. ctr., discount stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Keith O'Brien; Sears; Mervyn's.
Variety Stores-Woolworth; Western Auto.
Discount Stores-Gibson's; Surplus City; K mart; Target.
Chain Drug Stores-Mesa 3; Walgreens 3; Skagg's Walker 2; Gibson's 2.
Chain Supermarkets-Safeway 2; City Market 4; Thriftway 2; Albertson's 2; Cook's Warehouse 2.
Other Chain Stores-Singer Co.; Fashion Bar; Mode O'Day; Pay 'n Pak; Radio Shack; Nautilus; Baskin-Robbins; Wendy's; McDonald's.

14 - NEWSPAPERS: SENTINEL (e) 29,263; (S) 32,973; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Powers, Adv. Dir., SENTINEL, 734 S. 7th St.; PO Box 668, Grand Junction, CO 81501; Tel. (303) 242-5050.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GREELEY

1 - LOCATION: Weld County, (MSA). E&P Map C-1. County Seat. NE part of state, midway between the capital cities of CO and WY. 52 mi. N of Denver. 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 & 34. College center. Shipping point for livestock and farm products.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado & Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 53,006; E&P 86 Est. 57,647
CZ-ABC: (80) 61,986
Bal. in NDM-ABC: (80) 45,910
Total NDM-ABC: (80) 107,896
Bal. in RTZ-ABC: (80) 15,542
County/MSA 80 Cen. 123,438; E&P 86 Est. 137,754
NDM & Bal. in RTZ-ABC: (80) 123,438

4 - HOUSEHOLDS:
City 80 Cen. 19,351; E&P 86 Est. 21,909
County/MSA 80 Cen. 47,002; E&P 86 Est. 50,361
CZ-ABC: (80) 22,667
Bal. in NDM-ABC: (80) 15,022
Total NDM-ABC: (80) 37,689
Bal. in RTZ-ABC: (80) 5,060
NDM & Bal. in RTZ-ABC: (80) 42,749

5 - BANKS	NUMBER	DEPOSITS
Industrial	3	N.A.
Savings & Loan	8	$228,000,611
Commercial	9	$480,255,000

6 - PASSENGER AUTOS: County 74,504

7 - ELECTRIC METERS: Residence 21,690 City; 30,101 County

8 - GAS METERS: Residence 23,994

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 250 (N.A.); Farm Equip. 50 (N.A.); Motor Rebuild. 30 (N.A.); Overall Factory 375 (N.A.); Packing Plant 540 ($180); Electronics 450 (N.A.); Educ. 1,750 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greeley Mall(90)	NA	Mont. Ward, Joslins, Safeway, Zale's, Sears, Fashion Bar
Hillside Ctr.(14)	NA	Onorato's Appliance
Hillside Mall(24)	NA	Target, King Soopers
Wilshire(7)	NA	Eaker's

Stores Open Evenings-Food and discount Mon. through Sat. All stores open Thur. eves.

13 - RETAIL OUTLETS: Department Stores-Joslin's; JCPenney; Montgomery Ward; Eaker's; Big R; Fashion Bar.
Discount Stores-K mart; Target.
Variety Stores-Woolworth.
Chain Drug Stores-Merit; Osco 2.
Chain Supermarkets-Safeway 3; King Soopers; Toddy's; Shopping Sav; Grocery Warehouse.
Other Chain Stores-Auto Supplies: K mart, Sears, Checker Auto, Firestone, Big A, Colorado Parts 2; Dairies: Meadow Gold, Sintons, Lowell-Paul; Finance Companies: Dial, General Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins 2, Dairy Queen; Jewelry: Weiss, Zale's, Gordon's; Men's Wear: Otis Bros., K.G. Men's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Komac; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Red Wing, Pay Less, Fashion Bar; Women's Apparel: Fashion Bar, Joslins, Carriage House, Miss B's.

14 - NEWSPAPERS: TRIBUNE (e) 23,373; (S) 23,914; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Loren C. Abbott, Mktg. Dir., TRIBUNE, 714 8th St., Greeley, CO 80631; Tel. (303) 352-0211.
National Representative: None.

LA JUNTA

1 - LOCATION: Otero County, E&P Map C-3, County Seat.

2 - TRANSPORTATION: Railroads-Atchison; Topeka; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,338; E&P 86 Est. 8,638
County 80 Cen. 22,567; E&P 86 Est. 22,118

4 - HOUSEHOLDS:
City 80 Cen. 3,007; E&P 86 Est. 3,1a0
County 80 Cen. 7,937; E&P 86 Est. 8,138

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$66,284,000
Savings & Loan	2	$150,000,000
Industrial	1	$9,663,000

6 - PASSENGER AUTOS: County 11,762

7 - ELECTRIC METERS: Residence 3,558

8 - GAS METERS: Residence 3,966

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-RR Shops 500; Food Prods. 375; USAF 150; Brass Fittings Mfg. 150; Livestock Sales Rings 120; Clothing Mfg. 170; Regional Hospital 150.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 60-105; Fall 20-75; Winter 0-50. First killing frost, Oct. 8, last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Sun.
Stores Open Evenings-Dept., Sat., Food, Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gambles; Sears; Coast-to-Coast.
Variety Stores-Woolworth.
Discount Stores-Gibson's.
Chain Supermarkets-Safeway.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (e-mon to fri; m-sat) 3,861; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Mack Burtis, Pub., TRIBUNE-DEMOCRAT, PO Box 480, La Junta, CO 81050; Tel. (303) 384-4475.
National Representative: Branham/Newspaper Sales.

LAMAR

1 - LOCATION: Prowers County. E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 119, 192, 196; U.S. Hwys. 50, 287 and 385.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 7,713; E&P 86 Est. 8,287
County 80 Cen. 13,079; E&P 86 Est. 13,981

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,842; E&P 86 Est. 3,102
County 80 Cen. 4,658; E&P 86 Est. 5,237

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$120,422,658

6 - PASSENGER AUTOS: County 7,147

7 - ELECTRIC METERS: Residence 4,937

8 - GAS METERS: Residence 3,915

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Bus Mfg. 700; Cattle Feed Yards 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18, last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St., 20 stores on adjacent streets; Vlg. Shopping Ctr., 10 outlets; K mart Shopping Ctr., 6 outlets.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Eisenhauer's; Sears (catalog); Big R Farm and Ranch General Store.
Variety Stores-V&S.
Discount Stores-Gibson; K mart.
Chain Drug Stores-Geddy's; Coles; Gibson's; Corner; Jim's.
Chain Supermarkets-Safeway; IGA; 7-Eleven; Love's; Warehouse Foods.
Other Chain Stores-Conrad's; Mademoiselle; BMS-True Value Hardware; Guiben's Lumber & Landscape; Our Own Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,835; sworn Jan. 26, 1986.
Local Contact for Advertising and Merchandising Data: Ted Searl, Sr., Adv. Dir., NEWS, 310 S. 5th; PO Box 1217, Lamar, CO 81052; Tel. (303) 336-2266.
National Representative: None.

LEADVILLE

1 - LOCATION: Lake County. E&P Map B-2. County Seat. Residential and industrial center. 121 mi. from Canon City; 162 mi. from Pueblo; 185 mi. from Grand Junction; 112 mi. from Denver. On U.S. Hwy. 24; State Hwy. 91.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande.
Motor Freight Carriers-Colorado; Denver-Salida-Leadville.
Intercity Bus Lines-Continental Trailways; Rio Grande.

3 - POPULATION:
Corp. City 80 Cen. 3,879; E&P 86 Est. 2,716
County 80 Cen. 8,830; E&P 86 Est. 6,926

4 - HOUSEHOLDS:
City 80 Cen. 1,437; E&P 86 Est. 929
County 80 Cen. 3,000; E&P 86 Est. 2,424

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$31,000,000

6 - PASSENGER AUTOS: County 4,166

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Ore Mining 650 ($210); Smelting; Milling; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-82; Summer 55-82; Fall 36-80; Winter 18-56.

11 - TAP WATER: Neutral.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sun.-Safeway; Super Foods; Coast-to-Coast; Gambles.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Carlucci's.
Chain Supermarkets-Safeway; Super Foods 3; Mini-Mkt., 7-Eleven.

14 - NEWSPAPERS: HERALD-DEMOCRAT (e-mon to fri) 1,740; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: F. R. Bochatey, Pub., HERALD-DEMOCRAT, Box 980, Leadville, CO 80461; Tel. (303) 486-0461.
National Representative: None.

LONGMONT

1 - LOCATION: Boulder County. (In Boulder-Longmont PMSA) E&P Map C-1. Residential, Hi Tech, Electronic, Industrial & Agric. center. 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287; 7 mi. W of I-25.

2 - TRANSPORTATION: Railroads-Burlington Route; Colo. & Southern; Great Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Colorado Motor Way; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 42,942; E&P 86 Est. 50,744
CZ-ABC: (80) 42,942
RTZ-ABC: (80) 44,402
County/PMSA 80 Cen. 189,625 E&P 86 Est. 219-,726
City & RTZ-ABC: (80) 87,344

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,483 E&P 86 Est. 18,677
County/PMSA 80 Cen. 68,964; E&P 86 Est. 83,645
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 15,022
City & RTZ-ABC: (80) 30,505

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$259,493,400
Savings & Loan	10	$2,899,596,232

6 - PASSENGER AUTOS: County 139,812

7 - ELECTRIC METERS: Residence 18,522

8 - GAS METERS: Residence 17,473

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Oil & Air Filters 500; Turkey Proc. 750; Foundries 125; Camp Trailers 130; FAA Unit 400; IBM 5,000; Cement 100; Heavy Duty Tractors; 4-WD Acces. 100; Hi Tech 530; Electronic 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 50-81; Fall 22-52; Winter 16-44. First killing frost, Sept. 8, last killing frost, May 7.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Week nights.

13 - RETAIL OUTLETS: Department Stores-Joslins; Fashion Bar; JCPenney; Sears; Starrs; K.G. Men's.
Variety Stores-Howell's; Eakers.
Discount Stores-Bi-Rite; K mart; Wal-Mart.
Chain Drug Stores-Walgreens 2; Osco.
Chain Supermarkets-Safeway 3; Ideal; Albertson's; King Sooper; Shoppin' Bag.
Other Chain Stores-Firestone; M&O Tire; AB Tire City; Goodyear Service Store; Bob's Toy Chest; Dave Cook Sports; Miller Stockman; Orange Julius; Casual Corner; J. Riggings; Ups'N Downs; Shoe Fair; Circus World Toys; Pic-A-Dilly; Shoe Den; Zale's; Radio Shack.

14 - NEWSPAPERS: TIMES-CALL (e) 19,446; (S) 19,776; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Esses, Vice Pres., TIMES-CALL, 717 4th Ave., Longmont, CO 80501; Tel. (303) 776-2244.
National Representative: Papert Companies.

LOVELAND

1 - LOCATION: Larimer County. (In Fort Collins MSA). E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 287. 50 mi N of Denver; 7 mi W of I-25.

2 - TRANSPORTATION: Railroads-Colorado & Southern Burlington; Great Western.
Intercity Bus Lines-Trailways.
Airlines-Fort Collins-Loveland Airport is 8 mi NE of Loveland.

3 - POPULATION:
Corp. City 80 Cen. 30,244; E&P 86 Est. 34,873
CZ-ABC: (80) 30,215
RTZ-ABC: (80) 38,764
City & RTZ-ABC: (80) 68,979
County/MSA 80 Cen. 149,184; E&P 86 Est. 177,905

4 - HOUSEHOLDS:
City 80 Cen. 11,429; E&P 86 Est. 12,810
County/MSA 80 Cen. 54,086; E&P 86 Est. 67,766
CZ-ABC: (80) 11,429
RTZ-ABC: (80) 13,311
City & RTZ-ABC: (80) 24,740

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$152,971,000
Commercial	5	$181,805,339
Industrial	3	$9,481,392
Credit Unions	5	$10,927,000

6 - PASSENGER AUTOS: County 101,402

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 10,990

9 - PRINCIPAL INDUSTRIES: Industry, No. of Workers-Agric. Livestock; Meat Packing; Furn.; Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prods.; Shower Massagers; Water Testing Equipment; Tourism.

10 - CLIMATE: Climate is moderate.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: (See Greeley & Fort Collins)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orchard(23)	2	King Soopers, Eakers
Palmer Gardens	2	
Westlake	2	Ben Franklin
University Mall(25)	12	Wards, King Soopers
Foothills Sq.	11	Fashion Bar
Horizon Park	17	K mart, Skaggs, Eakers, King Soopers
Foothills Fashion Mall(50)	10	Sears, May D&F, JCPenney, The Denver

Principal Shopping Days-Sat., Mon., Thur., Sun.
Supermarkets open Sundays.

13 - RETAIL OUTLETS: Department Stores-Westerman's.
Discount Stores-Alco; Loveland; K mart; Wheelers; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Draper; Walgreens.
Chain Supermarkets-Safeway; King Soopers; AG.
Other Chain Stores-Goodyear; Firestone; Eakers.

14 - NEWSPAPERS: REPORTER-HERALD (e-mon to fri) 16,017; (wknd) 16,627; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David J. Storey, Adv. Dir., REPORTER-HERALD, 450 Cleveland; PO Box 59, Loveland, CO 80537; Tel. (303) 669-5050.
National Representative: Papert Companies.

MONTROSE

1 - LOCATION: Montrose County. E&P Map A-2. County Seat. Agric., trade & tourism ctr., 260 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50, 550; State Hwy. 90.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Aspen Airways; Trans Colorado.

3 - POPULATION:
Corp. City 80 Cen. 8,722; E&P 86 Est. 9,271
County 80 Cen. 24,352; E&P 86 Est. 26,247
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,254; E&P 86 Est. 3,520
County 80 Cen. 8,428; E&P 86 Est. 9,489

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$1,152,222
Savings & Loan	3	$1,152,226,893
Commercial	3	$131,019,389

6 - PASSENGER AUTOS: County 12,802

7 - ELECTRIC METERS: Residence 3,693

8 - GAS METERS: Residence 3,546

9 - PRINCIPAL INDUSTRIES: Agric.; Livestock; Lumbering; Candies; Tourism; Gov't.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Allison's; Reeve's, Charmaine's, Conrad's.
Discount Stores-Gibson; K mart; Yellow Front.
Variety Stores-Ben Franklin; True-Value Hdwe.
Chain Supermarkets-City 3; Smiths'; City Market; Wyatt's Warehouse.

14 - NEWSPAPERS: PRESS (e-mon to fri) 6,628; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: H. James Crouse, Gen. Mgr., PRESS, 535 S. 1st St.; PO Box 81402, Montrose, CO 81402; Tel. (303) 249-3444.
National Representative: Branham/Newspaper Sales.

PUEBLO

1 - LOCATION: Pueblo County (MSA). E&P Map C-3. County Seat. Manufacturing, agriculture; wholesale and distributing center for S Colorado, N New Mexico, W Kansas; 112 mi. S of Denver, a major part of the Colo. Springs/Pueblo ADI.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado & Southern Burlington; Colorado & Wyoming CF&I freight.
Motor Freight Carriers-8.
Intercity Bus Lines-Denver-Colorado Springs-Pueblo Trailways; Continental Trailways; Greyhound; 24 Taxi Cabs.
Airlines-Rocky Mt. Airways; Charter Service; Pan Am Aviation; Pueblo Aircraft Service; Federal Express (freight); America West.

3 - POPULATION:
Corp. City 80 Cen. 101,686; E&P 86 Est. 100,205
CZ-ABC: (80) 116,571
Bal. in NDM-ABC: (80) 142,987
Total NDM-ABC: (80) 259,558
County/MSA 80 Cen. 125,972; E&P 86 Est. 125-,773

4 - HOUSEHOLDS:
City 80 Cen. 37,240; E&P 86 Est. 37,672
County/MSA 80 Cen. 45,095; E&P 86 Est. 46,809
CZ-ABC: (80) 41,958
Bal. in NDM-ABC: (80) 50,168
Total NDM-ABC: (80) 92,126

5 - BANKS	NUMBER	DEPOSITS
Savings	12	$539,245,000
Savings & Loan	7	$396,752,000

6 - PASSENGER AUTOS: County 67,604

7 - ELECTRIC METERS: Residence 50,089

8 - GAS METERS: Residence 39,980

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,790; Mining-Trade (Ret. & Whol.) 9,630; Gov't 10,210; Trans., Util. & commun. 6,820; Fin., Ins., R.E. 1,720; Service 9,350; Contract Constr. 1,500; Military 750; Healthcare 3,374; Education 3,567; Trans. 607.
Principal Industrial Pay Days-Steel Mill-Mon., Tues., Wed.; Pueblo Army Depot-Every other Fri.; Railroads-1st and 15th; Gov't-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75;

Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19; last killing frost, May 19.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Area-9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.
Neighborhood Shopping Areas-Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belmont(27)	1	Alco, Chet's Market
Arapahoe(11)	2	Blende Super
Midtown(25)	NA	Sears
Sunset Plaza(33)	2	Alco, Safeway
King Soopers	2	King Soopers, Eaker's
Pueblo Mall(87)	1	Mont. Ward, The Denver, JCPenney, Joslin's, Gart
Regency Sq.(32)	2	Osco

Principal Shopping Days-Mon.-Sun.
Stores Open Evenings-Food Mon. to Fri. to 8. One grocery to 11; Some grocery, drug open Sun.

13 - RETAIL OUTLETS: Department Stores-Joslin's; Denver & Service Merchandise; Montgomery Ward; Sears; JCPenney; Eakers.
Discount Stores-Wal-Mart 2; Germer's; So-Lo Food; Alco 2; K mart 2; Yellow Front 2.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Osco; Grove (Merit) 5; Alamo; Associated Druggists 10.
Chain Supermarkets-Safeway 4; Blende Super; Chets Food Center 2; King Soopers 2; Super Foods 6; 7-Eleven 21; Kwik Way 19; Loaf n' Jug 43; County Market.
Other Chain Stores-B.F. Goodrich; Goodyear; Lerner's; Fashion Bar; Kinney Shoes; Baker Shoes; Singer Co.; Zale's Jewelers; Sherwin-Williams Paints 2; Pittsburgh Paint & Glass; Douglas Optical; Gart Bros. Sporting Goods; Zale's Optical; Dunbar LPG; Remington Rand; Meadow Gold Dairy Prods.; Baskin-Robbins; Miller Tire; McCoy Co.; Mor-Valu Stamps; IBM; Mode O'Day; NAPA Auto Parts; AC Transmission Center; Kwal Paints; Sutherland Lumber Co.; Big Sur Waterbeds; Pay n' Pack 2; Checker Auto 2; Siefert's; Piece of Pie; KG Men's; Just Pants; So Fro Fabrics; Casual Corner; County Seat; Pearl Vision; Waldenbooks; Park Lane Hosiery; Motherhood Maternity; Track 'n Trail; Underworld; Foot Scene; Pants 'n Duds; T-Shirts Plus; Royal Optical; Athlete's Foot; Jocque Shop; Gallenkamp Shoes; Maling Shoes.

14 - NEWSPAPERS: PUEBLO CHIEFTAIN (m) 51,156; (S) 54,283; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Wyss, Adv. Dir., CHIEFTAIN, PO Box 36, Pueblo, CO 81002; Tel. (303) 544-3520.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKY FORD

1 - LOCATION: Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

2 - TRANSPORTATION: Railroads-Santa Fe.
Bus Lines-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 4,804; E&P 86 Est. 4,784
County 80 Cen. 22,567; E&P 86 Est. 22,118

4 - HOUSEHOLDS:
City 80 Cen. 1,706; E&P 86 Est. 1,771
County 80 Cen. 7,937; E&P 86 Est. 8,138

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$13,443,551
Commercial	3	$30,206,977

6 - PASSENGER AUTOS: County 11,762

7 - ELECTRIC METERS: Residence 1,714

8 - GAS METERS: Residence 2,257

9 - PRINCIPAL INDUSTRIES: Seed Cleaning Equipment Mfg.; Seeds; Producers & Wholesalers; Frozen Foods (Onion & Vegetable Processing); Barbed Wire Mfg.; Recycling Equipment Mfg.; Computer Service Center; Western Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-0-100.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Sat. eves.; some on Sun.

13 - RETAIL OUTLETS: Variety Stores-Carousel.
Discount Stores-Gibson's.
Chain Drug Stores-Health Mart.
Chain Supermarkets-Safeway; 7-Eleven; Loaf'N Jug; Lowe's Country Store; Super Foods; Associated Grocers.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,409; sworn Sept. 26, 1985.
Local Contact for Advertising and Merchandising Data: J.R. Thompson, Adv. Dir., GAZETTE, 912 Elm Ave.; PO Box 430, Rocky Ford, CO 81067; Tel. (303) 254-3351.
National Representative: Branham/Newspaper Sales.

SALIDA

1 - LOCATION: Chaffee County. E&P Map B-2. Industrial, agric., residential ctr. & vacation resort; Monarch ski area and major subdivision development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwys. 50, 285. CO 291.

2 - TRANSPORTATION: Railroads-Division point for D&RGW.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,870; E&P 86 Est. 4,499
County 80 Cen. 13,227; E&P 86 Est. 13,168
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,975; E&P 86 Est. 1,691
County 80 Cen. 4,758; E&P 86 Est. 4,899

5 - BANKS	NUMBER	EST. DEP.
Bldg. & Loan	1	$32,000,000
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 8,054

7 - ELECTRIC METERS: Residence 4,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Limestone Quarry & Screening Plant; Lbr.; Soil Conditioning Agent; Tourism; Livestock Auctioning Ctr.; Poultry; Granite Grit Mfg.; Beryl; Terrazzo; Agric.; Cattle; Skiing.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

11 - TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12 - RETAILING: Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Crews-Beggs; Sharpes; Town 'n Country.
Discount Stores-Gibson; Wal-Mart.
Variety Store-Woolworth.
Chain Supermarkets-Safeway; AG 2.

14 - NEWSPAPERS: MOUNTAIN MAIL (m-mon to fri) 2,633; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St.; PO Box 189, Salida, CO 81201; Tel. (303) 539-6691.
National Representative: Branham/Newspaper Sales.

STERLING

1 - LOCATION: Logan County. E&P Map D-1. County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of CO. On South Platte River, 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,385; E&P 86 Est. 11,524
CZ-ABC. (80) 11,385
RTZ-ABC. (80) 25,270
County 80 Cen. 19,800; E&P 86 Est. 19,778
City & RTZ-ABC. (80) 36,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,392; E&P 86 Est. 4,523
County 80 Cen. 7,146; E&P 86 Est. 7,483
CZ-ABC. (80) 4,392
RTZ-ABC. (80) 9,147
City & RTZ-ABC. (80) 13,539

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$75,000,000
Commercial	5	$130,000,000

6 - PASSENGER AUTOS: County 11,403

7 - ELECTRIC METERS: Residence 5,313

8 - GAS METERS: Residence 5,260

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Shops & Offices 215 ($360); Grain Elevators 30 ($240); Cattle Feeding 100 ($180); Oil Pipelines 65 ($270); Beef Slaughter Plant 400 ($280); Clothing 250 ($135).
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 11 streets.
Neighborhood Shopping Centers-Broadway Plaza; U.S. Hwy. 138, N edge of city; High Plains Center; W Main Street.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Sears; Mr. D's; Bostwicks.
Variety Stores-Woolworth.
Discount Stores-Gibson's; K mart; Wheelers; Wal-Mart.
Chain Supermarkets-Safeway; U-Save Supers 2; Bauer's; Big T.
Other Chain Stores-Coast-to-Coast; Brown Shoe-Fit; Conrad's; Sherwin-Williams; Komac; Mead Lumber; Payless Shoes; Fashion Crossroads.

14 - NEWSPAPERS: JOURNAL-ADVOCATE (e) 6,832; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE, 504 N. 3rd St.; PO Box 1272, Sterling, CO 80751; Tel. (303) 522-1990.
National Representative: Branham/Newspaper Sales.

TRINIDAD

1 - LOCATION: Las Animas County. E&P Map C-3. County Seat. S central part of state.

2 - TRANSPORTATION: Railroads-AT&SF; C&S (freight); C&W (freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,663; E&P 86 Est. 9,812
CZ-ABC. (80) 9,663
RTZ-ABC. (80) 5,234
County 80 Cen. 14,897; E&P 86 Est. 14,859
City & RTZ-ABC. (80) 14,897

4 - HOUSEHOLDS:
City 80 Cen. 3,516; E&P 86 Est. 3,422
County 80 Cen. 5,367; E&P 86 Est. 5,600
CZ-ABC. (80) 3,516
RTZ-ABC. (80) 1,851
City & RTZ-ABC. (80) 5,367

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$76,200,000
Savings & Loan	1	$55,160,000

6 - PASSENGER AUTOS: County 6,714

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Railroads 275; Cattle.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-85; Summer 33-100; Fall 8-88; Winter 24-76. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Neutral, soft, chlorinated; fluoridated.

12 - RETAILING: Principal Shopping Center-Six blocks on Main and Commercial Streets; IH-25 and Moro Road.
Neighborhood Shopping Centers-Arizona and Colorado Aves.; University St.; Pine & State Sts.; Nevada & Animas; Trinidad Plz. 5 retail stores.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Sundays-Grocery, drug and discount.

13 - RETAIL OUTLETS: Variety Stores-Ahlschwede Variety (Ben Franklin).
Discount Stores-Pixie; Wal-Mart.
Chain Drug Stores-Rexall 2; Revco.
Chain Supermarkets-Safeway 2; Ringo Bros. 3; Russell's.
Other Chain Stores-Mode O'Day.

14 - NEWSPAPERS: CHRONICLE-NEWS (e-mon to fri) 3,294; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Advertising Dept., CHRONICLE-NEWS, PO Box 763, Trinidad, CO 81082; Tel. (303) 846-3311.
National Representative: None.

VAIL

1 - LOCATION: Eagle County, E&P Map B-2. Central Colorado mountain area. On I-70, 100 mi. W of Denver.

2 - TRANSPORTATION: Railroads-Rio Grande.
Motor Freight Carriers-Several.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Continental Express.

3 - POPULATION:
Corp. City 80 Cen. N.A.; E&P 86 Est. 6,000
County 80 Cen. 13,320; E&P 86 Est. 17,607

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. 1,500
County 80 Cen. N.A.; E&P 86 Est. 7,235

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 12,524

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Skiing; Fishing.

10 - CLIMATE: Av. Temp.-Summer 80; Winter 25. First killing frost, Sept.; last killing frost, June.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	NA	Village Mkt.

13 - RETAIL OUTLETS: Department Stores-Bill Bullocks.
Variety Stores-Rucksacks.
Chain Supermarkets-Safeway.

14 - NEWSPAPERS: VAIL DAILY (m-tues to fri) 6,000; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: James Pavelich, Pub., VAIL DAILY, 143 E. Meadow Dr.; PO Box 81, Vail, CO 81658; Tel. (303) 476-0555.
National Representative: None.

CONNECTICUT SURVEYS

METROPOLITAN STATISTICAL AREAS

New Haven-Meriden-Clinton and Killingworth towns in Middlesex County; Meriden, New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.
New London-Norwich, CT-RI-New London and Norwich cities; Dozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT; Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI
Waterbury-Bethlehem, Thomaston, Watertown and Woodbury towns in Litchfield County; Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns in New Haven County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bridgeport-Milford-Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns in Fairfield County; Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns in New Haven County.
Bristol-Bristol city and Burlington town in Hartford County; Plymouth town in Litchfield County.
Danbury-Danbury city; Bethel, Brookfield, New Fairfield, Newtown, Redding, Ridgefield and Sherman towns in Fairfield County; Bridgewater and New Milford towns in Litchfield County.
Hartford-Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; Barkhamsted and New Hartford towns in Litchfield County; East Haddam town in Middlesex County; Colchester town in New London County; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland and Vernon and Willington towns in Tolland County.

Middletown-Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns in Middlesex County.
New Britain-New Britain City; Berlin, Plainville and Southington towns in Hartford County.
Norwalk-Norwalk city; Weston, Westport and Wilton towns in Fairfield County.
Stamford-Stamford city; Darien, Greenwich and New Canaan towns in Fairfield County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Hartford-New Britain-Middletown-Includes Bristol PMSA; Hartford PMSA; Middletown PMSA; and New Britain PMSA.
New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	253	185	195
5-14 Years	601	462	485
15-24 Years	494	561	586
25-44 Years	731	861	902
45-64 Years	665	674	707
65 and Over	288	365	381
TOTAL	3,032	3,108	3,256

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)
Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Bridgeport	142,546	26,656	18.7
Hartford	130,392	26,730	20.5

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County...

#1 market in the United States in per capita Effective Buying Income: $18,092. (S&MM '86).

BRIDGEPORT CONNECTICUT POST TELEGRAM

Nationally Marketed By
LANDON ASSOCIATES

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	475	659	1,284
General Mdse	1,262	1,554	2,436
Food	2,387	3,422	4,708
Automobiles	1,782	2,665	5,059
Gasoline Stations	805	1,448	1,557
Apparel	558	925	1,439
Furniture	451	641	1,276
Eat-Drink Places	889	1,428	2,219
Drugs	310	467	661
TOTAL SALES	10,428	15,829	23,759

ANSONIA

1 - LOCATION: New Haven County. (In Bridgeport-Milford PMSA). E&P Map B-3.
Residential and industrial center on Naugatuck River. 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-CR&L, Intercity, Berkshire.

3 - POPULATION:
Corp. City 80 Cen. 19,039; E&P 86 Est. 17,968
CZ-ABC. (80) 44,819
RTZ-ABC. (80) 41,943
County 80 Cen. 761,337; E&P 86 Est. 782,829
PMSA 80 Cen. 438,557; E&P 86 Est. 449,806
City & RTZ-ABC. (80) 86,762

4 - HOUSEHOLDS:
City 80 Cen. 7,035; E&P 86 Est. 6,798
County 80 Cen. 271,542; E&P 86 Est. 292,161
PMSA 80 Cen. 151,502; E&P 86 Est. 171,119
CZ-ABC. (80) 16,519
RTZ-ABC. (80) 13,475
City & RTZ-ABC. (80) 29,994

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$341,298,000
Savings & Loan	2	$31,144,000
Commercial	8	$102,700,000

6 - PASSENGER AUTOS: County 429,903

7 - ELECTRIC METERS: Residence 30,347

8 - GAS METERS: Residence 10,577

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-All Mfg. 6,060; Primary Metals; Research; Telecommunications; Fabricated Metals & Mach. 2,550; Other Mfg. 2,000; Total Emp. 14,610.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Ansonia; 2 on Shelton; 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, Ansonia Seymour; Route 34, Derby; Route 110, Shelton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ansonia Mall(36)	NA	K mart, First Natl.
Ansonia Plaza(16)	NA	Jerry's Mkt.
Westside(13)	NA	Pilgrim Barbeque
Seymour Plaza(6)	NA	
Orange/Derby(20)	NA	Klarides, DM Reed
Valley(5)	NA	Bradlees, Stop & Shop
Plaza On The Green(8)	NA	Fair Shoppe
Tri-Town Plz.(17)	NA	Greenfields, Ames
Caldor Ctr.(4)	NA	Caldor, Shop-Rite
Southside(7)	NA	A&P
Klarides Vlg.(5)	NA	Klarides Market
Shelton Sq.	NA	Bradlees, Stop & Shop

Nearby Shopping Centers-East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center (Seymour).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Mkts.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Isaacson's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Bradlees; Caldor; Best Buy Appliances; K mart.
Chain Drug Stores-Rite Aid; Lear's 3; CVS; Stop & Shop.
Chain Supermarkets-A&P; Stop & Shop; Klarides.
Other Chain Stores-Firestone; Radio Shack; Morse Shoes; Shoe Town; Value House; Fayva; Endicott Johnson; Big L; Ames; Service Merchandise.

14 - NEWSPAPERS: SENTINEL (e) 16,713; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary Sieget, Adv. Dir., SENTINEL, 241 Main St., Ansonia, CT 06401; Tel. (203) 734-2546.
National Representative: Thomson Newspapers.

BRIDGEPORT

1 - LOCATION: Fairfield County. (In Bridgeport-Milford PMSA). E&P Map B-4. County Seat. 56 mi. NE of NYC on main line of Northeast Rail Corridor and Connecticut Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak; Tri State Authority.
Steamships-Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.
Motor Freight Carriers-80.
Intercity Bus Lines-Trailways; Stratford Bus; Greater Bridgeport Transit Authority.
Airlines-Atlantic Air; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 142,546; E&P 86 Est. 136,343
CZ-ABC. (80) 280,925
RTZ-ABC. (80) 241,222
County 80 Cen. 807,143; E&P 86 Est. 831,636
PMSA 80 Cen. 438,557; E&P 86 Est. 449,806
City & RTZ-ABC. (80) 522,147

Bridgeport Post-Telegram Comb. (m&e) 82,812
The Sunday Post (S) 91,665 ABC 3/31/86

4 - HOUSEHOLDS:
City 80 Cen. 52,026; E&P 86 Est. 52,625
County 80 Cen. 280,597; E&P 86 Est. 301,750
PMSA 80 Cen. 151,502; E&P 86 Est. 171,119
CZ-ABC. (80) 98,755
RTZ-ABC. (80) 82,555
City & RTZ-ABC. (80) 181,310

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$3,238,837,000
Savings & Loan	4	(incl. above)
Commercial	8	(incl. above)

6 - PASSENGER AUTOS: County 514,630

7 - ELECTRIC METERS: Residence 109,551

8 - GAS METERS: 58,742

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Mach. 9,100 ($267); Trans. Equip. 13,650 ($269); Elect. Equip. 5,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Downtown Shopping Centers-5 blocks on Main St.; 1 on Fairfield Ave.; 4 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay View(7)	3	Howard Johnson, A&P, Bradlees
Brookside(16)	4	Liggett, McCrorys, First Natl.
Connecticut Post(70)	10	Alexanders, Caldor
Hi Ho Center(60)	NA	Read's, Sears
Shop-Rite	4	Shop-Rite Mkt.
Hawley Lane	8	Waldbaum's, Caldor, Sage-Allen
Westfield Mall (Trumbull)(110)	8	G. Fox, Waldbaum's, Read's
The Dock	6	Bradlees, Stop & Shop
Univ. Square(10)	1	Warnaco

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Mon., Thur. Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Read's 4; Howland's; Alexander's; Sears; G. Fox; Anderson Little.
Specialty-Howlands 2; Skydels.
Discount Stores-Stratford Town Fair; Bradlee's 5; Caldor 5; K mart; Burlington Mills.
Variety Stores-Woolworth; H.L. Green; McCrory.
Chain Drug Stores-Walgreens; SupeRx; Rite Aid 4; Medi-Mart 4; CVS; Rexall.
Chain Supermarkets-A&P 5; First National 4; Grand Union 5; Stop & Shop 6; Sunshine 2; Waldbaum's 5; Pathmark 3; Grand Central 3; Shop-Rite 2.
Other Chain Stores-Thom McAn; Fayva; Kinney Shoes; Goodyear; Firestone; Channel; Pearle; Grossman.

14 - NEWSPAPERS: TELEGRAM (m-mon to fri) 18,460; POST (e-mon to fri) 64,352; (sat) 74,232; (S) 91,665; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, POST & TELEGRAM, 410 State St., Bridgeport, CT 06604; Tel. (203) 333-0161.
National Representative: Landon Associates.

BRISTOL

1 - LOCATION: Hartford County. (PMSA). E&P Map B-3. Manufacturing center in central CT; SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-35.
Intercity Bus Lines-Corbin Coach Line.

3 - POPULATION:
Corp. City 80 Cen. 57,370; E&P 86 Est. 60,297
CZ-ABC. (80) 62,604
RTZ-ABC. (80) 28,175
County 80 Cen. 807,766; E&P 86 Est. 828,169
PMSA 80 Cen. 73,762; E&P 86 Est. 77,611
City & RTZ-ABC. (80) 90,779.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,510; E&P 86 Est. 22,322
County 80 Cen. 289,658; E&P 86 Est. 310,604
PMSA 80 Cen. 25,945; E&P 86 Est. 28,392
CZ-ABC. (80) 22,437
RTZ-ABC. (80) 9,909
City & RTZ-ABC. (80) 32,346

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$304,456,670
Savings & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6 - PASSENGER AUTOS: County 481,118

7 - ELECTRIC METERS: Residence 20,303 (1980)

8 - GAS METERS: Residence 5,973 (1980)

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Mach. & Elect. Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Servs. 3,000; Gov't. 2,700; Whol./Ret. 4,200. All other 1,790. (Av. Wkly. Wage-$335).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-95; Fall 28-70; Winter 10-50. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

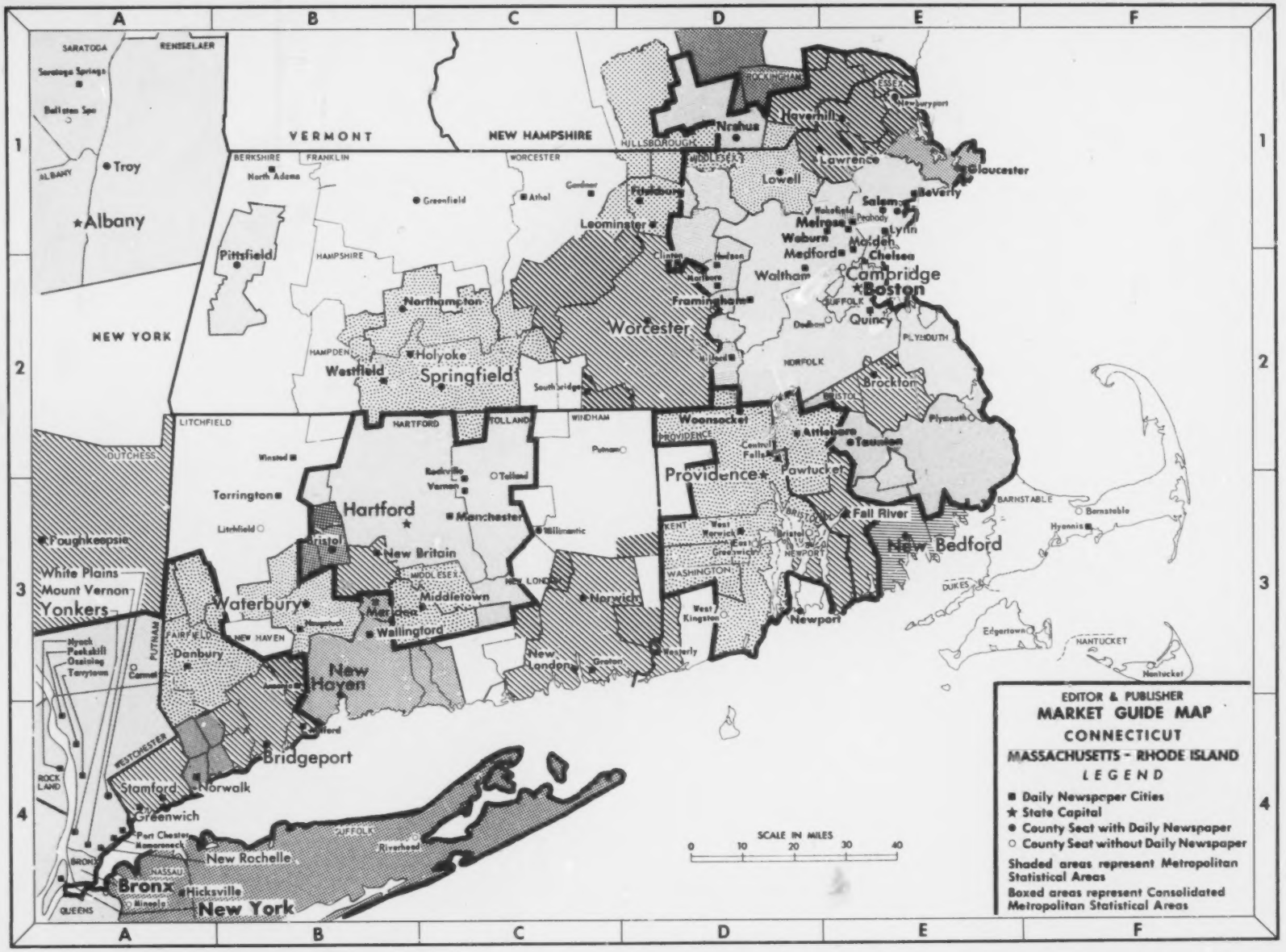
12 - RETAILING: Neighborhood Shopping Centers-North Side, Forestville-Pine St.; W. Side-4 along Farmington Ave., Route 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bristol Centre Mall(32)		Sage-Allen, Sears, Surplus, Finast
Pine Plz.(28)	3	Western Auto, A&P
Bristol Plz.(31)	2	Bradlees, Stop & Shop
Hub 6 Plz.	2	Caldor
Foodmart Plz.(10)	3	Food Mart, Rickel
Shopper's Jctn.(10)	3	Shop-Rite

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept., Thur.; Bristol Centre Mall, Thur. & Fri.; Food, Mon. through Sat.; Shopping Plaza, Shoppers Junction and the Hub, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Davidson & Leventhal's; Sage Allen.
Variety Stores-Woolworth.


A
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SARATOGA
RENSSELAER
Saratoga Springs
Ballston Spa
ALBANY
Troy
Albany
VERMONT
NEW HAMPSHIRE
BERKSHIRE
FRANKLIN
WORCESTER
North Adams
Greenfield
Athol
Fitchburg
Leominster
Pittsfield
HAMPSHIRE
NEW YORK
Northampton
Holyoke
Westfield
Springfield
Worcester
HAMPDEN
Framingham
Clinton
Hudson
Marlboro
Nashua
ROCKINGHAM
ESSEX
Haverhill
Newburyport
Lawrence
Gloucester
Lowell
Beverly
Salem
Wakefield
Peabody
Lynn
Melrose
Woburn
Medford
Malden
Chelsea
Waltham
Cambridge
Boston
SUFFOLK
Quincy
Dedham
PLYMOUTH
NORFOLK
Brockton
Plymouth
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
Winsted
Torrington
Litchfield
Bristol
Hartford
Manchester
Rockville
Vernon
Tolland
Willimantic
Putnam
Woonsocket
PROVIDENCE
Central Falls
Providence
Pawtucket
Attleboro
Taunton
Fall River
BARNSTABLE
Barnstable
Hyannis
New Bedford
DUTCHESS
Poughkeepsie
White Plains
Mount Vernon
Yonkers
New Britain
Waterbury
Middletown
Wallingford
KENT
West Warwick
East Greenwich
BRISTOL
NEWPORT
WASHINGTON
NEW LONDON
Norwich
West Kingston
Newport
Edgartown
NANTUCKET
Nantucket
DUKES
Myack
Peekskill
Ossining
Tarrytown
Danbury
Norwalk
New Haven
Milford
Bridgeport
Stamford
Greenwich
Port Chester
Mamaroneck
New Rochelle
Rivethead
Bronx
Hicksville
New York
QUEENS
NASSAU
ROCK LAND
WESTCHESTER
PUTNAM
FAIRFIELD
NEW HAVEN
MIDDLESEX
New London
Groton
Westerly
SCALE IN MILES
0 10 20 30 40
EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

Discount Stores-Bradlees; Zayre; Caldor.
Chain Drug Stores-L&L (Rexall-Forestville); Family Drug (Shop Rite-Bristol); Pine Plaza; Amity Drug; Harolds; Arrow Drug; CVS; Brook's; Medi-Mart.
Chain Supermarkets-A&P 2; First National; Stop & Shop; Food Mart 2; Ferraro's; Waz's; IGA; Shop-Rite.
Other Chain Stores-Singer; Western Auto; Shoe Towne; Uniroyal; Firestone; Grossman's; Inside Outlet; Bess Eaton; Michaels Jewelers; Fayva Shoes; So Fro Fabrics; Rickel Home Center; Motor-Mart.

14 - NEWSPAPERS: PRESS (e) 20,084; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charles A. Poole, Sr., Adv. Dir., PRESS, 99 Main St., Bristol, CT 06010; Tel. (203) 584-0501.
National Representative: Landon Associates.

DANBURY

1 - LOCATION: Fairfield County (PMSA). E&P Map A-3, County Seat. Industrial center. On U.S. Hwys. 6, 7, 202; State Hwys. 37, 39, 58; I-84.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-26.
Intercity Bus Lines-Bonanza; Trailways; Chieppo; Chartered Lines; Leprechaun; Short Line; Greyhound.
Airlines-Danbury Airways; Conn. Air Service Inc.; Air Northeast Charter; Bluebird Aviation Corp.; Beechcraft-East Inc.

3 - POPULATION:
Corp. City 80 Cen. 60,470; E&P. 86 Est. 67,959
CZ-ABC: (80) 76,474
RTZ-ABC: (80) 175,379
County 80 Cen. 807,143; E&P 86 Est. 831,636
PMSA 80 Cen. 170,369; E&P 86 Est. 184,338
City & RTZ-ABC: (80) 251,853
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,079; E&P 86 Est. 25,253
County 80 Cen. 280,597; E&P 86 Est. 301,750
PMSA 80 Cen. 56,415; E&P 86 Est. 64,614
CZ-ABC: (80) 26,276
RTZ-ABC: (80) 55,584
City & RTZ-ABC: (80) 81,860

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$217,960,000
Savings & Loan	4	$108,803,000
Commercial	18	$217,102,000

6 - PASSENGER AUTOS: County 514,630

7 - ELECTRIC METERS: Residence 26,106

8 - GAS METERS: Residence 10,152

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,210 ($307); Elect. Equip. 5,780 ($314); Metals 1,760 ($325); Precision Instruments 4,650 ($352); Furn. & Paper 1,970 ($487).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 6 on White St.; 2 on West, Elm & Liberty Sts.; North St.; Berkshire; Plumtrees Plaza; Nutmeg Plaza.
Neighborhood Shopping Centers-White St. & Locust Ave.; Wooster Village; Lake Ave. at Lawncrest; Danbury, North St. & Padanaram; Berkshire; Beaver Brook; Germantown Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkshire(30)	2	Kresge, Bradlees, CVS, Marshall's, Service Merchandise
Bethel Plaza(10)	2	First Natl., Agway
Brookfield Ctr.	3	Anderson-Little, Radio Shack, Caldor
Copp's Hill Plaza(23)	5	Stop 'n Shop, Caldor, Genovese
New Milford Plaza(20)	10	Bradlees, Diamond Intl., Stop 'N Shop
Newtown	8	A&P, Grand Union
North St. Ctr.	2	Mont. Ward, Brooks Drug, A&P, JCPenney
Putnam Plaza	12	Radio Shack
Ridgefield(9)	8	Grand Union, A&P
Brook Plaza(8)	3	Waldbaum's, CVS, Channel Home Ctr.
Veteran's Plaza	17	Brooks Drugs, First Natl.
Plumtrees Plz.	2	Sterling Optical, Inside Outlet
Nutmeg Plaza (12)	2	Stop 'n Shop

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores, Main St. Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's; D.M. Read's; Sears; Caldor; Bradlees; JCPenney.
Discount Stores-Bargain World; Marshalls; T.J. Maxx; Service Merchandise.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Whelan; Liggett 2; Rite Aid 2; CVS; Brooks; Genovese; Medi-Mart.
Chain Supermarkets-A&P 4; First National 4; Grand Union 4; Pathmark; Stop 'n Shop 3; Waldbaum; Grand Central; Shop-Rite; IGA 5.
Other Chain Stores-Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Channel Home Center; Tano Shoes; Sterling Optical; Dress Barn.

14 - NEWSPAPERS: NEWS-TIMES (m) 39,712; (S) 45,640; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Daniel J. Stewart, Class. Adv. Mgr., NEWS-TIMES, 333 Main St., Danbury, CT 06810; Tel. (203) 744-5100.
National Representative: Branham/Newspaper Sales.

GREENWICH

1 - LOCATION: Fairfield County, E&P Map A-4 (In Stamford PMSA). SW part of CT; 27 mi. from NYC.

2 - TRANSPORTATION: Railroads-New Haven Div. Conrail.
Intercity Bus Lines-Valley Trans. Co.; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 59,578; E&P 86 Est. 60,524
NDM-ABC: (80) 59,578
County 80 Cen. 807,143; E&P 86 Est. 831,636
PMSA 80 Cen. 198,854; E&P 86 Est. 202,268
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,520; E&P 86 Est. 22,546
County 80 Cen. 280,597; E&P 86 Est. 301,750
PMSA 80 Cen. 72,157; E&P 86 Est. 76,261
NDM-ABC: (80) 21,520

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings	4	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 514,630

7 - ELECTRIC METERS: Residence 24,869

8 - GAS METERS: Residence 13,562

9 - PRINCIPAL INDUSTRIES: Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

10 - CLIMATE: Min. & Max. Temp.-Summer 35-91; Fall 51-89; Winter 3-74; Spring 37-74. First killing frost, Dec. 21; last killing frost, Apr. 5.

11 - TAP WATER: Highly filtered, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Greenwich Ave. & Putnam Ave.
Neighborhood Shopping Areas-Sound Beach Ave., Old Greenwich; Post Rd., Cos Cob; Byram; Riverside, W Putnam Ave.; Putnam Plaza, E Putnam Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Thru-Way	3	Woolworth, Rexall, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Caldor.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett's; CVS; Archer Kent.
Chain Supermarkets-A&P 2; Grand Union 2; Finast; Food Mart 3; Grand Central.
Other Chain Stores-Ann Taylor.

14 - NEWSPAPERS: TIME (e-mon to fri) 13,482; (m-sat) 12,512; (S) 12,226; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., TIME, 20 Elm St., Greenwich, CT 06830; Tel. (203) 625-4400 or (203) 964-2402.
National Representative: None.

HARTFORD

1 - LOCATION: Hartford County (PMSA). E&P Map B-3, Capital. Midway betw. NY and Boston. At head of navigation on Connecticut River. Insurance and industrial ctr.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak (passengers).
Motor Freight Carriers-82.
Intercity Bus Lines-Short Line; Arrow; Bonanza; Connecticut Co.; Post Road Stage; Greyhound; Trailways of New England; Longueil.
Airlines-USAir; Alleghany Commuter; American; Delta; Eastern; Bar Harbor; United; Pan American; Trans World; Pilgrim; Piedmont; Air Ontario; Holiday; Ransome; Air Vermont; People Express; Mail; Republic; New York Air; Presidential.

3 - POPULATION:
Corp. City 80 Cen. 136,392; E&P 86 Est. 127,289
CZ-ABC: (80) 301,473
RTZ-ABC: (80) 585,085
County 80 Cen. 807,766; E&P 86 Est. 828,169
PMSA 80 Cen. 715,923; E&P 86 Est. 768,177
City & RTZ-ABC: (80) 886,558
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,026; E&P 86 Est. 52,143
County 80 Cen. 289,658; E&P 86 Est. 310,604
PMSA 80 Cen. 253,780; E&P 86 Est. 290,119
CZ-ABC: (80) 112,177
RTZ-ABC: (80) 207,356
City & RTZ-ABC: (80) 319,533

5 - BANKS	NUMBER	DEPOSITS
Savings	79	$5,336,725,000
Savings & Loan	13	$3,540,452,000
Commercial	125	$12,720,797,000

6 - PASSENGER AUTOS: County 481,118

7 - ELECTRIC METERS: Residence 47,786

8 - GAS METERS: Residence 31,267

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Ins. 48,945 ($493); Trans. Equip. 41,778 ($623); Ret. 70,450 ($214); Mach. (exc. elect.) 12,487 ($527); Food 4,140 ($496).
Principal Pay Days-Mfg. Thur.; Ins. 15th & 30th; Trade Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-97; Summer 36-102; Fall 12-96; Winter -26-70. First killing frost, Oct. 18; last killing frost, Apr. 19.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Hartford; 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Richarson Mall; Civic Center Shopping Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bishop's Corner(22)	4	Caldor
Bloomfield Wintonbury Mall(19)	4	Florence Travis
Bristol Plaza(34)	11	Bradlees, Stop & Shop, D & L, Woolworth
Burr Corners (Manchester)(20)	10	A&P, Caldor, Inside Outlet
Charter Oak Mall	4	Stop & Shop, Bradlees, Radio Shack, Medi Mart
Foodmart(35)	3	Zayre, Fay's Drug, Foodmart, Thom McAn
Corbin's Corner(34)	4	Sears, Filene's Basement, Toys 'R Us, D&L, Alcott & Andrews
Crossroads Plz.(14)	4	Pier I, Foodmart
Drake Hill Mall (Simsbury)(12)	15	Brooks Drug, Fitzgerald's, Carroll Reed
East Brook Mall (Mansfield)(22)	24	Sage Allen, Caldor, A&P
East Hartford	2	Sage Allen
East Windsor	NA	Cohoe's, Dansk
Elmwood	4	First Natl., Channel, Caldor, Finast
Enfield Mall(29)	14	
Enfield Sq.(57)	15	Steiger's, G. Fox, JCPenney, CVS
Farmington Valley Mall(30)	10	Sage Allen, D&L, Stop & Shop, Medi Mart, Bradlees
Fox Run Mall(26)	4	Andy's, Radio Shack
Mkt Place-Glen Lochen (Glastonbury)(26)	4	Francines, Shoe Tree
K mart Plaza(3)	5	K mart, Finast
Manchester Parkade(39)	7	Sears, Channel Anderson-Little, Bradlees, Stop & Shop
Mott's Center (Wethersfield)(2)	3	K mart, Mott's Mkt.
Newington(3)	10	Warehouse Foods, Bradlees
Old Avon Village	15	Arrowhead Specialty, Thrifty Yankee
Prospect Plaza(15)	3	Edward's Food, Motomart
Putnam Bridge(16)	3	Zayre, Fay's Drug, Andy's Food Town
Silver Lane(25)	3	Burlington Coat Factory
State Line (Enfield)(20)	15	Levitz, Shoprite, Fay's Drug, Zayre, Channel
Suffield Vlg.(28)	25	A&P
Town Line(14)	6	Caldor, Food Mart
Tri City	11	Sage Allen, D&L, Regal's, Caldor, Finast
West Farms(151)	4	G. Fox, Sage Allen, JCPenney, Herman's, Lord & Taylor, Lane Bryant, CVS
West Hartford/ K mart Plaza	NA	K mart, Food Mart
West Hartford	4	Sage Allen, Finast
Wetherfield(37)	5	Sage Allen, A&P, D&L, CVS
Windsor(60)		Sage Allen, K mart, A&P, Radio Shack, CVS

13 - RETAIL OUTLETS: Department Stores-JCPenney; Marshall's; G. Fox; Sage Allen; Sears; Lord & Taylor; Herman's; Luettgen's; D&L.
Discount Stores-K mart 7; Paperama; Mars 2; Odd Lot; Caldor 12; Zayre 5; Bradlees 12.
Variety Stores-Fairway; Mars.
Chain Drug Stores-Walgreens 9; Maxwell 2; Medi-Mart 5; Fay's Drug 5; Modern 3; Liggett 2; CVS 20; Apothocary 3; Rite Aid 11; Brook's 11; Arthur's 6; Kazarian 3.
Chain Supermarkets-First Natl. 14; A&P 8; Stop & Shop 14; Mott's Shoprite 12; Food Marts 12; Frank's 2; Top Notch 4; Greenfields 6.
Other Chain Stores-Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Grossman's 6; Brewster's; Lane Bryant; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Casual Corner 4; Kay Jewelers; Lorner; Ormond's 3; Michael's; Baker Shoes 3; Child World 2; So-Fro Fabrics 5; Helen Gallagher 3; Kinney Shoes 10; Channel 4.

14 - NEWSPAPERS: COURANT (m) 220,718; (S) 299,893; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Krikorian, Adv. Dir., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6200.
National Representative: Times Mirror National Marketing.

MANCHESTER

1 - LOCATION: Hartford County (Hartford PMSA). E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44, 84, 86.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Arrow; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,761; E&P 86 Est. 52,393
PMSA 80 Cen. 743,143; E&P 86 Est. 768,177
County 80 Cen. 807,766; E&P 86 Est. 828,169
HERALD:
CZ-ABC: (80) 49,761
RTZ-ABC: (80) 142,505
City & RTZ-ABC: (80) 192,266
JOURNAL INQUIRER:
NDM-ABC: (80) 248,452

4 - HOUSEHOLDS:
City 80 Cen. 18,459; E&P 86 Est. 20,020
County 80 Cen. 289,658; E&P 86 Est. 310,604
PMSA 80 Cen. 253,780; E&P 86 Est. 290,119
HERALD:
CZ-ABC: (80) 18,459
RTZ-ABC:(80) 50,694
City & RTZ-ABC: (80) 69,153
JOURNAL INQUIRER:
NDM-ABC: (80) 86,280

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$166,297,000
Commercial	8	$3,235,998

6 - PASSENGER AUTOS: County 481,118

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Parachutes; Reamers; Women's Garments; Elect. Instruments; Clutches; Paper Board; Insulating Paper; Paper Specialties; Toys; Tools.
Principal Industrial Pay Days-Wed.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Main St. and Depot Sq.; Manchester Shopping Parkade. **Nearby Shopping Centers**-Corner: McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Tpke. & E. Center St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St. Parkade(32)	NA	Bradlees, Marshall's Stop & Shop
Burr Corners(20)	NA	A&P, Channel Lumber, Caldor, Inside Outlet
Charter Oak (E. Hartford)	NA	Bradlees, Medi Mart, Stop & Shop, Radio Shack
E. Hartford Plaza(7)	NA	Sage-Allen
Elm Plaza (Enfield)(10)	NA	Caldor
Enfield Mall(30)	NA	
Enfield Sq.(56)	NA	G. Fox, Steigers, JCPenney
K mart Plaza (Vernon)(15)	NA	K mart, First Nat'l
Manchester (Parkade)(56)	NA	Sears, D&L
Putnam Bdge. Plz. (E. Hartford)(4)	NA	Andy's Food Town, Zayre
Shop-Rite Plz.(10)	NA	Shop-Rite, Radio Shack
Stateline Plz. (Enfield)(18)	NA	Channel Lumber, Zayre, Levitz
Suffield Vlg.(20)	NA	A&P
Tri-City Plz.(31)	NA	Caldor, D&L, Finast, Sage-Allen

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Marlow's; Sears.
Discount Stores-Caldor; Bradlees; Marshall's; K mart.
Variety Stores-Fairway.
Chain Drug Stores-Arthur's; Rite Aid; CVS.
Chain Supermarkets-A&P 2; Stop & Shop; Food Mart; Shop-Rite; Highland Park; Supreme Foods.
Other Chain Stores-Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: MANCHESTER HERALD (e) 9,485; Mar. 27, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Penny Sadd, Adv. Dir., HERALD, Herald Sq., Manchester, CT 06040; Tel. (203) 643-2711.
National Representative: Landon Associates.
JOURNAL INQUIRER (e-mon to fri; m-sat) 44,652; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Grogan, Adv. Vice Pres., JOURNAL INQUIRER, 306 Progress Dr., Manchester, CT 06040; Tel. (203) 646-0500.
National Representative: Landon Associates.

MERIDEN-WALLINGFORD

1 - LOCATION: New Haven County, Hartford & Middlesex Tri County Area (In New Haven-Meriden MSA). E&P Map B-3. Industrial center. Interstate Hwys. 84, 91 & 691; CT Rts. 5, 10 & 15.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; American; Pan American; Delta; USAir; Pilgrim; Newair; Air Wisconsin; United.

3 - POPULATION:
Corp. Cities 80 Cen. 94,392; E&P 86 Est. 97,402
Meriden 80 Cen. 57,118; E&P 86 Est. 58,607
Wallingford 80 Cen. 37,274; E&P 86 Est. 38,795
CZ-ABC: (80) 94,392
RTZ-ABC: (80) 58,667
County 80 Cen. 761,337; E&P 86 Est. 782,829
MSA 80 Cen. 390,172; E&P 86 Est. 397,961
City & RTZ-ABC: (80) 153,059

4 - HOUSEHOLDS:
Corp Cities 80 Cen. 33,857; E&P 86 Est. 36,212
Meriden 80 Cen. 21,051; E&P 86 Est. 22,577
Wallingford 80 Cen. 12,806; E&P 86 Est. 13,635
County 80 Cen. 271,542; E&P 86 Est. 292,161
MSA 80 Cen. 178,824; E&P 86 Est. 152,192
CZ-ABC: (80) 33,857
RTZ-ABC: (80) 18,999
City & RTZ-ABC: (80) 52,856

5 - BANKS	NUMBER	DEPOSITS
Savings & Cml.	10	$612,219,825

6 - PASSENGER AUTOS: County 429,903

7 - ELECTRIC METERS: Residence 29,425

8 - GAS METERS: Residence 10,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 1,200; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Util. 900; Filters 800; Medical R&D 800; Automotive 500; Paper Boxes 350; Lighting Equip. 600; Wkly. Industrial Payroll (16 firms) $672,324 (Av. Pay $298).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on W Main; Colony, E Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.
Neighborhood Shopping Centers-Broad & E Main; Village of South Meriden, Yalesville; Caldor Shpg. Plaza, Rt. 5 & Broad St; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meriden Parkade	NA	
Centennial Plaza(9)	NA	Zayre, First National, Ames
Lincoln Plaza	NA	Motts Shoprite
Meriden Hub	NA	Brooks
Meriden Sq.(59)	NA	G. Fox, JCPenney
Colony Plaza(13)	NA	Colony Cinemas

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Nu-Stars; G. Fox & Co.; Worth's; JCPenney; D&L; Caldor's; Ames.
Discount Stores-Ames; Caldor 2; K mart 3; Zayre.
Chain Drug Stores-Courtesy; Stimpson 2; Rite Aid; CVS; Brooks 3.
Chain Supermarkets-Finest 2; Barker's; Caplan's; Food Mart 2; Shop-Rite; Everybody's 3; Stop & Shop; Towne & County; Edwards.
Other Chain Stores-Thom McAn; Singer Co.; Firestone 2; Baker's Shoes; Chess King; Florsheim Shoes; Kinney Shoes; Lerner Shops; Miles Shoes; Kay Jeweler; Regal Shoes; Radio Shack; So-Fro Fabrics; Spencer Gifts; Helen Gallagher; Waldenbooks; Perkins Tobacco; Ormond's; Michaels Jewelers, Vision Centre; Morrisons; Great Expectations; Mother Cape; Prague Shoes; A.S. Beck; Nature Foods; Life Uniform; Barricini; Pet Towne; Foxmoor; Arthur's; Casual Corner; D. Rigging's; The Gap; Growth Company; Susie's Casual; Weathervane; Grossman's; Sherwin-Williams.

14 - NEWSPAPERS: RECORD-JOURNAL (m) 30,201; (S) 39,270; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Killian, Adv. Dir., RECORD-JOURNAL, 11 Crown St., Meriden, CT 06450; Tel. (203) 235-1661.
National Representative: Branham/Newspaper Sales.

MIDDLETOWN

1 - LOCATION: Middlesex County, (PMSA). E&P Map B-3. County Seat. Industrial, agric. and educ. center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66; State Hwys. 9, 17, 72 and 157.

2 - TRANSPORTATION: Railroads-Valley Division of NY, NH&H.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Co.; Interstate; Greyhound; Trailways of New England; Peter Pan.

3 - POPULATION:
Corp. City 80 Cen. 39,040; E&P 86 Est. 40,398
CZ-ABC: (80) 57,688
RTZ-ABC: (80) 105,670
County 80 Cen. 129,017; E&P 86 Est. 138,237
PMSA 80 Cen. 81,582; E&P 86 Est. 86,657.
City & RTZ-ABC: (80) 163,358

4 - HOUSEHOLDS:
City 80 Cen. 14,130; E&P 86 Est. 14,325
County 80 Cen. 45,922; E&P 86 Est. 51,456
PMSA 80 Cen. 28,733; E&P 86 Est. 32,526
CZ-ABC: (80) 20,765
RTZ-ABC: (80) 37,024
City & RTZ-ABC: (80) 57,789

5 - BANKS	NUMBER	DEPOSITS
Savings	2	N.A.
Savings & Loan	1	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 80,289

7 - ELECTRIC METERS: Residence 14,634

8 - GAS METERS: Residence 4,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total 41,810; Mfg. 10,470 (Durable Goods 8,930, Nondurable Goods 1,540); Non-Mfg. 31,340; Constr. 1,450; Trans. 580; Commun. & Util. 570; Trade 7,320 (Whol. 1,100 & Ret. 6,220); Fin., Ins. & R.E. 6,350; Service 9,250; Gov't 5,820 (Federal 170, State & Local 5,650).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 3; last killing frost, Apr. 4.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metro Sq.(24)	NA	Waldbaum's, CVS, Hit or Miss
Riverview Ctr.(8)	NA	Sears
South Side(4)	3	Bradlees, Stop & Shop
Middletown Plz.(19)	3	Waldbaum's, CT Beverage Mart
Washington Plz.(10)	3	Fay's, Shop Rite, Grossman's, Caldor
Cromwell Sq.(26)	4	K mart, Radio Shack
Cromwell Commons (15)	6	Brooks Drug, Everybody's Mkt.

Principal Shopping Days-Wed., Fri., Sat.
Stores Closed-About 10% on Mon.
Stores Open Evenings-All Fri., some Tues., Thur.; Sears-Every night.

13 - RETAIL OUTLETS: Department Stores-Shapiro's; Kabachnick; Sears.
Discount Stores-Bradlees 2; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Fay's; CVS Pharmacy; Brooks.
Chain Supermarkets-First National; Stop & Shop 2; Mott's Shop Rite; Waldbaum's 2; Everybody's Market.
Other Chain Stores-Thom McAn; Kabel's; Amato's; Prague Shoes; JoAnn Fabrics; Chesley Sleep Shop.

14 - NEWSPAPERS: PRESS (e) 20,786; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: F. Sam Tierney, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457; Tel. (203) 347-3331.
National Representative: Landon Associates.

MILFORD

1 - LOCATION: New Haven County, (In Bridgeport-Milford PMSA). E&P Map B-4. Hwys. 1A, 122.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 50,898; E&P 86 Est. 51,547
NDM-ABC: (80) 49,101
County 80 Cen. 761,337; E&P 86 Est. 782,829
PMSA 80 Cen. 438,557; E&P 86 Est. 449,806
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,526; E&P 86 Est. 17,568
NDM-ABC: (80) 16,857
County 80 Cen. 271,542; E&P 86 Est. 292,161
PMSA 80 Cen. 151,502; E&P 86 Est. 171,119

5 - BANKS	NUMBER	DEPOSITS
Savings	8	$960,736,687
Commercial	8	$6,913,355,350

6 - PASSENGER AUTOS: County 429,903

7 - ELECTRIC METERS: Residence 20,440

8 - GAS METERS: Residence 10,217

9 - PRINCIPAL INDUSTRIES: Razors; Machine Tools and Parts; Hardware; Ball Point Pens; Electric Motors; Computer Software and Services; Jai Alai; Trucking.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 60-90; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 25.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conn. Post(63)	2	Brooks, Caldors, Stop & Shop, Alexander's
Cherry St. Plaza(10)	NA	Mars
Shop-Rite(10)	NA	Shop-Rite
Liberty Rock Plaza(10)	NA	K mart, Waldbaum, Rite Aid
Loehmann's Plaza	NA	Loehmann's
Turnpike Sq.(15)	NA	Channel, Waldbaum
Gran Central Plaza(6)	2	Gran Central

13 - RETAIL OUTLETS: Discount Stores-Alexander's; Caldors; K mart; CWT.
Chain Drug Stores-Rite Aid; Brooks.
Chain Supermarkets-Stop & Shop; Shop-Rite; Waldbaum; Pathmark.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 7,585; (S) 9,568; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David B. Ruscetta, Adv. Mgr., CITIZEN, 349 New Haven Ave.; PO Box 589, Milford, CT 06460; Tel. (203) 874-1691.
National Representatives: Landon Associates; U.S. Suburban Press.

NAUGATUCK

1 - LOCATION: New Haven County. (In Waterbury MSA). E&P Map B-3; About midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-New England Trans.; Connecticut Ry. Ltg. Co.; Interstate Coach; Northeast Trans.

3 - POPULATION:
Corp. City 80 Cen. 26,456; E&P 86 Est. 29,117
NDM-ABC: (80) 37,258
MSA 80 Cen. 204,968; E&P 86 Est. 209,021
County 80 Cen. 761,337; E&P 86 Est. 782,829

4 - HOUSEHOLDS:
City 80 Cen. 9,345; E&P 86 Est. 10,613
County 80 Cen. 271,542; E&P 86 Est. 292,161
MSA 80 Cen. 79,947; E&P 86 Est. 78,008
NDM-ABC: (80) 12,722

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$6,978,646
Savings & Loan	1	$74,599,159
Savings	1	$134,907,558

6 - PASSENGER AUTOS: County 429,903

7 - ELECTRIC METERS: Residence 11,825

8 - GAS METERS: Residence 4,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 1,180; Candy 400; Iron Works 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Church St.; 1 on Main St., 2 on Rubber Ave.; Mountview Plaza; 1 on New Haven Rd.
Neighborhood Shopping Centers-Union City; Glenridge; Rubber Ave.
Principal Shopping Days-Thur., Fri.
Stores Close-Mondays during summer months.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Rubin's; Raphael's; Rosenblatt's; Breen's; Ames; Worth's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Brooks; CVS; Rite Aid.
Chain Supermarkets-First National; Stop & Shop.

14 - NEWSPAPERS: NEWS (e) 5,166; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: F. E. Hennick, Pub., NEWS, 195 Water St., Naugatuck, CT 06770; Tel. (203) 729-2228.
National Representative: Landon Associates.

NEW BRITAIN

1 - LOCATION: Hartford County, (PMSA). E&P Map B-3. Manufacturing Center. Adjacent to U.S. Rtes. 5, 6, I-84 & I-91. State Hwys. 10, 71, 72. 10 mi. SW of Hartford.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vermont Transit.
Airlines-25 mi. from Bradley International Airport.

3 - POPULATION:
Corp. City 80 Cen. 73,840; E&P 86 Est. 70,028
NDM-ABC: (80) 142,241
County 80 Cen. 807,766; E&P 86 Est. 828,169
PMSA 80 Cen. 142,241; E&P 86 Est. 142,277

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,539; E&P 86 Est. 28,541
County 80 Cen. 289,658; E&P 86 Est. 310,604
PMSA 80 Cen. 51,916; E&P 86 Est. 54,651
NDM-ABC: (80) 51,916

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	1	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 481,118

7 - ELECTRIC METERS: Residence 31,285

8 - GAS METERS: Residence 19,219

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 24,070 ($402); Primary and Fabricated Metals 10,000 ($371); Hardware 10,000 ($389); Mach. 8,940 ($439); Elect. and Trans. Equip. 5,600 ($470); Other Mfg. 4,000 ($301); Total non-agriculture wage and salary workers 61,400.
Principal Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First killing frost, Oct. 17; last killing frost, Apr. 19.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 2 on W. Main; 1 on Arch St.; 4 on Broad St.; 2 on E. Main.
Neighborhood Shopping Centers-Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 6 stores on Slater Rd.; Newbrite Shopping Plaza, 18 stores on E Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on W Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Webster Sq.(15)	5	Woolworth, Food Mart, Mars
Corbins Corner(34)	5	Sears, D&L, Toys 'R Us
Twin City Plaza(8)	2	Finast, Twin City Drug
K mart Plaza	5	K mart, Food Mart, T.J. Maxx
Farmingdale Plaza(6)	2	Sussman's, Giant Food, Caldor
Newbrite Plaza(25)	NA	Radio Shack, Finast
Stanley Plaza	3	Bradlee's
Ferndale Plaza	3	Sussman's, Giant Food, Ferndale Drug
Meriden Square Mall(40)	8	JCPenney, G. Fox & Co.
West Farms Mall(100)	5	JCPenney, G. Fox & Co., Sage Allen, Lord & Taylor
Plainville	3	Radio Shack, Mars
Queen Plaza(12)	9	Zayre, Shop Rite
Caldor Village	10	Caldor, Food Mart
Newington(3)	7	Bradlees, Greenfield's
Town Line(14)	10	Food Mart, Caldor
Northwood Plaza	5	Food Mart
Southington Shopade(9)	8	Carpet Factory, Edwards
Prospect Plaza(10)	10	Edward's

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Mon. (partial).
Stores Open Evenings-Food-Wed., Thur., Fri. Others Thur., Fri. Most malls & plazas open eves. except Sunday.

13 - RETAIL OUTLETS: Department Stores-Davidson and Leventhal; JCPenney; Sage-Allen; G. Fox & Co.; Sears; K mart.
Discount Stores-Bradlees; Zayre; Caldor; K mart; Mars.
Variety Stores-Woolworth; Daffodil Inc.; Showcase; BD's.
Chain Drug Stores-Rite Aid; Arrow 3; Central Rexall 2; Shop-Rite; Belvidere; CVS 2.
Chain Supermarkets-Finast 4; Food Mart 5; Shop Rite 2; Greenfields 3; Stop & Shop 2; A&P; Sussman's Giant 3; Heartland.
Other Chain Stores-Sherwin-Williams; Firestone; Thom McAn; Anderson-Little; Singer Co.; Marshalls; Hickory Farms; Radio Shack; Michael's Jewelers; Goodyear; Big L Discounts; Shoe Town; Grossman's.

14 - NEWSPAPERS: THE HERALD (e) 40,574; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Netupski, V.P.-Mktg., THE HERALD, 1 Herald Square, New Britain, CT 06050; Tel. (203) 225-4601.
National Representative: Landon Associates.

NEW HAVEN

1 - LOCATION: New Haven County (In New Haven-Meriden MSA). E&P Map B-4. In central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34. Providing access to markets in Boston, Montreal, NY, WA, Miami and points west.

2 - TRANSPORTATION: Railroads-Conrail-Amtrak; 14th most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers-78.
Intercity Bus Lines-Arrow; New England Transit; Peter Pan; Trailways.
Freight Steamship Lines-20.
Airlines-Air Wisconsin; Business Express.
Limousine Service-Passenger service to Kennedy & LaGuardia Intl. Airports (NYC) & Bradley Intl. Airport (Hartford); Newark Airport (NJ).

3 - POPULATION:
Corp. City 80 Cen. 126,109; E&P 86 Est. 120,393
NDM-ABC: (80) 646,065
County 80 Cen. 761,337; E&P 86 Est. 782,829
MSA 80 Cen. 390,172; E&P 86 Est. 397,961

4 - HOUSEHOLDS:
City 80 Cen. 50,634; E&P 86 Est. 47,915
County 80 Cen. 287,184; E&P 86 Est. 292,161
MSA 80 Cen 178,824; E&P 86 Est. 152,192
NDM-ABC: (80) 228,099

5 - BANKS	NUMBER	DEPOSITS
Savings	58	$20,155,162,000
Savings & Loan	14	$1,158,386,000
Commercial	44	$9,620,228,000
Credit Unions	122	N.A.
National	17	$12,270,699,000

6 - PASSENGER AUTOS: County 429,903

7 - ELECTRIC METERS: Residential and Commercial customers 55,910 (City)

8 - GAS METERS: New Haven area 77,641

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Non-Agric. Employment 205,930; Mfg. 39,390 ($371); Apparel & Leather 1,510 ($198); Printing & Pub. 3,360 ($371); Chem. 1,950 ($452); Rubber & Misc. Plastics 1,590 ($342); Primary Metals 2,870 ($433); Fabricated Metals 5,970 ($368); Mach. 2,440 ($391); Elect. & Trans. Equip. 9,490 ($419); Instruments 1,340; Other Mfg. 8,930 ($319); Non-Mfg. 166,540; Constr. 8,300; Trans. (incl. R.R.) 5,720; Commun. & Util. 7,610; Trade 49,080 (Whol. 12,940, Ret. 36,140); Fin., Ins. & R.E. 12,310; Service (incl. Nonprofit) 55,970; Gov't 24,640.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Av. Temp.-Spring 47; Summer 69; Fall 53; Winter 30. First killing frost, Nov. 15; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-in downtown area bounded by York, George, State and Grove Sts. Principal store-Macy's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acme Mall	3	Ames, Everybody's
Amity Center	7	McCrory, Stop & Shop
Ansonia Mall	10	K mart
Branford	5	Stop & Shop
Branhaven	4	Caldor, Waldbaum's
Connecticut Post	12	Alexanders, Caldor, Stop & Shop
Crystal Mall	45	Filene's, JCPenney, Jordan Marsh, Sears
Drazen	9	Lloyd Home & Bldg. Ctr
Edward's/T.J. Maxx	10	T.J. Maxx, Edward's, Medi-Mart
Hamden Mart	6	Howlands, Arthur's, Bradlees, Stop & Shop
Hamden Plaza	6	Marshall's, Child World, Consumer Distrib.
Hawley Square	18	Caldor, Sage Allen
Exit 51/I-95 Plaza	8	K mart
Maple Croft	14	Marshall's, Stop & Shop
Meriden Square	20	JCPenney, G. Fox
Montowese	4	Finast, Mar's
Naugatuck Valley	20	G. Fox, Sears
New Haven Plaza	3	Ames
Orange Derby	9	Read's, Klarides Supermarket
Queen Plaza	22	K mart
Sears	8	Sears
Trumbull Park	20	G. Fox, Read's
Turnpike Square	12	Channel, Waldbaum's
Wallingford Plz.	15	K mart, Finast

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Macy's-Mon. through Fri.; Sears-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Macy's; Alexanders; Howland's; G. Fox; Read's; Sage-Allen; Ames.
Discount Stores-Amazings; Bradlees; Caldor; Channel; Marshall's; K mart; Mar's; Railroad Salvage.
Variety Stores-Kresge; American Discount.
Chain Drug Stores-Amity 2; CVS 2; Genovese; Liggett; Mall Drugs; Maxwell; Medi Mart 2; Rite Aid 3; Walgreens 3.
Chain Supermarkets-First National 4; Greenfield's Warehouse Foods; Stop & Shop 15; Waldbaum's/Food Mart 5; Pathmark 3; Klaride 2; Everybody's 5; Cheshire IGA 2; Grand Central 4.
Other Chain Stores-Anderson-Little; Arthurs; Baker Shoe; A.S. Beck; Bennetton; Bernies; Brian Alden; Brooks; Carol-Ann Dress Shops; Casual Corner; Cherry-Webb & Touraine; Childworld; Crazy Eddie; Curtis Mathes; Donleys; Dress Barn; Fayva; Firestone; Fotomat; Franklin Simon; Goodyear; Grossmans; Hickory Farms; Kaufman Carpet; Kinney Shoes; Lane Bryant; Lerner Shops; Levitt's; Michael's Jewelers; Odd Lot Trading; Pearl Vision Center; J. Press; Radio Shack; Sherwin-Williams; Shoe Town; Spencer Gifts; Thayer McNeil; The Gap; Lloyd's; Toys-R-Us; Thom McAn; Uniroyal.

14 - NEWSPAPERS: JOURNAL-COURIER (m-mon to fri) 37,733; REGISTER (e) 90,393; (S) 140,776; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael R. Vanacore, Vice Pres./Adv.; Henry S. Misiak, Jr., Asst. Adv. Dir., REGISTER and JOURNAL-COURIER, Long Wharf, 40 Sargent Dr., New Haven, CT 06511; Tel. (203) 562-1121.
National Representative: Sawyer-Ferguson-Walker.

NEW LONDON

1 - LOCATION: New London County. E&P Map C-3 (In New London-Norwich, CT-RI MSA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College, University of CT Branch, U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center; Wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

2 - TRANSPORTATION: Railroads-Amtrak; Central Vermont & Grant Trunk (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Blue; New Haven & Shore Line; Short Line; Southeastern Area Transit; Bonanza.
Airlines-Pilgrim; USAir.

3 - POPULATION:
Corp. City 80 Cen. 28,842; E&P 86 Est. 25,815
County 80 Cen. 238,409; E&P 86 Est. 245,689
CZ-ABC: (80) 87,747
RTZ-ABC: (80) 87,220
MSA 80 Cen. 250,839; E&P 86 Est. 259,155
City & RTZ-ABC: (80) 174,967

4 - HOUSEHOLDS:
City 80 Cen. 10,461; E&P 86 Est. 9,753
County 80 Cen. 81,814; E&P 86 Est. 88,138
MSA 80 Cen. 88,758; E&P 86 Est. 94,894
CZ-ABC: (80) 29,453
RTZ-ABC: (80) 29,425
City & RTZ-ABC: (80) 58,878

5 - BANKS	NUMBER	DEPOSITS
Savings	6	N.A.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 130,852

7 - ELECTRIC METERS: Residence City 12,125

8 - GAS METERS: City 7,963

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost, Oct. 26; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New London(13)	1	First Natl., Burlington Coat
Crystal Mall(150)	3	Jordan Marsh, Sears, JCPenney, Filene's
New London Mall(34)	1	Bradlee's, Marshall's
Waterford(20)	2	A&P, Howland's, Benney's
Waterford Plz.(13)	3	Stop & Shop, Medi Mart
Groton Shprs. Mart(25)	3	Bradlees, T.J. Maxx, Stop & Shop
Caldor	3	Shop-Rite, Caldor
Olde Mistick Village(46)	8	Colonial Mkt.
Flanders Plaza(17)	7	IGA
Niantic Village	6	Mitchell's Market

Principal Shopping Days-Dept. Stores-Thur., Fri. and Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Downtown on Fri.; Shopping Centers, most every evening.

13 - RETAIL OUTLETS: Department Stores-Howland's; Kresge's; Sears; Bradlees; Caldor's, T.J. Maxx; Marshall's; Burlington Coat; Jordan Marsh; Filene's; JCPenney.
Discount Stores-Bradlees; U.S. Submarine Base PX; Caldor's; T.J. Maxx; Marshall's; Burlington Coat.
Variety Stores-Kresge's.
Chain Drug Stores-Whelan Drug; Rite Aid; CVS; Brooks Discount; Medi Mart.
Chain Supermarkets-First National 3; A&P 2; Beit Bros.; Stop & Shop 2; Shop-Rite.
Other Chain Stores-Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; D & L.

14 - NEWSPAPERS: DAY (e) 37,364; (S) 38,546; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William M. Long, Adv. Mgr., DAY, 47 Eugene O'Neil Dr.; PO Box 1231, New London, CT 06320; Tel. (203) 442-2200.
National Representative: Branham/Newspaper Sales.

NORWALK

1 - LOCATION: Fairfield County (PMSA). E&P Map A-4. Industrial ctr. on the Norwalk River & Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Rt. 1, on Merritt Pkwy.; Connecticut Tpke., & is terminus of Rt. 7, the Ethan Allen Hwy.

2 - TRANSPORTATION: Railroads-Amtrak; Metro-North.
Motor Freight Carriers-55.
Intercity Bus Lines-Trailways; Connecticut Transit; Wheels (City Service).

3 - POPULATION:
Corp. City 80 Cen. 77,767; E&P 86 Est. 78,251
CZ-ABC: (80) 77,767
Bal. in NDM-ABC: (80) 48,925
Total NDM-ABC: (80) 126,692
County 80 Cen. 807,143; E&P 86 Est. 831,636
PMSA 80 Cen. 126,692; E&P 86 Est. 130,060

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,309; E&P 86 Est. 29,485
County 80 Cen. 280,597; E&P 86 Est. 301,750
PMSA 80 Cen. 44,514; E&P 86 Est. 47,371
CZ-ABC: (80) 28,309
Bal. in NDM-ABC: (80) 16,205
Total NDM-ABC (80) 44,514

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	13	N.A.

6 - PASSENGER AUTOS: County 514,630

7 - ELECTRIC METERS: Residence 52,603

8 - GAS METERS: Residence 12,970

9 - PRINCIPAL INDUSTRIES: Aircraft Radar Equip.; Optical Devices; Electronic Components; Chem.; Plastics; Air Compressors; Mach.; Furn.; Wearing Apparel/Allied Prods.; Hardware; Packaged and Frozen Foods; Lithography; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caldor(5)	NA	Caldor Discount
Gateway(16)	NA	Palmers
Norwalk Mall(15)	NA	Pathmark
Strawberry Hill(13)	NA	Grand Union

County Mall(8)	NA	Consumer's Dist.
Electra Plz.(8)	NA	Bradlees
S. Norwalk Plz.(7)	NA	C-Town
Fo[illegible] Emporium Plz.(8)	NA	Food Emporium
Danbor(10)	NA	Caldor
Rickel's Plz.(6)	NA	Rickel's
Center 7(5)	NA	Burger King

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Fullam's; Howlands.
Variety Stores-McCrory's.
Discount Stores-Bargain World; Caldor; Leon's Norwalk Sales; Bradlees; Rickel's.
Chain Supermarkets-C-Town; Grand Union; Pathmark; Stop & Shop; Waldbaum's; Food Emporium; Palmers.

14 - NEWSPAPERS: HOUR (e) 21,324; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ellen Therrien, Natl. Adv. Mgr., HOUR, 346 Main Ave., Norwalk, CT 06851; Tel. (203) 846-3281.
National Representative: Landon Associates.

NORWICH

1 - LOCATION: New London County, (In New London-Norwich, CT-RI MSA). E&P Map C-3, County Seat. On Conn. Tpke. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale, and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester and Providence.

2 - TRANSPORTATION: Railroads-Consolidated Rail; Central Vermont (freight); Providence & Worcester.
Motor Freight Carriers-25.
Intercity Bus Lines-Arrow; Eastern; Greyhound; Savin; Bonanza.
Airlines-USAir; Pilgrim; Coastal Air Service.

3 - POPULATION:
Corp. City 80 Cen. 38,074; E&P 86 Est. 34,086
County 80 Cen. 238,409; E&P 86 Est. 245,689
MSA 80 Cen. 250,839; E&P 86 Est. 259,155

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,320; E&P 86 Est. 13,035
County 80 Cen. 81,814; E&P 86 Est. 88,138
MSA 80 Cen. 88,758; E&P 86 Est. 94,894

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$61,306,000
Savings	3	$346,468,000

6 - PASSENGER AUTOS: County 130,852

7 - ELECTRIC METERS: Residence 16,930

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Textiles 1,520 ($207); Apparel 850 ($166); Paper 700 ($213); Fab. Metals 1,090 ($272); Leather 370 ($190); Engraving 200 ($270); Insulated Wire 550 ($220); Other Mfg. 2,000 ($246); Electronics 420 (N.A.); Television & Stereo 700 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17; last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on Main; N Main; Broadway; Franklin; Water; Thames.
Neighborhood Shopping Centers-City sections known as Occum; Taftville; Greenville; Yantic; Norwichtown; Thamesville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(15)	1	Sherwin-Williams
Westgate(5)	1	Basket People
Vality(8)	8	Noel's Mkt.
Norwichtown(39)	1	Stop & Shop, Caldor
Wawecus Hill(2)	1	Ames
Marcus Plz.	1	Zayre, Price-Rite
Crystal Mall(130)	12	Jordan Marsh, Filene's, JCPenney, Sears
Waterfall Mall(12)	12	Howlands, Benny's, Carpet Factory

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., some Fri., Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Reid & Hughes; Jordan Marsh; JCPenney; Filene's; Sears; Herman's.
Discount Stores-Mr. Big; Caldor; Zayre; Ames.
Chain Drug Stores-Vernon; Genovese; M-D; Brooks.
Chain Supermarkets-A&P; IGA 4; Beit Bros. 3; Stop & Shop 3; Price Rite.
Other Chain Stores-Benney's; Sherwin-Williams; Railroad Salvage; Prague's; So-Fro Fabric; Beaconway; Radio Shack; Fayva; Toys R Us.

14 - NEWSPAPERS: BULLETIN (m) 34,638; (S) 37,094; sworn Sept. 26, 1985.
Local Contact for Advertising and Merchandising Data: Dan O'Neil, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.
National Representative: Gannett Media Sales.

STAMFORD

1 - LOCATION: Fairfield County, (PMSA). E&P Map A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1) Merritt Pkwy. (Rte. 15); Connecticut Tpke. (I-95).

2 - TRANSPORTATION: Railroads-New Haven Div. Conrail Main Line & New Canaan Branch.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Transit Co.; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 102,453; E&P 86 Est. 100,183
CZ-ABC. (80) 102,453
Bal. in NDM-ABC. (80) 51,202
County 80 Cen. 807,143; E&P 86 Est. 831,636
PMSA 80 Cen. 198,854; E&P 86 Est. 202,268
Total NDM-ABC. (80) 153,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,378; E&P 86 Est. 38,979
County 80 Cen. 280,597; E&P 86 Est. 301,750
PMSA 80 Cen. 72,157; E&P 86 Est. 76,261
CZ-ABC. (80) 38,378
Bal. in NDM-ABC. (80) 17,109
Total NDM-ABC. (80) 55,487

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings	3	N.A.
Fed. Sav. & Loan	5	N.A.

6 - PASSENGER AUTOS: County 514,630

7 - ELECTRIC METERS: Residence 39,683

8 - GAS METERS: Residence 16,009

9 - PRINCIPAL INDUSTRIES: Electronics; Food, Drug & Cosmetics; Elect., Aircraft; Die Casting; Metals; Mach.; Apparel & Textile Prods.; Printing & Pub.; Chem., electronic research laboratories. Hdqters. for numerous major corporations.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15; last killing frost, May 15.

11 - TAP WATER: Slightly acid, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Main; Atlantic; Bedford and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stamford Town Ctr.	NA	Macy's, JCPenney, Saks
Ridgeway(75)	2	Sears, Gimbels, Grand Central Mkt., Consumer's Distributing
Thru-way	4	Woolworth, A&P
Glenbrook	3	Woolworth, Finast
Newfield	2	Syl May, Grade A Mkt.
Grand Central	4	Grand Central Mkt.
Bull's Head	3	Radio Shack, Finast
Springdale	4	Palmer's Food

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon.-Sat.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Bloomingdale's; Macy's; JCPenney; Gimbel's; Lord & Taylor; Caldor; Saks Fifth Avenue.
Discount Stores-County T.V. & Appliances.
Chain Drug Stores-Syl-May; Caldor; Walgreens; Genovese; Courtesy.
Chain Supermarkets-A&P 2; Bongiorno's; Grade A 2; Grand Central 3; Palmer's; Finast 2.
Variety Stores-Woolworth.
Other Chain Stores-National Shoes; Goodyear; Firestone; Singer Co.; Radio Shack; The Limited; Kinney Shoes; Brooks Bros.; Abercrombie & Fitch; Brookstone; Scandinavian Gallery; Jaeger; Wallach's; Sam Goody; Record World; Waldenbooks; FAO Schwarz; Herman's; Doubleday Book; Athlete's Foot; Florsheim; Murphy & Johnston; Laura Ashley; Shoe Town.

14 - NEWSPAPERS: ADVOCATE (e) 30,264; (S) 35,672; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., ADVOCATE, 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2402.
National Representative: None.

TORRINGTON

1 - LOCATION: Litchfield County. E&P Map B-3. Industrial and residential center. NW part of state. 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwys. 4, 8, 202 & 272.

2 - TRANSPORTATION: Railroad-Conrail (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Arrow; E. J. Kelley Co.

3 - POPULATION:
Corp. City 80 Cen. 30,987; E&P 86 Est. 30,517
CZ-ABC: (80) 34,280
RTZ-ABC: (80) 21,748
County 80 Cen. 156,769; E&P 86 Est. 165,563
City & RTZ-ABC: (80) 56,028

4 - HOUSEHOLDS:
City 80 Cen. 11,995; E&P 86 Est. 11,900
CZ-ABC. (80) 13,059
RTZ-ABC: (80) 7,672
County 80 Cen. 55,667; E&P 86 Est. 61,601
City & RTZ-ABC. (80) 20,731

5 - BANKS	NUMBER	EST. DEP.
Savings	1	N.A.
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 98,800

7 - ELECTRIC METERS: Residence 9,519

8 - GAS METERS: Residence 5,170

9 - PRINCIPAL INDUSTRIES: Bearings, Spring and Mill Mach.; Fans and Blower Wheels; Golf Shafts; Upholstery Nails; Castings; Lumber Prods.; Gaskets; Textiles; Hardware Tools; Corrugated Containers.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30; last killing frost, May 11.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main and S. Main Sts.; 2 on Water St.; 2 on E. Main; Torrington-Winsted Rd.; Rte. 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(9)	NA	K mart, Fayva, Shop-Rite
Torrington(31)	NA	Star's Dept., A&P
Parkade(27)	NA	Warehouse Foods, Caldor
Downtown(32)	NA	JCPenney, Bradlees, Finast

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Caldor; JCPenney.
Discount Stores-Star's; Bradlees; Caldor; K mart.
Chain Drug Stores-Rite Aid; Genovese.
Chain Supermarkets-First National; A&P; IGA; Allied Grocers 5; Shop-Rite; Warehouse Foods.
Other Chain Stores-Singer Co.; Radio Shack.

14 - NEWSPAPERS: REGISTER/CITIZEN (m) 15,850; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Laura Page Kendall, Adv. Mgr., REGISTER/CITIZEN, 190 Water St., Torrington, CT 06790; Tel. (203) 489-3121.
National Representative: Landon Associates.

WALLINGFORD

See MERIDEN-WALLINGFORD

WATERBURY

1 - LOCATION: New Haven County (MSA). E&P Map B-3. 89 mi. from NYC; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-(Transportation Services)-Tose, Inc.; Northern Penn; Murphy Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways.
Airlines-Bradley International; Hartford-Springfield; Eastern; USAir; American; United; TWA; Pilgrim; Delta; Texas International; Piedmont; Northeastern International Airways.
Intercity Bus Lines-Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 103,266; E&P 86 Est. 101,414
CZ-ABC. (80) 161,589
RTZ-ABC. (80) 125,274
County 80 Cen. 761,337; E&P 86 Est. 782,829
MSA 80 Cen 204,968; E&P 86 Est. 209,021
City & RTZ-ABC. (80) 286,863
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,035; E&P 86 Est. 39,770
County 80 Cen. 271,542; E&P 86 Est. 292,161
MSA 80 Cen. 72,690; E&P 86 Est. 78,008
CZ-ABC. (80) 57,774
RTZ-ABC. (80) 43,524
City & RTZ-ABC. (80) 101,298

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$655,872,290
Savings & Loan	2	$403,936,000
Commercial	5	$2,719,006,675

6 - PASSENGER AUTOS: County 429,903

7 - ELECTRIC METERS: Residence 66,084

8 - GAS METERS: Residence 27,289

9 - PRINCIPAL INDUSTRIES: Medical Supplies & Equip.; Electronic Components; Sewing Supplies; Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics; Clocks; Watches; Sail Boats; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chem.; Electromech. Devices; Undergarments. Total 106-.010 Wage Earners ($271 Av. Wkly. Wage)
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11 - TAP WATER: Neutral, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on E. Main; 3 on S. Main; 1 on N. Main; 2 on W. Main; 2 on Bank St.; 2 on Grand St.
Neighborhood Shopping Centers-2 at E. Main & Edson Ave.; East End, Store Ave.; Park Plaza; Cor. Lakewood Rd. and Route 69; W. Main St. Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradlee Plaza(2)	NA	Stop & Shop, Bradlees
Colonial(45)	NA	Kresge, Radio Shack
Mattatuck Mall	NA	Shoprite, Channel
Meriden Road(5)	NA	Mont. Ward
Naugatuck(52)	NA	G. Fox, Sears
Shoppers Corner	NA	K mart, Shopper's World
Waterbury Plz.(31)	NA	Stop & Shop, Bradlees

City Zone Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Watertown(6)	6	First Natl., Marshall's
Maple-Croft	8	Marshall's, Stop & Shop
Cheshire(15)	10	Richland Home & Auto, Grand Union
Pioneer	3	La Bonne's Epicure
Prospect(15)	5	Oliver's
Wolcott(9)	5	Pik-Kwik
Queen Plaza	10	
Meriden Square	14	JCPenney, G. Fox
Mt. View	7	Kings, Stop & Shop
10 Acre Mall	5	K-mart, Pik-Kwik
Southbury Plz.(36)	10	Read's, Grand Union

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Tues., Thur., Shopping centers: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Howland-Hughes; Sears; Worth's 3; G. Fox; JCPenney; Read's.
Discount Stores-Shopper's World, Bradlees 2; Caldor.
Variety Stores-Woolworth; Kresge; McCrory's; K mart 3; Marshalls 2; Zayre.
Chain Drug Stores-Whelan's 4; Drug City; CVS 2; Rite Aid 2; Walgreens; Genovese.
Chain Supermarkets-A&P 4; First National 5; Pik-Kwik; Everbody's 5; Stop & Shop 3; Pathmark; Shop-Rite; Walsh's; Anthony; Grand Union; Warehouse Foods 2; Edwards.
Other Chain Stores-Thom McAn 2; Kinney; Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michael's Jewelry; Foxmoor Casuals; Hallmark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Waldenbooks; Hanover Shoes; Fayva Shoes; Casual Corner; Toys 'R Us; Ethan Allen; Color Your World; Prague Shoes; Hickory Farms; Langley's; Stowell's Jewelers;

Castro; Levitz Furniture; Puritan Furniture; Matzkin's; Channel Home Center; Color Tile; Bob's Surplus; Gentlemen's Wear House; T.J. Maxx; General Nutrition Centers; Motomart; Lloyd Lumber; Grossman's.

14 - NEWSPAPERS: REPUBLICAN (m) 39,481; AMERICAN (e-mon to fri) 28,894; REPUBLICAN (S) 73,287; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joseph E. Healy, Mgr. Gen. Adv., REPUBLICAN and AMERICAN, 389 Meadow St.; PO Box 2090, Waterbury, CT 06722; Tel. (203) 574-3636-Business; (203) 754-0644-Telecopier.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WILLIMANTIC

1 - LOCATION: Windham County, E&P Map C-3. Manufacturing, agriculture and university center on U.S. 6 and 66; State Hwys. 31, 32, 195 & 89. 28 mi. E of Hartford; 50 mi. W of Providence; 25 mi. N of New London.

2 - TRANSPORTATION: Railroads-Central Vermont; Providence & Worchester.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Line; Bonanza.

3 - POPULATION:
Corp. City 80 Cen. 14,652; E&P 86 Est. 14,938
NDM-ABC: (80) 60,532
County 80 Cen. 92,312; E&P 86 Est. 98,354
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,414; E&P 86 Est. 5,718
County 80 Cen. 32,209; E&P 86 Est. 35,931
NDM-ABC: (80) 18,409

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$37,800,000
Savings & Loan	1	$36,000,000
Commercial	2	$130,338,000

6 - PASSENGER AUTOS: County 47,278

7 - ELECTRIC METERS: Residence 7,285

8 - GAS METERS: Residence 3,641

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Insulating Prods. (wire & cable) 1,100; Univ. of Connecticut 4,190; Eastern Conn. State Univ. 325; Windham Conn. Mem. Hosp. 625.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-6 blocks on Main St.; W Main St.; Rt. 195.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willimantic Plaza(12)	2	JCPenney
Storrs Plaza	9	A&P
East Brook(45)	NA	Sage-Allen, Caldor, A&P

Principal Shopping Days-Thur., Fri., Sat. and Sun.

13 - RETAIL OUTLETS: Department Stores-Todds; Sage Allen.
Discount Stores-Caldor; JCPenney.
Chain Drug Stores-CVS 2; Rexall; Medical Phcy. 2; Medi Mart; Rite Aid.
Chain Supermarkets-A&P; Stop & Shop; Shop-Rite; Universal 3; New England 2; Better Val-U 3; IGA.
Other Chain Stores-Sherwin-Williams.

14 - NEWSPAPERS: CHRONICLE (e) 10,744; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William Flaucher, Adv. Dir., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466.
National Representative: Landon Associates.

Editor & Publisher
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DELAWARE SURVEYS

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, DL-NJ-MD-New Castle County, DL; Cecil County, MD; Salem County, NJ

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, PA-NJ-DL-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgetor, NJ PMSA; Wilmington, DL-NJ-MD PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	49	41	44
5-14 Years	117	91	99
15-24 Years	95	118	127
25-44 Years	136	164	177
45-64 Years	107	122	131
65 and Over	44	59	64
TOTAL	548	595	642

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	119	155	279
General Mdse	328	417	602
Food	474	667	845
Automobiles	362	519	907
Gasoline Stations	162	268	265
Apparel	101	167	239
Furniture	104	132	241
Eat-Drink Places	164	261	374
Drugs	74	107	140
TOTAL SALES	2,139	3,131	4,370

DOVER

1 - LOCATION: Kent County, E&P Map A-3, State Capital, County Seat. Dover Air Force Base. Military Aircraft.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,507; E&P 86 Est. 23,981
NDM-ABC: (80) 175,081
County 80 Cen. 98,219; E&P 86 Est. 100,616
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,684; E&P 86 Est. 8,052
County 80 Cen. 32,737; E&P 86 Est. 35,067
NDM-ABC: (80) 59,847

5 - BANKS	NUMBER	EST. DEP.
Commercial	23	$705,548,000
Savings & Loan	2	$1,415,000

6 - PASSENGER AUTOS: County 72,302

7 - ELECTRIC METERS: County Residence 34,900

8 - GAS METERS: City Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 2,000; Constr. 1,778; Mfg. 6,298; Trans. & Util. 1,172; Fin. 1,004; Air Force Base: 3,650 military and 1,350 civilian; Gov't 10,318; Trade 11,315; Servs. 5,080; Av. Wkly. Wage $290.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10; last killing frost, Mar. 5.

11 - TAP WATER: Not fluoridated.

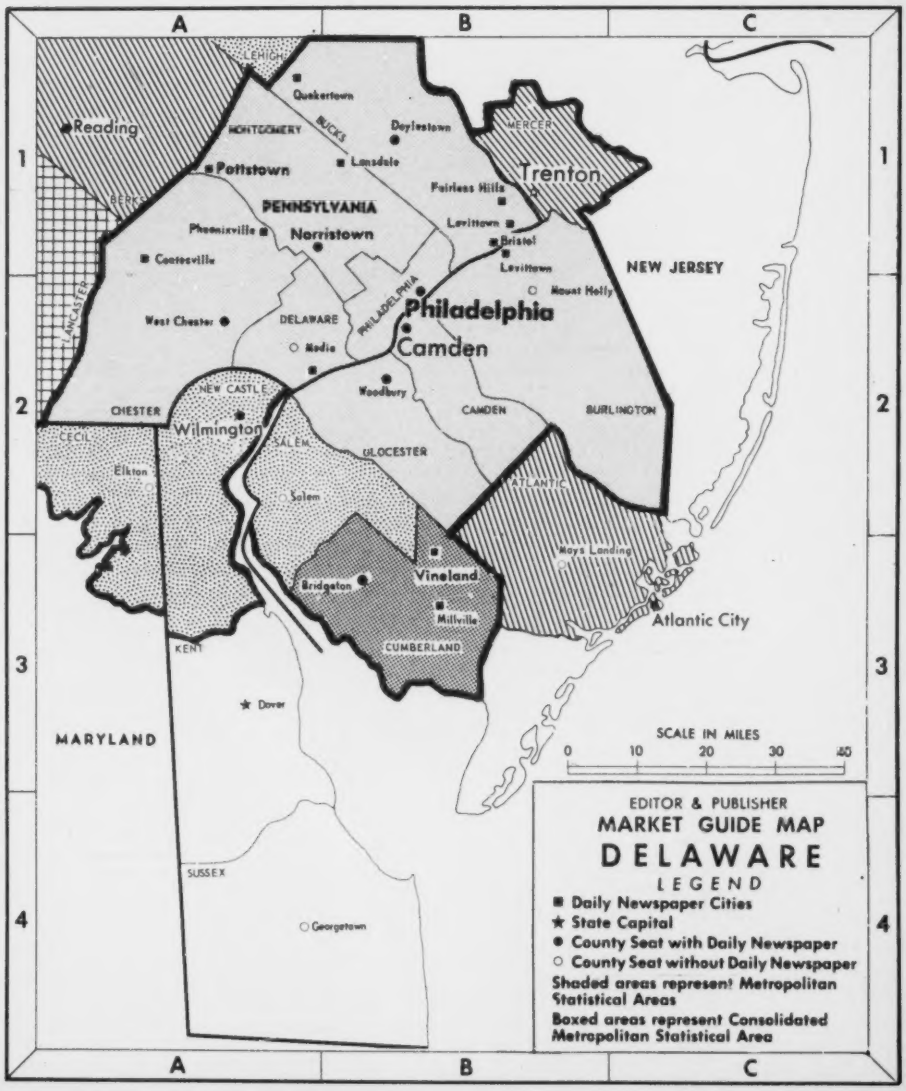
12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Ct.(25)	3	Dry Goods, Service Merchandise, Warehouse Food
Blue Hen(52)	3	JCPenney, Acme, Rose's, Thrift Drug
Capitol(6)	2	L&D Auto
Carroll's Corner(7)	2	Safeway, Drug Fair
Dover Mart(9)	3	A&P, Murrays Meats
Dover Mall(90)	3	Sears, Leggetts, Boscov's
Edgehill(2)	1	Radio Shack, Thrifty Drug
Rodney Vlg.(22)	1	McCrory's, Thrift Drug, IGA
Greentree	1	Super Fresh, Drug Fair

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Hess; Boscov's; Leggett's; Rose's.



Discount Stores-Nichol's; Dry Goods; K mart; Ames; Service Merchandise.
Variety Stores-Woolworth; McCrory; Dollar General.
Chain Drug Stores-Pierce's 2; Thrift 3; Drug Fair; Happy Harry's; Edgehill 2.
Chain Supermarkets-A&P; IGA; Acme 2; Safeway; Marstellers 4; 7-Eleven 11; Warehouse Foods; Thriftway; AM/PM Mini-Market; Big K; Super Fresh.
Other Chain Stores-Firestone 2; Agway; Southern States; Goodyear; Goodrich; Penn Jersey; Pic N' Pay; Lowe's; Wicke's; Pep Boys; I. Goldberg.

14 - NEWSPAPERS: DELAWARE STATE NEWS (m) 24,207; (S) 31,542; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Chris Engel, Gen. Mgr., DELAWARE STATE NEWS, PO Box 737; New Burton Rd., Dover, DE 19903; Tel. (302) 674-3600.
National Representative: Branham/Newspaper Sales.

WILMINGTON

1 - LOCATION: New Castle County (In Wilmington, DE-NJ-MD PMSA). E&P Map A-6. At junction of Christina Creek and Delaware River, 26 mi. SW of Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail; Chessie Systems; Amtrak; Octoraro; Wilmington & Western; Delaware Coastline.
Motor Freight Carriers-1,274 (Delaware Based).
Intercity Bus Lines-Delaware Authority for Regional Transit; Greyhound; Trailways; Safeway Trails; Carolina Coach Co.

3 - POPULATION:
Corp. City 80 Cen. 70,195; E&P 86 Est. 64,023
CZ-ABC. (80) 361,424
RTZ-ABC. (80) 236,668
PMSA 80 Cen. 524,108; E&P 86 Est. 542,588
County 80 Cen. 399,002; E&P 86 Est. 407,525
City & RTZ-ABC. (80) 598,092
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,901; E&P 86 Est. 27,343
County 80 Cen. 139,292; E&P 86 Est. 148,449
PMSA 80 Cen. 180,986; E&P 86 Est. 195,481
CZ-ABC. (80) 127,165
RTZ-ABC. (80) 78,693
City & RTZ-ABC. (80) 205,858

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	46	$10,006,931,000

6 - PASSENGER AUTOS: County 233,939

7 - ELECTRIC METERS: County 159,000

8 - GAS METERS: County & City 77,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 19,300 ($429); Non-Durable Goods 51,200 ($362); Primary Metals 1,800 ($381); Fabricated Metals 1,800 ($323); Mach. and Trans. 12,600 ($481); Other Durable Goods 3,200 ($276); Food 8,700 ($259); Textiles 500 ($327); Printing and Pub. 2,100 ($318); Chem. Prods. 31,700 ($498); Rubber and Plastics 3,200 ($417); Other Non-Durables 3,600 ($440).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 43-95; Fall 9-83; Winter 10-64. First killing frost, Oct. 29; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Market St. & King St. from Front to 10 St.
Neighborhood Shopping Centers-Union St. from Front to 8th St.; Adams Four Plz.; Suburban Centers at Fairfax & Wilmington Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northtowne Plz.	10	Jamesway, Acme, Designer Depot.
Tri-State Mall(52)	10	Thriftway, Silo, Levitz, K mart, Dry Goods
University Plz.	10	Acme, Jamesway, Designer Depot
Chestnut Hill(20)	15	Zayre, Shop-Rite
Christiana(95)	9	Strawbridge & Clothier, JCPenney, Bamberger's
Dover Mall	40	Boscov, Sears, Leggett's
Blue Hen Mall	56	JCPenney, Roses, Woolworth
College Sq.	12	Pathmark, Rickel
Pike Creek	12	Bradlees, Acme
Penn Mart	8	Thriftway, Ames
Fairfax(21)	4	Acme, VFO, Fayva
Newark(22)	12	Newark Dept., IGA
Gray'yn	4	Thriftway
Midway(21)	8	Service Merchandise, Marshalls
Prices Corner(25)	3	Sears, JCPenney, Woolworth
Concord Mall(64)	8	Bradlees, Pomeroy's, Strawbridge & Clothier
Castle Mall(34)	15	K mart, Super Fresh, Thrift Drug
New Castle Sq.	10	Jamesway, Thrift Drug

Principal Shopping Days-Wed., Fri., Sat. & Sun.
Stores Open Evenings-Discount Sun.; Downtown Fri.; Dept. & Shopping centers every night; Food every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Wilmington Dry Goods; Wanamaker; Strawbridge & Clothier 3; Sears 2; JCPenney 3; Pomeroy's; Bamberger's; Marshalls; Boscov; Leggets 2; Bradlees.
Discount Stores-Zayre 4; Silo 3; Ames; Nichols; Mason's; Kiddie World 4; Jamesway 3; Rose's; Service Merchandise; Bradlees 3; K mart 3; Best.
Variety Stores-Woolworth 4; B.J. Mitchell's 2.
Chain Drug Stores - Eckerd 14; Happy Harry 14; Rite Aid 16; Thrift 3; HH Merchandiser 3; Park 2; Stanton 3; Tique 3; Toulson-Rexall 2; Parklynn-Limestone 4; Medicine Shoppe; CVS 2.
Chain Supermarkets-Super Fresh 8; Acme 28; Pathmark 3; Safeway 4; 7-Eleven 43; Wawa 10; IGA 4; Cumberland Farms 14; Shop'N Bag; Shop-Rite 2; Thriftway 8; Shop 'N Save 4.
Other Chain Stores-Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Lowe's (bldg.); 84 Lumber; LeRoy's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Gallenkamp (shoes); Goodyear; Firestone; General Tire; B.F. Goodrich Tires; Webster's Clothes; Channel Home Ctrs.; Rickels.

14 - NEWSPAPERS: NEWS (m-mon to fri) 66,130; JOURNAL (e-mon to fri) 54,117; (sat) 113,558; (S) 130,072; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Eileen Leber, Natl. Adv. Mgr. or Henry Phillips, Adv. Dir., NEWS-JOURNAL PAPERS, 831 Orange St.; Box 1111, Wilmington, DE 19899; Tel. (302) 573-2000.
National Representative: Gannett Media Sales.

DISTRICT OF COLUMBIA SURVEYS

METROPOLITAN STATISTICAL AREA

Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities, VA; Arlington, Fairfax, Loudon, Prince William Counties, and Stafford County, VA; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	60	34	31
5-14 Years	129	79	74
15-24 Years	145	127	116
25-44 Years	198	197	185
45-64 Years	155	127	118
65 and Over	70	74	69
TOTAL	757	638	593

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	38	38	70
General Mdse.	234	224	328
Food	335	486	625
Automobiles	202	122	217
Gasoline Stations	138	180	181
Apparel	168	240	348
Furniture	115	129	240
Eat-Drink Places	379	560	813
Drugs	97	128	169
TOTAL SALES	2,085	2,654	3,598

WASHINGTON

1 - LOCATION: Capital of the United States and the District of Columbia. This is the hub of Washington-DC MSA which includes: District of Columbia, Montgomery, Prince George's and Charles Counties in Maryland; Arlington, Fairfax, Loudoun, Prince William Counties and the independent cities of Alexandria, Fairfax City, Falls Church, Manassas & Manassas Park in Virginia. E&P Maps C-2 (MD) & F-1 (VA).

2 - TRANSPORTATION: Railroads-Amtrak; Metro Rapid Transit System (pass.); B&O; RF&P (freight); Norfolk/Southern (freight); Auto-Train; Conrail (freight); Marc; Chessie System (pass. & freight).
Motor Freight Carriers-77.
Intercity Bus Lines-Continental Trailways; Eyre; Gold Line; Greyhound; J&J Bus Service; Metro Bus System; Ride-On.
Airlines-(Commercial): Aeroflot; Air France; Air Jamaica; Air Nippon; Altair; American; Braniff; British Airways; BWIA; Continental; Delta; Eastern; Empire; Iceland Air; Jet America; Midway; New York Air; Northwest; Ozark; Pan Am; People Express; Piedmont; Presidential; Republic; TWA; United; USAir; Western; World Airways. (Commuter): Allegheny; Air Wisconsin; American Eagle; Business Express; Christman; Brockway; Colgan; Cumberland; East Hampton; Henson; NYAir Connection; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 638,432; E&P 86 Est. 610,629
NDM-ABC: (80) 3,061,021
MSA 80 Cen. 3,250,392; E&P 86 Est. 3,483,069
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 252,952; E&P 86 Est. 252,753
MSA 80 Cen. 1,175,901; E&P 86 Est. 1,308,533
NDM-ABC: (80) 1,112,770

5 - BANKS	NUMBER	DEPOSITS
Commercial	55	N.A.
Savings & Loan	32	N.A.

6 - PASSENGER AUTOS: D.C. 246,342

7 - ELECTRIC METERS: Residence 1,070,000

8 - GAS METERS: Residence 586,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fed. Gov't 385,900; State & Local Gov't 201,200; Service 595,300; Ret. Trade 319,600; Whol. Trade 72,100; Fin., Ins. & R.E. 108,700; Trans., Commun. & Pub. Util. 87,100; Constr. 111,600; Mfg. & Mining 82,200. Total employed 1,937,700.
Source: D.C. Dept. of Employment Services, Jan. 1986.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, med. soft.

12 - RETAILING: Principal Shopping Centers & Areas-(Northwest): Downtown Area (R) 7th-14th, D-G Sts.; Connecticut Ave./Midtown Area-Connecticut Ave. from Pennsylvania Ave. to Florida Ave., W to 22nd St., NW; Friendship Heights Area-Wisconsin Ave., Albemarle-Western; Georgetown Area-M St., Wisconsin Ave.; Spring Valley Area-Massachusetts Ave., Van Ness-Yuma Sts. Enclosed: Mazza Gallerie; Georgetown Park; Van Ness Centre. (Northeast): Rhode Island Shopping Mall, 4th & Rhode Island, NE; Benning Area-Minnesota Ave. & Benning Rd.; Hechinger Mall-Bladensburg & Benning Rds. (Southeast): Annacostia Area-Alabama Ave., Good Hope & Naylor Rds.; Fairlawn Area-Pennsylvania Ave., 19th-25th Sts. (Southwest): Enclosed: L'Enfant Plaza.
Charles County (MD)-Shopping centers: La Plata; Waldorf.
Montgomery County (MD)-Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton; Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.
Shopping Centers-Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.
Enclosed: Lakeforest Mallg Montgomery Mall; Wheaton Plaza; White Flint.
Prince George's County (MD)-Major shopping areas: Andrews Manor; Bladenburg; Bowie; Camp Springs; College Park; Greenbelt; Hyattsville; Lanham; Landover; Mt. Rainer; New Carrollton; Queens Chapel-Chilium; Suitland; Oxon Hill; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Penn-Mar; Laurel; Eastover; Forestville Mall.
Shopping Centers-Carrolton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Greenway; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Lakes Centre; Forest Village Park; Prince George's Plaza; Allentown Mall; Hampton Mall; Great Eastern Plaza; Penn Mar.
Enclosed: Forest Village Park Mall; Greenway Plaza; Laurel Centre; Carrollton Mall; Prince George's Plaza; Beltway Plaza.
Arlington County (VA)-Major shopping areas: Clarendon; Rosslyn; Shirlington.
Shopping Centers-Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.
Alexandria City (VA)-Major shopping areas: Central Business District; Duke to Cameron Sts. between Lee St. & RF&P railroad tracks; Arlandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.
Shopping Center-Landmark.
Fairfax County (VA)-Major shopping areas: Springfield; Annandale; Bailey's Cross Roads; Oakton; Penn-Daw; Vienna; Hybia Valley; McLean; Tyson's Corner; Seven Corners; West Springfield; Leesburg Pike; Groveton; Marrifield; West Springfield.
Shopping Centers-Loehman's Plaza; Pike 7 Plaza; Tyson's Corner Center; Seven Corners; Beacon Mall; Bradlick; Shirley Plaza; Wilston; Yorktown; Springfield Plaza; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; West Fairfax; Virginia Plaza; Fair Oaks; PanAm; Rolling Valley Mall.
Enclosed: Beacon Mall; Fair Oaks Shopping Center; Seven Corners Shopping Center; Tyson's Corner Center.
Loudoun County (VA)-Major shopping areas: Herndon Junction; Leesburg.
Prince William County (VA)-Major shopping areas: Manassas; Woodbridge; Westgate; Dale City.
Shopping Centers-Marumsco Plaza; Manassas Mall.
Enclosed: Manassas Mall; Potomac Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores (downtown) Mon. & Thur. Suburban stores and most large food stores, every evening. Some food chains open until 10:00 p.m. and on Sun. Most shopping centers and dept. stores open Sun. Most food chains open 24 hrs. Mon. through Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bloomingdale's 2; Hecht's 13; Montgomery Ward 7; JCPenney 9; Sears 9; Woodward & Lothrop 12.
Variety Stores-Kresge 5; McCrory 6; Murphy 9; Woolworth 12.
Discount Stores-K mart 13; Zayre 14; Bradlee's 14; Marshall's 6; Caldor.
Appliances & Hi-Fi-Circuit City 10; Erol's 10; Luskins 14; Microwave Cooking etc. 3; Myer-Emco 3; Radio Shack 77; Reliable Home Appliances 8; Bray & Scarf 8; Video Village 9; Saxitone Audio Video 4.
Building Supplies-Hechinger 20; Lowe's 3; McIntire 16; Scott's 13; 84 Lumber 9; Channel 5.
Chain Drug Stores-Dart 62; Drug Fair 90; People's 160; Rodman's 2; Standard 14.
Chain Supermarkets-A&P 19; Basics 9; Cook's 9; Co-Op Consumers 4; Food-A-Rama 10; Fresh Value 4; Giant 97; Grand Union 26; High's 157; Jumbo/Shoppers 13; Larimer's; Magruder's 15; Murray Steaks 28; Pershing 4; Thrift Way 10; Safeway 124; 7-Eleven 387.
Jewelry Stores-Bailey; Banks & Biddle 5; Black; Starr & Frost 6; Boone & Sons 3; J.E. Caldwell 3; Castelberg 6; Gordon's 3; R. Harris Co.; Kay Jewelers 14; Melart Jewelers 11; Theodore Nye 4; Pampilloni 2; J.B. Robinson 7; Chas. Schwartz & Son 2.

Health Clubs/Reducing Salons-Fitness World 2; Fun & Fitness Exercise Aquatic Center 9; Holiday Spas 10; Nautilus Fitness Ctr. 12; Spa Lady 19; Diet Ctr. 33; Nutri-System Weight Loss Center 7; Professional Weight Loss System 3.
Furniture Stores-C.L. Barnes 4; Coles 5; Colony House; Danker 2; Decor Furniture 2; Design 4; Door 12; Hub 10; Kimels 3; Knock-Down 3; Levitz 4; Loft Bed 3; Mahler's; Manor House; Marlo 3; Master Craft Interiors; Mattress Center 6; Mattress Discounters 28; Mattress Land 8; Saah Furniture Manufacturers (unfinished) 2; Salem 5; Ikea; Scandinavian Gallery 9; House of Doors 2; Bed Store 2; The Bombay Company 3; Scan 7; W&J Sloane 7; Warehouse Sleep Centers 3; Wood Shop 3.

Office Furniture-D&F 9.
Carpet Stores-Universal Carpet & Rugs 4; International Carpet & Rugs 6; Parvizan; Dieners 7.
Shoe Stores-Boyce & Lewis 4; Famous Footwear 3; Revelations 6; Foot Locker 15; Pappagallo 6; Stride Rite 7; Chandler 5; DeYoung 13; Hahn 19; Hanover 7; Kinney 28; Pic 'N Pay 14; Thom McAn 16.
Auto Supplies-Goodyear 21; Hi-Gear 30; Market Tire 20; Merchant Tire 34; Midas Muffler 24; National Tire Wholesale 13; Pep Boys 9; Stidham

Tire 11; Sure Fit Seat Cover 2; Leeth Bros. 2; B.F. Goodrich 7; Cottman Transmission 8; Trak-Auto 60; Penn Jersey 14.
Cosmetics-Elizabeth Arden 2; Merle Norman 15; Mary Kay 13.
Candy-Fannie May 11; Russell Stover 2.
Mens Clothing-Arthur A. Adler 2; Big & Tall 3; Britches 10; Cavalier 5; Dash Designers 5; George's Big & Tall 3; J. Riggins 4; Wall Street Clothes 3; Webster 4; Marc Jeffries 2; Esquire Clothiers 2; Kuppenheimer 6; Saville of London.
Women's Clothing-Ann Taylor; Casual Corner 17; Gartenhaus 2; [illegible] Miss 14; Jay's Designer Fashions 6; Lane Bryant 6; Lerner 9; The Limited 13; Mademoiselle Fashions 10; T.H. Mandy 5; Marionne 10; Ormond Shops 7; Sassafras 9; David's Village Shops 4; Petite Street 4; The Complement (accessories); Clare Dratch 2; Plymouth 5; Saks-Jandel 2; Don Levy's Back Room 2; Narragansett 4; Apres Peau Lingerie; Show-Off 8; The Great Factory Store 9; Alcott & Andrews 2; Valentino Boutique; Up-Against The Wall 6.
Men's & Women's Clothing-Jos. A. Bank Clothiers 3; Brooks Bros. 3; David's Village Shops 6; The Gap 12; Garfinckel's 9; Great Factory 4; Lewis & Thos. Saltz 3; I. Magnin; Morton's 6; Neiman & Marcus; Raleigh's 12; Royal Formal & Bridal 9.
Children's Furnishings-Beyda; Bo-Peep Shop 3; Crib 'N Cradle 4; Kids Wear Outlet 3; Tots 'N Teens 6; Young Fair 5; Kids R Us 4; Beyda.
Toys-Juvenile Sales 3; Toys R Us 8.
Fabric Stores-Danneman 8; House of Fine Fabrics 16; Mill End Shops 10; Minnesota Fabrics 10.
White Goods-Linens 'n Spreads 2; Spreads 'n Things 2; Linen 'n Things 8.
Sporting Goods-Eddie Bauer 3; Herman's 10; Hudson Trail Outfitters 7; Irving's Sport Shops 12.
Catalog Stores-Basco 2; W. Bell & Co. 10; Best 9; Evans 6.
Computers-Radio Shack 14; MBI 16.
Bookstores & Records-Crown Books 48; B. Dalton 12; Waldenbooks 15; Sam Goody 10; Kemp Mill Record Shops 12; Tower Records; Penguin Feather Records & Tapes 11; Serenade 3; Olsson's 5.
Other-Becker's 8; Camalier & Buckley 6; China Closet 3; LPI Photo Finish 15; Kitchen Bazaar 3; Pier 1 10; Ritz Camera 18; Snap Shots 13.

14 - NEWSPAPERS: POST (m-mon to fri) 781,371; (m-sat) 738,137; (S) 1,091,307; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William Hensley, Display Adv. Mgr., POST, 1150 15th St. NW, Washington, DC 20071; Tel. (202) 334-7679.
National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Representatives.
TIMES (m-mon to fri) 91,161; Mar. 31, 1986 ABC.
Local Contact for Advertising and Marketing Data: John Ward, Natl. Adv. Mgr., TIMES, 3600 New York Ave. NE, Washington, DC 20002; Tel. (202) 636-3030.
National Representative: None.
USA TODAY (m-mon to fri) 1,168,222; Mar. 30, 1986 ABC.
Note-USA TODAY is distributed nationally.
Local Contact for Advertising and Merchandising Data: Ben Lawrence, Vice Pres.-Adv., USA TODAY, Box 500, Washington, DC 20044; Tel. (703) 276-3400; New York Office: Valerie Salembier, Adv. Dir., 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5350.
National Representative: USA TODAY New York office with branches in Chicago, Los Angeles, Detroit and San Francisco.

FLORIDA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bradenton-Manatee County.
Daytona Beach-Volusia County.
Fort Meyers-Cape Coral-Lee County.
Fort Pierce-Martin and St. Lucie Counties.
Fort Walton Beach-Okaloosa County.
Gainesville-Alachua and Bradford Counties.
Jacksonville-Clay, Duval, Nassau and St. Johns Counties.
Lakeland-Winter Haven-Polk County.
Melbourne-Titusville-Palm Bay-Brevard County.
Naples-Collier County.
Ocala-Marion County.
Orlando-Orange, Osceola and Seminole Counties.
Panama City-Bay County.
Pensacola-Escambia and Santa Rosa Counties.
Sarasota-Sarasota County.
Tallahassee-Gadsden and Leon Counties.
Tampa-St. Petersburg-Clearwater-Hernando, Hillsborough, Pasco and Pinellas Counties.
West Palm Beach-Boca Raton-Delray Beach-Palm Beach County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fort Lauderdale-Hollywood-Pompano Beach-Broward County.
Miami-Hialeah-Dade County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Miami-Fort Lauderdale-Includes Fort Lauderdale-Hollywood-Pompano Beach PMSA and Miami-Hialeah PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	502	570	729
5-14 Years	1,250	1,307	1,655
15-24 Years	1,074	1,622	2,063
25-44 Years	1,510	2,449	3,102
45-64 Years	1,470	2,107	2,668
65 and Over	985	1,685	2,137
TOTAL	6,791	9,740	12,354

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)
Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Miami	347	194	55.9
Tampa	272	36	13.3

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	1,554	2,619	5,162
General Mdse	4,114	5,997	9,507
Food	7,016	12,426	17,290
Automobiles	6,645	11,240	21,579
Gasoline Stations	2,386	4,776	5,194
Apparel	1,406	2,732	4,298
Furniture	1,555	2,704	5,438
Eat-Drink Places	2,925	5,540	8,709
Drugs	1,119	2,010	2,879
TOTAL SALES	31,413	55,469	86,585

BOCA RATON

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. On E Coast of Florida; N of Fort Lauderdale and Pompano Beach. Florida Atlantic University, College of Boca Raton.

2 - TRANSPORTATION: Railroads-FEC; SAL.
Bus Lines-Greyhound; Trailways.
Airlines-At W. Palm Beach Intl.; Ft. Lauderdale/Hollywood Intl.

3 - POPULATION:
Corp. City 80 Cen. 49,505; E&P 86 Est. 63,499
County/MSA 80 Cen. 573,125; E&P 86 Est. 774,533

4 - HOUSEHOLDS:
City 80 Cen. 20,247; E&P 86 Est. 27,318
County/MSA 80 Cen. 232,937; E&P 86 Est. 329,661

5 - BANKS	NUMBER	DEPOSITS
Commercial	NA	$833,542,000
Savings & Loan	42	$1,322,955,000
Credit Unions	3	$64,399,000

6 - PASSENGER AUTOS: County 497,205

7 - ELECTRIC METERS: 32,908 (City); 35,151 (Outside city)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck, Light Mfg.; Tourism; Electronics; IBM plant employing 9,500; Mitel; Siemens; Megasystems; Burroughs; Motorola; Sensormatic; Film Production.

10 - CLIMATE: (Av. Temp.)-85 Summer, 76 Winter.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boca Lyons	10	Winn-Dixie
Boca Raton Mall(60)	NA	Jefferson, Walgreens
Camino Sq.(14)	1	SupeRx, Winn-Dixie
Del Mar Vlg.	3	Winn-Dixie, Eckerd
Fifth Ave. Shops(50)	1	Eckerd, Publix Mkt., Star Value
Oaks Plaza	2	Winn-Dixie, Eckerd
Royal Palm Plz.(82)	NA	
Town Center Mall	3	Sears, Burdines, Jordan Marsh
Village Square	3	Shoppers Drug, Publix Mkt.
Glades Plaza(85)	3	

13 - RETAIL OUTLETS: Department Stores-Burdines; Jordan Marsh; Sears.
Discount Stores-K mart.
Chain Drug Stores-Eckerd; SupeRx; Walgreens; Cunningham; Gray Drug; Fedco; Shoppers Drug Mart.
Chain Supermarkets-Winn-Dixie; Publix; Sun; Woolley's Emporium.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,728; (S) 15,743; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Christine Bull, Adv. Dir., NEWS, PO Box 580, Boca Raton, FL 33432; Tel. (305) 395-8300.
National Representatives: Knight-Ridder Newspaper Sales; U.S. Suburban Press.

BRADENTON

1 - LOCATION: Manatee County, County Seat. (In Bradenton MSA). E&P Map C-3. On Manatee River & U.S. Hwys. 41 & 301; 40 mi. S of Tampa; 19 mi. S of St. Petersburg.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Airlines-Eastern; Pan Am; Republic; United; Delta; Ozark; People Express; Altair.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 30,170; E&P 86 Est. 36,425
CZ-ABC: (80) 130,508
RTZ-ABC: (80) 17,937
County/MSA 80 Cen. 148,442; E&P 86 Est. 190,218
City & RTZ-ABC: (80) 148,445

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,370; E&P 86 Est. 14,157
County/MSA 80 Cen. 61,998; E&P 86 Est. 83,065
CZ-ABC: (80) 54,955
RTZ-ABC: (80) 7,043
City & RTZ-ABC: (80) 61,998

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$831,208,000
Savings & Loan	7	$811,595,000

6 - PASSENGER AUTOS: County 129,389

7 - ELECTRIC METERS: County Residence 76,886

8 - GAS METERS: City Residence 50,702

9 - PRINCIPAL INDUSTRIES: Industry-Chilled Citrus Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Prods.; Electronic Equip.; Lawn Mower Mfg.; Window & Door Mfg.; Fishing; Boat Bldg.; Agr. (winter veg. prods.); Tourism; Cut flower supplier; Optics; Lens Mfg.; Furniture; Machine Tool Mfg.; Housing.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-De Soto Square Mall, U.S. 301 at U.S. 41 & Cortez Rd.; Cortez Plaza, Cortez Rd. at U.S. 41; Palma Sola Plaza, Manatee Ave. at 59th St.; K mart Plaza, Cortez Rd. at U.S. 41; Westgate Center, Manatee Ave. at 39th St.; Manatee Plaza, Manatee Ave. at 39th St.; Homes Beach Shopping Centers 2; College Plaza, Cortez Rd. at 39th St.; Palmetto Village, U.S. 41 in Palmetto; Bayshore Gardens, U.S. 41, So. Bradenton; Tower Square, Manatee Ave. at 56th St.; Southwood Mall, U.S. 41 at 57th Ave.; Oneco Shopping Plaza, U.S. 301 at 53rd Ave.; Orange Blossom, U.S. 41 at 5th St.

Neighborhood Shopping Centers-9th St. & 9th Ave. W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd. W; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Soto Sq.(10)	3	Maas Bros., Sears, Belk-Lindscy, JCPenney
Cortez Commons	4	Publix
Cortez Plaza(43)	3	Walgreens, J. Byron's, Wal-Mart, Publix
Palma Sola(32)	5	Grand Union, Treasury Drugs
West Gate(12)	2	Beall's, Publix
Bayshore Gdns.(33)	4	S.H. Kress, Publix
College Plaza(19)	3	Winn-Dixie, Gray Drugs
Whitfield Plz.(19)	5	Eckerd, Winn-Dixie
Manatee Plaza(14)	2	Eckerd, Winn-Dixie
Lakeside Pl.(15)	3	Eckerd, Kash'N Karry
K mart Ctr.(9)	3	K mart
Fairway(8)	4	Fairway Drug
Albertson	3	Albertson
Palmetto Vlg.(15)	5	Winn-Dixie, Eckerd
Oneco Plz.	4	Winn-Dixie, Eckerd
Beachway(24)	NA	Winn-Dixie, Beall's
Tower Sq.(22)	5	Candelino's Rest., Celia Wellon
Southwood Mall(43)	5	Kash N' Karry, SupeRx, Beall's

Principal Shopping Days-Mon., Wed., Thur., Fri., Sun. Stores are open evenings.

13 - RETAIL OUTLETS: Department Stores-Maas Bros.; Sears; JCPenney; Beall's 4; Belk-Lindsey; Neisner's; Kress; Eagle Army & Navy.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth; Kresge; Holiday Variety.
Chain Drug Stores-Walgreens 3; Eckerd 3; Foster; Sharps; SupeRx 2; Treasury 2.
Chain Supermarkets-Winn-Dixie (Kwik-Check) 7; Publix 4; Kash 'N Karry 2; Coker's Mark-ette 2; Foodway 3; Minit-Mart 2; Albertson's; Foodway 3; Family Mart.
Other Chain Stores-S&H Green Stamps; Top Value; ABC Liquor.

14 - NEWSPAPERS: HERALD (m) 40,288; (S) 49,328; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Turner, Adv./Mktg. Dir., HERALD, 102 Manatee W., Bradenton, FL 33506; Tel. (813) 748-0411.
National Representatives: Knight-Ridder Newspaper Sales; Publishers' Representatives of Florida.

BROOKSVILLE

1 - LOCATION: Hernando County. (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. W coast of Florida, 50 mi. N of Tampa; on U.S. Hwys. 41 & 98; State Hwy. 50.

2 - TRANSPORTATION. Railroads-Seaboard Coastline.
Intercity Bus Lines-Trailways; Gulf Coast; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,582; E&P 86 Est. 7,919
County 80 Cen. 44,469; E&P 86 Est. 77,981
MSA 80 Cen. 1,613,961; E&P 86 Est. 1,996,206

4 - HOUSEHOLDS:
City 80 Cen. 2,205; E&P 86 Est. 2,823
County 80 Cen. 17,735; E&P 86 Est. 32,659
MSA 80 Cen. 656,551; E&P 86 Est. 850,561

5 - BANKS	NUMBER	DEPOSITS
Savings	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 43,212

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

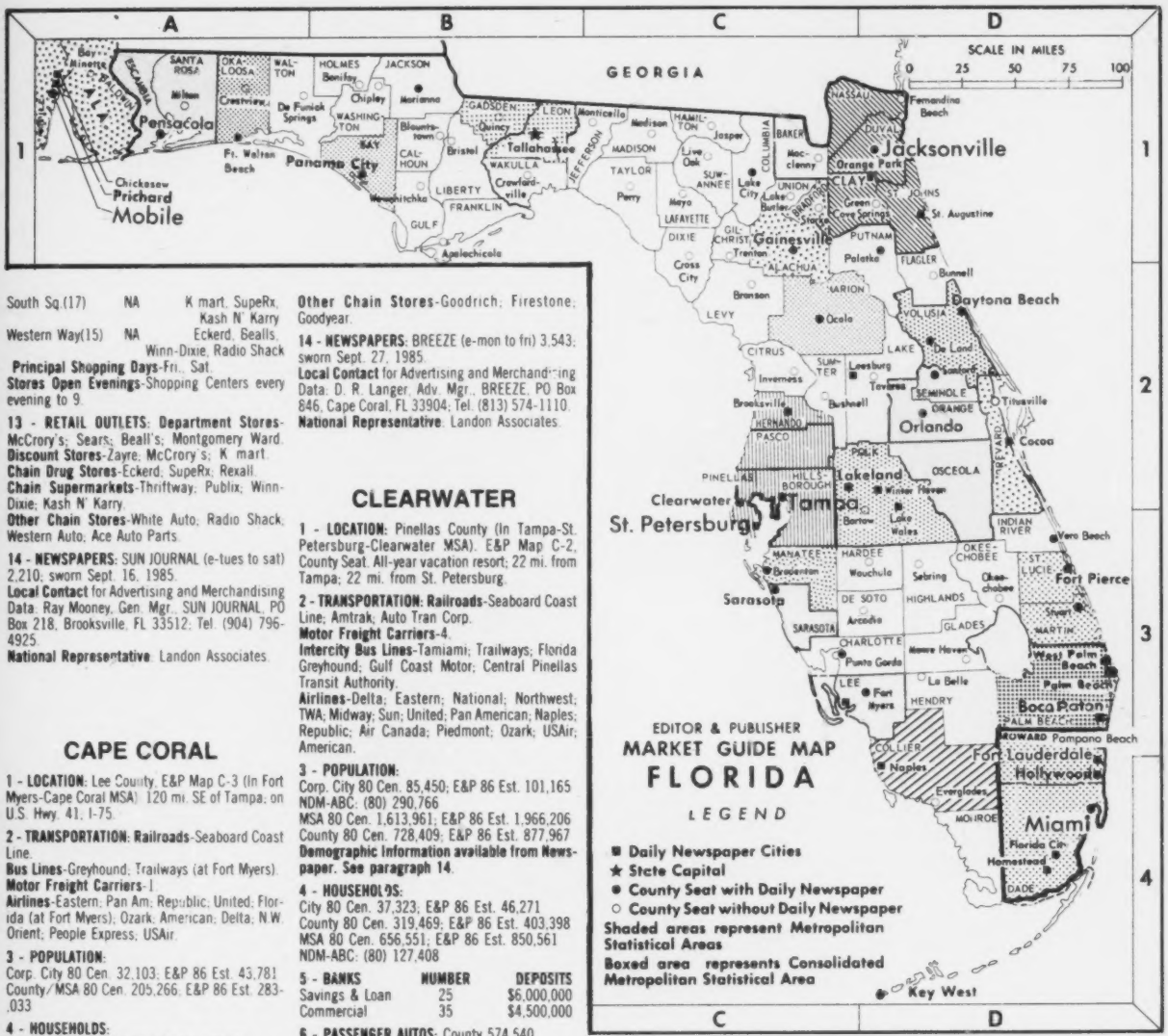
9 - PRINCIPAL INDUSTRIES: Industry-Fruit (Citrus) & Veg.; Rock Prods.; Elect. Components; Poultry Farms; Cattle Ranches; Horse Breeding; Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-U.S. Hwys. 41 & 98; Lamar St.; Hwys. 50 & 19.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Plaza(12)	NA	Thriftway Mkt., Sears, White Auto
Hernando Plz.(10)	NA	McCroy's, Publix, Hogan-Rexall
South Plaza(18)	NA	Zayre, Winn-Dixie, Eckerd, Mont. Ward



South Sq.(17)	NA	K mart, SupeRx, Kash N' Karry
Western Way(15)	NA	Eckerd, Bealls, Winn-Dixie, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-McCrory's; Sears; Beall's; Montgomery Ward. **Discount Stores**-Zayre; McCrory's; K mart. **Chain Drug Stores**-Eckerd; SupeRx; Rexall. **Chain Supermarkets**-Thriftway; Publix; Winn-Dixie; Kash N' Karry. **Other Chain Stores**-White Auto; Radio Shack, Western Auto; Ace Auto Parts.

14 - NEWSPAPERS: SUN JOURNAL (e-tues to sat) 2,210; sworn Sept. 16, 1985.
Local Contact for Advertising and Merchandising Data: Ray Mooney, Gen. Mgr., SUN JOURNAL, PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.
National Representative: Landon Associates.

CAPE CORAL

1 - LOCATION: Lee County. E&P Map C-3 (In Fort Myers-Cape Coral MSA). 120 mi. SE of Tampa; on U.S. Hwy. 41; I-75.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Bus Lines-Greyhound; Trailways (at Fort Myers).
Motor Freight Carriers-1.
Airlines-Eastern; Pan Am; Republic; United; Florida (at Fort Myers); Ozark; American; Delta; N.W. Orient; People Express; USAir.

3 - POPULATION:
Corp. City 80 Cen. 32,103; E&P 86 Est. 43,781
County/MSA 80 Cen. 205,266; E&P 86 Est. 283-,033

4 - HOUSEHOLDS:
City 80 Cen. 12,959; E&P 86 Est. 16,823
County/MSA 80 Cen. 82,509; E&P 86 Est. 119-,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 182,003

7 - ELECTRIC METERS: Residence 29,305

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Fruit & Vegetable Canning & Shipping; Electronic Parts; Concrete Prods.; Boats; Lumber; Fisheries; Citrus Fruit; Sugar Cane.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.

11 - TAP WATER: Alkaline; soft.

12 - RETAILING: Principal Shopping Center-6 Blocks-Cape Coral Pkwy. (58 stores); Coralwood Mall (19 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Plaza(3)	NA	Eckerd, Publix, Neisner's
Corawood Mall(44)	NA	Winn-Dixie, Beall's, Gray Drug

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-Neisner's, K mart; Zayre; Wal-Mart. **Chain Drug Stores**-Eckerd; Gray Drug; SupeRx. **Chain Supermarkets**-Publix; Big John Food; Winn-Dixie; Kash 'N Karry; SupeRx.
Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: BREEZE (e-mon to fri) 3,543; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: D. R. Langer, Adv. Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 574-1110.
National Representative: Landon Associates.

CLEARWATER

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2, County Seat. All-year vacation resort; 22 mi. from Tampa; 22 mi. from St. Petersburg.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak; Auto Tran Corp.
Motor Freight Carriers-4.
Intercity Bus Lines-Tamiami; Trailways; Florida Greyhound; Gulf Coast Motor; Central Pinellas Transit Authority.
Airlines-Delta; Eastern; National; Northwest; TWA; Midway; Sun; United; Pan American; Naples; Republic; Air Canada; Piedmont; Ozark; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 85,450; E&P 86 Est. 101,165
NDM-ABC: (80) 290,766
MSA 80 Cen. 1,613,961; E&P 86 Est. 1,966,206
County 80 Cen. 728,409; E&P 86 Est. 877,967
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,323; E&P 86 Est. 46,271
County 80 Cen. 319,469; E&P 86 Est. 403,398
MSA 80 Cen. 656,551; E&P 86 Est. 850,561
NDM-ABC: (80) 127,408

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$6,000,000
Commercial	35	$4,500,000

6 - PASSENGER AUTOS: County 574,540

7 - ELECTRIC METERS: 36,676

8 - GAS METERS: Residence 8,300

9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design Research; Tourism; Light Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-79; Summer 75-89; Fall 67-82; Winter 55-72.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on 2 Sts., also 18 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearwater(126)	NA	Mont. Ward, Ivey's, Gayfers, Burndines
Cleveland Plz.(17)	NA	Publix
Countryside Mall(150)	NA	Maas, Sears, Robinson, JCPenney
Food Fair(7)	NA	Food Fair, Eagle, Army & Navy
Gulf to Bay Plaza(11)	NA	Publix Mkt., Eckerd
Harbor Sq.(12)	NA	Winn-Dixie
Imperial Sq.(21)	NA	SupeRx, Winn-Dixie
Searstown(31)	NA	Sears, Winn-Dixie
Sunset 19(22)	NA	Beall's
Sunshine Mall(90)	NA	JCPenney, McCrory, Byron, SupeRx
Tri-City Plz.(21)	NA	Publix, TG&Y
Douglas(7)	NA	Publix, Eckerd
Dunedin(6)	NA	Kwik-Chek
Mid-Way(23)	NA	Publix, Eckerd
Northwood Plaza(50)	NA	Jacobson's, Winn-Dixie
Seminole Mall(67)	NA	J. Byron
Pinellas Sq. Mall(110)	NA	Ivey's, JCPenney, Mont. Ward
Tyrone Sq.(136)	NA	Sears, JCPenney, Robinson's, Maas

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping ctrs. to 9, 6 nights (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Burdine's; Robinson's; J. Byron; Maas; Montgomery Ward; Sears; Ivey's; Gayfer's. **Discount Stores**-Eagle Family Discount; Zayre; K mart. **Variety Stores**-Woolworth 2; McCrory 4; Ben Franklin; TG&Y 2. **Chain Drug Stores**-Eckerd 8; SupeRx 3; Adams; Michel's 3; Kare. **Chain Supermarkets**-A&P; Kwik-Chek 5; Publix 6; Pick-Kwik 42; 7-Eleven 7; Kash 'n Karry; Grand Union 2; Albertson's 3; Sureway 3; Mr. C's Warehouse 2.
Other Chain Stores-Goodrich; Firestone 2; Goodyear 4; Lerner's; Bell Shoes; Thom McAn 2; Mather Furn.; Rhodes Furn.; Kelly Springfield Tires; Leeds Shoes; Baker Shoes; Eagle Army & Navy; Lawton Jewelers; Badock Furn.; Ace Hdwe.; Levitz Furn.; Scottie's Lumber.

14 - NEWSPAPERS: SUN (m) 27,946; (S) 28,776; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard Dobson, Adv. Dir., SUN, 301 S. Myrtle Ave., Clearwater, FL 33516; Tel. (813) 462-2000.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

COCOA

1 - LOCATION: Brevard County (In Melbourne-Titusville-Palm Bay MSA). E&P Map D-2. Midway between Jacksonville and Miami, 40 minutes E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base.

2 - TRANSPORTATION: Railroads-Fla. East Coast. **Bus Lines**-Greyhound; Central Florida Coach Lines; Auto Bus.
Airlines-Eastern; People Express; Delta.

3 - POPULATION:
Corp. City 80 Cen. 10,926; E&P 86 Est. 9,894
NDM-ABC: (80) 272,959
County/MSA 80 Cen. 272,959; E&P 86 Est. 350-,601
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,142; E&P 86 Est. 5,309
County/MSA 80 Cen. 101,783; E&P 86 Est. 136-,814
NDM-ABC: (80) 101,783

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	90	$1,542,412,000

6 - PASSENGER AUTOS: County 239,587

7 - ELECTRIC METERS: Residence County 144,866

8 - GAS METERS: County 25,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 23,700; Constr. 6,600; Trans., Commun. & Pub. Util. 4,600; Trade 22,600; Fin.,

Ins. & Real Estate 4,300; Service & Misc. 25,800; Gov't 19,000; Other 8,100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Melbourne Sq.(140)	NA	Jordan Marsh, Belk-Lindsey, Iveys, Burdines, JCPenney, Walgreens
Indian River(20)	NA	Winn-Dixie
Pirtle Plz.(11)	NA	Eckerd
Sand Point Vlg.(15)	NA	S&P Foods, Family Dollar
Bay View Plaza(5)	NA	Pantry Pride
Searstown Mall(31)	NA	Eckerd, Publix, Sears
Miracle City Mall(53)	NA	Belk-Lindsey, McCrory's, JCPenney, Winn-Dixie
Searstown-Rockledge(20)	NA	Sears
Pineridge(16)	NA	A&P, Eckerd
Byrd Plz.(26)	NA	Belk-Lindsey, Publix, Ben Franklin, Woolworth
Village Green(20)	NA	TG&Y, Winn-Dixie, Liggett Drugs
Merritt Sq.(70)	NA	Jordan Marsh, Ivey's, Publix, JCPenney
Fields Plz.(20)	NA	Pantry Pride, Radio Shack
Colonial Park Plaza(14)	NA	Eckerd, Publix
First Merritt(22)	NA	Eckerd, Winn-Dixie
Causeway(16)	NA	McCrory's, Publix, Eckerd
Canaveral Plz.(13)	NA	McCrory's, Eckerd
Atlantic Plz.(22)	NA	Sleep Scene, Ben Franklin, Eckerd
Indialantic(23)	NA	IGA Foodliner, Eckerd
Zayre Plz.(20)	NA	Zayre, Food World
Sarno Plz.(26)	NA	McCrory's, Publix
Brevard(25)	NA	Eckerd, McCrory's, Winn-Dixie
Melbourne(23)	NA	Publix, Belk-Lindsey
Miracle(24)	NA	Publix
Treasure Coast(9)	NA	Woolworth
Clear Lake Square	NA	Winn-Dixie, Eckerd, Family Dollar
Vero Mall(29)	NA	JCPenney, J. Byrons
Plaza West(11)	NA	Winn-Dixie, Eckerd
Wickhaven(18)	NA	Ace Hardware
Northgate(8)	NA	Winn-Dixie, TG&Y, Eckerd
K mart Plz.(9)	NA	K mart, Jewel T
Port Malhar Plaza(18)	NA	Winn-Dixie, Eckerd
Palm Bay Center(27)	NA	Publix, K mart, Eckerd, Luna's
Palm Bay Plz.(6)	NA	Winn-Dixie, Topline
Country Club Plaza(6)	NA	SupeRx
Banana River Square(34)	NA	Publix, Eckerd

13 - RETAIL OUTLETS: Department Stores (County)-Ivey's 2; Jordan Marsh 2; JCPenney 3; Jefferson Ward 2; Sears 3; Belk-Lindsey 4; Burdines.
Variety Stores-Woolworth 3; McCrory 6; TG&Y 3; Ben Franklin 2.
Discount Stores-Zayre 3; K mart 3.
Chain Drug Stores-Liggett; Eckerd 18; SupeRx 2; Walgreens 6.
Chain Supermarkets-Publix 13; Family Mart; Winn-Dixie 15; Albertson's; IGA 3; Mr. Grocer 14; Lil General 3; Majik Market 29; 7-Eleven 27; U-Tote-Em 13; Zippy Marts 16; SupeRx 6; Jiffy Stores 34; Shop & Go 7; Tenneco 7; Jewel T 3; Cumberland Farms 3; Step Saver 5.
Other Chain Stores-Goodrich; Firestone; Goodyear; Western Auto; Singer Co.; Kane's Furniture; Haverty's Furniture; Badcock Furniture; Pan-American Tire; ABC Liquor; Paint Fair; Mary Carter Paints; Sherwin-Williams; Vogue Shops; Luria's; Babcock Building; Scotty's.

14 - NEWSPAPERS: FLORIDA TODAY (m) 68,342; (S) 89,169; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hill, Natl. Adv. Mgr., FLORIDA TODAY, PO Box 363000, Melbourne, FL 32936; Tel. (305) 242-3803.
National Representative: Gannett Media Sales.

DAYTONA BEACH

1 - LOCATION: Volusia County (MSA). E&P Map D-2. Tourist center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach.

2 - TRANSPORTATION: Motor Freight-Central Truck Lines; American Freight System; Bowman; Carolina; Roadway Express; Terminal Transport; Crown Motor Line; Gator Freightways; Ridgeway Transfer & Storage; Allied Van; Ryder.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; Piedmont; Presidential; PBA.

3 - POPULATION:
Corp. City 80 Cen. 54,176; E&P 86 Est. 64,689
CZ-ABC. (80) 166,504
RTZ-ABC. (80) 103,171
County/MSA 80 Cen. 258,762; E&P 86 Est. 341-,995
City & RTZ-ABC. (80) 259,675

4 - HOUSEHOLDS:
City 80 Cen. 22,952; E&P 86 Est. 27,535
County/MSA 80 Cen. 105,773; E&P 86 Est. 146-,127
CZ-ABC. (80) 69,596
RTZ-ABC. (80) 40,536
City & RTZ-ABC. (80) 110,132

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$1,477,772,000
Commercial	1	$745,833,000

6 - PASSENGER AUTOS: County 199,686

7 - ELECTRIC METERS: Residence 73,250

8 - GAS METERS: Residence 16,500

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Aluminum Prod. 68; Bakeries 189; Boat Repairs 186; Boat Bldrs. 97; Bottlers 101; Chem. & Drugs 67; Citrus Prod. & Packers 145; Concrete Prods. 321; Ice Cream & Dairy Prods. 164; Millwork & Cabinetmakers 138; Missile Parts 75; Newspapers 612; Novelties 52; Radio & TV Stas. 85; Seafood & Meat Packers 48; Septic Tanks 76; Sheet Metal 126; Tool & Die Works 155; Wood Workers 55; Elect. 1,988; Motels 7,028.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-87; Summer 74-99; Fall 47-96; Winter 28-87. First killing frost, Nov. 21; last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Volusia Mall, 5 blocks on Beach St.; 5 on Main St.; 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; Volusia; 1 on S Ridgewood; 3 on Volusia.
Neighborhood Shopping Centers-2 blocks N. Ridgewood at Madison; 6 on Volusia; 6 on S. Atlantic; 6 on Ridgewood in Holly Hill; 8 on Granada in Ormond Beach; 3 on S. Yonge Ave., Ormond Beach; 3 on Ridgewood in S. Daytona; 2 on S. Ridgewood; Port Orange; 2 on Nova Rd. at Volusia; 2 on Nova Rd. at Mason; 1 Ellinor Village; 4 Mason Ave., Holly Hill; 2 Riverside Dr., Holly Hill; 3 N. Atlantic; Bellair; 2 on Derbyshire; K mart Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Daytona Mall(37)	1	Jefferson Ward, A&P, Zayre
Ellinor Vlg.(15)	5	Black's Pharmacy, Piggly Wiggly
Bellair Plaza(63)	3	Belk-Lindsey, Winn-Dixie Walgreens, Woolworth
Seabreeze Blvd.	1	Sussman's
Granada Plaza(27)	6	Walgreens Pantry Pride
Ormond Beach(20)	8	Eckerd, Publix, Belk-Lindsey
Holly Hill Plaza(21)	3	Eckerd, Goodings
Halifax(17)	2	Eckerd, Publix
Port Orange(14)	5	Eckerd, Winn-Dixie
Daytona Shores	4	Winn-Dixie, A&P
Mason Avenue	3	Steve's Phcy., Thriftyway Winn-Dixie
Derby Plaza(16)	4	Zayre, Famous
Daytona Beach Outlet Mall(50)	3	Footwear, Walgreens
K mart(10)	2	K mart
Sunshine Mall(40)	5	Walgreens
Volusia Pt. Ctr.(22)	4	Marshalls, Hit or Miss, Sizes Unlimited
The Trails(34)	7	Publix, Eckerd
Rivergate Vlg.(21)	7	Winn-Dixie, SupeRx
Volusia Sq. Ctr.(30)	5	Toys R Us, Home Depot, Dress for Less
Belnova(12)	8	Winn-Dixie, SupeRx
Dunlawton Sq.(29)	8	Publix, K mart, Eckerd
Volusia Mall(108)	3	Sears, May-Cohens, Burdines, Belk-Lindsey, JCPenney, Ivey's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food & Dept., Mon. & Fri. 6 Shopping Centers, every weekday evening, Sunday 12-6.

13 - RETAIL OUTLETS: Department Stores-Ivey's; Sears; Jefferson Ward; May Cohen; Burdines; Wilson's Wilkor; JCPenney; Furchgott's; Belk-Lindsey.
Discount Stores-K mart; Zayre.
Variety Stores-McCrory's 3; G.C. Murphy 2; TG&Y 2; Woolworth.
Chain Drug Stores-Eckerd 8; SupeRx 3; Walgreens 5; Pic 'N Save 3; Rexall 5.
Chain Supermarkets-A&P 4; Winn-Dixie 13; Publix 8; Seven-Eleven 28; Jax Minit 12; Pantry Pride 5; Thriftway 3; Jiffy Stores 31; Pic 'N Save; Goodings; Seven Star 7; Big Star; Handyway 20; Majik 10; Lil General 5.
Other Chain Stores-Diana Shops 2; Three Sisters; Western Auto 3; Firestone; Goodyear; Goodrich; Butler's 2; Baker's; Cannon; Phillips; Beck; Bell Bros.; Pix; Thom McAn; Goody's Shoe Fair; Kane's Furn.; Zale's; Gordon's Jewelers 2; National Shirt Shops (Menswear); Morrison's Cafeteria 2; S&S Cafeteria 2; Howard Johnson's 4; Holiday Inn 8; ABC Liquors 9; Big C Liquor 3; Lerner's; Hallmark; Bressler Ice Cream; Baskin-Robbins; Florsheim Shoes; Hickory Farms; Jacob's Jewelers; Jean's West; Richman Bros.

14 - NEWSPAPERS: JOURNAL (m) 70,399; NEWS (e-mon to fri) 30,336; NEWS-JOURNAL (S) 95,454; Mar. 31, 1986 ABC.
NOTE: Journal (m) and News (e) have been combined into a single morning newspaper called the News-Journal effective Aug. 3, 1986.
Local Contact for Advertising and Merchandising Data: Kathy Coughlin, Natl. Adv. Dir., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32105; Tel. (904) 252-1511.
National Representatives: Sawyer-Ferguson-Walker; Publishers' Representatives of Florida.

The Daytona Beach
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Source: Publisher's Statement, March 1986
S&MM, 1986
Represented Nationally By
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DE LAND

1 - LOCATION: Volusia County (In Daytona Beach MSA). E&P Map D-2. County Seat. Fern & timber growing lumber Misc. mfg. area. College town. N central part of state. 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi. from Miami.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-12.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,354; E&P 86 Est. 18,773
CZ-ABC. (80) 36,536
RTZ-ABC. (80) 19,604
County/MSA 80 Cen. 258,762; E&P 86 Est. 341-,995
City & RTZ-ABC. (80) 56,140

4 - HOUSEHOLDS:
City 80 Cen. 6,150; E&P 86 Est. 7,272
County/MSA 80 Cen. 105,773; E&P 86 Est. 146-,127
CZ-ABC. (80) 13,945
RTZ-ABC. (80) 8,157
City & RTZ-ABC. (80) 22,102

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$1,608,080,000
Commercial	6	$424,500,000

6 - PASSENGER AUTOS: County 199,686

7 - ELECTRIC METERS: Residence-West Volusia 40,100

8 - GAS METERS: Residence-City & Suburbs 3,903

9 - PRINCIPAL INDUSTRIES: Ferneries; Forestry; Hypodermic Needle Mfg.; Concrete Prods.; Woodworking; Cabinet Mfg.; Naval Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers; Food Proc.; Medical Supplies.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13; last killing frost, Jan. 25.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: Principal Shopping Center-6 blocks Blvd.; (center downtown) & 5 on either side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plz.(11)	NA	Publix, Eckerd, J. Byron
De Land Plaza(2)	NA	Winn-Dixie, Revco
Gateway Vlg.(15)	NA	Wal-Mart, Walgreens
Woodland Plaza(22)	NA	Belk-Lindsey, Eagle, Rose's, Sears (catalog)
K mart Plaza	NA	K mart
Brandy Wine Plz.		Winn-Dixie, Eckerd
Miller's Plz.		Miller's Five Store

Other Shopping Centers-Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.
Principal Shopping Days-Thur., Fri., Sat., & Sun.
Stores Open Evenings-Shopping Ctr. til 9 nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney (catalog); Sears (catalog); Belk-Lindsey; J. Byron.
Discount Stores-Eagle Family Discount; K mart; Zayre; Super Discount; Wal-Mart; Rose's.
Variety Stores-Woolworth; Rose's.
Chain Drug Stores-Orange Belt (Rexall); Eckerd 3; Medicine Shoppe; SupeRx; Walgreens; Revco.
Chain Supermarkets-Winn-Dixie 4; Publix 2; SupeRx; Miller's; Save-A-Lot; Goodings.
Other Chain Stores-Firestone; Goodyear Service; Badcock Furn.; Little Giant; Handyway; Cumberland Farms.

14 - NEWSPAPERS: SUN NEWS (e-mon to fri) 9,638; (wknd) 10,528; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Brad Mason, Adv. Dir., SUN NEWS, 111 S. Alabama Ave.; PO Box 1119, De Land, FL 32720; Tel. (904) 734-3661.
National Representative: Landon Associates.

FORT LAUDERDALE

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA) E&P Map D-4. Bounded on the North by Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean, on the West by Collier and Hendry Counties. On the Inter-coastal Waterway and 165 mi. of canals & waterways. Major hwys. include U.S. 1, I-95 and Florida Tpke. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard System; Amtrak.
Motor Freight Carriers-15.
Freight Steamship Lines-36.
Intercity Bus Lines-Greyhound; Trailways; Grayline; A-1 Bus Lines; Turfway Lines.
Airlines-Aero Coach; Midway; Air Sunshine; American; American International; Atlantic Gulf; Bahamasair; Caribbean Express; Chalk's International; Continental; Delta; Eastern; Florida Express; Gull Air; Northeastern International; Northwest; Ozark;

PBA; Pompano Airways; Proair; Republic; Southern Express; Trans Air; Trans World; United; USAir; Walker's International; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 153,256; E&P 86 Est. 156,419
CZ-ABC: (80) 754,763
Bal. in NDM-ABC: (80) 110,370
Total CZ & NDM-ABC: (80) 865,133
County/PMSA 80 Cen. 1,014,043; E&P 86 Est. 1,199,590
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 63,338; E&P 86 Est. 73,387
County/PMSA 80 Cen. 420,767; E&P 86 Est. 514,245
CZ-ABC: (80) 308,729
Bal. in NDM-ABC: (80) 46,960
Total CZ & NDM-ABC: (80) 355,689

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	13	$5,342,245,000
Commercial	21	$3,166,102,000

6 - PASSENGER AUTOS: County 783,741

7 - ELECTRIC METERS: County (Res.) 600,760

8 - GAS METERS: County 44,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 14,900; Apparel & Accessory Stores 6,000; Furn. & Home Furnishing 4,200; Printing & Pub. 5,000; Contract Constr. 25,900; Trans., Commun., Util. 18,100; Ret. Trade 88,900; Fin., Ins., R.E. 33,200; Servs. 94,200; Gov't 49,300.
Principal Industrial Pay Days-Building Trades, Fri.; Other Industries, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-21; over 25 additional major shpg. ctrs. plus dozens of neighborhood shopping strips.
Neighborhood Shopping Centers-Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Lauderdale; Lauderdale Beach; Lauderdale-By-The-Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; Riverland; Sea Ranch Village; Searstown; 17th St.; S. Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(6)	1	Sears
Gateway(59)	2	Pantry Pride
New Galleria(150)	2	Jordan Marsh, Saks, Burdines, Brooks Bros., Nieman-Marcus, Lord & Taylor
Zayre West Broward(9)	7	Zayre, Eckerd
Wilton Manors(16)	3	Piggly Wiggly
Crossroads	3	Crossroads Mkt.
Central Shpg. Plaza(14)	3	Publix
Riverland(24)	3	Kwik Chek
Southport Ctr.	3	Publix, Eckerd
Southland(25)	3	Byrons, Kwik Chek
Coral Ridge(50)	4	JCPenney, Publix, J. Byron, T.J. Maxx
Harbor Beach Plaza(36)	4	Harbor Beach Mkt.
Zayre-North Andrews(13)	4	Zayre
Times Sq.(10)	4	Coral Ridge Mkt.
Galt Ocean Plz.(2)	4	Broward Drugs
W. Broward Grandway(22)	4	J. Byron
No. Andrews Gardens	4	Pantry Pride
Plaza Center(23)	4	Kwik Chek, Eagle Family Discount
Westgate(23)	4	Pantry Pride
Plantation Village(20)	5	Kwik Chek
Lauderhill Mall(93)	5	Costco, Zayre, Walgreens, Pantry Pride
Sea Ranch Vlg.(36)	6	Publix, Walgreens, Richway
North Ridge(21)	6	
Lakes Mall(76)	6	Builder's Square
Broward Mall(134)	7	Jordan Marsh, Sears, Burdines, JCPenney
Venetian Isles Center(48)	33	Eckerd, Publix, Zayre
Shoppers Haven(36)	NA	J. Byron, Walgreen's, Kwik Chek
Pompano Sq.(120)	NA	JCPenney, Burdines, Jordan Marsh, Sears
Sunshine Plz.(32)	NA	Publix, J. Byron
Town Center-Boca Raton(127)	17	Burdines, Sears, Jordan Marsh
Coral Square(127)	13	Burdines, JCPenney, Jordan Marsh, Sears, Lord & Taylor
Delray Sq.(22)	NA	Publix, Radio Shack
Hollywood Fashion Square(92)	9	Burdine, JCPenney, Jordan Marsh, Zayre
Diplomat Mall(48)	10	K mart, Pantry Pride
Royal Palm Plaza(80)	15	Woolly's Food Emporium
Palm Aire Deerfield(22)	14	Gray, Publix
Hollywood Mall(70)	8	Sears, Gray Drugs, Woolworth
Loehmann's Plz.(60)	8	Loehmann, Drug Mart, Kwik Chek
Pandamus(23)	8	Best Products
Promenade at Bay Colony(18)	6	Winn-Dixie
Boca Raton Mall(73)	NA	Discount Outlet
Coral Springs Mall (42)	NA	J. Byron

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Food and Ret. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney 6; Jordan Marsh 6; Saks Fifth Avenue; Burdines 7; J. Byron 13; Sears 5; Neiman Marcus; Lord & Taylor 3.
Discount Stores-Dollar General 23; K mart 12; Zayre 8; Richway 4; Service Merchandise 3; Marshalls 4.
Variety Stores-McCrory's 7.
Chain Drug Stores-Cunningham 6; Eckerd 49; Gray 26; Liggett-Rexall 7; SupeRx 24; Walgreens 23.
Chain Supermarkets-Albertson's 8; Cumberland Farms 54; Family Mart; Farm Stores 60; Lil General 27; Majik Market 27; Pantry Pride 10; Pic-N-Pay 8; Publix 49; 7-Eleven 100; Circle K 15; Winn-Dixie 62.
Other Chain Stores-Baer's Furn. 4; Best 2; Carl's Furn. 3; Castro Convertibles 3; Causeway Lumber 2; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Firestone 11; Goodyear 6; Habers 6; Levitz 3; Lindsley 13; Mayhues Liquors 9; Miami Rug 6; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld 3; Schagrins Liquors 5; Sleep-O-Rama 6; Sultan & Sons 5; Thomasville 5.

14 - NEWSPAPERS: SUN-SENTINEL (m-mon to fri) 155,197; NEWS (e-mon to fri) 76,992; NEWS & SUN-SENTINEL (m-sat) 227,553; (S) 288,916; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Paul Cohen, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 101 N. New River Dr. E.; PO Box 14430, Ft. Lauderdale, FL 33302; Tel. (305) 761-4000.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

FORT MYERS

1 - LOCATION: Lee County (In Fort Myers-Cape Coral MSA). E&P Map D-3. County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail, Florida 80; I-75.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-6.
Intercity Bus Lines-Fort Myers Transit; Tamiami Trailways; Greyhound.
Airlines-Eastern; Delta; United; Northwest; Ozark; PBA; American; Midway; USAir; People Express; Florida Express; American Trans Air; NordAir; Sun Country; Ward Air; Key Air.

3 - POPULATION:
Corp. City 80 Cen. 36,638; E&P 86 Est. 44,315
NDM-ABC: (80) 205,266
County/MSA 80 Cen. 205,266; E&P 86 Est. 283,033
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,413; E&P 86 Est. 15,290
County/MSA 80 Cen. 82,509; E&P 86 Est. 119,100
NDM-ABC: (80) 82,509

5 - BANKS	NUMBER	DEPOSITS
Comm./S&L	134	$2,949,012,000

6 - PASSENGER AUTOS: County 182,003

7 - ELECTRIC METERS: 163,357

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Constr.; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Proc.; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-77; Summer 70-91; Fall 71-84; Winter 63-83.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Edison Mall and downtown 6 blocks on First St.; 5 on Hendry St., 3 on Jackson; 1 on Broadway; Rafters Mall, College Parkway at Winkler Rd.; Bell Tower, U.S. Hwy. 41 & Daniels Rd.; Royal Palm Square, Colonial Boulevard at Summerlin Rd.
Neighborhood Shopping Centers-5 in downtown area; 11 in South Fort Myers; 14 in North Fort Myers; 7 in East Fort Myers; 3 at Fort Myers Beach and Sanibel; 4 in Lehigh Acres; 1 in Bonita Springs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weaver's Corner(22)	4	Winn-Dixie
Santini Plaza	15	Winn-Dixie
East Gate(7)	4	Eckerd
Edison Mall(150)	2	Maas, Sears, JCPenney, Burdine's, Robinson's
Miners Plaza	9	Winn-Dixie
Gulfpointe Square	9	Publix
Southpointe Square	7	J. Byrons, U-Save
Rafters(55)	7	
Bridge Plaza(22)	8	Kash 'N Karry
College Pkwy.(14)	8	Winn-Dixie
Coralwood Mall(44)	10	Beall's, Winn-Dixie
Coral Gate(18)	4	Winn-Dixie
North Shore	3	U-Save
McGregor Pointe	9	K mart
Royal Palm Sq.	3	Publix
Island Park	9	Publix
Lochmoor Plz.	4	Winn-Dixie, Eckerd
Coral Pointe	11	Publix
Hancock Bridge Sq.(20)	1	Family Mart, Wal-Mart
Bell Tower(64)	9	Jacobsen's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Burdine's; Jefferson's; J. Byron's; Sears; JCPenney; K mart 2; Lerner's; Luria's; Maas Bros.; Marshalls; Robinson's.
Variety Stores-Zayre; McCrory's; Woolworth; Eagle Army-Navy; Wal-Mart.
Chain Drug Stores-Eckerd 8; Walgreens 7; Liggett Rexall; Royal Palm; Gray 3; Cost Less; Treasury 2; Phar-Mor.
Discount Stores-American Dept. Stores; TG&Y 3.
Chain Supermarkets-Albertson's; Kash 'N Karry; Publix 14; U-Save 4; Winn-Dixie 18; Affiliated 4; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John; Family Mart; Circle K 19; Convenient Food Mart 3.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Self Service Shoe; Shoe Fair; Zale's; Kinney; Thom McAn; National Shirt; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Leeds Shoes; Ace Hardware; Handy City; Kane's Furn.; Giant Warehouse; Rhodes Furn.; Radio Shack; Girads Jewelers; Lerners; Florsheim Shoes; Gordons Jewelers; Buster Brown; Naturalizer; Toys R Us.

14 - NEWSPAPERS: NEWS-PRESS (m) 82,400; (S) 101,128; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dan O'Connell, Adv. Dir., NEWS-PRESS, 2442 Anderson Ave., Ft. Myers, FL 33902; Tel. (813) 335-0200.
National Representatives: Gannett Media Sales; Publishers' Representatives of Florida.

FORT PIERCE-PORT ST. LUCIE

1 - LOCATION: St. Lucie County. (In Fort Pierce MSA). E&P Map D-3. Fort Pierce is County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach; 126 mi. N of Miami; 234 mi. S of Jacksonville; 150 mi. E of Tampa.

2 - TRANSPORTATION: Railroads-Florida East Coast.
Motor Freight Carriers-Southern; Central; Ryder; Greyhound; UPS; Trailways.
Intercity Bus Lines-Florida Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 48,492; E&P 86 Est. 58,671
Fort Pierce 80 Cen. 33,802; E&P 86 Est. 39,682
Port St. Lucie 80 Cen. 14,690; E&P 86 Est. 18,989
NDM-ABC: (80) 87,182
County 80 Cen. 87,182; E&P 86 Est. 119,844
MSA 80 Cen. 151,196; E&P 86 Est. 208,002
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,610; E&P 86 Est. 21,558
Fort Pierce 80 Cen. 15,163; E&P 86 Est. 14,712
Port St. Lucie 80 Cen. 6,447; E&P 86 Est. 6,846
County 80 Cen. 32,506; E&P 86 Est. 46,817
MSA 80 Cen. 58,369; E&P 86 Est. 84,266
NDM-ABC: (80) 32,506

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	11	$718,104,000
Commercial	7	$460,507,000

6 - PASSENGER AUTOS: County 64,699

7 - ELECTRIC METERS: Residence County 56,500

8 - GAS METERS: 5,840

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 4,367; Mfg.; Food 4,000; Trans., Commun. 440; Land Development 600; Fertilizer Mfg. 500; Poly. Paper Bags; Tourism 2,100; Comm. Fishing 450; PVC Pipe 150; Boat Mfg. 160.
Principal Industrial Pay Days-Sat., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1; Okeechobee at Hartman Rd.
Neighborhood Shopping Centers-Orange Ave. between Fourth and Ninth Sts.; Fourth St. south of Boston Ave. to Virginia Ave.; Fourth St. at Chipola Rd.; Orange Ave. and 13th St.; Orange Ave. bet. 27th and 33rd Sts.; Ave. D between Seventh and 13th Sts.; Sabal Palm Plaza on U.S. 1 & Virginia Ave.; Grand Econo U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Edwards Rd, Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Pierce	1	Walgreens
Sunrise Blvd.(15)	1	A&P
Sabal Palm Plz.(43)	2	Woolworth, Publix, J. Byron, Gray Drugs
K mart Plz.(19)	2	K mart, L. Luna, Winn-Dixie
Orange Blossom Mall(100)	2	Belk Lindsey, Sears
Jefferson Plz.(23)	3	Eckerd, Service Merchandise, Zayre
Village Green(20)	10	Beall's, K mart, Winn-Dixie, Eckerd
Rivergate Plaza(17)	12	Walgreens, Publix

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The News Tribune

-Serving-
Fort Pierce - 82 Years
Port St. Lucie - 25 Years
St. Lucie County, Florida

Florida's fastest growing market!

A great place to be in business- St. Lucie County

Town South(14)	5	Winn-Dixie, Eckerd
St. Lucie Sq.(7)	6	Publix, Walgreens
Town Ctr.(13)	11	Scottier, Wal-Mart

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-every night ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Ros Bros.; JCPenney; Rosslow's; Sears; Service Merchandise; Beall's; Belk-Lindsey; K mart; Zayre; J. Byron.
Discount Stores-ADC; K mart.
Variety Stores-McCrory; Woolworth 2.
Chain Drug Stores-Walgreens 3; Gray 2; SupeRx; Eckerd 5.
Chain Supermarkets-A&P; Winn-Dixie 6; Publix 3; Great Valu; Associated Grocers 4; Piggly Wiggly.
Other Chain Stores-Goodyear 2; Firestone; Mather Furn.; Haverty's (furn.); Gordon's (jewelry); Lory's; Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack 2; Zale's (jewelry); L. Luria & Sons (luggage & jewelry); Lowe's; Scottier 3; Tire Kingdom 2; Waterbed City.

14 - NEWSPAPERS: NEWS-TRIBUNE (m) 21,670; (S) 24,163; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dwight A. DeBolt, Dir. of Mktg. & Sales, NEWS-TRIBUNE, PO Box 69, Fort Pierce, FL 33454; Tel. (305) 461-2050.
National Representative: Landon Associates.

FORT WALTON BEACH

1 - LOCATION: Okaloosa County (MSA). E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College Bay Area Vo-Tech.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Lines-8.
Airlines-Republic; Air New Orleans; Atlantic Southeast; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 20,829; E&P 86 Est. 22,556
CZ-ABC: (80) 89,122
RTZ-ABC: (80) 20,798
County/MSA 80 Cen. 109,920; E&P 86 Est. 131,352
City & RTZ-ABC: (80) 109,920
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,140; E&P 86 Est. 7,472
County/MSA 80 Cen. 37,538; E&P 86 Est. 46,969
CZ-ABC: (80) 30,352
RTZ-ABC: (80) 7,186
City & RTZ-ABC: (80) 37,538

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$838,543,207
Savings & Loan	3	$134,767,275
Credit Unions	2	$159,371,516

6 - PASSENGER AUTOS: County 88,611

7 - ELECTRIC METERS: Residence 52,820

8 - GAS METERS: Residence 17,818

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elgin AFB 13,529 (N.A.); Military Contractors 1,822 (N.A.); Motels 3,000 (N.A.); Electronics 1,316 ($385); Lumber & Wood Prods. 247 ($254); Fishing 650 ($225); Concrete & Brick 120 ($317); Boat Mfg. 200 ($298).
Principal Industrial & Military Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11 - TAP WATER: Limestone, soft.

12 - RETAILING: Principal Shopping Centers (No. of stores)-Parkway Plz. (11); Bay Plz. 6; K mart; TG&Y Family Ctr.; Gaylords 5.
Neighborhood Centers (No. of stores)-Moreno Plz. 7; Belair 8; Chelsea Plz. 5; Wright 7.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Air(12)	1	Jiffy Mart
Beltway(9)	2	Eckerd, Delchamps
Brooks Plaza(10)	2	Florida Pottery
Ft. Walton Square(31)	2	Zayre, Winn-Dixie, Famebrands
Sun Plaza(15)	NA	TG&Y, Wilbro, Lowe's Lumber
Santa Rosa Mall(114)	NA	Sears, JCPenney, McRae's, Gayler's
Town Crest Annex(6)	2	Piggly Wiggly
Town Crest(8)	NA	Piggly Wiggly, Robert's Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Howard's Discount; all chain groceries; all major shopping centers; SupeRx Drug; Robert's Drug; TG&Y; Eckerd Drug; K mart; Gaylord.
Stores Open Sundays-All chain groceries; SupeRx Drug; TG&Y Variety; Eckerd Drug; Howard's Discount Ctr.; Gaylord; all bars and package goods. (One Jitney Jungle Super Market open 24 hours per day).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfer's; McRae's.
Discount Stores-Howard's; Gaylord; 5 PX Exchanges Elgin AFB; K mart; Zayre.
Variety Stores-SupeRx; TG&Y; Bill's Dollar Store; Family Dollar; Florida Pottery.
Chain Supermarkets-A&P; Kwik Check 2; Jitney Jungle; Delchamps 3; Piggly Wiggly 3; Riteway 4; Pantry Pride; Jiffy Mart 6; Winn-Dixie 2; Southern Convenience 7; IGA 5; Food World.
Chain Drug Stores-Destin 2; SupeRx; Eckerd; Robert's; Revco; Big B; Rexall; K & B; Stop & Save.
Other Chain Stores-Goodyear; Firestone; Leo's Clothing; Leon's Fashions; Singer Co.; Jewel Box; Auto Sav Tires; Radio Shack; Grice Electronics; Art's TV; T&T TV; Wilbro; Furn.; All American; Rhodes; Chan's; Danley; Scotty's; Lowe's Lumber; Pic 'N Pay Shoes; Ordons (men's); Color Tile; Fan Fair; Warren Howe.; Convenience Stores: Quick-Way 2; Ritz Food 8; 7-Eleven 11; Tom Thumb 23. About 750 other retail outlets.

14 - NEWSPAPERS: PLAYGROUND DAILY NEWS (m) 30,116; (S) 34,037; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Dir., PLAYGROUND NEWS, PO Box 2949, Ft. Walton Beach, FL 32549; Tel. (904) 863-1111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GAINESVILLE

1 - LOCATION: Alachua County. E&P Map C-1 (In Gainesville MSA). Located 70 mi. SW of Jacksonville.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-18 (7 with terminals).
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Piedmont; Atlantic Southeast; Delta.

3 - POPULATION:
Corp. City 80 Cen. 81,371; E&P 86 Est. 89,269
CZ-ABC: (80) 79,143
RTZ-ABC: (80) 130,239
County 80 Cen. 151,348; E&P 86 Est. 177,447
MSA 80 Cen. 171,371; E&P 86 Est. 201,472
City & RTZ-ABC: (80) 209,382

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,307; E&P 86 Est. 31,236
County 80 Cen. 60,904; E&P 86 Est. 66,302
MSA 80 Cen N.A.; E&P 86 Est. 74,335
CZ-ABC: (80) 27,509
RTZ-ABC: (80) 47,152
City & RTZ-ABC: (80) 74,661

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$454,422,572
Commercial	11	$649,778,765

6 - PASSENGER AUTOS: County 99,916

7 - ELECTRIC METERS: Residence 51,484

8 - GAS METERS: Residence 17,990

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Contract Constr. 4,500; Mfg. 5,300; Trans., Commun. & Public Util. 1,722; Trade 19,100; Fin., Ins. & R.E. 3,400; Services, Misc. 19,000; Gov't 34,100; (87,300 non-agric. work force, Gainesville MSA).

10 - Climate: Min. & Max. Temp.-Spring 52-88; Summer 71-91; Fall 61-88; Winter 46-71.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Newberry Rd. Regional Center. 3 mi. from downtown.
Neighborhood Shopping Centers-NW 13th St. (4 blocks); W. University Ave. (4 blocks); N. Main St. (4 blocks); Pic 'N Save Plz. 2; K mart Ctr., N Main & 23rd Ave.; Eastgate Center 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Archer Sq.(18)	NA	Winn-Dixie, Eckerd
Butler Plz.(27)	NA	Publix, Radio Shack
Gainesville Mall(39)	NA	SupeRx, Maas Brothers
Millhopper(14)	NA	Publix, Eckerd
Oaks Mall(116)	NA	Belk-Lindsey, JCPenney, Sears, Burdines
Royal Park Plz.(10)	NA	Warehouse Groceries
Wal-Mart(14)	NA	Radio Shack, Wal-Mart, Luria's
Westgate(10)	NA	Eckerd, Publix
Gainesville(13)	NA	Belk-Lindsey, Publix, Eckerd
Creekside(5)	NA	Specialty Shops
Thorn Brook Vlg.(15)	NA	Specialty Shops
K mart(7)	NA	Winn-Dixie, K mart

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey 2; JCPenney; Maas Brothers; Burdines; Ivey's.
Discount Stores-Pic 'N Save 4; Albertson; K mart 2; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin 2.
Chain Drug Stores-Eckerd 6; Gresham 4; Wise's 3; Albertson; Pic 'N Save 3; Treasury; Revco 2; SupeRx 2.
Chain Supermarkets-Winn-Dixie 4; Thriftway; Publix 6; Albertson; Pic 'N Save 4; Food 4 Less; Kash 'N Karry 2.

14 - NEWSPAPERS: SUN (m) 52,704; (S) 53,646; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Canine, Ret. Adv. Mgr., SUN, 2700 S.W. 13th St., Gainesville, FL 32608; Tel. (904) 374-5058.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

HOLLYWOOD

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. On the Atlantic Seaboard; 17 mi. N of Miami; 7 mi. S of Ft. Lauderdale; in the heart of Florida's Gold Coast.

2 - TRANSPORTATION: Railroads-Florida East Coast (freight); Amtrak; Seaboard Coast Line.
Motor Freight Carriers-16.
Freight & Passenger Steamship Lines-Port Everglades Terminal-Processed 1984-1,713 Cruise Cargo Vessels. P.T. Dennison Ocean Terminal, Freight Lines-5.
Foreign Trade Zone (Port Everglades).
Intercity Bus Lines-Greyhound; Trailways; Broward Transit.
Airlines-American; Bahamas Air; Continental; Delta; Eastern; Midway; Northwest; Ozark; United; Western; Pan Am; TWA; Federal Express; Republic; Texas Intl.; USAir.

3 - POPULATION:
Corp. City 80 Cen. 117,188; E&P 86 Est. 119,519
CZ-ABC: (80) 174,597
RTZ-ABC: (80) 156,165
County/PMSA 80 Cen. 1,014,043; E&P 86 Est. 1,199,590
City & RTZ-ABC: (80) 330,762

4 - HOUSEHOLDS:
City 80 Cen. 48,595; E&P 86 Est. 50,184
County/PMSA 80 Cen. 415,339; E&P 86 Est. 514,245
CZ-ABC: (80) 70,758
RTZ-ABC: (80) 63,172
City & RTZ-ABC: (80) 133,930

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	N.A.	N.A.
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: County 783,741

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Av. Temp.-Summer 80; Winter 70.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Young Circle, U.S. 1, plus 3 blocks on Hollywood Blvd., 47 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Davie Shop(20)	NA	Publix, Eckerd
Carriage Hills(15)	NA	Winn-Dixie, Family Discount
Davie Plaza(12)	NA	
Emerald Woods(8)	NA	Eckerd, Winn-Dixie
Country Rds.(10)	NA	
Sage Plaza(30)	NA	
Sheridan Oaks(15)	NA	Wendy's, Seymour's
Sterling(22)	NA	
R.W. Chambers(42)	NA	
Zayre Plaza(10)	NA	Zayre, SupeRx
Pines Lake(14)	NA	
Village(18)	NA	Eckerd, Publix
Dania(4)	NA	Pier I Imports
Dania(11)	NA	Pic 'N Pay
Diplomat(35)	NA	Pantry Pride, Jefferson
Zayre(8)	NA	Zayre
Mayo(10)	NA	
Hollywood Mall(68)	NA	Sears, Publix
Hollywood Fashion(70)	NA	Burdines, JCPenney, Zayre, Jordan Marsh
West Hollywood(15)	NA	Cloth World, Family Discount
K mart(8)	NA	K mart
Taft St.(12)	NA	Zayre, Goodyear, Radio Shack, Eckerd
Post Haste(12)	NA	7-Eleven, Shell Liquors
Park Sheridan West(31)	NA	Radio Shack
Taft-Hollywood(20)	NA	Publix, Winn-Dixie, J. Bryon
Miramar(10)	NA	Winn-Dixie, Neisner's
Pembroke Plaza(10)	NA	5¢ & 10¢, Bank of Hallandale
Publix(12)	NA	Lindsley, Publix
Knoll Plaza(7)	NA	
Griffin Rd. Plaza(10)	NA	Eckerd, Winn-Dixie
University(15)	NA	Publix, Eckerd, J. Byrons Sam Solomon
Pines Plaza(25)	NA	Winn-Dixie, SupeRx
Pasadena(11)	NA	Eckerd
Cooper City(30)	NA	SupeRx, Winn-Dixie
Miramar Pkwy.	NA	Publix
Lake Forest(8)	NA	

Principal Shopping Days-Fri., Sat., Sun.; Food: Thur., Fri., Sat.
Stores Open Evenings-Dept., apparel & food-nightly; Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-Burdines; Jordan Marsh; JCPenney; Sears; J. Byron.
Discount Stores-K mart; Zayre.
Variety Stores-Woolworth; Neisner's; Surf 5¢ & 10¢; Sun Shops.
Chain Drug Stores-Eckerd; SupeRx; Gray; Rexall; Walgreens; U.S. Drug; Drug World; Albertson's.
Chain Supermarkets-Cumberland Farms 14; Farm Stores 22; Foodspot 3; Great Valu 3; Jackson's Minit Markets 3; Lil General 7; Pic'N Pay 2; Publix 8; 7-Eleven Stores 14; Top Banana 4; U-Tote-M 10; Winn-Dixie/Kwik Check 7; Pantry Pride 5; Majik Markets 7.
Other Chain Stores-Goodyear; Firestone; Lindsley Lbr.; Marshall's; Home Depot; Bunning Florist; Shoes: Florsheim; Naturalizer, Buster Brown, Hanover, Kinney, A.S. Beck, Baker, Thom McAn; Nationwide Auto Parts; Radio Shack; Olson Electronics; Tell's Originals; Lane Bryant; Lani Kays; Lerner Shops; Young Sophisticates; Three Sisters; Baron's; Irving Berlin Men's Shops; Oxford Shops; Aamco; Norton; Fanny Farmer; Lansons; Lillie Rubin; Lory Fashions; National Shirt Shops; Parklane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer Company; Jewelry: Gordon, Mayor, Lawton; Seiberling; Pan American; Norton; Sherwin-Williams; Thayer McNeil: Rose Auto; Baer Furniture; Liquor: State, Shell, Foremost.

14 - NEWSPAPERS: SUN-TATTLER (m) 34,277; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary Lawrence, Adv. Dir., SUN-TATTLER, 2600 N. 29th Ave., Hollywood, FL 33020; Tel. (305) 929-8101.
National Representative: Sawyer-Ferguson-Walker.

HOMESTEAD

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4, on U.S. Hwy. 1, State Hwy. 27.

2 - TRANSPORTATION: Railroads-Florida E. Coast; Seaboard.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,668; E&P 86 Est. 24,681
CZ-ABC: (80) 73,933
Bal. in NDM-ABC: (80) 106,214
Total NDM-ABC: (80) 180,147
County/PMSA 80 Cen. 1,625,979; E&P 86 Est. 1,909,071

4 - HOUSEHOLDS:
City 80 Cen. 7,635; E&P 86 Est. 10,179
County/PMSA 80 Cen. 609,883; E&P 86 Est. 751,064

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CZ-ABC: (80) 24,558
Bal. in NDM-ABC: (80) 33,321
Total NDM-ABC: (80) 57,879

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$175,000,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 1,231,195

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Homestead Air Force Base; Agric.; Aircraft Maintenance & Supply; Elect.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Homestead Plz., NE 8th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fountain Plz.	NA	Fayva, Radio Shack
Homestead Plz.(34)	NA	Winn-Dixie, J. Byron, SupeRx
Palm Drive(3)	NA	
Zayre(11)	NA	Zayre, Eckerd, Publix

13 - RETAIL OUTLETS: Department Stores-Sears 2; Burdines; Jordan Marsh; Lord & Taylor; Jackson's; Byrons 3.
Discount Stores-Zayre; K mart; Jeffersons.
Variety Stores-Neisner's 2; Woolworth 2; McCrory's.
Chain Supermarkets-Publix 4; Food Fair 3; Great Valu 2; Winn-Dixie.
Chain Drug Stores-Eckerd 2; SupeRx 2; Medicine Shoppe; Gray Drugs.
Other Chain Stores-Goodyear; Firestone 2; Norton Tire 2; Pan American Tire; Singer Sewing; Western Auto 2.

14 - NEWSPAPERS: SOUTH DADE NEWS LEADER (e-mon to fri) 11,614; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard Shapiro, Mktg. Dir., SOUTH DADE NEWS LEADER, 15-17 NE 1st Rd., Homestead, FL 33030; Tel. (305) 245-2311.
National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Duval County (In Jacksonville MSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution ctr.; important medical, insurance, financial, mfg. and naval community.

2 - TRANSPORTATION: Railroads-Seaboard System; Florida East Coast; Southern; Amtrak.
Freight Steamship Lines-24.
Motor Freight Carriers-81.
Intercity Bus Lines-Greyhound; Trailways; Grayline Tours.
Airlines-Delta; Eastern; Republic; Piedmont; People Express; American; PBA; TWA; United; Ozark; Trans Air; Southern Express; Air New Orleans; Skyway Commuter; New York Air; Pride Air; Continental.

3 - POPULATION:
Corp. City 80 Cen: 540,898; E&P 86 Est. 573,496
CZ-ABC: (80) 620,288
RTZ-ABC: (80) 157,990
County 80 Cen: 570,981; E&P 86 Est. 626,106
MSA 80 Cen: 722,230; E&P 86 Est. 827,566
City & RTZ-ABC: (80) 778,278
Demographic information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen: 194,252; E&P 86 Est. 216,532
County 80 Cen: 208,351; E&P 86 Est. 239,164
MSA 80 Cen: 259,596; E&P 86 Est. 310,603
CZ-ABC: (80) 223,911
RTZ-ABC: (80) 52,839
City & RTZ-ABC: (80) 276,750

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$4,001,275,000
Savings & Loan	8	$1,645,970,000

6 - PASSENGER AUTOS: County 412,970

7 - ELECTRIC METERS: Residence County 227,718

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Estimated Percentage of 376,800 Labor Force in each)-Mfg. (10.6); Contract Constr. (7.4); Trans., Commun., Util. (7.9); Whol. Trade (7.4); Ret. Trade (19.2); Fin., Ins., R.E. (9.1); Service (23.1); Gov't (15.2); 1985 unemployment rate (5.6).

10 - CLIMATE: Short, mild winters; warm summers; av. 67.8 degrees; av. seasonal range is from 54.7 degrees in Dec. to 80.2 degrees in July. Rainfall amounts to 51.3 inches in a normal year.

11 - TAP WATER: Alkaline, very hard; natural fluoride.

12 - RETAILING: Principal Stores-Ivey's; May Cohens; JCPenney; Sears; Pic 'N Save; K mart; Zayre.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anchor Plaza(25)	9	Service Mdse., Eckerd
Argyle Forest(34)	12	Mr. How, Service Mdse.
Arlington Plaza(30)	5	
Beach Blvd. Center(18)	5	Emporium
Beach Plaza(14)	16	Woolworth
Brierwood Village(20)	9	Pic'N Save, Winn-Dixie
Cedar Hills(34)	7	JCPenney, Winn-Dixie
Deerwood Vlg.(38)	9	Eckerd, Publix
Expwy. Mall(32)	7	Publix, Cloth World, Burlington Coat Factory
Gateway Mall(122)	4	JCPenney, May Cohens
The Gazebo(27)	6	Revco, Publix
Grande Blvd.(71)	9	Jacobson's, John Baldwin
Highland Sq.(55)	10	Sun Foods, Publix
K mart Plaza	14	K mart
Neptune Beach(12)		
K mart Plaza Northside(3)	7	K mart
K mart Plaza Southside(20)	4	K mart, Radio Shack
Kingsley Sq.(32)	14	Eckerd, Publix
Lakewood(59)	6	Cloth World, Winn-Dixie
Mandarin Landing(52)	12	Eckerd, Publix
Normandy Mall(75)	5	Sam's Wholesale Club, Eckerd
Normandy-Lane(23)	6	Zayre, Winn-Dixie
Norwood Plaza(22)	4	Eckerd, Save 'N Pak
Orange Pk.(135)	12	Sears, May Cohens
Outlets Ltd. Mall(20)	6	Consumers Warehouse
Paxon(28)	6	Western Auto, Kelly IGA
Promenade(23)	5	National Health Spa, Albertson's
Regency Sq.(172)	10	JCPenney, Sears, May Cohens, Ivey's
Regency Court(24)	10	Lionel Playworld, Marshall's
Regency Park(15)	10	Save 'N Pak, Eckerd, Mr. How, Branden's
Roosevelt Mall(58)	5	May Cohens, Ivey's
Southgate Plz.(23)	3	The Eatery, Winn-Dixie
Standard Plz.(27)	5	Service Mdse., Aaron Furn.
Town 'N Country(40)	4	Pic'N Save,
University Blvd. Santa Monica(24)	5	Pic'N Save, Winn-Dixie
University Mall(10)	6	Stein Mart, Publix
Regency Plaza(19)	10	T.J. Maxx, Winn-Dixie

Principal Shopping Days-All week.

13 - RETAIL OUTLETS: Department Stores-May Cohens 5; Sears 6; JCPenney 5; Ivey's 3; Marshalls 2; Stein Mart 2; Jacobsons.
Discount Stores-K mart 10; Zayre 3; Family Dollar; Service Mdse. 4; Jewelcor 2; Finkelstein; Pic'N Save 18.
Variety Stores-Woolworth; G.C. Murphy; TG&Y; McCrory's; World Bazaar; Pier 1.
Chain Supermarkets-Save-N-Pak; Banner; Publix; Sun; Winn-Dixie; Zippy Mart; 7-Eleven; Majik Markets; Albertsons; Jewel T; Lil' Champ; Day-N-Nite; Convenient; Jiffy.
Chain Drug Stores-Walgreens; Pic'N Save; Eckerd; Atkinson's; Attwood & Rogers; Preston; O'Steens; Scottie; Revco; Albertson; K mart.
Other Chain Stores-Goodrich; Firestone; General Tire; Western Auto; Goodyear; Haverty Furn.; Rhodes Furn.; Matador; Lerner Shops; Levy Wolf; Vogue Shops; Singer; Sherwin-Williams; PPG Ind.; Home Depot; Mr. How; West Building Materials; Scotty's Building Supply; Cloth World; Circuit City; McDuff; Discount Sam; Baker Shoes; Ace Hdwe.; Florsheim; National Shirt; Kinney Shoes; Schwobilt; Hickory Farms; Zale's Jewelers; Pix Shoes; Thom McAn; Halpern's; Radio Shack; Ethan Allen; Jacobson's; Levitz Furn.; Levitation; Fotomat; Burlington Coat Factory; R.G. Branden's.

14 - NEWSPAPERS: FLORIDA TIMES-UNION (m) 162,105; (sat) 181,758; (S) 224,785. JOURNAL (e) 42,693; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bryce Cockerham, Adv. Dir., FLORIDA TIMES-UNION & Jacksonville JOURNAL, One Riverside Ave., Jacksonville, FL 32202; Tel. (904) 359-4111.
National Representative: Branham/Newspaper Sales.

KEY WEST

1 - LOCATION: Monroe County. E&P Map D-4. County Seat. On Key West Island in the Gulf of Mexico, 55 mi. SW of Cape Sable, FL; 90 mi. from Havana, Cuba; 154 mi. S of Miami, FL. On U.S. Hwy. No. 1.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Southern Express; PBA.

3 - POPULATION:
Corp. City 80 Cen: 24,292; E&P 86 Est. 21,727
CZ-ABC: (80) 24,382
RTZ-ABC: (80) 38,806
County 80 Cen: 63,098; E&P 86 Est. 71,564
City & RTZ-ABC: (80) 63,188

4 - HOUSEHOLDS:
City 80 Cen: 9,833; E&P 86 Est. 7,249
CZ-ABC: (80) 9,833
RTZ-ABC: (80) 16,507
County 80 Cen: 26,340; E&P 86 Est. 31,210
City & RTZ-ABC: (80) 26,340

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	3	$30,000,000

6 - PASSENGER AUTOS: County 38,581

7 - ELECTRIC METERS: Residence 15,012

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Cigar Mfg.; Canning, Sponging; Shrimping; Fishing; Shipping; Tourist Trade; Navy.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated; Desalination Plant.

12 - RETAILING: Downtown Shopping Center-4 blocks on Duval St.
Neighborhood Shopping Centers (No. of Stores)-Flagler Vlg. (3); Kennedy Drive (11); Poinciana (6); Mallory Square (13); Greene St. (9).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(30)	4	Sears, Winn-Dixie, Woolworth
Key Plaza(24)	4	Jackson/Byron's, Pantry Pride

Stores Open Evenings-Searstown Shpg. Ctr. and Key Plz., every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Rubin Appel; Herman's; Discount PX Military Store; Jackson/Bryon's.
Discount Stores-Eagle Army-Navy; Radio Shack.
Variety Stores-Woolworth.
Chain Drug Stores-Cobo Rexall; Gray's; Eckerd; Medical Aids.
Chain Supermarkets-Gulfstream; Winn-Dixie 2; Carlos; Pantry Pride; Fausto.
Other Chain Stores-Shoes: Thom McAn, Butler's; Tires and Appliances: Firestone, Goodyear; Paint: Harris, Marv Carter, Sherwin-Williams; Clothing: Diana, Three Sisters, Nat' Shirt; Singer Co.; Eagle Army-Navy; Zale's Jewelers.

14 - NEWSPAPERS: CITIZEN (e) 7,349; (S) 9,121; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ronald E. Harrison, Adv. Mgr., CITIZEN, 515 Green St., Key West, FL 33040; Tel. (305) 294-6641.
National Representative: Thomson Newspapers.

LAKE CITY

1 - LOCATION: Columbia County. E&P Map C-1. County Seat. 60 mi. W of Jacksonville on U.S. Hwys. 90, 41 & 441; State Hwys. 25, 47, 100 & 247; I-10 & I-75.

2 - TRANSPORTATION: Railroads-Norfolk-Southern; Seaboard Coast Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Local Charter.

3 - POPULATION:
Corp. City 80 Cen: 9,257; E&P 86 Est. 8,172
CZ-ABC: (80) 9,257
RTZ-ABC: (80) 26,142
County 80 Cen: 35,399; E&P 86 Est. 40,800
City & RTZ-ABC: (80) 35,399

4 - HOUSEHOLDS:
City 80 Cen: 3,401; E&P 86 Est. 3,121
County 80 Cen: 12,183; E&P 86 Est. 14,665
CZ-ABC: (80) 3,401
RTZ-ABC: (80) 8,782
City & RTZ-ABC: (80) 12,183

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$98,000,000
Commercial	3	$148,000,000

6 - PASSENGER AUTOS: County 19,808

7 - ELECTRIC METERS: Residence 21,969 (commercial)

8 - GAS METERS: Residence 3,941 (commercial)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Aircraft Modification 950; Mobile Home Mfg. 363; Mining 2,100; Wood Prods. 117; Metal Fab. 317; Sportswear 140; Chicken Farming; Forestry; Furn. Mfg. 156.

10 - CLIMATE: Av. Annual Temp.-69; Summer 91; Winter 40. Av. Annual Rainfall 57 in.; Av. Humidity 75%.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-5 blocks on No. Marion St.; in Lake City Plaza, 13 stores; in K mart Plaza 8; in Winn-Dixie Plaza 8; Gleason's Corner Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Plz.	NA	Majik Mkt.
Gateway	NA	Sherwin-Williams
Gleason's Corner(35)	NA	Zale's, Kinney's, Belk's, JCPenney
K mart Plaza(8)	2	K mart, Eckerd, Payless Shoes
Lake City Plz.(13)	1	Foodway, Radio Shack, Dollar General
Southtown Sq.(8)	2	Winn-Dixie, TG&Y, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Fri.; Eckerd, K mart, Foodway, Winn-Dixie, TG&Y.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson; Sears (catalog); K mart; Wal-Mart; Fieldcrest.
Discount Stores-TG&Y; Eagle Army-Navy.
Variety Stores-McCrory's.
Chain Drug Stores-Eckerd; Revco; SupeRx.
Chain Supermarkets-Winn-Dixie; G&H; S&S 5; Foodway; Publix.
Other Chain Stores-Goodyear; Scotty Home Builders; Western Auto; 84 Lumber.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 9,559; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Stanley Stewart, Adv. Dir., REPORTER, 126 E. Duval St.; PO Box 1709, Lake City, FL 32055; Tel. (904) 752-1293.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

LAKE WALES

1 - LOCATION: Polk County. E&P Map D-3 (In Lakeland-Winter Haven MSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Bus Lines-Greyhound.
Motor Freight Carriers-5.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen: 8,466; E&P 86 Est. 8,624
County/MSA 80 Cen: 321,652; F&P 86 Est. 384,653

4 - HOUSEHOLDS:
City 80 Cen: 3,237; E&P 86 Est. 3,392
County/MSA 80 Cen: 114,394; E&P 86 Est. 143,685

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$112,000,000
Commercial	4	$168,000,000

6 - PASSENGER AUTOS: County 219,415

7 - ELECTRIC METERS: Residence 15,931

8 - GAS METERS: Residence 825

9 - PRINCIPAL INDUSTRIES: Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Mach.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Prods. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg.; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminum Storage-Building Mfg.
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Av. temp. 73 degrees.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-Two blocks on Park and Stuart; three shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(13)	NA	Publix, Belk's, Eckerd, McCrory's
Marketplace(60)	NA	Friedlander's, Wales Furniture
Lake Wales(22)	NA	Winn-Dixie, Drug Mart
K mart Plaza	NA	K mart
Orange Grove	NA	Beall's, Walgreens, Kash 'N Karry, DeSears, Wal-Mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Friedlanders; Belk-Lindsey; Beall's.
Variety Stores-Edwin's; McCrory's; K mart; Wal-Mart; Dollar General; Family Dollar.
Drug Stores-Eckerd; Drug Mart; Apothecary Shop (Liggett's); Walgreens; Wal-Mart.
Chain Supermarkets-Publix; Winn-Dixie; McCallister's; Shopping Basket; Kash 'N Karry.

14 - NEWSPAPERS: HIGHLANDER (e-mon to fri) 5,335; (S) 5,335; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: John Marsh, Pub., HIGHLANDER, 33 W Orange Ave., PO Box 872, Lake Wales, FL 33853; Tel. (813) 676-2571.
National Representative: None.

LAKELAND

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map C-2. 38 mi. from Tampa. On State Hwys. 33, 35, 37, 600; U.S. Hwys. 92, 98, 1-4.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-14.
Intercity Bus Lines-Florida Greyhound; Tamiami Trailways.

3 - POPULATION:
City 80 Cen. 47,406; E&P 86 Est. 56,289
CZ-ABC: (80) 116,834
RTZ-ABC: (80) 204,818
County/MSA 80 Cen. 321,652; E&P 86 Est. 384,653
City & RTZ-ABC: (80) 321,652

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,240; E&P 86 Est. 20,933
County/MSA 80 Cen. 114,394; E&P 86 Est. 143,685
CZ-ABC: (80) 43,058
RTZ-ABC: (80) 71,336
City & RTZ-ABC: (80) 114,394

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$502,407,424
Commercial	5	$1,175,957,434

6 - PASSENGER AUTOS: County 219,415.

7 - ELECTRIC METERS: Residence 25,860.

8 - GAS METERS: Residence 6,155.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-All Mfg. Av. Wage ($319). Food Prods. ($318); Chem. ($418); Non-Metallic Minerals ex Fuels ($415).

10 - CLIMATE: Min. Temp. 64; Max. Temp. 83.

11 - TAP WATER: Alkaline, very hard; not fluoridated outside of cities.

12 - RETAILING: Principal Shopping Center-4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(26)	NA	Publix, JCPenney
Southgate	2	Maas Bros., Walgreens, Belk-Lindsey
Grove Park(27)	3	Luria's, Publix, Eckerd
Searstown(34)	3	Sears, Belk-Lindsey, Publix
Wabash(16)	1	Publix, Eckerd
Lakeland Mall(50)	2	Mont. Ward
Edgewood(20)	20	Jewel T, Eckerd
Imperial Mall(14)	3	Zayre, SupeRx, Eagle Army & Navy, Food Fair
Lake Miriam Square(32)	14	Food World, Wilkor, Eckerd
Lakeland South(33)	30	Independent Shoppes
Ingraham(22)	NA	Sawmill
Market Square(10)	4	TG&Y, Winn-Dixie, Eckerd

Stores Open Evenings-Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., JCPenney.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Maas Bros.; Belk-Lindsey; Sears; Radio Shack; Babcock.
Discount Stores-K mart; Zayre; TG&Y; Albertson's; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens; Eckerd; Donatelli's; SupeRx.
Chain Supermarkets-Albertson's; Publix 4; Winn-Dixie; Foodtown; Kash & Karry; Albertson's; Food World.
Other Chain Stores-Thom McAn; Fremacs; Sherwin-Williams; Porter Paint; Singer Co.; Goodrich; Goodyear; Firestone; S&H Green Stamps; Zale's; George Stuart; Color Tile; Western Auto.

14 - NEWSPAPERS: LEDGER (m) 73,573; (S) 92,368; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Sawyer, Adv. Dir., LEDGER, PO Box 408, Lakeland, FL 33802; Tel (813) 687-7000.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

LEESBURG

1 - LOCATION: Lake County. E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Florida Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 13,191; E&P 86 Est. 14,745
CZ-ABC: (80) 13,191
RTZ-ABC: (80) 115,951
County 80 Cen. 104,870; E&P 86 Est. 134,937
City & RTZ-ABC: (80) 129,142

4 - HOUSEHOLDS:
City 80 Cen. 5,349; E&P 86 Est. 5,850
County 80 Cen. 41,650; E&P 86 Est. 56,151
CZ-ABC: (80) 5,349
RTZ-ABC: (80) 44,883
City & RTZ-ABC: (80) 50,232

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$361,622,000
Commercial	9	$508,536,000

6 - PASSENGER AUTOS: County 79,599.

7 - ELECTRIC METERS: 13,000.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Citrus Packing ($140); Mfg. ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

11 - TAP WATER: Neutral.

12 - RETAILING: Principal Shopping Centers-Palm Plz., Zayre Plz., K mart Plz.; Lake Sq. Mall; Southside.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Zayre Plz.(13)	2	Zayre
Lake Sq. Mall(50)	6	Belk's, Sears, JCPenney
Southside(17)	2	Winn-Dixie, SupeRx
Palm Plz.	1	Publix, Belk's, Walgreens
K mart	3	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Belk-Lindsey; Zayre; K mart; Wal-Mart.
Chain Drug Stores-B&W (Rexall); Eckerd 4; SupeRx 3; Walgreens; Revco.
Chain Supermarkets-Publix; Winn-Dixie 6.
Other Chain Stores-Lowe's; Goodyear; Sherwin-Williams; Mary Carter Paints; ABC Liquors; Scotty's; 84 Lumber; Country Furn.; Noll's Furn.; Connie Shoes; Friedman Jewelers; Zale's Jewelers; Kay Jewelers; General Nutrition Ctr.; Radio Shack; Kinney Shoes; Playland; McCrory's; Sterchis; Ben Franklin; Service Merchandise.

14 - NEWSPAPERS: COMMERCIAL (e-mon to fri) 22,050; (S) 24,763; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Blankenship, Adv. Dir., COMMERCIAL, 212 East Main St., Leesburg, FL 32749; Tel. (904) 787-4515.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

MARIANNA

1 - LOCATION: Jackson County. E&P Map B-1, on Chipola River, 51 mi. NE of Panama City; 60 mi. W of Tallahassee; 35 S of Dothan, AL.

2 - TRANSPORTATION: Railroads-East/West: Seaboard/Chessie Systems; North/South: Bayline.
Motor Freight Carriers-12.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,074; E&P 86 Est. 7,146
CZ-ABC: (80) 7,006
RTZ-ABC: (80) 32,148
County 80 Cen. 39,154; E&P 86 Est. 41,474
City & RTZ-ABC: (80) 39,154

4 - HOUSEHOLDS:
City 80 Cen. 2,605; E&P 86 Est. 2,655
County 80 Cen. 13,332; E&P 86 Est. 14,737
CZ-ABC: (80) 2,579
RTZ-ABC: (80) 10,753
City & RTZ-ABC: (80) 13,332

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$64,595,933
Commercial	5	$183,889,997

6 - PASSENGER AUTOS: County 19,441.

7 - ELECTRIC METERS: County Residence 3,200; 800 Commercial (City).

8 - GAS METERS: 2,195 (City).

9 - PRINCIPAL INDUSTRIES: Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furn.; Commercial Laundry; Metal Fab.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-81; Summer 70-91; Fall 61-82; Winter 36-62.

11 - TAP WATER: Fluoridated; very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carol Plaza(19)	1	Badcock Furn., Waco Drugs, Wilson's Mens Wear
Lafayette Plaza(2)	NA	TG&Y, Piggly Wiggly
Marianna Sq.	NA	Revco, Winn-Dixie, Curtis Mathis
Rivergate Plz.	1	Woolworth, Eckerd

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Thrift; Daffin's; Sherwin-Williams; JCPenney.
Variety Stores-Family Dollar; Bill's Dollar; TG&Y; Woolworth.
Chain Drug Stores-Eckerd; Revco; Watson-Rexall.
Chain Supermarkets-IGA Foodliner; Piggly Wiggly; Winn-Dixie.
Other Chain Stores-Radio Shack; Firestone; Merle Norman Cosmetics; Western Auto; Badcock Furn.; Payless Shoes.

14 - NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-tues to fri) 4,608; (S) 5,205; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Sweatman, Adv. Mgr., JACKSON COUNTY FLORIDAN, 104 E. Lafayette St.; PO Box 520, Marianna, FL 32446; Tel. (904) 526-3614.
National Representative: Thomson Newspapers.

MIAMI

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4, County Seat. 260 mi. SE of Tampa; 350 mi. S of Jacksonville.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line; Metro Rail.
Waterways-Atlantic Intracoastal Waterway with barge service.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-57.
Steamship-22 passenger; 46 freight.
Airlines-79 scheduled airlines; 29 non-scheduled.

3 - POPULATION:
Corp. City 80 Cen. 346,931; E&P 86 Est. 364,208
CZ-ABC: (80) 1,625,611
RTZ-ABC: (80) 1,081,445
County/PMSA 80 Cen. 1,625,979; E&P 86 Est. 1,909,071
City & RTZ-ABC: (80) 2,707,056

THE AVERAGE ANNUAL FAMILY INCOME OF DIARIO LAS AMERICAS READERS IS $28,050.

Diario Las Américas

The Spanish-language Daily Newspaper
Founded July 4, 1953

Diario Las Américas
2900 N.W. 39th Street
Miami, Florida 33142-5193
(305) 633-3341

Represented nationally by:
Cresmer, Woodward, O'Mara & Ormsbee, Inc. (CWO & O)

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. City 134,067; E&P 86 Est. 751,064
County/PMSA 80 Cen. 609,883; E&P 86 Est. 751,064
CZ-ABC: (80) 609,830
RTZ-ABC: (80) 443,857
City & RTZ-ABC: (80) 1,053,687

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	28	$13,300,726,000
Commercial	77	$16,721,801,000

6 - PASSENGER AUTOS: County 1,231,195

7 - ELECTRIC METERS: Residence 626,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 95,500; Constr. 39,300; Trans. 67,900; Fin., Ins. & Real Est. 67,100; Ret. Trade 150,600; Serv. 214,900; Govt. 104,300; (Av. Wkly. Wage): Food ($281); Apparel ($192); Furn. & Fixt. ($235); Mach. ($293); Trans. Equip. ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Areas (With Principal Store and/or Supermarket):
Central Business Districts
Downtown Miami-Burdines, J. Byrons, Woolworth's, McCrory's
Lincoln Rd. Mall-Florsheim Shoes, I Miller, Adrian Thal Furs, Burdines, Lane Bryant, Peak Imports
Miracle Mile-Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post, J. Byrons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
163rd St.(155)	8	Burdines, Jordan Marsh, Service Mdse.
Lincoln Road(180)	4	Burdines, Pantry Pride, Lerner's, Woolworth's, Gray Drugs
Miracle Mile(160)	8	Sears, J. Byrons, McCrory's, Woolworth
Key Biscayne(17)	6	Winn-Dixie, Pantry Pride, Krest Five & Ten
Dadeland(180)	13	Burdines, JCPenney, Pantry Pride, Jordan Marsh, Saks, Lord & Taylor
Carol City(27)	10	
Palm Springs Mile(139)	NA	Zayre, Publix, Winn-Dixie, J. Byrons, Lionel Playworld, Toys R Us
Northside(73)	8	J. Byrons, Woolworth, Lerner's, Walgreens
Biscayne(35)	6	Lerner's, Walgreens
Central(26)	5	Zayre
Westchester(45)	6	Pantry Pride, Zayre, K mart, J. Byrons, Lionel Playworld, Eckerd, Walgreens
Red Bird(13)	8	Belk, Walgreens, Piggly Wiggly
Cutler Ridge(250)	17	Sears, Burdines, JCPenney, Lord & Taylor, Jordan Marsh
Miami Gardens(30)	13	Publix
127th Street	10	Woolworth, Publix
Concord(46)	20	Xtra Super Food Center, Tamiami, Range & Gun Shop, GLA, L. Lurias
University(12)	15	Woolworth, Pantry Pride, Gray Drugs
Suniland(52)	20	Publix, J. Byrons
Perrine(39)	35	Woolworth, Winn-Dixie
Bal Harbour(81)	12	Abercrombie & Fitch, Neiman Marcus, Saks, Bonwit Teller
Midway(110)	11	Winn-Dixie, Woolworth, Home Depot, Walgreens
Westland(90)	13	Sears, Burdines, JCPenney
Omni(165)	1	JCPenney, Jordan Marsh
Skylake(70)	10	J. Byrons, Home Depot, Eckerd, SupeRx
Aventura Mall(200)	10	Lord & Taylor, JCPenney, Sears, Macy's
International Mall(153)	12	Burdines, Jordan Marsh, Sears, Lord & Taylor, Walgreens
The Falls(65)	15	Bloomingdale's

Other Shopping Centers (Regional)-Kendall Mall; Homestead Plz.; Loehmann's Plz.; Mayfair; Kendale Lakes Mall; California Club Mall; Bakery Center; Kendalltown & Country.
Stores Open Evenings-Downtown-Mon. through Fri.; Food & suburban-every night.

13 - RETAIL OUTLETS: Department Stores-Burdines 8; Sears 5; J. Byrons 12; JCPenney 5; Jordan Marsh 5; Saks 5th Ave. 2; Neiman Marcus; Lord & Taylor 4; Bonwit Teller; Bloomingdale's; Macy's.
Discount Stores-Zayre 11; K mart 11; Dollar General 30.
Variety Stores-Kress 3; Woolworth 10; McCrory's 5.
Chain Drug Stores-Eckerd 38; Florida; Lee's 5; Sheldon's 2; Walgreens 18; SupeRx 10; Gray 18; Sentry 4.
Chain Supermarkets-Publix 35; Pantry Pride 18; Winn-Dixie 54; Sun 3; Table Supply 2; Xtra 2; Food Value 6; Sedano's 16; Convenient; 7-Eleven 70; Circle K 53; Food Spot 27, Lil General 3; Tom Thumb 5; Farm 6; Associated; Great Valu 2.
Other Chain Stores-Lerner's; Becks, Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond; L. Luria; Best; Service Mdse.

14 - NEWSPAPERS: HERALD (m) 458,759; NEWS (e) 58,387; Comb. (m&e) 517,146; HERALD (S) 559,758; Mar. 31, 1586 ABC.
Local Contact for Advertising and Merchandising Data: Judi Janofsky, Gen. Adv. Mgr., HERALD-NEWS, 1 Herald Plaza, Miami, FL 33132-1693; Tel. (305) 376-2858.
National Representative: Knight-Ridder Newspaper Sales.
DIARIO LAS AMERICAS (m-tues to sat) 63,732; (S) 66,481; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Enrique J. Perez, Adv. Dir. DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel. (305) 633-3341.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NAPLES

1 - LOCATION: Collier County (In Naples MSA). E&P Map D-4. County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production: 112 mi. NW of Miami, on Tamiami Trail U.S. 41, 163 mi. S. of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 Islands.

2 - TRANSPORTATION: Airlines-Provincetown-Boston; Piedmont; Gull Air.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 17,581; E&P 86 Est. 21,056
CZ-ABC: (80) 47,633
RTZ-ABC: (80) 31,846
County/MSA 80 Cen. 85,791; E&P 86 Est. 121,239
City & RTZ-ABC: (80) 79,479
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,075; E&P 86 Est. 10,294
County/MSA 80 Cen. 36,231; E&P 86 Est. 50,159
CZ-ABC: (80) 19,987
RTZ-ABC: (80) 12,315
City & RTZ-ABC: (80) 32,302

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	29	$709,900,000
Commercial	26	$923,281,000

6 - PASSENGER AUTOS: County 85,386

7 - ELECTRIC METERS: 64,662

8 - GAS METERS: Bottle gas only.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry & Fisheries 10,606 ($80); Constr. 3,406 ($328); Mfg. 1,286 ($319); Trans., Commun., and Pub. Util. 1,480 ($396); Whol. Trade 828 ($373); Ret. Trade 9,432 ($200); Fin., Ins. & R.E. 3,162 ($356); Servs. 11,361 ($279).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on 5th Ave., 6 on Tamiami Trail; 3 on 3rd St. South (exclusive shops).
Neighborhood Shopping Centers-4 blocks on North Tamiami Trail; 3 on East Tamiami Trail; Habourtowne Shpg. Mall; Gulf Shore Square Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbourtown(10)	1	Mr. K's Shoes, Beall's
Grand Central Station(40)	1	Winn-Dixie, Eckerd
Green Tree Ctr.(40)	11	Winn Dixie, Eckerd
Park Shore(25)	4	K mart, Eckerd, J. Byron
Naples(35)	2	Publix, Zayre, Marshall's
Gulf Gate(18)	2	Gray Drug, Publix
Coastland(86)	1	Maas Bros., Sears, JCPenney, Robinson's
Naples South(9)	2	Winn-Dixie, Eckerd, Tempo Fashions
The Pavilion(39)	8	Publix, Walgreens
Springs Plaza(45)	13	Kash 'N Karry, Treasury Drug
Shops of Marco(12)	19	Publix, Walgreens
Marco Island(12)	14	Winn-Dixie, Eckerd
Tanglewood Mkt. Pl.(12)	4	AAA, Kiscos
West Beach Rd. Plz.(14)		Flex Bon Paints

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Publix; Winn-Dixie; K mart; Beall's; Maas; Sears; Eckerd; J. Byron; SupeRx; Lucia's 6 nights.

13 - RETAIL OUTLETS: Department Stores-J. Byron; Beall's; Sears; Maas; JCPenney; Robinsons.
Discount Stores-K mart; Zayre; Marshalls.
Variety Stores-Dollar Stores.
Chain Drug Stores-Eckerd; Treasury Drug; Gray Discount Drugs; Walgreens.
Chain Supermarkets-Winn Dixie; Publix; Kash 'N Karry; Sunshine/SupeRx.
Other Chain Stores-Western Auto; Robb-Stuckey; Mark Fore & Strike; Gattles; Baxter Shoes; Babcock Furniture; Standard Brands Appliance; Lerners; Bakers; Kay Jewelers; Sherwin-Williams; Radio Shack; Playland Toys; General Nutrition; Hanover Shoes; Thom McAn; Colony Shops; Zale's Jewelers; Casual Corner; The Gap Wrangler Ranch; Baskin-Robbins; Naturalizer Shoes; Girard Jewelers; Bill Smith Appliances; Kinney Shoes; Harmon Photo; Robby's Sports; Kepps Men's Wear; Record Bar; B. Dalton's; Hallmark; Athlete's Foot; Foot Locker; Bass Shoes; Morrow's Nut House; Waldenbooks; Steego.

14 - NEWSPAPERS: NEWS (e-mon to fri) 32,568; (S) 41,962; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J. Patrick Berling, Adv. Dir., NEWS, 1075 Central Ave., Naples, FL 33940; Tel. (813) 262-3161.
National Representative: Direct Contact: Jim Murray (813) 263-4746, Natl. Adv. Mgr.; Publishers' Representatives of Florida.

OCALA

1 - LOCATION: Marion County (MSA). E&P Map C-2. County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville; 80 mi. NW of Orlando.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 37,170; E&P 86 Est. 48,766
CZ-ABC: (80) 37,170
RTZ-ABC: (80) 85,318
County/MSA 80 Cen. 122,488; E&P 86 Est. 172,566
City & RTZ-ABC: (80) 122,488

4 - HOUSEHOLDS:
City 80 Cen. 13,492; E&P 86 Est. 16,530
County/MSA 80 Cen. 40,800; E&P 86 Est. 67,199
CZ-ABC: (80) 13,492
RTZ-ABC: (80) 31,966
City & RTZ-ABC: (80) 45,458

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$745,722,000
Commercial	7	$402,567,000

6 - PASSENGER AUTOS: County 95,907

7 - ELECTRIC METERS: 25,445

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 9,182 ($147); Ret. Trade 7,549 ($141); Mfg. 5,758 ($207); Servs. 4,420 ($177); Agric. 2,911 ($100); Constr. 2,478 ($192); Whol. Trade 2,449 ($211); Fin.; Ins.; R.E. 1,699 ($196); Trans. & Util. 1,038 ($274); Mining 127 ($201).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks around Downtown Sq.; Pine Plz. & West on Pine St., Ocala; Searstown; 40 East; Ocala West on SR 200; K mart Plaza; and Family Mart on Silver Springs Blvd.; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plaza on Mari Camp Road; Shady Oaks Mall, SR 200; Oakbrook on NE 14th.
Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Shpg. ctrs. every night exc. Sun.

13 - RETAIL OUTLETS: Department Stores-Rheinauers; Belk-Lindsey; Sears; JCPenney; Maas Bros.
Variety Stores-Woolworth; Eagle; Neisner Brothers; TG&Y; Wal-Mart.
Discount Stores-K mart; Zayre; Pic 'N Sav; Wal-Mart.
Chain Drug Stores-Walgreens 3, Bitting's (Rexall) 2; SupeRx; West Bros.; Eckerd; Family Mart; Revco.
Chain Supermarkets-Winn-Dixie 5; Publix 2; Kash 'N Karry; Family Mart; Hudson's.
Other Chain Stores-Lerner's (women's wear); Diana Shop (women's wear); Denim Den; Zale's Jewelry; Goodrich; Firestone; Vogue Shop; Sherwin-Williams; Western Auto; Gordon's Jewelers; Pittsburgh Plate Glass; S&H Green Stamps; Cloth World; Fabric King; Wilkor; Luria's; Pinch-a-Penney; Bell Shoes; Service Merchandise.

14 - NEWSPAPERS: STAR-BANNER (e) 42,046; (S) 48,095; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dick Mitchell, Adv. Dir., STAR-BANNER, 819 SE 1st Terrace, Ocala, FL 32670; Tel. (904) 629-0011.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

ORANGE PARK

1 - LOCATION: Clay County, E&P Map D-1 (In Jacksonville MSA). Residential area in NE portion of state adjacent to Jacksonville south boundary; on U.S. Hwys. 17, I-95; State Hwys. 220 & 224.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Delta; Eastern; National; Southern; Midway (at Jacksonville); Republic.

3 - POPULATION:
Corp. City 80 Cen. 8,766; E&P 86 Est. 9,569
County 80 Cen. 67,052; E&P 86 Est. 90,924
MSA 80 Cen. 722,230; E&P 86 Est. 827,566
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,917; E&P 86 Est. 3,185
County 80 Cen. 21,646; E&P 86 Est. 30,760
MSA 80 Cen. 259,596; E&P 86 Est. 310,603

5 - BANKS	NUMBER	DEPOSITS
All banks	4	$63,976,408

6 - PASSENGER AUTOS: County 48,720

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15; last killing frost, Feb. 1.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellair(10)	1	TG&Y
Kingsley Sq.(32)	1	Publix, Eckerd
Orange Pk. So.(144)	2	Ivey's, Sears, May Cohen, JCPenney
Pinetree Plaza(14)	1	Winn-Dixie, State Farm Ins.
Live Oak Plaza(8)	1	Winn-Dixie, Eckerd

13 - RETAIL OUTLETS: Department Stores-May-Cohen; Sears; Ivey's.
Chain Drug Stores-Atkinson's; Townsend's; Bel Air; Pic-N-Save; Eckerd.
Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride; A&P.

14 - NEWSPAPERS: CLAY TODAY (e-mon to fri) 4,926; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Tony Ferrera, Adv. Mgr., CLAY TODAY, 1564 Kingsley Ave.; PO Box 1290, Orange Park, FL 32073; Tel. (904) 264-3200.
National Representative: Thomson Newspapers.

ORLANDO

1 - LOCATION: Orange County (In Orlando MSA). E&P Map D-2. County Seat. Florida's largest inland city; 134 mi. S of Jacksonville; 50 mi. W of Cape Canaveral; 232 mi. N of Miami. Major tourist & convention city. Regional transportation, communications, distribution, retail, financial, education, & agriculture center for central FL. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Hwys. 17, 27, 92, 192 & 441. I-4, Florida Tpke., Beeline Expwy., East-West Expwy., Florida Hwys. 46, 50, 436, 438 & 520.

2 - TRANSPORTATION: Railroads-Seaboard System Railroad; Amtrak.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways; OSO Trans. Authority; Central Florida Bus; Grayline; Orlando Tour Lines.
Airlines-Air Atlanta; Air New Orleans; Allegheny; American; Bahamasair; British Airways; Continental; Delta; Eastern; Florida Express; Gull Air; Icelandair; Lasca; Midway; New York Air; Northwest Orient; Ozark; Pan Am; People Express; Piedmont; Piedmont Commuter; Presidential; Republic; Sky Bus; TWA; Trans International; Transtar; United; USAir; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 128,594; E&P 86 Est. 149,877
CZ-ABC: (80) 557,157
Bal. in NDM-ABC: (80) 298,825
County 80 Cen. 471,660; E&P 86 Est. 573,007
MSA 80 Cen. 700,699; E&P 86 Est. 901,289
Total NDM-ABC: (80) 855,982
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,671; E&P 86 Est. 58,459
County 80 Cen. 170,754; E&P 86 Est. 218,055
MSA 80 Cen. 252,616; E&P 86 Est. 341,210
CZ-ABC: (80) 201,337
Bal. in NDM-ABC: (80) 113,319
Total NDM-ABC: (80) 314,656

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	110	$2,914,352,000
Commercial	159	$4,348,194,000

6 - PASSENGER AUTOS: County 432,342; MSA 642,649

7 - ELECTRIC METERS: City Res. 54,434; Co. 216,750; MSA 340,669

8 - GAS METERS: City Res. 4,030; MSA 19,826

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 51,000; Constr. 33,600; Trans., Commun., Util. 21,900; Trade 117,000; Fin. 28,100; Servs. 126,700; Gov't 51,200. (Av. wkly. wage-$345.)

10 - CLIMATE: Min. & Max. Temp.-Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

11 - TAP WATER: Alkaline; hard; fluoridated.

12 - RETAILING: Major Retail Areas-Downtown Orlando-10 blocks on Orange and Magnolia Avenues bounded by Colonial Dr., South St., Garland Ave. and Rosalind.
East Orlando-26 blocks on East Colonial; Colonial Plaza; Orlando Fashion Sq.; Colonial Promenade.
North Orlando-Downtown Winter Park 100 shops and boutiques. Winter Park Mall; Altamonte Mall; Seminole Plaza; Interstate Mall.
West Orlando-20 blocks on West Colonial. Wards Plaza; Parkwood Plaza; Pine Hills Center; Tri-City Center.
South Orlando-Orange Blossom Trail; Orange Ave.; Southside Center; Conway Center; Florida Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orange County		
Aloma(30)	6	Publix
Century Plaza(20)	5	Ross, Handy City
Colonial Plaza(111)	2	Jordan Marsh, Ivey's, Belk-Lindsey, O.G. Wilson, Publix
Colonial Promenade (12)	5	T.J. Maxx
Eastland(15)	4	Publix
Edgewater Plz.(17)	5	Publix
Factory Outlet Mall(65)	7	
Florida Mall(80)	9	JCPenney, Sears, Belk Lindsey
Herndon Plaza(15)	3	K mart, Publix, Eckerd
K mart Plaza-Winter Pk.(11)	5	K mart, Rawson's, Pantry Pride
K mart Plaza-Sky Lake	7	K mart, Publix
Lancaster Sq.(25)	6	Winn-Dixie, Eckerd
Lee Center(16)	5	Ross, Eckerd, Piggly Wiggly
Marketplace(50)	9	Goodings, Loomis
Orange Blossom Ctr.(35)	4	Rawson's, Walgreens, McCrory, Pantry Pride
Orlando Fashion Sq.(95)	3	Burdines, Sears, Robinson's
Parkwood Plaza(30)	3	
Pine Hills(43)	5	Belk-Lindsey, Walgreens, Publix
Silver Hills Ctr.(10)	6	TG&Y, SupeRx, Winn-Dixie
Silver Pines Vlg. Sq.(24)	5	Lurias
Union Park Center(7)	9	Winn-Dixie, TG&Y, Eckerd
Walt Disney World Vlg.(33)	12	
Westgate Square(32)	8	Winn-Dixie, Sears, SupeRx
Winter Park Mall(69)	5	Ivey's, JCPenney
Zayre Plaza-Semoran(11)	4	Zayre, Winn-Dixie
Zayre Plaza-W Colonial(9)	6	Zayre, Winn-Dixie
Zayre Plaza-S Orange(4)	2	Zayre, SupeRx
Seminole County		
Altamonte Mall(168)	9	Sears, Robinson's, Jordan Marsh, Burdine
Brantley Sq.(17)	9	Lurias, Winn-Dixie
Butler Plaza(34)	9	Publix, Eckerd, Ross
Goodings Plz.-Casslbry(22)	10	Goodings
Hunt Club Corners(22)	10	Publix, Walgreens
Interstate Mall(35)	9	Clearance Outlet
K mart Plaza-Fern Pk.(8)	9	K mart
Loehmanns Plaza(65)	10	Loehmanns
Longwood Lake(48)	12	Albertson's, Handy City
Longwood Village(24)	11	Publix, Jacobson's
Market Square(20)	9	Lurias, Walgreens
Palm Springs Ctr.(20)	9	Albertson's
Sanford Plaza(27)	18	JCPenney, Publix, Sears
Seminole Plaza(35)	9	Publix, Service Merchandise, Eckerd
Springs Plaza(48)	12	Albertson's
TG&Y Plaza(8)	12	TG&Y, Eckerd, Winn-Dixie
Wekiva Square(15)	9	K mart, Cloth World
Zayre Plaza-Sanford(13)	18	Zayre, Walgreens
Zayre Plaza-Fern Pk.(23)	9	Zayre, Rawson's, Pantry Pride
Osceola County		
Mill Creek Mall(35)	18	Publix, Eckerd, Beall's
Town Corral(20)	18	Zayre, Eckerd, Publix, TG&Y

Principal Shopping Days-All week.
Stores Open Evenings-Shpg. Ctrs., Mon. through Sat.
13 - RETAIL OUTLETS: Department Stores-Ivey's 2; Clearance Outlet 2; Belk-Lindsey 3; Sears 6; JCPenney 4; Jordan Marsh 2; Burdines 2; Robinson's 2; Jacobson's 2; Catalog Sales; Service Merchandise 4; Lurias 3.
Discount Stores-Zayre 8; K mart 11; Wal-Mart 2.
Variety Stores-Woolworth 4; McCrory 7; Eagle Family Discount 11; TG&Y 15; G.C. Murphy.
Chain Drug Stores-Walgreens 7; Liggett Rexall 10; Eckerd 28; SupeRx 8; Revco 3.
Chain Supermarkets-Winn-Dixie 38; Publix 28;

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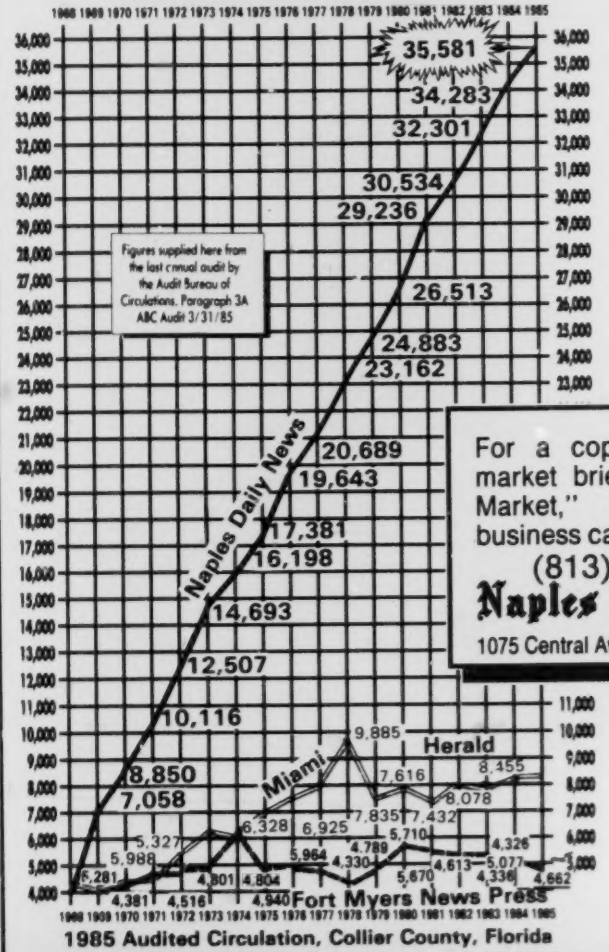

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Naples Daily News

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Rawson's; Pantry Pride 3; Albertson's 8; Gooding's 5; Piggly Wiggly 6; Sav-N-Pack 2; Sav-A-Lot 6; Table Supply.

Convenience Chain Stores-Cumberland Farms 63; Lil Champ 6; Lil Chief 2; Lil General 9; 7-Eleven 101; Circle K 62; Tenneco 33; Wareco Mini-Mart 2.

Other Chain Stores-Automotive Supply: Allied Discount Tire, Western Auto, B.F. Goodrich, Goodyear, Pan American, Big Orange Tire & Wheel, Big 10 Tire, Discount Auto Parts, Firestone, General, Automotive 1 Parts, Big A Auto Parts, Parts City, Uniroyal, Midas, AAMCO, Tuffy; Building Materials: Moore-Handley, Panel World, Ace Hardware, Home Depot, Scotty's, Evans, Thomas, Lowes, 84 Lumber, Rinker Materials, True Value Hardware, Sentry Hardware, Handy City; Apparel-Men: His Stores, Surrey's, Rutland's, Richmond Brothers, The Gap, Richard Bennett, Custom Tailoring, Brothers 3, Denim World, Fancy Pants, Sadlers, Tall & Big, Chess King; Apparel-Women: Colony Shops, Gibbs-Louis, Sportswear USA, Brenners, Kara-Lyn, Lane Bryant, Lerner, Maternalane, Rheinauers, 5-7-9, Stuff To Wear, T.J. Maxx, The Gap, Body Shop, The Limited, Brooks, Casual Corner, Foxmoor Casuals; Home Appliances: AIA Discounts, Luskins, Audio Garage, Curtis Mathes, Audio Spectrum, Absolute Sound, TV & Stereo Town, Kaufman and Roberts, Bellows, Radio Shack; Jewelers: Gordon's, Kay, Lawtons, Mayors, Zale's, John Glenn, Swalstead, Jacobs; Furniture: Badcock, Castro Convertibles, Ethan Allen, Furniture Plaza, Hallmark, Kane, Levitz, Noll's, Sterchi, Fireplace & Veranda, Aaron, Scan Design, Robb & Stucky; Fabrics: Mae's, JoAnn Fabrics, Stretch & Sew, Cloth World, Remnant Shops, Singer; Shoes: Banister, Fayva, Fry Boot Outlet, Connie, Baker's, Behr's, Flagg Brothers, Hanover, Holiday, Steffi, Stride Rite, Warren Stanley, Bari, His & Hers, Shoe Corral, Shoe Fair, Thayer McNeil, Thom McAn, Kinney, Pix, Jarman, Florsheim.

14 - NEWSPAPERS: THE ORLANDO SENTINEL (all day) 263,865; (m-sat) 254,090; (S) 330,251; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Ray Dallman, Adv. Dir., THE ORLANDO SENTINEL, 633 N. Orange Ave.; PO Box 2833, Orlando, FL 32801; Tel. (305) 420-5101.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALATKA

1 - LOCATION: Putnam County. E&P Map D-1. County Seat. On St. Johns River, 55 mi. S of Jacksonville. On U.S. Hwy. 17.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Fla. East Coast at East Palatka.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,175; E&P 86 Est. 10,977
CZ-ABC. (80) 10,175
RTZ-ABC: (80) 40,374
County 80 Cen. 50,549; E&P 86 Est. 61,837
City & RTZ-ABC. (80) 50,549

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,930; E&P 86 Est. 3,429
County 80 Cen. 18,397; E&P 86 Est. 23,514
CZ-ABC. (80) 3,659
RTZ-ABC. (80) 14,738
City & RTZ-ABC. (80) 18,397

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$135,597,307
Commercial	4	$179,577,856

6 - PASSENGER AUTOS: County 28,651

7 - ELECTRIC METERS: Residence County 26,866

8 - GAS METERS: Residence City 4,330

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mills 1,700 ($400); Boxes and Crates 150 ($200); Glass Sand 100 ($200); Elect. Plants 200 ($400); Furn. 225 ($225); Specialty Bag Plant 330 ($250); Steel Fab. 100 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on St. John's Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(10)	2	K mart, Publix
Azalea Plaza(16)	2	Eckerd
Westgate(10)	NA	Miller's
Palatka Mall(40)	2	Belk, JCPenney, Walgreens

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson.
Variety Stores-McCrory's; Dollar General; K mart; Pic 'N Save; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall 2; Eckerd 2; Pic 'N Save; Revco; Wal-Mart; K mart.
Chain Supermarkets-Winn-Dixie; Miller's; Publix.
Other Chain Stores-Diana; Sears (catalog); Vogue; Goodyear; Scotty's; Radio Shack; Strawberry Fields; Cato; Kinney Shoes; Zale's Jewelers; Waldenbooks; General Nutrition Center; Denim Men; French Novelty; Fayva Shoes; Freidman's; Kard Korner; Merle Norman Cosmetics; Fabric King; Twistee Treat; Optical Shop; Peanut Shack; Connie Shoes; Payless Shoes; Adventureland Video.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,715; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Robert Beacham, Adv. Dir., NEWS, PO Box 777, Palatka, FL 32077; Tel. (904) 328-2721.

National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 441 & 98; State 710; I-95; FL Turnpike.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line.
Airlines-Pan Am; Eastern; Delta; American; TWA; United; Midway; Republic; USAir; People Express; Dolphin.

3 - POPULATION:
Corp. City 80 Cen. 9,729; E&P 86 Est. 11,028
County/MSA 80 Cen. 573,125; E&P 86 Est. 774,533

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,141; E&P 86 Est. 8,096
County/MSA 80 Cen. 232,937; E&P 86 Est. 329,661

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 497,205

7 - ELECTRIC METERS: County 78,220

8 - GAS METERS: County 46,362

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Computers & Air Research 54,000.

10 - CLIMATE: Av. An. Temp.-74.6; Summer 80.4; Winter 71.6; Rainfall 51-54 in. per yr.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Esplanade Worth Avenue(45)	NA	Saks, B. Dalton, Charles Jourdan
Gardens East(9)	NA	SupeRx
Gardens Park(15)	NA	Eckerd, Winn-Dixie
Oakbrook Sq.(49)	NA	Jacobson's, Publix
P.B. Mall	NA	Lord & Taylor, J. Marsh, Sears
P.G.A. Blvd.(20)	NA	Winn-Dixie
Royal Poinciana(28)	NA	Gucci, Sara, Fredericks, Valentino

13 - RETAIL OUTLETS: Chain Drug Store-SupeRx.
Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride.
Other Chain Stores-Saks; B. Dalton; Eckerd; FAO Schwarz.

14 - NEWSPAPERS: NEWS (m) 6,001; (S) 7,105; sworn Mar. 31, 1986.

Local Contact for Advertising and Merchandising Data: Lou Calderoni, Adv. Dir., NEWS, 265 Royal Poinciana Way, Palm Beach, FL 33480; Tel. (305) 837-4770.

National Representative: Sawyer-Ferguson-Walker.

PALM BEACHER (mS) 4,020; sworn Sept. 30, 1985.

Local Contact for Advertising and Merchandising Data: Jean O'Donnell, Adv. Dir., PALM BEACHER, 329 Royal Poinciana Plaza, Palm Beach, FL 33480; Tel. (305) 655-3880.

National Representative: None.

PANAMA CITY

1 - LOCATION: Bay County (MSA). E&P Map B-1. County Seat. 96 mi. SE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta & St. Andrews Bay (Freight Only).
Motor Freight Carriers-23, incl. 8 with terminal facilities.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; Air New Orleans; Atlantic SE; Eastern Metro.

3 - POPULATION:
Corp. City 80 Cen. 33,346; E&P 86 Est. 34,844
CZ-ABC: (80) 74,440
RTZ-ABC: (80) 76,506
County/MSA 80 Cen. 97,740; E&P 86 Est. 115,046
City & RTZ-ABC: (80) 150,946

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,877; E&P 86 Est. 12,540
County/MSA 80 Cen. 34,754; E&P 86 Est. 42,916
CZ-ABC: (80) 26,441
RTZ-ABC: (80) 27,376
City & RTZ-ABC: (80) 53,817

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	NA
Commercial	8	NA

6 - PASSENGER AUTOS: County 71,800

7 - ELECTRIC METERS: Residence 49,239

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Asphalt; Concrete Slabs; Steel; Forgings; Paper Prods.; Tourism; Plastics; Airplane Engines; Chem.; Air Force Base; Nuclear Power Prods.; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber; Steel Hull Vessels; Bridge Cranes; Line Pipe.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max Temp.-Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30; last killing frost, Mar. 3. Average rainfall 58 in. per year. Av. temp. 69.

11 - TAP WATER: Alkaline, normal soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Harrison Ave. & cross sts.
Neighborhood Shopping Centers (No. of Stores)-Panama City Mall (120) 5 blocks on Beck Ave.; on East Hwy. 98, Springfield Plz. (5); Cove Center (13); Holiday Plz. (7); Parkway Plz. (2); Parker Shopping Ctr (7); Callaway Plz. (8); Gaylord's Ctr. (9); Panama Plz. (9); 11th Street Shopping Ctr. (13); Lynn Haven; Southwood; 22 miles motels and small shopping centers on Beaches.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Panama City(120)	5	Sears, Gayfers, JCPenney
Springfield(5)	5	Jr. Food Store
Holiday Plaza(7)	7	Piggly Wiggly
Callaway Plaza(32)	5	K mart, Food World
Parkers(7)	5	TG&Y, Winn-Dixie
Cove(13)	1	Sunshine Foods
11th St.(13)	1	Piggly Wiggly, Howards
Lynn Haven	7	Piggly Wiggly, Winn Dixie, Eckerd, Sunshine Foods
K mart	3	K mart, Pantry Pride, Revco
Panama City Beach(20)	22	TG&Y, Revco, Winn-Dixie
Panama Plz.(9)	3	Winn-Dixie, Zayre, SupeRx
Southwood(8)	7	West Bldg. Mkt.
Edgewater Beach Walk		Food World, Eckerd Wal-Mart, Eckerd, Delchamps
Wayside(10)	25	Christo's Wayside Mkt., Sunshine
Baldwin Plz.(20)	7	Revco, Winn-Dixie

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-Shopping Ctrs. and Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Belk-Hudson; Gayfers.
Variety Stores-Woolworth; TG&Y.
Discount Stores-Surplus Sales; Howard's; K mart; Zayre; Wal-Mart.
Chain Drug Stores-SupeRx; Eckerd; City Drug 3; Cooper's 3; Revco 4.
Chain Supermarkets-Sunshine 8; Piggly Wiggly 5; IGA 2; Six-Ten Jiffy Stores 4; Quickway Stores 4; Majik Mkt.6; Eagle Stores 2; Pantry Pride; Winn-Dixie 6; Food World 2; Delchamps.
Other Chain Stores-Lerner's; Diana; Mangel's Dress Shop; Natl. Shirt Shop; Thom McAn; Butler; S&H Green Stamps; Dollar General; Top Dollar; Leons; Radio Shack; West Building Materials; Gilbergs; Western Auto; Firestone; Goodyear; Goodrich; Auto Sav; Big Ten Tires; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrisons; Kinney Shoes; Casual Corner; Carlyle & Co.; Camelot Music; County Seat; Father & Son; Foxmore; General Nutrition; Hallmark; Jeans West; Joyces; Ranch; United Jewelers; Vogue; World Bazaar; Zale's; Frayne; Lowe's.

14 - NEWSPAPERS: NEWS-HERALD (m) 34,604; (S) 39,861; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Kaye Nichols, Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32401; Tel. (904) 763-7621.

National Representative: Landon Associates.

PENSACOLA

1 - LOCATION: Escambia County (In Pensacola MSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

2 - TRANSPORTATION: Railroads-Burlington Northern; Seaboard Coast Line.
Motor Freight Carriers-15.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-Eastern; Midway; Dolphin; Continental; Delta; Piedmont.
Steamship Lines-3.

3 - POPULATION:
Corp. City 80 Cen. 57,619; E&P 86 Est. 58,519
CZ-ABC. (80) 199,087
RTZ-ABC. (80) 301,964
County 80 Cen. 223,794; E&P 86 Est. 262,647
MSA 80 Cen. 289,782; E&P 86 Est. 330,300
City & RTZ-ABC. (80) 501,051

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,641; E&P 86 Est. 22,799
County 80 Cen. 81,067; E&P 86 Est. 95,716
MSA 80 Cen. 99,662; E&P 86 Est. 119,279
CZ-ABC: (80) 69,918
RTZ-ABC: (80) 102,720
City & RTZ-ABC: (80) 172,638

5 - BANKS	NUMBER	EST. DEP.
Savings	19	$1,200,000,000
Savings & Loan	5	(incl. above)

6 - PASSENGER AUTOS: County 160,128

7 - ELECTRIC METERS: Residence 112,391

8 - GAS METERS: Residence 43,668

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 3,200; Paper 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Downtown Shopping Centers-8 blocks on Palafox St.; 8 on Garden St.
Neighborhood Shopping Centers & Regional Malls-W. Cervantes at Brownsville; Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at I-10; Palafox at 9 mile Rd.; Olive Rd. at Davis Hwy; East 9 Mile Rd.; Mobile Hwy. at Saufley Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warrington	6	Delchamps, Kwik-Chek
Town & Country(57)	3	Gayfers, Delchamps, Eckerd
Gulf Breeze(21)	4	Delchamps, Barnes, Piggly Wiggly, TG&Y
Mariner Mall(36)	4	Florida Pottery, Rhodes
Warrington Vlg.(16)	5	Zayre, Pantry Pride
Belvidere Park(8)	7	Eckerd, Delchamps
Brentwood(8)	4	TG&Y, Sak-N-Sav
Delmar(8)	9	Eckerd, Delchamps
Ensley	8	Barnes, Ben Franklin

Fairfield Plz.(20)	4	A&P, SupeRx
McDonalds(21)	3	Family Dollar, Goodyear
Palafox(3)	1	Kwik-Chek
Saufley Square	7	Winn-Dixie, TG&Y
K mart Center	4	K mart, Gillette Drugs
University Mall(77)	7	Sears, McRaes, JCPenney
Northview	9	Delchamps, K mart, Kwik-Chek
Cordova(75)	5	Gayfers, Mont. Ward
Southgate Plaza	5	Winn-Dixie, TG&Y
Beach Rd. Plz.	NA	TG&Y, Piggly Wiggly, Revco
Brent Oaks Mall	NA	Sak-N-Sav, Family Dollar
Cantonment Sq. Mall	NA	Winn-Dixie, Sav-On Drugs
Eastgate	NA	Winn-Dixie, TG&Y
Trade Winds Plz.	NA	Homeowner's Whse., T.J. Maxx

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open-Evenings.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfers 2; Montgomery Ward; McRae.
Discount Stores-K mart 3; Zayre 2.
Variety Stores-Newberry; TG&Y; Great Day; Family Dollar.
Chain Drug Stores-SupeRx 3; Scotty's; Big B; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 7.
Chain Supermarkets-Delchamps 6; A&P 3; Piggly Wiggly 4; IGA 2; Pantry Pride 3; Barnes 10; Albertson's 2; Red & White 2; Sak-N-Sav; Winn-Dixie 6.
Other Chain Stores-Thom McAn; Butler's; Western Auto; Richmond Bros.; Wilson's Jewelers; Ben Franklin; Jewicor.

14 - NEWSPAPERS: NEWS-JOURNAL (m-mon to sat) 57,195; (S) 73,573; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Diann Cicchine, Co-op/Natl. Adv. Mgr., NEWS-JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 433-0041.
National Representative: Gannett N Sales.

PORT ST. LUCIE

See FORT PIERCE

PUNTA GORDA

1 - LOCATION: Charlotte County. E&P Map C-3. County Seat. West Coast, 24 mi. N of Fort Myers on US Hwy. 41; 3 mi. S of Port Charlotte, residential and retirement community.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 6,797; E&P 86 Est. 8,698
CZ-ABC: (80) 37,694
RTZ-ABC: (80) 34,032
County 80 Cen. 59,115; E&P 86 Est. 85,402
City & RTZ-ABC: (80) 71,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,190; E&P 86 Est. 4,274
County 80 Cen. 26,207; E&P 86 Est. 39,654
CZ-ABC: (80) 16,669
RTZ-ABC: (80) 15,222
City & RTZ-ABC: (80) 31,891

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	11	$65,000,000
Commercial	7	$224,000,000

6 - PASSENGER AUTOS: County 61,206

7 - ELECTRIC METERS: Residence County 35,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Constr.; R.E.; Servs.; Commercial Fishing; Tourism; Farming; Hospitals.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 72-89; Fall 66-82; Winter 70-72.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Charlotte Shopping Center, E. Olympia, Punta Gorda; Punta Gorda Mall, Rte. 41; Town & Country, Rte. 41; Promenades, Rte. 41; Harbor Square, Rte. 41; Aqui Esta, S. Rte. 41; South Trails, Rte. 41; Charlotte Square, Rte. 41.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Trail(9)	3	Winn-Dixie, Gray Drug
Aqui Esta(7)	5	
Town & Country(14)	4	K mart, Walgreens, Publix
Harbour Square(12)	4	Kash 'N Karry, Treasury Drug
Promenades(52)	6	Beall's, J. Byron, Eckerd
Charlotte(11)	NA	U-Save
Punta Gorda	NA	Publix, Beall's
Charlotte Sq.(7)	NA	Publix, Shoppers Drugs
Fisherman's Village(44)	NA	GLA

13 - RETAIL OUTLETS: Department Stores-Beall's; J. Byron.
Discount Stores-Dollar General 2.
Variety Stores-K mart; McCrory's; Wal-Mart 2.
Chain Drug Stores-Eckerd; Walgreens; Treasury; Gray; SupeRx.
Chain Supermarkets-Winn-Dixie 2; U-Save; Publix 3; Kash N' Karry.
Other Chain Stores-Western Auto 2; Firestone; Goodyear; Sears (catalog); Badcock Furniture; Bill Smith Appliances; Radio Shack 2.

14 - NEWSPAPERS: HERALD-NEWS (e) 7,295; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ed Warren, Adv. Mgr., HERALD-NEWS, 114 *N.* Olympia Ave.; PO Box 1808, Punta Gorda, FL 33950; Tel. (813) 639-2151.
National Representative: Thomson Newspapers.

ST. AUGUSTINE

1 - LOCATION: St. Johns County (In Jacksonville MSA). E&P Map D-1. County Seat. On Mantanzas Bay near Atlantic Ocean. 38 mi. S of Jacksonville.

2 - TRANSPORTATION: Greyhound; Charter Flight Service, St. Augustine Airport; Major Airlines at Jacksonville, 40 mi.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,985; E&P 86 Est. 12,830
NDM-ABC: (80) 41,663
MSA 80 Cen. 722,230; E&P 86 Est. 827,566
County 80 Cen. 51,303; E&P 86 Est. 71,241

4 - HOUSEHOLDS:
City 80 Cen. 4,547; E&P 86 Est. 4,588
County 80 Cen. 18,623; E&P 86 Est. 26,948
MSA 80 Cen. 259,596; E&P 86 Est. 310,603
NDM-ABC: (80) 15,250

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	5	$260,828,000

6 - PASSENGER AUTOS: County 32,024

7 - ELECTRIC METERS: Residence 28,500

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Overhaul 1,000; Aluminum Extrusion 300; Automotive Parts 400; Health Foods Distrib. 185; Potato Chips 100; Boatbuilding 100; Tourism Major Industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 70-90; Fall 70-87; Winter 45-69.

11 - TAP WATER: Alkaline, hard; not fluoridated.

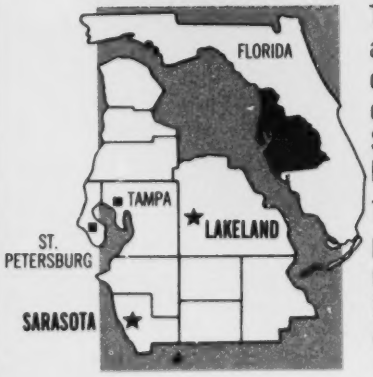
12 - RETAILING: Principal Shopping Centers-Plaza Area; St. George, Cathedral & King Sts.; US 1 South & Beach Area; K mart Shopping Ctr.; Ponce DeLeon Mall; Anastasia Sq.; St. John's Plz.; Wal-Mart Plz.

Neighborhood Shopping Centers-San Marco Ave., Anastasia Blvd.; West King St. U.S. 1 South.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Close-5:00 pm, some 9:00 pm.
Open Evenings-Dept.-Sat. Food-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson.
Variety Stores-McCrory's; Woolworth.
Chain Drug Stores-Walgreens; Rexall; Eckerd 2; Revco 2.
Chain Supermarkets-IGA; Winn-Dixie 2; Publix; Food Way.
Discount Stores-Wal-Mart; Broudy's Liquor; Jax Liquors; Dollar General; K mart.
Other Chain Stores-Firestone; Savette; Marine Supply & Oil; Goodyear; Goodrich; Diana Shops; Vogue Shops; Kinney Shoes; 7-Eleven 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Jiffy Foods; Scotty's; Pic 'N Save; Ace Hardware.

Source: Sales & Marketing Management, 1986 Survey of Buying Power.

STYLE, SUBSTANCE & SALES POWER



The Tampa/St. Petersburg/Sarasota/Lakeland market is an advertiser's dream. It's a major business, financial and cultural center, vacation hotspot and affluent retirement community. Full coverage requires buying the Sarasota/Lakeland market not reached by Tampa and St. Petersburg newspapers.

The **Sarasota Herald-Tribune** and **The Ledger** (Lakeland) provide coverage of the 3rd and 4th largest counties in the market which represented $6.7-billion in income, $3.8-billion in retail sales in 1985. Your ad run in these two newspapers can be bought at a group discount.

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Tampa 813-879-8299
Jacksonville 904-398-5813

Sarasota/Lakeland Market

Estimated buying income	**$6.7-Billion**	Furniture/furnish./appl.	**$215-Million**
Total retail sales	**$3.8-Billion**	Auto sales	**$1.0-Billion**
Food sales	**$800-Million**	Drug sales	**$137-Million**
General merchandise	**$443-Million**	Eating & drinking sales	**$334-Million**

NYT
THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

14 - NEWSPAPERS: RECORD (e) 12,958; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Morgan Miller, Adv. Dir., RECORD, 158 Cordova St.; Box I630, St. Augustine, FL 32084; Tel. (904) 829-6562.
National Representative: Branham/Newspaper Sales.

ST. PETERSBURG

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-3, on Florida's W Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

2 - TRANSPORTATION: Railroads-Seaboard System; Amtrak.
Motor Freight Carriers-City 15; County 49.
Intercity Bus Lines-Greyhound; National Trailways; Gulf Coast Motor Lines; Gray Lines; Pinellas Suncoast Transit Authority.
Airlines-Air Canada; American; Ozark; Piedmont; Republic; Delta; Eastern; Northwest Orient; TransWorld; United; Midway; Continental; USAir; Pan Am; Wardair; Condor; Air New Orleans; Bahamasair; People Express; PBA; Gulf Air; Florida Express; TransStar; Southern Express; Gull Air; New York Air; Air Atlanta; British Air; NordAir.
Cruise Lines-Holland America; Bahama; Commodore; Sea Escape Cruises.

3 - POPULATION:
Corp. City 80 Cen. 236,893; E&P 86 Est. 259,250
NDM-ABC: (80) 882,663
MSA 80 Cen. 1,613,961; E&P 86 Est. 1,996,206
County 80 Cen. 728,409; E&P 86 Est. 877,967
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 104,094; E&P 86 Est. 115,108
County 80 Cen. 319,527; E&P 86 Est. 403,398
MSA 80 Cen. 656,551; E&P 86 Est. 850,561
NDM-ABC: (80) 387,337

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	22	$5,565,764,000
Savings & Loan	26	$7,335,088,000

6 - PASSENGER AUTOS: County 574,540

7 - ELECTRIC METERS: City 137,321; County 481,121

8 - GAS METERS: City 19,892; County 35,708

9 - PRINCIPAL INDUSTRIES: Electronics, Engineering Design & Research; Constr.; Health Care; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. Frost rare. Av. temp.-74.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center is entire Pinellas County. (See Clearwater and Tampa.)
Shopping Centers-Downtown (Central Ave. & 34th St.); Tyrone Gardens (Tyrone Blvd. & 9th Ave., N); Crossroads (2054 Tyrone Blvd.); Tyrone Square Mall (6901 22nd Ave. N.); Florida Federal (49th St. & 9th Ave. N); South Side (6th St. & 45th Ave. S); Disston Plz. (49th St. & 38th Ave. N); Pasadena (6800 Gulfport Blvd.); Lakeview Plz. (2225 9th St., S); Bay Vlg. (Roy Hanna Jr.); Harbor Bluffs (Indian Rocks Rd. & W Bay Dr.); Snell Isle Plaza (1337 Snell Isle Blvd.); North East (200 36th Ave. N); West Central (6620 Central Ave.); Skyway (1101 42nd Ave. & 9th St. S.); Gateway Mall (77th Ave. & 9th St. N); Town Plz. (1800 62nd Ave. N); Dolphin Vlg. (4800 Gulf Blvd., St. Petersburg Beach); Gulfport Plz. (2190-49 St. S); Colony (58th St. & 38th Ave. N); Crosswinds (2020 66th St.); Azalea Ctr. (72nd St. & 9th Ave. N.); Frank's Nursery & Crafts (5501 49th St. N); Gulfport Plz. (49 St. & 22 Ave. S); Madeira (7201 34th St., South); Rutland Plz. (62 Ave. & 9th St., N.); St Pete Plz. (2800 34th St., N.); Loehmann's Plaza at Coachman (1730 U.S. 19 N); Market Place (6900 22nd Ave. N); Master Key of Countryside (2340 SR 580); Pinellas Place (66th St. & 102nd Ave. N); Pioneer Village (12580 Seminole); Serendipity Plaza (3135 U.S. 19 N); Sponge Exchange (Dodecanese Blvd. & U.S. 19); Pinellas Pk.-Halpric Plz. (4th St. & 86th Ave. N.); Mainlands Vlg. (Hwy. 19 & Mainlands Blvd.); Park "66" (NW Cor. 66th St. & 74th Ave. N.); Park Plz. (Park Blvd. & 49th St. N.); Pinella Sq. (US Hwy. 19 & Park Blvd.); Zayre (S/E/C Park Blvd. & 43 St. N.); Seminole Mall (Park & 113th St.); Home Depot Plz. (1701 34th St.); Isla Del Sol Shopping Vlg. (5901 Sun Blvd.); Keene Plz. (East Bay Dr. & Keene Rd.); Largo Village (11900 Seminole Blvd.); Bay Area Outlet Mall (15525 US 19); Countryside Mall (2601 US 19 N.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyrone Sq.(138)	5	Sears, Maas Bros., JCPenney, Robinson's
Gateway(56)	5	Publix, J. Byron
Tyrone Gardens(42)	5	G.C. Murphy, Winn-Dixie
St. Pete Plz.(14)	3	
Crossroads(37)	5	Burdines, Radio Shack
Pasadena(33)	6	Publix, K mart
North East(33)	2	Publix, Eckerd
South Side(23)	3	Publix
Skyway(20)	4	Kash N' Karry, True Value
Lakeview Plz.(15)	3	Eckerd, Eagle
Central Plz.(60)	3	Walgreens, McCrory, Belk's
Florida Federal(9)		Publix, Florida Federal
Tarpon Mall(21)	NA	Eckerd, Goodyear, Gordon's TV Store
Tarpon Sq.(20)	NA	J. Byrons, K mart
Rutland Plz.(20)	NA	Eckerd, Luria & Son
Azalea Ctr.(11)		7-Eleven
Bay Vlg.(18)	NA	Eckerd, Winn-Dixie, 7-Eleven
Colony Shpg. Ctr.(8)		Kash 'N Karry
Disston Plz.(30)		Woolworth, Liggett, Eckerd, Grant's
Dolphin Vlg.(18)		Eckerd, TG&Y, Publix Super Mkt.
Five Points(13)		Kash 'N Karry
Gulfport Plz.(10)		Winn-Dixie
Madeira(17)		McDonalds, Becks
Town Plz.(28)		Publix, Carvel's, Walgreens
Zayre(20)		Zayre

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon. through Sat.; Food & drug Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 4; Montgomery Ward 3; Sears 3; Belk Lindsey 3; JCPenney 4; J. Byron 5; Robinson's 2; Ivey's 2; Gayfers; Beall's; Burdines 2.
Discount Stores-Dollar General 11; Zayre 5; K mart 11; Marshall's; T.J. Maxx; Ross Stores.
Variety Stores-McCrory 10; Woolworth 3; Ben Franklin 3; G.C. Murphy; TG&Y 5.
Chain Drug Stores-Walgreens 13; Eckerd 38; SupeRx 11; Kash 'N Karry 6; Family Mart 4; Galen 3; Michels 4; Shoppers Drug Mart 3.
Chain Supermarkets-Publix 30; Winn-Dixie 28; Kash N' Karry 22; Albertson's 9; Family Mart 4; Jewel T 8.
Other Chain Stores-S&H Green Stamps; Thom McAn; Ace Hardware; Gordon Jewelers; Radio Shack; Leed's Jewelers-Distributors; National Shirt; Wolf Bros.; Shoe Villa; Baker Shoes; John Baldwin; Colony Shop; The Empire; Lillie Rubin; Luria's; Home Depot; Scotty's; True Value; Lindsley Home Improvement Warehouse; Service Merchandise; TV & Stereo Town.

14 - NEWSPAPERS: TIMES (m) 315,698; INDEPENDENT (e) 39,998; Comb. (m&e) 355,696; (S) 408,095; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James E. Doughton, Adv. Mgr., TIMES and INDEPENDENT, PO Box 1121, St. Petersburg, FL 33731; Tel. (813) 893-8504.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANFORD

1 - LOCATION: Seminole County (In Orlando MSA). E&P Map D-2, County Seat 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4, U.S. Hwys. 17, 92, State Hwys. 46, 415, I-4.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-8.
Barges-From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:
Corp. City 80 Cen. 23,176; E&P 86 Est. 27,360
MSA 80 Cen. 700,699; E&P 86 Est. 901,289
County 80 Cen. 179,752; E&P 86 Est. 248,701
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,355; E&P 86 Est. 10,370
County 80 Cen. 63,247; E&P 86 Est. 91,587
MSA 80 Cen. 252,847; E&P 86 Est. 341,210

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$194,066,390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 158,910

7 - ELECTRIC METERS: County 76,323

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Prods.; Mobile Homes; (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-6 blocks 1st st., including 4 unit Winn-Dixie shpg. ctr. Sanford Plz. 3 mi. S. 26 units, including JCPenney, McCrory, Bank, Winn-Dixie & SupeRx, 2 mi. S; Pinecrest Ctr., 3 units, 2 1/2 mi. S; Fairway Ctr., 4 units, 2 1/2 mi. S; Zayre Plz., 3 mi. S.; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi; Seminole Ctr., 30 units, including Wal-mart, Eckerd & Publix.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deltona(18)	9	Winn-Dixie
Longwood(10)	9	Winn-Dixie
Jesse James(13)	9	Frierson's App.
Seminole(28)	11	Publix, Natl. Fab.
Zayre(12)	11	Zayre
K mart(10)	11	K mart
Seminole Ctr.	11	Wal-Mart, Eckerd, Publix
Winter Pk.(60)	18	JCPenney, Ivey's
Interstate(35)	13	Mont. Ward
Altamone Mall(165)	13	Burdines, Jordan Marsh, Sears, Robinson's
Zayre(14)	3	Zayre, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores open evenings and Sunday-JCPenney, Zayre, K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Garett's; Jacobson's.
Discount Stores-Zayre; K mart.
Variety Stores-McCrory's 2; Family Dollar; Super Dollar.
Chain Drug Stores-Eckerd; SupeRx; Medco; Revco; Rexall; Walgreens; Wal-Mart.
Chain Supermarkets-Winn-Dixie 3; Publix.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,977; (S) 7,977; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir., HERALD, 300 N French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
National Representative: Landon Associates.

SARASOTA

1 - LOCATION: Sarasota County (MSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41, 301 & I-75.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound; Coastal Coaches.
Airlines-National; Eastern; Ozark; Pan Am; Delta; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 48,868; E&P 86 Est. 56,831
NDM-ABC: (80) 202,251
County/MSA 80 Cen. 202,251; E&P 86 Est. 269,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,548; E&P 86 Est. 24,112
NDM-ABC: (80) 88,739
County/MSA 80 Cen. 88,739; E&P 86 Est. 123,858

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	68	$2,062,548,000
Commercial	74	$1,627,974,000

6 - PASSENGER AUTOS: County 185,198

7 - ELECTRIC METERS: County 128,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism; Constr.; Electronics Research; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 73-88; Fall 72-87; Winter 55-71.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Main St.; DeSoto Sq. Mall (84); Sarasota Sq. Mall (75).

Neighborhood Shopping Centers (Number of Stores)-Kwik Chek 3; Colonial Vlg. 9; Sears 6; Unus Plz. 8; Bee Ridge Plz. 9; Siesta Key Vlg. 9; Pantry Pride Plz. 6; Oakes Plz. 10; Crescent Beach 6; Cortez Plz. 36; Bayshore Gardens 21; Midway Shpg. Ctr. 7; St. Armands Circle 91.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Gate Mall(44)	NA	Belk-Lindsey, Publix, Marshalls
K mart(3)	NA	K mart, Grand Union
Midtown Plz.(23)	NA	
Pelican Plz.(28)	NA	
Rialto Ctr.(17)	NA	
Ringling(11)	NA	Belk-Lindsey, Woolworth
Sarasota Sq.(81)	NA	JCPenney, Sears, Maas Bros.
St. Armands Cir. (135)		Jacobsen's
Southgate Plz.(42)	NA	Burdines, Woolworth, Robinson's
Southbay Plz.(15)	NA	Jacobsen's
Venice Ctr.	NA	Bealls, Woolworth,
Town & Country(20)	NA	K mart, J. Byrons
Venetian Plz.(43)		
Zayre Plz.	NA	Zayre

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Belk-Lindsey 3; Maas Bros. (Allied Stores) 3; Sears 2; Burdines (Federated Stores); Robinson's; J. Byrons 3.
Variety Stores-Kress; Woolworth 4; Zayre 2; Bealls 5.
Discount Stores-K mart 7; Zayre 2; Wal-Mart 2; TG&Y.
Chain Drug Stores-Eckerd 15; Walgreens 10; SupeRx 5; Phar Mor.
Chain Supermarkets-Winn-Dixie 10; Publix 8; Great Scott; Pantry Pride 5; Kash N' Karry 2; Albertson's 2; SupeRx Food 2.
Other Chain Stores-Firestone; Goodyear; Leeds Shoes; Lerner's; Woodrow; Haverty's; Scottys 4; Wickes Lumber; Miami Rug.

14 - NEWSPAPERS: HERALD-TRIBUNE (m) 121,141; (S) 145,326; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter B. Marco, Adv. Dir., Dick West, Class. Adv. Mgr., HERALD-TRIBUNE, 801 S. Tamiami Trail, PO Box 1719, Sarasota, FL 33578; Tel. (813) 953-7755.
National Representative: Publishers' Representatives of Florida; Cresmer, Woodward, O'Mara & Ormsbee.

STUART

1 - LOCATION: Martin County. (In Fort Pierce MSA). E&P Map D-3. County Seat. Manufacturing, agriculture, commercial fishing and resort area. On St. Lucie River, 38 mi. N of West Palm Beach. On U.S. Hwy. 1; State Hwy. 76; I-95.

2 - TRANSPORTATION: Railroads-Florida East Coast.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,467; E&P 86 Est. 11,632
NDM-ABC: (80) 64,014
County 80 Cen. 64,014; E&P 86 Est. 88,158
MSA 80 Cen. 151,196; E&P 86 Est. 208,002

4 - HOUSEHOLDS:
City 80 Cen. 4,193; E&P 86 Est. 5,231
County 80 Cen. 25,863; E&P 86 Est. 37,449
NDM-ABC: (80) 25,863
MSA 80 Cen. 58,369; E&P 86 Est. 84,266

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$756,374,849
Savings & Loan	14	(incl. above)

6 - PASSENGER AUTOS: County 66,487

7 - ELECTRIC METERS: County 744,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Commercial Fishing; Agric. (Citrus Fruit); Mfg. Small Electronic Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Plaza	6	Publix, K mart, Walgreens
East Ocean(34)	3	TG&Y, Walgreens
Martin Sq.(50)	4	J. Byron, Beall's, JCPenney, SupeRx
K mart(13)	3	Eckerd, K mart
Mayfair Plaza(7)	1	
Monterey(40)	2	Winn-Dixie
Harbour Plaza(34)	4	
Smithfield(45)	3	Eckerd, Winn-Dixie
Stuart Ctr.	3	Albertson's, Zayre, Lauria's
Market Place	12	Winn-Dixie, Eckerd
Publix	1	McCrory's, Publix, Gray Drug, SupeRx
Port Salerno	5	Winn-Dixie, Eckerd
Ocean Breeze Plz.	6	Publix, Walgreens
Martin Downs Plz.	5	Publix, Walgreens

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J. Byron's; JCPenney; Beall's.
Discount Stores-K mart; Zayre.
Variety Stores-TG&Y; McCrory's
Chain Supermarkets-Publix; Winn-Dixie; Albertson's.

14 - NEWSPAPERS: NEWS (m) 21,600; (S) 23,813; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donald W. Berwald, Adv. Dir., NEWS, 111 E. Ocean Blvd.; PO Box 2870, Stuart, FL 33495; Tel. (305) 287-1550.
National Representative: Landon Associates.

TALLAHASSEE

1 - LOCATION: Leon and Gadsden Counties (In Tallahassee MSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for N Florida; 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N of Gulf of Mexico. On U.S. Hwys. 90, 27, 319, I-10; State Hwys. 20, 61, 63, 363, 369.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.

Motor Freight Carriers-13 (Truck rental-6).

Intercity Bus Lines-Greyhound; Trailways; Tallahran.

Airlines-Eastern; Delta; Atlantic Gulf; PBA; Air New Orleans; ASA; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 106,948; E&P 86 Est. 109,996
NDM-ABC: (80) 148,655
Bal. in RTZ-ABC: (80) 98,182
Counties 80 Cen. 159,542; E&P 86 Est. 217,993
Leon 80 Cen. 148,655; E&P 86 Est. 174,705
Gadsden 80 Cen. 41,565; E&P 86 Est. 43,288
Total NDM & RTZ-ABC: (80) 246,837
MSA 80 Cen. 190,220; E&P 86 Est. 217,993

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,822; E&P 86 Est. 31,160
Counties 80 Cen. 57,833; E&P 86 Est. 80,399
Leon 80 Cen. 54,103; E&P 86 Est. 67,181
Gadsden 80 Cen. N.A.; E&P 86 Est. 13,218
NDM-ABC: (80) 54,103
Bal. in RTZ-ABC: (80) 31,357
Total NDM & RTZ-ABC: (80) 85,460
MSA 80 Cen. 66,195; E&P 86 Est. 80,399

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$549,114,496
Commercial	12	$559,333,563

6 - PASSENGER AUTOS: Counties: Leon 104,852; Gadsden 13,468

7 - ELECTRIC METERS: Residence 54,613

8 - GAS METERS: Residence 6,568

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 3,800; Constr. 5,000; Trans., Commun. & Util. 2,900; Whol. & Ret. 19,100; Fin., Ins. & R.E. 4,400; Services 18,400; Gov't 39,500; Agric., Forestry, Fishery 422.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9; last killing frost, Feb. 25.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blairstone Plaza(11)	NA	Suwanee
Capital Plz.(14)	NA	Warehouse Foods, Sherwin-Williams, Shoppers Drug
Carnage Gate(24)	NA	Eckerd, Winn-Dixie
College Sq.(16)	NA	Winn-Dixie, Radio Shack, Revco
Governors Sq.(120)	NA	Maas Bros., Sears, JCPenney, Lerner's, Waldenbooks, Zale's HQ
Gulf Wind(6)	NA	
Jackson Bluff(6)	NA	
K mart Plz. No.(6)	NA	K mart
K mart Plz. So.(11)	NA	Eckerd, K mart, Radio Shack
Killearn(22)	NA	Publix, Shoppers Drug, Hallmark Cards
Killearn Vlg.(11)	NA	Brown's Drug
Parkway Ctr.	NA	Saben, Ross, Winn-Dixie, Hancock Fabrics, Studebakers
Miracle Plz.(11)	NA	Home Furniture, TG&Y
Northside Plz.(9)	NA	Citicorp, State Farm
Northwood Mall(70)	NA	Rheinaurs, Eckerd, Publix
Plaza Ten(8)	NA	Unfinished Furniture, Superior Cleaners
K mart Plaza(3)	NA	K mart
Southside(17)	NA	Eckerd, Radio Shack
Tallahassee Mall(90)	NA	Gayfers, Mont. Ward, McCrory's, Zale's, Zayre
Market Sq.(60)	NA	Sullivan Drugs
Towne So.(18)	NA	TG&Y, Radio Shack, Revco Drugs, TG&Y
University Plaza(12)	NA	University Rexall
Varsity(5)	NA	
Westwood(16)	NA	TG&Y, Eckerd, Publix

Neighborhood Shopping Centers-2 on N Monroe; 1 on S Monroe; 1 on W Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on E Lafayette; 1 on Jackson Bluff Rd.

Principal Shopping Days-Fri., Sat., Mon., Thur. Some open Mon., Thur., Fri. Eve., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Lerner's; JCPenney; Gayfer's; Montgomery Ward; Maas Bros.
Discount Stores-Army-Navy Surplus; K mart; Wilson's; Zayre; Service Merchandise; Ross.
Variety Stores-McCrory's, TG&Y.
Chain Drug Stores-Walgreens; Eckerd; Revco; Shopper's Drug Mart.
Chain Supermarkets-Winn-Dixie 7; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 5; Albertson's 2.
Other Chain Stores-Danley Furn.; Singer Co.; Firestone; Keenan Auto Parts; Tallahassee Furn.; Thom McAn; Sherwin-Williams; Pittsburgh Paints; Rhodes Furn.; Homecrafters; Lowes; Scotty's Lumber; Jax Liquors; 84 Lumber; HQ.

14 - NEWSPAPERS: DEMOCRAT (m) 54,191; (S) 66,387; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Tomasi, Adv. Mktg. Dir., DEMOCRAT, 277 N. Magnolia Dr.; PO Box 990, Tallahassee, FL 32302; Tel. (904) 599-2246.
National Representatives: Knight-Ridder Newspaper Sales; Publishers' Representatives of Florida.

TAMPA

1 - LOCATION: Hillsborough County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. On Hillsboro Bay, 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping, manufacturing, wholesale, retail & college center; MacDill Air Force Base.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-46.
Intercity Bus Lines-Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline.
Steamship Lines-Commercial-140; Passenger-3.
Airlines-Eastern; Air Canada; United; Delta;

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3 - POPULATION:
Corp. City 80 Cen. 271,523; E&P 86 Est. 275,730
CZ-ABC: (80) 428,124
RTZ-ABC: (80) 1,756,070
County 80 Cen. 646,960; E&P 86 Est. 776,242
MSA 80 Cen. 1,613,961; E&P 86 Est. 1,996,206
City & RTZ-ABC: (80) 2,184,194
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 105,603; E&P 86 Est. 109,771
County 80 Cen. 237,943; E&P 86 Est. 298,176
MSA 80 Cen. 656,551; E&P 86 Est. 850,561
CZ-ABC: (80) 162,451
RTZ-ABC: (80) 707,961
City & RTZ-ABC: (80) 870,412

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	$2,044,809,000
Commercial	20	$4,121,319,000

6 - PASSENGER AUTOS: County 522,717

7 - ELECTRIC METERS: Residence 286,300

8 - GAS METERS: Residence 14,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 11,100 ($255); Tobacco 1,100 ($212); Printing & Publishing 10,400 ($240); Chem. 3,900 ($461); Stone, Clay & Glass Prods. 4,600 (N.A.); Trans., Commun., Electric, Gas & Sanitary Services 81,500 (N.A.); Whol. Trade 29,900 (N.A.); Ret. Trade 69,000 (N.A.)
Principal Industrial Pay Days-Thur. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 74-90; Fall 65-83; Winter 50-71.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Temple Terrace(21)	8	Winn-Dixie
East Lake Sq. Mall(131)	10	Mont. Ward, JCPenney, Belk-Lindsey, Wilson's Lionel
Northgate(40)	7	Lionel, Maas Bros.
Hillsboro Plz.(20)	6	Publix, Woolworth
East Gate(21)	6	Publix, Woolworth, Walgreens
Britton Plz.(50)	7	Belk-Lindsey, Walgreens
Dale Mabry(23)	5	Publix, Shoppers Drug Mart
Armenia(12)	5	U-Save, Eckerd
Buccanneer Sq.(26)	11	Belk-Lindsey
Henderson Blvd.(5)	4	U-Save, Eckerd
West Gate(19)	10	U-Save, Shoppers Drug Mart
Harbour Island(60)	NA	Specialty Stores & Restaurants
Bears(15)	15	U-Save, Eagle's
West Shore Plz.(93)	6	Maas Bros., JCPenney, Robinson's, Walgreens
Brandon Mall(12)	11	Zayre, SupeRx, Kash 'N Karry
Tampa Bay(152)	5	Sears, Burdines, Mont. Ward
Floriland Mall(45)	8	Mont. Ward, Zayre, Walgreens
Town'n Country(18)	11	Winn-Dixie, Zayre, Eckerd
Fiesta Plaza(11)	4	Kash 'N Karry
Terrace Plaza(19)	7	Publix, Eckerd
University Plz.(9)	10	U-Save, Eckerd
University Square(126)	10	Maas Bros., JCPenney, Robinson's, Sears, Burdines
Fletcher Plaza(14)	11	Winn-Dixie, Walgreens
Columbus(8)	6	Kash'n Karry, Eckerd
Horizon Park(23)	7	Winn-Dixie
Twin Bays(14)	5	Winn-Dixie
Busch Plaza(22)	11	SupeRx, J. Byron's
Clayton Plz.(17)	11	Publix, Eckerd, J. Byron
Hillsborough Sq.(25)	12	K mart, Kash 'N Karry, SuperRx
Mission Bell(35)	10	K mart, United Artists
Village Ctr.(42)	10	Publix, Walgreens
West Hills(19)	10	Publix, Walgreens
Belz Outlet Mall (80)	12	
Brandon (12)	12	Shoppers Drug Mart
Market Place North(26)	15	Eckerd, Luria's
Plant City (20)	23	K mart, Publix
Tampa Outlet Mall (24)	9	
Carolyn Lane (7)	12	Winn-Dixie
Nebraska Ave(3)	6	Eckerd, U-Save
Town Square (11)	6	Kash 'N Karry, SupeRx
University Collections (55)	11	Kash 'N Karry, Eckerd
Regency Sq.(70)	NA	Marshalls, Wilcor

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 5; JCPenney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Robinson's 2; Burdines 2; J. Byron 3.
Discount Stores-Zayre 6; K mart 8; Wilson's 3; Luria's; T.J. Maxx 2; Marshalls; Jacobson's.
Chain Drug Stores-Walgreens 12; Eckerd 25; Albertson's 4; SupeRx 8; Shopper's Drug Mart 6; Kare 5; Cost Plus 2; Family Mart 4; Eagle 2.
Chain Supermarkets-Affiliated of Florida 43; Publix 14; Winn-Dixie 17; Kash'n Karry 21; U-Save 10; Albertson's 4; Family Mart 3; Jewel T 5; Save 'N Pack.
Convenience Chain Grocers-7-Eleven 50; Lil General 40; Majik Markets 36; Shop & Go 73; Sparky's 15; Handy 11; Presto 20; Chess King 4; Surrey's 2.

Other Chain Stores-Men's Clothing: H.I.S. 3, National Shirt 5, Kirby's 4, Wolf Bros. 4, Richman Bros., Phil, George Ltd. 2; Women's Clothing: Brooks 3, Lerners 4, John Baldwin, Casual Corner 4, Colony Shops 7, Wolf Bros. 4, Lillie Rubin, Two Sisters, Lane Bryant, Stuart's 6, Foxmoor 4, Excess Baggage 2, Fredricks 2, Josie 4, Sherry's; Shoes: Butlers 4, Self Service 4, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp 2, Naturalizer 5, Florsheim 3, Hanover 3, Kinney 5; Furniture: Roberds, Carriage House 2, Lester's, Levitz, Kane, Robb & Stucky, Haverty 2; Others: Western Auto 8, Singer 2, Ace Auto 3, Discount Auto 12, Genuine Auto Parts 10, Rose Auto Parts 4.

14 - NEWSPAPERS: TRIBUNE (m) 228,708; (S) 307,525; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joe Gess, Adv. Mgr., TRIBUNE, 202 S. Parker, Tampa, FL 33606; Tel. (813) 272-7447.
National Representative: Sawyer-Ferguson-Walker.

VERO BEACH

1 - LOCATION: Indian River County, E&P Map D-3. County Seat. Winter resort. Fisheries, fruit, truck farms. 72 mi. N of West Palm Beach. On U.S. Federal Hwy. 1.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,176; E&P 86 Est. 20,259
NDM-ABC: (80) 59,896
County 80 Cen. 59,896; E&P 86 Est. 82,900

4 - HOUSEHOLDS:
City 80 Cen. 7,281; E&P 86 Est. 9,424
NDM-ABC: (80) 23,331
County 80 Cen. 23,331; E&P 86 Est. 33,943

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$8,992,932,321
Commercial	11	$566,836,750

6 - PASSENGER AUTOS: County 53,581

7 - ELECTRIC METERS: Residence 21,763

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,000; Citrus.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8th Ave. & 12 St. (33 Stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 Stores); State Rd. N. 60 & 6th Ave. (16 stores); 43rd Ave. & Rte. 60; Osceola Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Mall	7	K mart, Publix
Vero Mall(33)	8	JCPenney, J. Byron
Treasure Coast Plaza(16)	NA	Woolworth, SupeRx

Miracle Mile(17)	NA	Publix, Winn-Dixie, Sears
Vero Plaza	NA	SupeRx, Luria's

Principal Shopping Days-Daily & Sun., 9 am to 9 pm.

Stores Open Evenings-Shopping Centers every night to 9.

13 - RETAIL OUTLETS: Department Stores-Wodtkes; JCPenney; J. Byron.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Berggren's; Woolworth.
Chain Drug Stores-Eckerd; Gray's; SupeRx.
Chain Supermarkets-Publix; Winn-Dixie; SupeRx Foods.
Other Chain Stores-Carvel; Baskin Robbins; Food Fair; Kinney.

14 - NEWSPAPERS: PRESS-JOURNAL (m) 23,272; (S) 24,199; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dan Mack, Gen. Mgr., PRESS-JOURNAL, 1801 U.S. 1; PO Box 1268, Vero Beach, FL 32961; Tel. (305) 562-2315.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WEST PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3, County Seat. 2 mi. from the Gulf Stream. 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Seaboard Coast Line; Florida East Coast (freight).
Shipping-Port of Palm Beach.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Trailways; Co Tran.
Airlines-Eastern; Delta; United; TWA; People Express; USAir; Northwest Orient; American; Chalks; Piedmont; Atlantic Gulf; Gull Air; Midway; NY Air; Presidential.

3 - POPULATION:
Corp. City 80 Cen. 62,530; E&P 86 Est. 71,626
CZ-ABC: (80) 360,957
RTZ-ABC: (80) 279,811;
County/MSA 80 Cen. 573,125; E&P 86 Est. 774,533
City & RTZ-ABC: (80) 640,768

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,165; E&P 86 Est. 27,832
County/MSA 80 Cen. 232,937; E&P 86 Est. 329,661
CZ-ABC: (80) 151,542
RTZ-ABC: (80) 108,660
City & RTZ-ABC: (80) 260,202

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	$4,246,625,000
Savings & Loan	36	$6,332,539,000

6 - PASSENGER AUTOS: County 497,205

7 - ELECTRIC METERS: County 403,447

8 - GAS METERS: County 35,344

9 - PRINCIPAL INDUSTRIES: Data Processing Systems; Aircraft Engines & Parts; Electronic Components; Semi-conductors; Capacitors; Research & Development; Oceanographic Sciences & Engineering; Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dyes; Paints & Varnishes; Furn. Mattresses; Aluminum Doors, Windows, Shutters, Awnings; House & Camping Trailers; Precast Prods.; Printing & Pub.; Daines; Fishing Tackle; Constr.

10 - CLIMATE: Av. An. Temp. 82; Summer 81; Winter 67; Rainfall 70 in. per year.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets; Palm Beach Mall.
Neighborhood Shopping Centers-Southdale; Boynton; Beach Mall; PGA Regional Mall; Town Center; Palm Coast Plaza; Westward; Farmer's Mkt.; Royal Poinciana Plaza; Polo Grounds Center; Zayre; Belmart; Century Corners; Cross County Mall; Drexel Plaza; Esplanade; Gun Club; K mart Plaza; Luria Plaza; Pine Trail; Village Market; Wellington Country Plaza; Worth Avenue; Oakbrook Sq.; Garden Sq.; Twin City Mall; Loehmann's Plaza; Palm Springs; Crystal Tree; Waterside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delray Mall(65)	20	J. Byron
Cross County(52)	4	Builder's Square, K mart
Palm Coast(52)	7	Publix, J. Byron
Palm Beach(110)	3	Jordan Marsh, Sears, Burdines, JCPenney
Farmer's Mkt.	3	Lord & Taylor (variety)
Garden Square(30)	14	Shoppers Drug Mart, Publix
Town Center(127)	25	Jordan Marsh, Sears, Lord & Taylor, Bloomingdale's, Burdine's
Twin City(39)		Sears, Jefferson Ward
Polo Grounds(12)	11	Publix, Eckerd
Worth Avenue	3	Martha's, Saks

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Fri. until 9:30.

13 - RETAIL OUTLETS: Department Stores-(In West Palm Beach)-Anthony's; Burdines; JCPenney; Sears; J. Byron; Jordan Marsh; Pioneer, Lord & Taylor; Lillie Rubin; Casual Corner. (In Palm Beach)-Saks Fifth Avenue; Bonwit Teller; Razooks; Gucci.
Variety Stores-McCrory; Woolworth 4; Dollar Stores.
Discount Stores-Zayre; Farmers Market; K mart; Loehmann's; Marshall's; Best; T.J. Maxx.
Chain Drug Stores-Walgreens; SupeRx; Gray; Best Buy; Discount Drugs; Eckerd's; Shoppers Drug Mart; Tru-Valu; Freddy's.
Chain Supermarkets-Winn-Dixie 34; Pantry Pride 2; Miller's 2; Publix 26; Albertson's 2; Sun.
Other Chain Stores-A.S. Beck; Butler's; Singer Co.; Goodyear; Baker's; Western Auto; Zale's; Badcock Furn.; Firestone; Gordon's Jewelers; Jacob Jewelers; Cartiers; Peck & Peck; The Gap; County Seat; Foxmoor; Waldenbooks; B. Dalton; Joan Ban; Florsheim; (In Palm Beach): Brooks Brothers; Polo; FAO Schwarz.

14 - NEWSPAPERS: POST (m-mon to fri) 119,162; (m-sat) 138,880; (S) 187,121; TIMES (e-mon to fri) 26,392; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Drotar, Gen. Adv. Mgr., POST-TIMES, 2751 S. Dixie Hwy.; PO Drawer T, West Palm Beach, FL 33405; Tel. (305) 837-4277.
National Representative: Sawyer-Ferguson-Walker.

WINTER HAVEN

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map D-2. 50 mi. SW of Orlando; 50 mi. E of Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 21,119; E&P 86 Est. 23,870
NDM-ABC: (80) 71,471
County/MSA 80 Cen. 321,652; E&P 86 Est. 384,653

4 - HOUSEHOLDS:
City 80 Cen. 8,812; E&P 86 Est. 10,322
County/MSA 80 Cen. 114,394; E&P 86 Est. 143,685
NDM-ABC: (80) 26,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$256,314,107
Savings & Loan	7	$281,096,490

6 - PASSENGER AUTOS: County 219,415

7 - ELECTRIC METERS: Residence 41,544

8 - GAS METERS: Residence 2,634.

9 - PRINCIPAL INDUSTRIES: Fruit & Food Packing & Proc.; Light Mfg.; Tourism.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20; last killing frost, Feb. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on West Central & Third Sts., NW & SW. Field Plz. 2 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Plz.	4	TG&Y, Winn-Dixie
Havendale	4	Food World, Eckerd
Northgate(13)	NA	Publix, Belk-Lindsey
Southeast Plz(18)	NA	Eckerd, Beall's
Village Sq.(12)	NA	Eagle, Winn-Dixie
Winter Haven Mall(60)	NA	Maas Bros., Sears
Zayre(10)	NA	Zayre, Kash 'N Karry

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey; Rheinauers; Maas Bros.; Eagle Family Discount; Beall's; TG&Y.
Discount Stores-Zayre; K mart; Goodie Barn.
Chain Drug Stores-Anderson Rexall; Eckerd 4; Walgreens 2.
Chain Supermarkets-Publix 3; Winn-Dixie 3; Minit Shop 10; Kash 'N Karry; Pantry Pride; Food World; Jewel T.
Other Chain Stores-Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Woolworth; Mae's Fabrics; ABC Liquors 5; S&H Green Stamps; Babcock Furn. 3; True Value Hdwe.; Zale's; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrory's; Radio Shack 2; Desears Appliance.

14 - NEWSPAPERS: NEWS-CHIEF (e) 15,884; (S) 16,317; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Knowles, Adv. Dir., NEWS-CHIEF, PO Box 1440, Winter Haven, FL 33882; Tel. (813) 294-7731.
National Representative: Landon Associates.

GEORGIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Dougherty and Lee Counties.
Athens-Clarke, Jackson, Madison and Oconee Counties.
Atlanta-Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties.
Augusta, GA-SC-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC
Chattanooga, TN-GA-Hamilton, Marion and Sequatchie Counties, TN; Catoosa, Dade and Walker Counties, GA
Columbus, GA-AL-Chattahoochee and Muscogee Counties, GA; Russell County, AL
Macon-Warner Robins-Bibb, Houston, Jones and Peach Counties.
Savannah-Chatham and Effingham Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	422	415	474
5-14 Years	953	917	1,048
15-24 Years	861	1,047	1,198
25-44 Years	1,121	1,578	1,800
45-64 Years	868	990	1,124
65 and Over	365	517	593
TOTAL	4,590	5,464	6,237

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	859	1,288	2,514
General Mdse	2,122	2,750	4,316
Food	3,455	5,438	7,490
Automobiles	3,481	4,552	8,651
Gasoline Stations	1,351	2,382	2,564
Apparel	740	1,238	1,928
Furniture	675	1,005	2,001
Eat-Drink Places	1,251	2,239	3,484
Drugs	510	799	1,133
TOTAL SALES	15,916	24,408	37,316

TCG

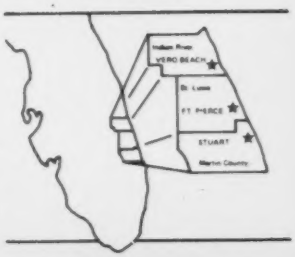
TREASURE COAST MARKET GROUP...

opens a treasure chest of sales potential!

With one-order-one-bill at a discount you can buy the combined circulation (66,542 Daily: 72,175 Sunday) of the Fort Pierce News Tribune, Stuart News and Vero Beach Press Journal in one of Florida's most affluent communities, TREASURE COAST MARKET.

You'll reach a population with...

— More than $3 billion in Buying Income!
— More than $30,000 per household Buying Power!
— Over $3,210 per household in Food Sales!



Represented by

LANDON

A Newspaper Sales & Marketing Company

ALBANY

1 - LOCATION: Dougherty County (MSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard Coastline.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways.
Airlines-A.S.A.; Eastern Metro Express; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 74,550; E&P 86 Est. 78,247
CZ-ABC: (80) 90,509
RTZ-ABC: (80) 205,353
County 80 Cen. 100,978; E&P 86 Est. 99,498
MSA 80 Cen. 112,662; E&P 86 Est. 113,614
City & RTZ-ABC: (80) 295,862

4 - HOUSEHOLDS:
City 80 Cen. 24,831; E&P 86 Est. 23,541
County 80 Cen. 33,138; E&P 86 Est. 34,069
MSA 80 Cen. 36,780; E&P 86 Est. 38,694
CZ-ABC: (80) 29,937
RTZ-ABC: (80) 66,293
City & RTZ-ABC: (80) 96,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$623,000,000
Savings & Loan	2	$250,000,000

6 - PASSENGER AUTOS: County 50,121

7 - ELECTRIC METERS: Residence 28,304

8 - GAS METERS: Residence 17,811

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 2,205 ($344); Paper Mfg. 1,961 ($575); Food 2,773 ($523); Brewery 1,200 ($610); Candy Mfg. 835 ($400); Farm Imp. 100 ($265); Non Elect. Mach. 773 ($329); Auto Parts Mfg. 600 ($706); Medicinal Chem. 375 ($600); Golf Club Mfg. 390 ($300); Trans. Equip. 278 ($340); Agric. Chem. 270 ($355); Military Supply Ctr. 1,034 Marines, 2,928 Civilians (payroll $93,500,000 annually).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-1 block on Pine St.; 2 on Broad; 2 on Jackson; Slappey Blvd. at W. Broad, 22 Stores of all types; Slappey Drive betw. Broad & Pine, Slappey Drive & 3rd Ave. & E. Albany; Dawson Rd. at Stuart Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany Mall(84)	5	Sears, Belk's, Gayfer's
Cross Station(25)	5	Wal-Mart, Winn-Dixie
Largo Plz.(17)	4	Haverty's Dimensions
Midtown(47)	2	Winn-Dixie, JCPenney
The Junction(10)	4	Kroger, SupeRx
Oglethorpe(12)	3	Rose's, Eckerd
Southgate(6)	2	Piggly Wiggly, Eckerd
Village Green(19)	4	Eckerd

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Rosenberg's; Sears; Belks; JCPenney; Rose's.
Variety Stores-Woolworth.
Discount Stores-Lowe's; Keys; Segall & Sons; Moore-Handley; K mart; Lee's; Family Dollar; Revco Drugs; Wal-Mart.
Chain Supermarkets-Winn-Dixie 2; Harvey's 5; Piggly Wiggly 5; Kroger 2; Family Mart; Food 4 Less.
Other Chain Stores-Goodrich; Goodyear; Western Auto; S&H Green Stamps; Firestone; 84 Lumber; Friedman Jewelers; General Nutrition; Musicland; Pic'N Pay Shoes; Rhodes Furniture; SupeRx Drugs; Swiss Colony; West Building Materials; Wickes Lumber; Zale's Jewelers; Haverty's Furn.; Eckerd.

14 - NEWSPAPERS: HERALD (e) 37,937; (S) 43,835; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Geoffrey L. Gray, Adv. Dir., HERALD, PO Box 48, Albany, GA 31703; Tel. (912) 888-9300.
National Representative: Branham/Newspaper Sales.

AMERICUS

1 - LOCATION: Sumter County. E&P Map B-4. County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 49, 27, 30.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,120; E&P 86 Est. 15,740
CZ-ABC: (80) 16,120
RTZ-ABC: (80) 16,673
County 80 Cen. 29,360; E&P 86 Est. 30,253
City & RTZ-ABC: (80) 32,793

4 - HOUSEHOLDS:
City 80 Cen. 5,500; E&P 86 Est. 5,241
CZ-ABC: (80) 5,332
RTZ-ABC: (80) 5,258
County 80 Cen. 9,465; E&P 86 Est. 10,090
City & RTZ-ABC: (80) 10,590

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$90,400,000
Savings & Loan	2	$34,000,000

6 - PASSENGER AUTOS: County 13,966

7 - ELECTRIC METERS: Residence 10,620

8 - GAS METERS: Residence 2,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prods. 750; Rubber 500; Furn. 200; Lighting Fixtures 500.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair Plaza(7)	NA	Harvey's
Perlis Plaza(11)	NA	Piggly Wiggly, SupeRx
Americus Vlg.(7)	NA	Belk-Hagins
Eastgate(4)	NA	Family Dollar, Eckerd, Winn-Dixie
Wheatley Plaza(4)	NA	Lee Drugs

13 - RETAIL OUTLETS: Department Stores-Belk's; Family Dollar; Wal-Mart.
Chain Drug Stores-Walgreens 2; Lee's; SupeRx; Eckerd.
Chain Supermarkets-Piggly Wiggly 2; Harveys; Winn-Dixie.

14 - NEWSPAPERS: TIMES-RECORDER (e) 7,137; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: A.J. Bell, Adv. Mgr., TIMES-RECORDER, Vienna Rd.; PO Box 1247, Americus, GA 31709; Tel. (912) 924-2751.
National Representative: Thomson Newspapers.

ATHENS

1 - LOCATION: Clarke County (MSA). E&P Map C-2. County Seat. Educational and industrial center. Located in NE Georgia. 67 mi. E of Atlanta; 98 mi. NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

2 - TRANSPORTATION: Railroads-Seaboard; Southern; Georgia; Central of Georgia; Gainesville Midland.
Motor Freight Carriers-16 with Terminals.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 42,459; E&P 86 Est. 40,333
CZ-ABC: (80) 42,549
RTZ-ABC: (80) 96,395
County 80 Cen. 74,498; E&P 86 Est. 78,763
MSA 80 Cen. 130,015; E&P 86 Est. 139,563
City & RTZ-ABC: (80) 138,944
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,055; E&P 86 Est. 14,308
County 80 Cen. 26,587; E&P 86 Est. 28,431
MSA 80 Cen. 45,568; E&P 86 Est. 50,241
CZ-ABC: (80) 15,055
RTZ-ABC: (80) 33,460
City & RTZ-ABC: (80) 48,515

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$591,657,583
Savings & Loan	2	$152,241,657

6 - PASSENGER AUTOS: County 39,236

7 - ELECTRIC METERS: Residence 33,698

8 - GAS METERS: Residence 25,662

9 - PRINCIPAL INDUSTRIES: Clocks; Elect. Transformers; Milk Cartons; Fertilizer; Tire Fabric; Overalls; Shirts; Fiberglass Moulatron; Cottonseed Prods.; Furn. Braided Cord; Tapestry; Beverages; Garments; Veneer; Coperage; Canned Meats; Canned Vegetables; Dairy Prods.; Candy; Foundry and Machine Works; Corn and Flour Milling; Mattresses; Poultry; Textiles; Elect. Motors; Non-Woven Products.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: First killing frost, Nov. 5; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	3	K mart
Beechwood(40)	2	Key, Woolworth, Winn-Dixie
Homewood(12)	3	Zayre, Winn-Dixie
Willowood(17)	5	Rose's, Winn-Dixie
Alps(29)	2	Gibsons
Sky City(7)	2	Sky City, Otasco, Bilo
East Plaza(10)	5	Bells Food
Georgetown(15)	4	Food Giant,
Georgia Sq.(100)	5	Belk, JCPenney, Sears, Davison
Clarke Crsg.(10)	4	Richway, Piggly Wiggly
Athena Square	5	Family Food
East Athens(8)	3	Bilo

Principal Shopping Days-Sat., Sun., Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Belk's; JCPenney; Sears.
Discount Stores-Gibson's; Sky City; Zayre; Family Dollar; Rose's; K mart; Richway.
Variety Stores-Woolworth; McLellan's; McCrory.
Chain Drug Stores-Eckerd 4; Village Drug 2; Revco 5; Shoppers Drug Mart.
Chain Supermarkets-Kroger; Winn-Dixie 3; Super Kroger; Foodland; Bells 5; Bi-Lo 2; Piggly Wiggly 2; Family Food.
Other Chain Stores-Diana Shop; Sterchis; Goodyear; Otasco; Sherwin-Williams; Pearle Optical; Lowes; Wickes; Kay's; Parts City; Key Wholesale; Friedman's 2; Radio Shack 4; General Nutrition; Camelot Music; Zachry's; Merle Norman; Zale's; Gordon Jewelry; Citizens Jewelry; American Vision; Kinney Shoes; Butler Shoes; Thom McAn; Southern Linen Outlet; Payless Shoes; West Bldg.; Hi Fi Buys; Wolf Camera; Rhodes Furn.; Haverty's Furn.

14 - NEWSPAPERS: NEWS (m-mon to fri) 10,105; BANNER-HERALD (e-mon to fri) 12,425; (m-sat) 19,870; (S) 26,929; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Carey M. Almond, Adv. Dir., BANNER-HERALD/NEWS, One Press Pl., Athens, GA 30613; Tel. (404) 549-0123.
National Representative: Branham/Newspaper Sales.

ATLANTA

1 - LOCATION: Fulton & De Kalb Counties (Atlanta MSA) (18 counties total). E&P Map B-2. State Capital, Fulton County Seat. Indus., trans., dist., mdse., fin., mfg., commun., educ. & high tech ctr. of SE U.S.

2 - TRANSPORTATION: Railroads-Seaboard System; Southern Railway.
Motor Freight Carriers-73.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-Air Atlanta; American; Bahamas Air; British Caledonian; Continental; Delta; Eastern; KLM Royal Dutch; Lufthansa; Northwest; Ozark; People Express; Piedmont; Republic; Sabena; TWA; United; USAir.
Mass Transit-MARTA Rapid Rail System.

3 - POPULATION:
Corp. City 80 Cen. 425,022; E&P 86 Est. 390,724
CZ-ABC: (80) 1,521,003
RTZ-ABC: (80) 1,515,876
Counties 80 Cen. 1,072,928; E&P 86 Est. 1,09-1,060
Fulton 80 Cen. 589,904; E&P 86 Est. 596,407
De Kalb 80 Cen. 483,024; E&P 86 Est. 494,653
MSA 80 Cen. 2,138,078; E&P 86 Est. 2,397,902
City & RTZ-ABC: (80) 3,036,879
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 162,553; E&P 86 Est. 157,144
Counties 80 Cen. 398,230; E&P 86 Est. 422,331
Fulton 80 Cen. 225,308; E&P 86 Est. 237,367
De Kalb 80 Cen. 172,922; E&P 86 Est. 184,964
MSA 80 Cen. 756,597; E&P 86 Est. 881,523
CZ-ABC: (80) 555,274
RTZ-ABC: (80) 511,077
City & RTZ-ABC: (80) 1,066,351

5 - BANKS	NUMBER	DEPOSITS
Commercial	64	$14,000,000,000
Savings & Loans	20	$8,760,000,000

6 - PASSENGER AUTOS: Fulton County 341,170; De Kalb County 330,784

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A. (commercial & residential)

9 - PRINCIPAL INDUSTRIES: Mfg.-aircraft; autos; chem.; comm. equip.; furn.; iron & steel prods.; soft drinks; textiles; food; printing and pub.
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-87; Summer 53-97; Fall 29-90; Winter 15-74. First killing frost, Nov. 15; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: (18-county MSA) Over 700 shpg. ctrs., including 16 Regional Malls. Regional Malls: Belvedere Plz.; Cobb Ctr.; Avondale Mall; Cumberland; Greenbriar; Gwinnett Place; Lenox Sq.; Marketsquare Mall; Northlake; Perimeter Mall; Phipps Plz.; Shannon Mall; South De Kalb Mall; Southlake; West End; Town Center at Cobb Mall.
Principal Shopping Days-Fri., Sat., Mon., Tues., Wed.
Stores Open Evenings-Regional shpg. ctrs. open to 9:30 six nights a wk.; open Sundays 12:30 to 5:30. Many supermarkets now open till midnight or open 24 hours. Most other ret. stores open Mon., Thur., Fri. evenings.

13 - RETAIL OUTLETS: Department and Apparel Stores-Macy's/Atlanta; JCPenney; Rich's; Sears.
Specialty Department Stores-Saks Fifth Avenue; Lord & Taylor; Neiman-Marcus.
Discount Stores-K mart; Gold Circle; Wal-Mart; Zayre.
Variety Stores-Woolworth.
Chain Drug Stores-Dunaway; Eckerd; K mart Pharmacy; Kroger; Reed's; Revco; SupeRx; Treasury; Wender & Roberts; Drug Emporium.
Chain Supermarkets-A&P; Big Star/Colonial (div. Grand Union); Big Apple Warehouse/Food Giant (Alterman Foods); Kroger; Thriftown/Big Buy (Associated Grocers); Winn-Dixie; Ogletree's; Cub Foods; Ingles.
Convenience Food Stores-Tenneco; Food Mart; 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop 'N Go; Starvin' Marvin.
Other Chain Stores-(selected) Belk; Family Dollar; Kessler's; Sunshine; Stereo Vlg.; Marshall's; Burlington Coats; American Home Video; Handy City; Home Depot; Nationwise Auto Parts; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; County Seat; Britches of Georgetowne; Thom McAn; Kinney; Thompson Boland & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.; Zale's; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Lechmere; Circuit City; TG&Y; R.G. Branden; Mervyn's; Upton's.

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 251,042; JOURNAL (e-mon to fri) 187,816; JOURNAL & CONSTITUTION (m-sat) 486,886; (S) 614,578; Mar. 31, 1986 ABC.
Local Contact for Advertising & Merchandising Data: Tony Web, Adv. Dir., JOURNAL-CONSTITUTION, 72 Marietta St. N.W., Atlanta, GA 30303; Tel. (404) 526-5191.
National Representative: Leonard Co.; Sawyer-Ferguson-Walker.
DAILY WORLD (m-tues, thur, fri) 16,000; (S) 18,000; Publisher's statement Sept. 30, 1985.
Local Contact for Marketing and Advertising Data: C.A. Scott, Pub., DAILY WORLD, 145 Auburn Ave., Atlanta, GA 30335; Tel. (404) 659-1110.
National Representative: Sawyer-Ferguson-Walker.

AUGUSTA

1 - LOCATION: Richmond County, (In Augusta, GA-SC MSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston; 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2 - TRANSPORTATION: Railroads-Southern; Georgia and Florida; ACL; Central of Georgia; Georgia RR.
Motor Freight Carriers-16.
Intercity Passenger Bus Lines-Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Fiorida Coach; Queen City Trailways; Southern Stages.
Airlines Serving City-Delta; Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 47,532; E&P 86 Est. 39,483
CZ-ABC: (80) 209,658
RTZ-ABC: (80) 333,876
County 80 Cen. 181,629; E&P 86 Est. 189,416
MSA 80 Cen. 345,918; E&P 86 Est. 375,217
City & RTZ-ABC: (80) 543,534

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,108; E&P 86 Est. 16,854
County 80 Cen. 59,501; E&P 86 Est. 64,811
MSA 80 Cen. 115,061; E&P 86 Est. 130,226
CZ-ABC: (80) 72,957
RTZ-ABC: (80) 106,403
City & RTZ-ABC: (80) 179,360

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$5,394,751,000
Commercial	10	$23,199,081,000

6 - PASSENGER AUTOS: County 104,245

7 - ELECTRIC METERS: Residence 82,210

8 - GAS METERS: Residence 57,176

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total mfg. 14,674 ($257); AEC Operations 6,500 ($355); Military 37,884 ($220,781,897) annual: U.S. Gov't 6,212 ($355) Textiles 16,508 ($207); Brick & Clay 2,730 ($247); Pulp & Paper Board 2,063 ($390).
Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.; 3 on 8th and on 9th Sts. **Neighborhood Shopping Centers**-Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Rd.; Fleming; North Augusta Plz.; Holly Hill Plz.; Town & Country; Sky City; Bilo Ctr.; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart; Washington Sq.; Columbia Sq.; West Town; Big Tree; Azalea Plz.; Central Sq.; Regency Park; Surrey Ctr.; Village West; Windsor Sq.; Walton's Corner.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Mall(100)	NA	Davison's, Rich's, Penney's
Daniel Vlg.(44)	NA	Bi-Lo, J.B. White, Woolworth
National Hills(26)	NA	J.B. White's Dept., Woolworth
Peach Orchard(21)	NA	Revco
Regency Mall(95)	NA	Mont. Ward, White's, Belk's, Meyers-Arnold
Richmond Plz.	NA	Krogers
Southgate(43)	NA	Key Wholesalers
Windsor Sq.(16)	NA	Treasury, Piggly Wiggly

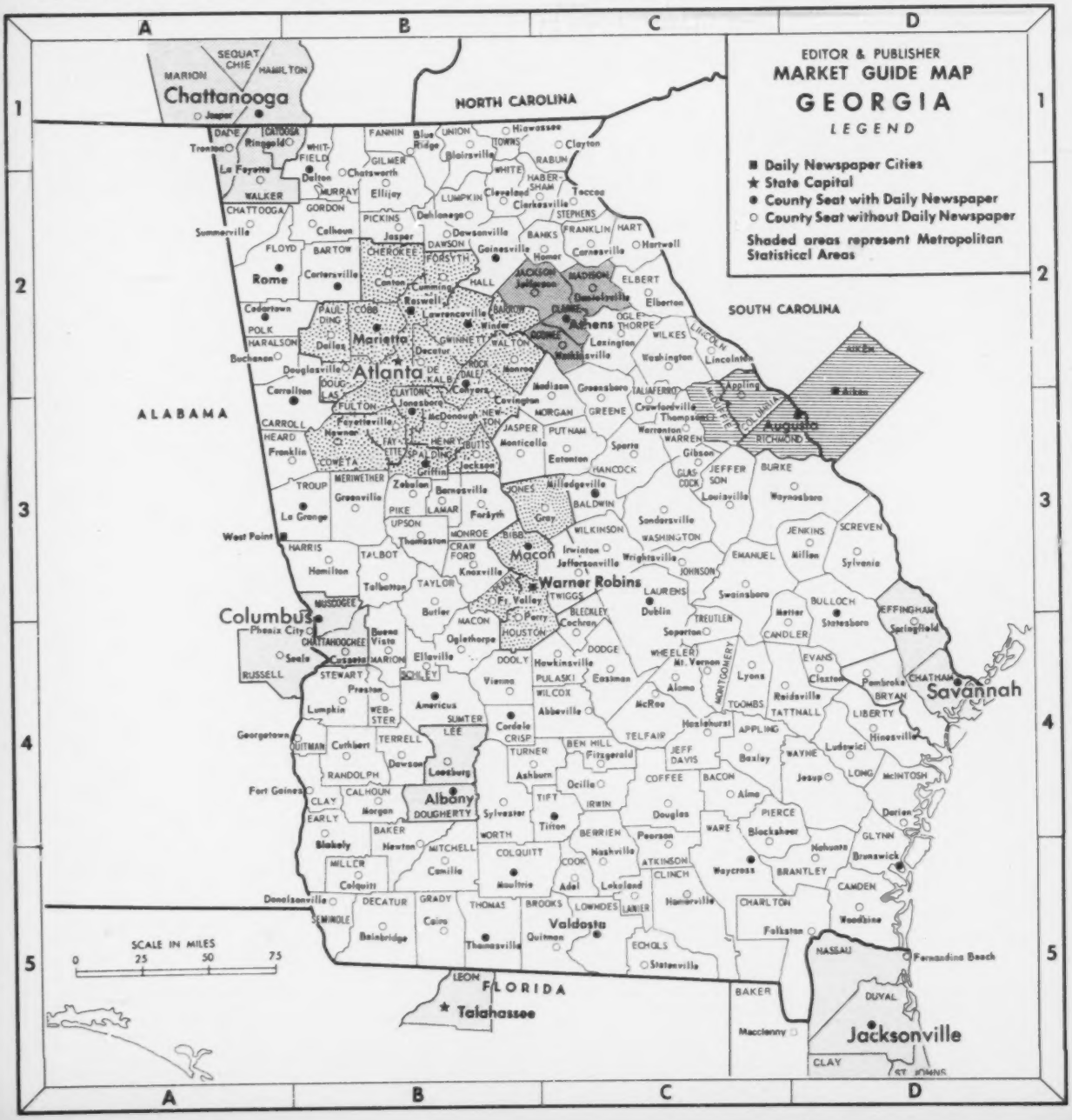
Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Dept. Stores-Mon. through Sun.; Grocery-everyday.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Macy's; JCPenney; Rich's, Belk's 2; Gallant-Belk; Meyers-Arnold 2; Reuben's 2; J.B. White 5.
Discount Stores-K mart 4; Sky City 2; Wal-Mart 2; Key Wholesalers 3; Service Mdse.
Variety Stores-Woolworth 3; Green; Rose's 6; Family Dollar 2; Dollar General 2.
Chain Drug Stores-Revco 4; Eckerd 6; Liggett 2; Hill's; Murphy's 2; Mill Discount; Treasury 2; SuperRx 2.
Chain Supermarkets-Winn-Dixie 13; Kroger's 6; Bilo 4; Piggly Wiggly 8; Hill's 2; Korner Curb 2; Variety Curb 3; Food Lion 3; Gurleys 19.
Other Chain Stores-Lumber/Hdwe.: Mr. How, Lowe's, Wicke's, Builderama; Shoes: Hardy's, Butler's, Bell Bros., Marilyn Slipper Shop, Thom McAn, Kinney, Hanover, Endicott Johnson; Women's Apparel: T.J. Maxx, Ashby's, Ross, Lerner's 2, Diane Shops, Daniel's Den, Eleanor Shop, Mangel's, Lynda Shop, My Shop, Casual Corner, Singer Co.; Tires: Firestone, Uni-Royal, Goodyear 4, Goodrich, White's 2, Kelly Springfield 4; Jewelers: Friedman's 6, Busch's, Zale's, Kay, Gordon, Jewel Box, Bejeweled, Tammy Jewels, Citizens; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Maxwell Bros., Haverty; Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 63,032; HERALD (e-mon to fri) 18,309; CHRONICLE-HERALD (m-sat) 88,103; (S) 85,781; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Tennant, Adv. Dir., CHRONICLE & HERALD, Box 1928, News Bldg.; 725 Broad St., Augusta, GA 30913; Tel. (404) 724-0851.
National Representative: Branham/Newspaper Sales.

Editor & Publisher the story behind hot news stories.



BRUNSWICK

1 - LOCATION: Glynn County. E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. I-95, 17, 84, 341; State Hwys. 25, 27, 32, 50.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lines East.
Airlines-Atlantic Southeast, Delta.

3 - POPULATION:
Corp. City 80 Cen. 17,605; E&P 86 Est. 16,779
County 80 Cen. 54,981; E&P 86 Est. 59,471

4 - HOUSEHOLDS:
City 80 Cen. 6,385; E&P 86 Est. 6,111
County 80 Cen. 19,826; E&P 86 Est. 22,457

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$262,000,000
Savings & Loan	3	$196,800,000

6 - PASSENGER AUTOS: County 33,778

7 - ELECTRIC METERS: Residence Co. 21,800

8 - GAS METERS: Residence City 10,614

9 - PRINCIPAL INDUSTRIES: Naval Stores and Chem.; Pulp; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Prods.; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-69; Summer 81-96; Fall 65-81; Winter 42-64.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.; Glynn Place Mall-Regional Shpg. Ctr., Golden Isles Pkwy.; 28 at Golden Isles Vlg.
Neighborhood Shopping Centers-Norwich St.; St. Simons Island; Jekyll Island; Altama Ave.; Redfern Village; St. Simons.

hearby Shopping Centers

Namu (No. of stores)	Miles from Downtown	Principal Stores
Altama Village	9	Piggly Wiggly
Glynn Place Mall(74)	6	Belk-Hudson, Sears, JCPenney
Brunswick Mall(23)	3	K mart
Brunswick West(11)	8	Revco, Winn-Dixie, Dollar General
Lanier Plaza(25)		Woolworth
Retreat Vlg. Simons(23)	9	Revco, Winn-Dixie, Ben Franklin, Dollar General
Longview (St. Simons Isl.)	10	IGA Foodliner, Ace Hdwe.
Glynn Plaza(10)	3	Wal-Mart, Eckerd

Other Shopping Centers-Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Gibson's; Belk-Hudson; K mart.
Variety Stores-Kress; Woolworth; Maxwell's; Ben Franklin; Dollar General.
Discount Stores-Wal-Mart; K mart; Gibson's.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-Winn-Dixie 4; Piggly Wiggly; IGA 2; Kroger; Harvey's.
Other Chain Stores-Rhodes Furn.; Firestone; Vogue Shop; Western Auto; S&H Green Stamps; Top Value Stamps; Pic 'N Pay Shoes; Pay Less Shoes; Radio Shack; Gilberg's Fabrics; Strawberry Fields; Cato; Friedmans Jewelers; Kinney Shoes; Body Shop; French Novelty; Waldenbooks; Zale's Jewelers; World Bazaar.

14 - NEWSPAPERS: NEWS (e) 14,772; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: W. R. Maulden, Adv. Dir./Gen. Mgr., NEWS, 3011 Altama Ave.; PO Box 1557, Brunswick, GA 31521; Tel. (912) 265-8320.
National Representative: None.

CARROLLTON

1 - LOCATION: Carroll County. 50 mi. W of Atlanta, GA; 80 mi. E of Birmingham, AL. via I-20. Educ., med. serv. ctr. for parts of E AL & W GA. Served by I-20, U.S. Hwy. 27, S.R. 166, 61.

2 - TRANSPORTATION: Railroads-Southern Railway Main Line; Piggy Back Serv. available.
Motor Freight Carriers-11; 3 have terminal locations in Carrollton.
Intercity Bus Lines-West GA.
Airlines-W GA Regional Jet Port provides charter & freight serv. with 5,000 lighted runway, navigation aids, repair oper. & fuel. Hartsfield Intl. Airport (Atlanta) 40 mi. from Carrollton.

3 - POPULATION:
Corp. City 80 Cen. 14,078; E&P 86 Est. 14,284
County 80 Cen. 56,346; E&P 86 Est. 62,979

4 - HOUSEHOLDS:
City 80 Cen. 4,819; E&P 86 Est. 5,199
County 80 Cen. 18,969; E&P 86 Est. 21,819

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$268,903,308
Savings & Loan	2	$601,791,181

6 - PASSENGER AUTOS: County 32,973

7 - ELECTRIC METERS: Residence 5,466

8 - GAS METERS: Residence 4,316

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $263)-Serv. 12,769; Whol. & Ret. Trade 11,345; Mfg. 23,899; Trans. & Public Util. 2,887; Constr. 2,766; Agric. & Forestry 2,467; Gov't 1,933.
Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-88; Summer 64-90; Fall 50-64; Winter 33-56. First killing frost, Dec. 10; last killing frost, Mar. 20.

11 - TAP WATER: Moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Central Business District.
Neighborhood Shopping Centers-Bankhead Ave., Maple St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
First Tues. Mall(18)	2	Belks, TG&Y, Winn-Dixie
Lake Carroll Mall(8)	2	Kroger
W. Georgia(10)	1	Wal-Mart, Food Giant

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Wal-Mart; TG&Y; K mart.
Discount Stores-Family Dollar; Super D; McCroy.
Chain Drug Stores-Revco; Eckerd.
Chain Food Supermarkets-A&P; Kroger; Food Giant; Winn-Dixie; Big Star; Warehouse Grocery.
Other Chain Stores-Goodyear; Pic & Pay; Sherwin-Williams; Kelly Springfield; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: THE DAILY TIMES-GEORGIAN (m-tues to sat; S) 12,174; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Kathy Smith, Adv. Dir., TIMES-GEORGIAN, PO Box 460, Carrollton, GA 30117; Tel. (404) 834-6631.
National Representative: Landon Associates.

CARTERSVILLE

1 - LOCATION: Bartow County. E&P Map B-2. County Seat. 40 mi. NW of Atlanta. Shopping center for mining, m/g. & agric. industrial center.

2 - TRANSPORTATION: Railroads-L&N; Seaboard.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,247; E&P 86 Est. 8,460
County 80 Cen. 40,760; E&P 86 Est. 44,359

4 - HOUSEHOLDS:
City 80 Cen. 3,559; E&P 86 Est. 3,320
County 80 Cen. 13,804; E&P 86 Est. 15,687

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$74,000,000
Commercial	4	$129,000,000

6 - PASSENGER AUTOS: County 27,226

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 5,118

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 8,155 ($200); Ret. trade 2,155 ($160); Professional and related services 1,865 ($245). Also limestone, barium and ochre mines; pine timber, farming (soybeans, corn, wheat).

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-8 blocks on 6 sts., some outlying areas.
Shopping Centers-Five new centers within 2 mi. radius of downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cartersville Plz.(26)	1	Woolworth, Belk, Nationwise
Market Sq.(21)	1	Eckerd, K mart
Nea Mar(6)	1	Sears, Food Giant, Revco
Collins Point	10	Winn-Dixie, Treasury Drug
North Corners(5)	2	Food Giant, Revco
Felton Crossing	5	Wal-Mart, Ingles, Eckerd

Principal Shopping Days-Mon., Fri., Sat.; Centers open evenings: Market Square, Plaza, Mon. & Fri. to 9.
Stores Close-Wed. afternoon downtown.

13 - RETAIL OUTLETS: Department Stores-Belk.
Variety Stores-Woolworth.
Discount Stores-Discount City; K mart; Wal-Mart; Family Dollar; Pick 'N Pay Shoes; Dollar General.
Chain Drug Stores-Champion 2; Kroger; Dunaway's; Eckerd 2; Ben's Drugs; Revco; Treasury.
Chain Supermarkets-Kroger; Food Giant; Battle's; Winn-Dixie; Ingles; Giant Food.
Other Chain Stores-Saul's; Diana Shop; Men's Den; Curtis Mathes; Goodyear; Radio Shack; Cato; Nationwise.

14 - NEWSPAPERS: TRIBUNE-NEWS (e-mon to fri) 7,431; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Stephen Crass, Adv. Mgr., TRIBUNE-NEWS, 251 S. Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545.
National Representative: Landon Associates.

COLUMBUS

1 - LOCATION: Muscogee County (In Columbus GA-AL MSA). E&P Map B-3. County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. I-185, 27, 80, 431, 280; GA Hwys. 103, 85, 22, 1. Home of Fort Benning (Army-World's Largest Infantry School and School of the Americas.)

2 - TRANSPORTATION: Railroads-Seaboard; Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Eastern Metro Express; Atlantic Southeast.
Waterways-River Transit Co.

3 - POPULATION:
Corp. City 80 Cen. 169,441; E&P 86 Est. 170,422
County 80 Cen. 170,108; E&P 86 Est. 171,521
CZ-ABC. (80) 211,565
RTZ-ABC. (80) 288,556
MSA 80 Cen. 239,196; E&P 86 Est. 239,443
City & RTZ-ABC. (80) 500,121
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,869; E&P 86 Est. 61,829
County 80 Cen. 59,112; E&P 86 Est. 62,232
CZ-ABC. (80) 70,897
RTZ-ABC. (80) 96,728
MSA 80 Cen. 78,133; E&P 86 Est. 82,329
City & RTZ-ABC. (80) 167,625

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,110,000,000
Savings & Loan	5	$495,900,000

6 - PASSENGER AUTOS: County 99,838

7 - ELECTRIC METERS: Residence 64,000

8 - GAS METERS: Residence 49,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 20,000 ($343); Trans., Commun., Util. 3,200 ($415); Whol., Ret. 19,900 ($267); Fin., Ins., R.E. 6,000 ($334); Constr. 5,100 ($275); Misc. Servs. 13,100 ($155); Gov't 20,600 ($305).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores), Main St. Village; Peachtree Mall; 280 Bypass Complex in Phenix City; Broadway Area; Airport Thru Way; Harmony Place.
Neighborhood Shopping Centers-Wynnton; Rose Hill; E Highland; N Highlands; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordon City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Hamilton Sq.; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds. Allendale; Holly Hills; Hamilton Rd. Gentian Corners; Buena Vista Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbus Sq.(83)	3	JCPenney, Woolworth, Sears, Kirven's
Peachtree(80)	4	Gayfer's, Mont. Ward, Parisian's
Cross-Country Plaza(75)	3	Frank's Fine Foods, Segal & Sons, Service Merchandise
Traffic Circle(18)	4	Woolworth, Piggly Wiggly, Howard Bros., Western Auto
Holly Hills(13)	NA	Eckerd
Edgewood(20)	NA	Goolsby Foods
Starmount(12)	NA	Goolsby Foods, TG&Y
Main St. Vlg.(25)	NA	White's, Kiralfy's
Harmony Place(10)	5	Mansour's
Phenix City(23)	NA	Winn-Dixie
Eastgate(12)	4	Food Giant, Spiegel
Village Green	3	Piggly Wiggly, Shoe City, Howard Bros.
Fort Benning	7	Post Exchange
Airport Thru Way	4	Family Mart, K mart
Midtown(23)	3	K mart, Goolsby Foods
Oakland Park(23)	4	Piggly Wiggly
13th St.	NA	A&P, Eckerd
Windsor Vlg.(12)	4	Piggly Wiggly

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept.: Mon., Fri.; Columbus Sq. Mall; Peachtree Mall; Cross Country Plaza; Traffic Circle Shopping Centers; Zayre's; JCPenney; Sears; K mart; Howard Bros.; Montgomery Ward; Parisian's, open 6 nights and Sun.

13 - RETAIL OUTLETS: Department Stores-Kirven's; JCPenney; Sears; Green's; Montgomery Ward; Gayfer's; Parisian's; Mansour's.
Discount Stores-Zayre's 2; Hill Bros.; Payless; K mart; Howard Bros.; Segall & Sons; Service Merchandise; Family Dollar.
Variety Stores-Woolworth; H.L. Green; Chapman's; Oakland Park; St. Mary's; Starmount; Windsor Village; TG&Y.
Chain Drug Stores-Lee 9; Eckerd 5; Page Drugs 2; Revco 4.
Chain Supermarkets-Kwik-Chek 3; A&P 3; South Star 5; Piggly Wiggly 10; Green Associated Grocers 18; Big Buy 4; Super Foods 3; Birdsey; Kwik-Shop 2; Jones 3; IGA Foodliner 5; Sav-U 4; Frank's Fine Foods 2; U Bag it 2; Goolsby Foods 14.
Other Chain Stores-Burroughs; IBM; Monroe; Finden; Marchant; National Cash Register; Register; Remington Rand; Firestone; Goodrich; Economy Auto; Pure Oil; Western Auto 2; Schwobilt Clothes; Day's Clothing; Maxwell Bros. (furn.); Zale's Jewelry; Busch Jewelry; Butlers; Thom McAn; Cannon Manlyn Slipper Shop (shoes); Lerner Shops; Sherwin-Williams 3; Casual Corners 2; Miller Taylor Shoes; Bell Bros. Shoes; Goodyear 2; Diana Stores 2; Lowe's; Waldenbooks; Shirt Shack; Hancock Fabric; Goodyear; Otasco; Kiralfy's; Gingess Formal Wear; Matthews; Radio Shack; Feet First; The Gap; Kinney Shoes; Mary Carter Paints; The Toy House; Color Tile; Aamco; Maaco Auto Painting; Singer Sewing; G & G (clothing); The Body Shop; Command Performance; Advanced Appearance; Tabers; Helzberg's Jewelers; Fan Fair; Camelot Records; Sterchi Furniture; Pearle Optical; Turtle's Records & Tapes; Circuit City; Foot Locker; Worth's; Athlete's Foot; Lorch's Jewelers; Friedman Jewelers; Shoe Emporium; Auto Shack; Barrett Shoes; Ormand; Father and Son Shoes.

14 - NEWSPAPERS: ENQUIRER (m-mon to fri) 35,642; LEDGER (e-mon to fri) 26,095; ENQUIRER-LEDGER (m-sat) 57,241; (S) 68,372; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Davidson, V.P. & Mktg. Dir., LEDGER and ENQUIRER, 17 W. 12th St., Columbus, GA 31901; (PO Box 711; 31994). Tel. (404) 324-5526.
National Representative: Knight-Ridder Newspaper Sales.

CONYERS

1 - LOCATION: Rockdale County. E&P Map B-2. (In Atlanta MSA). County Seat. Manufacturing & ret./service area. 24 mi. SE of Atlanta. On I-20, State Hwy. 20.

2 - TRANSPORTATION: Railroads-Georgia; Seaboard System.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,567; E&P 86 Est. 6,709
County 80 Cen. 36,747; E&P 86 Est. 44,089
MSA 80 Cen. 2,138,078; E&P 86 Est. 2,397,902

4 - HOUSEHOLDS:
City 80 Cen. 2,349; E&P 86 Est. 2,502
County 80 Cen. 11,592; E&P 86 Est. 14,503

MSA 80 Cen. 756,597; E&P 86 Est. 881,523

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 27,834

7 - ELECTRIC METERS: Residence 17,119

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food prods.; fabricated steel; aluminum screens; awnings; clothing; plastics); Meat packing; Pine timber; Agric.; Audio tapes.

10 - CLIMATE: Mean Temp.-Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 Shopping Centers on Hwys. 20 & 138; I-20E; West Ave. and Salem Rd.; GA 20 and Sigman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conyers Crossing(14)	NA	Big Star Foods, Eckerd, K mart
Conyers Vlg.(19)	NA	Kroger, Revco Drugs
Fieldstone(22)	NA	Super Valu, Buy Wise
North Rockdale	NA	Reed Drugs, Winn-Dixie
Rockdale Plz.(25)	NA	Sears, Western Auto, Big Star, Kerwin
Salem Gate(27)	NA	Super Valu, Treasury Drug, TG&Y

Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Richway.
Discount Stores-K mart; Liquidation Mart.
Chain Drug Stores-Eckerd; Treasury; Buy-Wise; Revco; Reed.
Chain Supermarkets-A&P; Big Star; Kroger's; Food Giant; Winn-Dixie.
Other Chain Stores-Singer Sewing Ctr.; Hallmark Card Shop; World Bazaar; Payless Shoes.

14 - NEWSPAPERS: ROCKDALE CITIZEN (e-mon to fri) 7,689; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr.; ROCKDALE CITIZEN, 969 S. Main St.; PO Box 136, Conyers, GA 30207; Tel. (404) 483-7109.
National Representative: None.

CORDELE

1 - LOCATION: Crisp County, E&P Map B-4, County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 40 NE of Albany; 130 SE by S of Atlanta; Flint River 8 mi. W; on U.S. Hwys. 280 & 41; GA-FL Pkwy. 300; I-75 into FL.

2 - TRANSPORTATION: Railroads-Southern; SCL/L&N Family Lines, piggyback ramp at Cordele serves entire South Georgia area.
Motor Freight Carriers-13 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.
Intercity Bus Lines-Southern; Greyhound; Continental Trailways; Tamiami Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,184; E&P 86 Est. 11,047
County 80 Cen. 19,489; E&P 86 Est. 19,642

4 - HOUSEHOLDS:
City 80 Cen. 3,656; E&P 86 Est. 3,465
County 80 Cen. 6,559; E&P 86 Est. 6,855

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 9,122

7 - ELECTRIC METERS: Residence 7,753; Comm. 1,650

8 - GAS METERS: Residence 2,676; Overall 3,616

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 5,478 ($114); Lumber 1,255 ($174); Textiles 1,128 ($169); Elect. Mach. 890 ($257); Food 831 ($155); Non Elect. Mach. 811 ($223); Trans. Equip. 431 ($211); Rubber Plastics 324 ($178); Chem. 282 ($182); Furn. 242 ($143); Stone, Clay, Glass 149 ($145); Primary Metal 122 ($178); Printing 105 ($149); Fabricated Metals 98 ($185); Petroleum Refining 53 (N.A.); Paper 24 (N.A.); Misc. 45 ($124)

10 - CLIMATE: Min. & Max. Temp.-Spring 65-87; Summer 71-90; Fall 64-85; Winter 41-63.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Centers-Turtons, Cordele Sq.; Southgate Ctr., Crisp Plz.
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears; Roobin's; Belk's; JCPenney; B.C. Moore & Sons; Wal-Mart.
Variety Stores-Family Dollar; Allied.
Discount Stores-Pic & Pay Shoes; Payless Shoes; Manhattan Factory Outlet.
Chain Supermarkets-Piggly Wiggly 2; Harvey's; Winn-Dixie; Rachels; Rubo's.
Chain Drug Stores-Revco; Eckerd; Big "B"; Gibson's.
Other Chain Stores-Western Auto; Diana Shop; Friedman Jewelers; Firestone; Goodyear; Babcock Furn.; Wheeler's; Cato's; Kenwin; Behr's; Turton Casuals; Hartin's Fashion Wise Clothing; Curtis Mathes; Radio Shack; Sherwin-Williams; Value Mart; Matthews Furn.; Farmer Furn.; True Value Hdwe.; Ace Hdwe.; ServiStar Hdwe.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 5,270; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jack C. Mathews, Pub./Gen. Mgr.; DISPATCH, 306 13th Ave. W; PO Box 1058, Cordele, GA 31015; Tel. (912) 273-2277.
National Representative: Thomson Newspapers.

DALTON

1 - LOCATION: Whitfield County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-L&N; Southern.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,743; E&P 86 Est. 20,053
CZ-ABC: (80) 20,581
RTZ-ABC: (80) 62,595
County 80 Cen. 65,780; E&P 86 Est. 66,511
City & RTZ-ABC: (80) 83,176

4 - HOUSEHOLDS:
City 80 Cen. 7,712; E&P 86 Est. 7,724
County 80 Cen. 22,463; E&P 86 Est. 23,661
CZ-ABC: (80) 7,778
RTZ-ABC: (80) 20,470
City & RTZ-ABC: (80) 28,248

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$194,960,000
Savings & Loan	3	$96,585,287

6 - PASSENGER AUTOS: County 38,742

7 - ELECTRIC METERS: City 9,142

8 - GAS METERS: City 6,355

9 - PRINCIPAL INDUSTRIES: Bedspreads; Lumber Mills; Carpeting; Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 75-95; Winter 30-52.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Area-10 blocks on Hamilton King, Gordon, Cuyler & Crawford Sts.; Whitefield Sq., Cleveland Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bry-Man(30)	NA	Winn-Dixie, McCrory, JCPenney
Dalton(20)	NA	Sky-City, Eckerd, Kroger
Glenwood(5)	NA	Giggs Mkt., White Auto
Walnut Sq.(74)	NA	Belk's, Sears

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk; Cannon's; Sky-City; Loveman's; Sears (catalog).
Variety Stores-McCrory-McClellan; Lay's.
Discount Stores-Dalton; Discount Outlet; Gibson's; Family Dollar; Big 5; Dollar General; K mart 2.
Chain Drug Stores-Rexall's; Dunaway's; Eckerd; Revco.
Chain Food Stores-Winn-Dixie; Kroger; Green Spot 3; Stafford's 2.
Other Chain Stores-Bon-Ton Dresses; Linda Fay Kiddie; Intl. Shoes; Sherwin-Williams; Butler Shoes; Eleanor Glamor Shop; Pic 'N' Pay Shoes.

14 - NEWSPAPERS: CITIZEN-NEWS (e) 12,380; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Boss, Adv. Mgr., CITIZEN-NEWS, 308 S. Thornton Ave.; PO Box 1167, Dalton, GA 30720; Tel. (404) 278-1011.
National Representative: Thomson Newspapers.

DUBLIN

1 - LOCATION: Laurens County, E&P Map C-3, County Seat and residential center. 55 mi. SE of Macon; 150 mi. SE of Atlanta; 135 mi. NW of Savannah; on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.

2 - TRANSPORTATION: Railroads-Seaboard; Southern.
Intercity Bus Lines-Greyhound; Service Coach; Trailways; Queen City Coach.

3 - POPULATION:
Corp. City 80 Cen. 16,083; E&P 86 Est. 15,687
NDM-ABC: (80) 59,134
County 80 Cen. 36,990; E&P 86 Est. 37,426
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,454; E&P 86 Est. 5,495
County 80 Cen. 12,447; E&P 86 Est. 13,113
NDM-ABC: (80) 19,967

5 - BANKS	NUMBER	DEPOSITS
Savings	8	$138,000,000
Savings & Loan	1	$57,000,000
Commercial	8	$57,000,000

6 - PASSENGER AUTOS: County 19,748

7 - ELECTRIC METERS: Residence 10,590

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Plywood; Bats; Handles; Sash & Doors; Meat Pkg.; Cotton Seeds & Peanut Crushing; Woolens; Furn.; Toys; Concrete Blocks; Kitchen Cabinets; Shirts; Wall Coverings; Pants; Carpets; Tennis Shoes; Newsprint; Aluminum Gates; Computer Components.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(80)	NA	Piggly Wiggly, Family Dollar, Diana Shop
Dublin Mall(31)	NA	Wal-Mart, Belk, JCPenney
Westgate Ctr.(22)	NA	K mart, Sears, Revco Drugs
Williamsburg Village(8)	NA	Walgreen Drugs
Northside Ctr.(10)	NA	Hanks IGA
Bellevue Ctr.(6)	NA	Mercers Supermarket

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; K mart; JCPenney; Sears; Wal-Mart; Allied.
Discount Stores-Family Dollar; Uh-Oh Outlet; Oxford Shop; Stevens Outlet; Tog Shop; Penny Pinchers; Sale Shack.
Variety Stores-McLellan's; Lovett & Tharpe; Cater's.
Chain Drug Stores-SupeRx; Revco; Walgreens.
Chain Supermarkets-Piggly Wiggly 3; Pi-Lo; Harvey's; IGA Foodliner; Red & White.
Other Chain Stores-Firestone; Goodyear; Babcock Furniture; Farmers Furniture; Wise Fashions; Women's Vogue; Friedman's Jewelers; Playland; Curtis Mathes; Radio Shack; Pic 'N Pay Shoes; Payless Shoesource; Friedlanders; Choo-Choo Supply; W-Supply; Behrs; Sherns; Homeway Rentals; Kenwin Shop; Lovett & Thorpe Hdwe.; Towns Auto; Wheelers; Otasco; Catos; Shoe City.

14 - NEWSPAPERS: COURIER HERALD (e) 9,926; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Georgia Snipes, Adv. Dir., COURIER HERALD, 115 S. Jefferson St., Dublin, GA 31040; Tel. (912) 272-5522.
National Representative: Landon Associates.

GAINESVILLE

1 - LOCATION: Hall County, E&P Map B-2, County Seat. Commercial, industrial & recreational ctr. of the Lake Sidney Lanier & Georgia mountain area. Poultry products, other agric., textiles, mfg. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta; on U.S. Hwys. 23, 129, Interstate Connector 136, 249, 53, 141, 215, 985.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Greyhound; American Trailway.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,280; E&P 86 Est. 14,401
NDM-ABC: (80) 75,649
RTZ-ABC: (80) 85,577
County 80 Cen. 75,649; E&P 86 Est. 82,279
Total NDM & RTZ-ABC: (80) 161,226

4 - HOUSEHOLDS:
City 80 Cen. 5,638; E&P 86 Est. 5,503
NDM-ABC: (80) 26,071
RTZ-ABC: (30) 28,681
County 80 Cen. 27,956; E&P 86 Est. 29,605
Total NDM & RTZ-ABC: (80) 54,752

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 50,088

7 - ELECTRIC METERS: City & County 30,990

8 - GAS METERS: City & County 83,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 751; Textile 2,277; Apparel 1,078; Lumber Furn. & Fixtures 629; Print. & Pub. 393; Stone 154; Metal & Machinery 1,564; Leather 303; Animal Feeds 222; Poultry 6,026; Other Mfg. 2,916.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-69; Summer 57-96; Fall 46-91; Winter -3-67. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Downtown Shopping Centers-3 blocks on City Sq.; 5 on Bradford St.; 4 on Main St.; 5 on Washington St., 4 on Spring; 2 on Broad; 1 on Green.
Neighborhood Shopping Centers-Triangle 3 units; Lakewood 4 units; Westside 6 units; Lakeshore Vlg. 10 units; College Sq. 15 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St.(17)		J&J Foods, Otasco
Blueridge		Hancock Fabrics, Dollar General
Sherwood Plz. (14)		Belk's, Sears, A&P, Rose's, Eckerd
Westside Plz.	1	Family Dollar, Bells
Gibson's(2)	1	Gibson's, Big Star
Lakeshore Mall(48)		Belk's, JCPenney, Cato, Revco, Roses
K mart	1	K mart
Lanier Plz.	1	Bi-Lo Foods
Wal-Mart	1	Ingle's, Revco, Wal-Mart
Washington Sq.		Winn-Dixie, Reed Drugs
Big G Plz.(19)	1	Gibsons, Big Star, Eckerd

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk; Estes; Millner's; Sears; Burton's.
Discount Stores-Liquidation Mart; Gibson's; Family Dollar; Rose's; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Revco; Eckerd; Dunaway; Reed.
Chain Supermarkets-A&P; Winn-Dixie; Big Star 4; Bells; Bi-Lo; Ingle's.
Other Chain Stores-Goodyear; Singer; Pic 'N Pay; Parks Lumber; Lowe's; Hancock Fabrics; Pearl Vision Ctr.; Bell Bros. Shoes; Moore-Handley; Radio Shack; Bottom Half; Sound Shop; West Bldg. Supply; B. Dalton Books.

14 - NEWSPAPERS: TIMES (e-mon to fri) 21,165; (S) 22,341; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Gutierrez, TIMES, 345 Green St.; PO Box 838, 30503; Tel. (404) 532-1234.
National Representative: Gannett Media Sales.

GRIFFIN

1 - LOCATION: Spalding County. (In Atlanta MSA). E&P Map B-3, County Seat. 40 mi. S of Atlanta; 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

2 - TRANSPORTATION: Railroads-Southern; Central of Georgia.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,728; E&P 86 Est. 18,269
CZ-ABC: (80) 20,728
RTZ-ABC: (80) 27,171
County 80 Cen. 47,899; E&P 86 Est. 50,316
City & RTZ-ABC: (80) 47,899
MSA 80 Cen. 2,138,078; E&P 86 Est. 2,397,902

4 - HOUSEHOLDS:
City 80 Cen. 7,512; E&P 86 Est. 7,003
County 80 Cen. 16,177; E&P 86 Est. 17,814
CZ-ABC: (80) 7,512
RTZ-ABC: (80) 8,665
City & RTZ-ABC: (80) 16,177
MSA 80 Cen. 756,597; E&P 86 Est. 881,523

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$102,000,000
Commercial	3	$287,300,000

6 - PASSENGER AUTOS: County 28,843

7 - ELECTRIC METERS: Residence 10,205

8 - GAS METERS: Residence 13,789

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 3,956; Brassieres 105; Hosiery 175; Metal Works 343.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Solomon	NA	Music Store
College Hill	NA	Big Star, Hdwe., Ben Franklin
U.S. Hwy. 41S	NA	Cooks
Experiment(5)	NA	Golden's Food
Market Sq.(11)	NA	Winn-Dixie
K mart Ctr.(1)	NA	K mart
Northgate(13)	NA	Food Giant, Eckerd, Bakery, Champions 7
N. Griffin Sq.	NA	Belk, Sears, Piggly Wiggly

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Food, Drug, Cook's Discount, K mart, Rose's, Belk.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Crouch; Smith-Roberts; Belk; Sears Surplus Store.
Variety Stores-McLellan; Rose's; Ben Franklin.
Discount Stores-Cooks; K mart; Signal Mills; Dollar General; Carter's Outlet.
Chain Drug Stores-Reeds; Eckerd; K mart; Hospital Discount.
Chain Supermarkets-Piggly-Wiggly; Kroger; Big Star; Food Giant; Winn-Dixie.
Other Chain Stores-Economy Auto; Diana Shops; Family Dollar; Singer Co.; Western Auto; Friedman Jewelers; Rhodes Furniture.

14 - NEWSPAPERS: NEWS (e) 12,467; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve McPhaul, Jr., Adv. Sales Mgr., NEWS, 323 E. Solomon; PO Drawer M, Griffin, GA 30224; Tel. (404) 277-3276.
National Representative: Thomson Newspapers.

JONESBORO

1 - LOCATION: Clayton County. E&P Map B-3 (In Atlanta MSA). County Seat. Manufacturing & agriculture. 15 mi. S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 54, 85, 138.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville.
Motor Freight Carriers-8.
Airlines-All major carriers; Atlanta airport.

3 - POPULATION:
Corp. City 80 Cen. 4,132; E&P 86 Est. 3,621.
County 80 Cen. 150,357; E&P 86 Est. 162,053.
MSA 80 Cen. 2,138,078; E&P 86 Est. 2,397,902.

4 - HOUSEHOLDS:
City 80 Cen. 1,392; E&P 86 Est. 1,254.
County 80 Cen. 50,449; E&P 86 Est. 56,858.
MSA 80 Cen. 756,597; E&P 86 Est. 881,523.

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 114,777.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. of Machinery, Hardware, Dies, Sheet Metal, Furn., Wood Prods., Trans., Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3; last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southlake(110)	5	Sears, JCPenney, Macy's, Rich's
Arrowhead(25)	6	Food Giant, Reed, Richway
Tara(8)	NA	Food Giant
Vlg. Sq.	NA	A&P

Other Nearby Shopping Centers-Forest Pk. 10 mi. N. of Jonesboro has five major shpg. ctrs. plus downtown shpg. district. Others in Morrow (5 mi.) & Riverdale (5 mi.).

13 - RETAIL OUTLETS: Department Stores-Belk, Zayre; JCPenney; Macy's; Davidson's; Rich's; K mart; Richway.
Chain Supermarkets-Food Giant; A&P; Big Star; Winn-Dixie.
Chain Drug Stores-Eckerd; SupeRx; Revco; Treasury.

14 - NEWSPAPERS: NEWS/DAILY (e-mon to fri) 8,217; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: John Hewitt, Adv. Dir., NEWS/DAILY, PO Box 368, Jonesboro, GA 30286; Tel. (404) 478-5753.
National Representative: American Newspaper Representatives.

LA GRANGE

1 - LOCATION: Troup County. E&P Map B-7, County Seat. 70 mi. SW of Atlanta; 105 mi. NE of Montgomery, AL; on U.S. Hwys. I-85, I-185; Georgia Hwys. 14, 19, 109, 219, 244; U.S. Hwys. 27 & 29.

2 - TRANSPORTATION: Railroads-Seaboard System.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,204; E&P 86 Est. 24,344
County 80 Cen. 50,003; E&P 86 Est. 52,700

4 - HOUSEHOLDS:
City 80 Cen. 8,689; E&P 86 Est. 9,049
County 80 Cen. 17,445; E&P 86 Est. 19,282

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$107,137,000
Savings & Loan	3	$17,004,000

6 - PASSENGER AUTOS: County 27,875

7 - ELECTRIC METERS: Residence, City 7,697

8 - GAS METERS: Residence, City 5,835

9 - PRINCIPAL INDUSTRIES: Textile Mills; Bottling Plants; Roller Covering; Lumber & Boxes; Undergarments; Boats; Business Forms Printing; Polyethylene Film; Plastics; Hospital Care Apparel; Automobile Chrome; Gaskets; Carpet; Defense Missiles.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Commerce Sq.	NA	Kroger
La Grange Plz.(14)	NA	Rose's, Winn-Dixie
Commerce Vlg.(12)	NA	Treasury Drug
K mart	2	K mart, Big Star
Lee's Crossing	NA	Winn-Dixie, Revco
Commons	NA	JCPenney, Belk's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Mansour's; Soloman's; Rose's.
Discount Stores-Top Dollar Store; K mart; Wal-Mart.
Chain Drug Stores-Eckerd; Revco; Treasury.
Chain Supermarkets-Kroger; Food Giant; Winn-Dixie; Big Star.
Other Chain Stores-Charm Shop; Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; Kenwin; Learner; Casual Corner.

14 - NEWSPAPERS: NEWS (e) 14,962; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Sue Long, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.
National Representative: General Advertising Service.

LAWRENCEVILLE

1 - LOCATION: Gwinnett County (In Atlanta MSA). E&P Map B-2; County Seat. In NE Georgia, 30 mi. NE of Atlanta Lake Lanier on northern border of county; Stone Mountain Park on southern boundry.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Norfolk-Southern.
Motor Freight Carriers-54.
Intercity Bus Lines-American; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,928; E&P 86 Est. 11,382.
NDM-ABC: (80) 166,815
MSA 80 Cen. 2,138,078; E&P 86 Est. 3,397,902
County 80 Cen. 166,903; E&P 86 Est. 245,477

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,131; E&P 86 Est. 4,146
NDM-ABC: (80) 55,227
MSA 80 Cen. 756,597; E&P 86 Est. 881,523
County 80 Cen. 55,227; E&P 86 Est. 84,958

5 - BANKS	NUMBER	DEPOSITS
Commercial(county)	24	$18,602,785,000
Savings & Loan	N.A.	(incl. above)

6 - PASSENGER AUTOS: County 172,426

7 - ELECTRIC METERS: Residence 90,000

8 - GAS METERS: Residence 80,000

9 - PRINCIPAL INDUSTRIES: Office Parks and Warehousing; Concrete Culverts; Steel Fabrication & Distribution; Textiles, Trans. Equip.; Foam Cartons; Electric Cable; High-Tech (300 Companies); Avionics.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-91; Summer 49-92; Fall 19-82; Winter 17-85. Growing season 233 days. Av. rainfall 47 in. per annum. First killing frost, Nov. 13; last killing frost, Mar. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: 53 shopping centers in main communities of the county.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Ruin(22)	NA	K mart, Kroger
Buford Mall(28)	NA	Prudential, Reed Drug
Carter Crossing(9)		Cub Foods, Circuit City
Cedar Vlg.(31)	NA	Hancock Fabrics, Drug Emporium
Crossroads(14)	NA	Winn-Dixie, Eckerd
Esplanade	NA	Longhorn Steaks, Malone's
Five Forks(6)	NA	Super Valu, Revco
Fountain Sq.(31)	NA	Richway, Sears Surplus
Green Corner(41)	41	K mart, Radio Shack
Gwinnett Crossing(10)	NA	Richway, Kroger, Eckerd
Gwinnett Place(103)	NA	Macy's, Rich's, Sears
Gwinnett Station(30)	NA	Bell's, Kroger
Gwinnett Village(60)	NA	Outletters, J. Branam
Gwinnett Walk	NA	T.J. Appleby, Baskin-Robbins
Harmony Grove Center(6)	NA	Revco, Super Valu
Heritage Vlg.(16)	NA	Carter Shoes, Garrett's Mens Shop
Hilltop Vlg.(13)	NA	Revco, Radio Shack
Indian Trail Center(12)	NA	Cloth World, Party Outlet
Killian Hill Crossing(15)	NA	Winn-Dixie, Eckerd
Killian Hill Mkt. & Merchants Ctr.	NA	Dunaway Drugs, Futurestore
Lawrenceville Corners(12)	NA	K mart, Ingles
Lawrenceville Square(25)	NA	Belk, Nationwide
Lawrenceville West(15)	NA	Winn-Dixie, Roses
Lilburn Crossing(15)	NA	Big Star, Treasury Drugs
Lilburn Square(33)	33	Williams Bros. Lbr., Marci Imports
Marketplace(16)	NA	Kroger, Radio Shack
The Meadows(10)	NA	Kroger, Eckerd
Mountain East(16)	NA	Radio Shack, Kroger
Mountain Park(67)	NA	Big Star, Eckerd
New London Plaza(23)	NA	M. Ici Imports, Rhodes Furn.
Norcross-Tucker(9)	NA	Big Star, Revco
North Rockbridge(24)	NA	Sheraton Furn., Dairy Queen
Oakland Vlg.(20)	NA	Kroger, Sport Shoe
Proctor Sq.(11)	NA	Winn-Dixie, Reed Drugs
Rivermont Sq.	NA	Winn-Dixie, Eckerd
Smokerise Plantation	NA	Malone's
Village 2	NA	Handy City, Turtle's
Wisteria Vlg.	NA	Winn-Dixie, K mart
River Oak Vlg.(8)	NA	Winn-Dixie, Reed Drug
Rivercliff Village(15)	NA	Alfonzo's, McKenzie Drugs
Scenic Pl.(13)	NA	Quality Foods, Treasury Drugs, Super Valu
Scenic Square(8)	NA	Bi-Lo, Revco
Shannon Oaks(14)	NA	Winn-Dixie, Eckerd
Snellville Plaza(31)	NA	Big Apple Whse., Reed Drugs
Stonebridge Crossing(12)	NA	Food Giant, Treasury Drugs
Sunset Sq.(7)	NA	Bi-Lo, Revco

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Macy's; Belk; Parsons; Pool's; K mart 4; Roses; Richway 2; Wal-Mart; Sears 4; Rich's.
Variety Stores-Family Dollar 2.
Chain Supermarkets-Winn-Dixie 10; Big Star 3; Kroger 7; Super Valu 3; Futurestore 2; Kram-Way; Bi-Lo 2; Cub Foods; Ingles; Ogletree's.
Chain Drug Stores-Revco 9; Treasury 4; Reed's 7; Eckerd 8; Dunaway 2; Drug Emporium.
Other Chain Stores-Goodyear 3; Sherwin-Williams; Cato; Western Auto 2; Otasco; Firestone 2; Lowe's; Wickes; Radio Shack 7; Wms. Bros. Lbr. 2; Handy City; Home Video; Toys R US; Branden's; Upton's; Bell's; Marci Imports; Pier 1; World Bazaar 2; Turtle's 5; Baskin-Robbins 6; Georgia Girl 2; Downey Auto Parts 8; Nationwide Auto Parts; Service Mdse.; Bailey; Banks & Biddle; Zale's; Baker Shoes; Butler Shoes.

14 - NEWSPAPERS: GWINNETT DAILY NEWS (e) 27,320; (S) 30,432; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ken Brown, Market Res. Dir., GWINNETT DAILY NEWS, Box 1000, Lawrenceville, GA 30246; Tel. (404) 963-0311.
National Representative: U.S. Suburban Press.

MACON

1 - LOCATION: Bibb County (In Macon-Warner Robins MSA). E&P Map B-3, County Seat. College and mfg. ctr. 92 mi. SE of Atlanta; 130 mi. SW of Augusta; 100 mi. NE of Columbus.

2 - TRANSPORTATION: Railroads-Norfolk Southern Corp.; CSX Trans., Inc.
Motor Freight Carriers-50.
Intracity Bus Lines-Greyhound; Trailways; C&S.
Airlines-Delta; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 116,860; E&P 86 Est. 109,926
CZ-ABC: (80) 133,672
RTZ-ABC: (80) 428,133
MSA 80 Cen. 264,420; E&P 86 Est. 270,844
County 80 Cen. 151,085; E&P 86 Est. 151,816
City & RTZ-ABC: (80) 561,805
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,036; E&P 86 Est. 41,654
County 80 Cen. 52,856; E&P 86 Est. 55,329
MSA 80 Cen. 89,539; E&P 86 Est. 95,802
CZ-ABC: (80) 47,264
RTZ-ABC: (80) 140,045
City & RTZ-ABC: (80) 187,309

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 83,782

7 - ELECTRIC METERS: Residence County 65,000

8 - GAS METERS: Residence County 43,878

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Kindred Prods. 3,100 ($289); Textile Mill Prods. 1,500 ($276); Apparel 1,600 ($187); Lumber, Wood Prods. (except furn.) 500 ($255); Paper & Allied Prods. 2,800 ($534); Chem. & Allied Prods. 400 ($427); Stone, Clay, Glass, & Concrete 1,300 ($363); Gov't 33,300 (N.A.); Servs. 20,300 (N.A.); Ret. Trade 20,400 (N.A.); Fin., Ins. & R.E. 6,900 (N.A.); Whol. Trade 5,000 (N.A.); Trans., Commun., Util. 4,900 (N.A.); Constr. 5,200 (N.A.); Mach. (excluding elect.) 300 (N.A.); Mining 200 (N.A.).
Principal Pay Days-1st & 15th; Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 8; last killing frost, Mar. 17.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-miles from downtown, principal stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baconsfield	2	Chi-Chester's Piggly Wiggly
Bloomfield Vlg.(17)	7	Piggly Wiggly, Treasury Drug
Forest Hill Vlg.(10)	10	Piggly Wiggly, Revco
Ingleside Vlg.	3	Chi-chester's
K mart Pio Nono(5)	5	K mart, Piggly Wiggly
K mart Riverside(15)	4	K mart, Eckerd
Macon Mall(114)	7	Sears, JCPenney, Macy's, Belk-Matthew's

Market Sq.(10)	4	Revco, Big Apple
Northeast Plaza(33)	3	Piggly Wiggly, Rose's
Northgate Vlg.(19)	9	Kroger, Treasury Drug
Napier Sq.(16)	5	Piggly Wiggly, Family Dollar, Eckerd, Allied Dept.
Parkway Vlg.(10)	8	Kroger, Toys R Us
Riverside Plz.(26)	6	Powell's Pharmacy
Rivoli Crossing(7)	7	Big Apple
Shurlington Plz.(16)	4	Piggly Wiggly, Family Dollar
South Plz.(15)	6	Big Star, Rose's,
Summit Center(15)	7	Hancock Fabrics, Big Star
Town & Country(12)		Chi-Chester's, Farmer's Furn.
Vine-Ingle		Piggly Wiggly, Chi-Chester's
Westgate Mall(53)	5	Key Catalog Showroom,
Zayre-Emery(12)	5	Zayre
Zayre-Eisenhower(13)		Zayre

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun. Food Stores-Mon. through Sat.
Stores Open Evenings-Discount; Dept. Stores; Food.

13 - RETAIL OUTLETS: Department Stores-Macy's; Belk-Matthews; JCPenney; Sears; Jos. N. Feel.
Discount Stores-K mart 2; Zayre 2; Rose's 2.
Variety Stores-Woolworth; McCrory; Family Dollar 3.
Chain Drug Stores-Chi-Chester's 5; Eckerd 6; Revco 4; Treasury Drug 2.
Chain Supermarkets-Big Star; Big Apple 2; Piggly Wiggly 11; Kroger 3.
Other Chain Stores-Rhode's; Friedman's; Lowe's; Moore-Handley; Sterchi's (furn.); Thom McAn; Singer Center; Baker's; Hardy's; Zale's; Swiss Colony; Radio Shack; Florsheim; Kinney; Butler's; Cloth World; Western Auto; Casual Corner; The Ranch; West Lumber.

14 - NEWSPAPERS: TELEGRAPH & NEWS (m) 71,921; (S) 96,623; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ed Fierstos, Adv. Dir., TELEGRAPH & NEWS, 120 Broadway, Macon, GA 31213; Tel. (912) 744-4217.
National Representative: Knight-Ridder Newspaper Sales.

MARIETTA

1 - LOCATION: Cobb County (In Atlanta MSA). E&P Map B-2. County Seat. 20 mi. NW of Atlanta; on U.S. Hwy. 41 & State Hwys. 120, 5; I-75, I-285, I-575.

2 - TRANSPORTATION: Railroads-Southern System; CSX Distribution Servs.
Motor Freight Carriers-37.
Intercity Bus Lines-Southern Greyhound; Tennessee Coach; Smoky Mountain Trailways; Service Stages Trailways.
Airlines-Eastern; Delta; United; Southern; TWA; Northwest; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 30,805; E&P 86 Est. 33,597
NDM-ABC. (80) 297,718
MSA 80 Cen. 2,138,078; E&P 86 Est. 2,397,902
County 80 Cen. 297,694; E&P 86 Est. 369,863
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,801; E&P 86 Est. 14,731
County 80 Cen. 106,586; E&P 86 Est. 137,776
MSA 80 Cen. 756,597; E&P 86 Est. 881,523
NDM-ABC. (80) 106,595

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	11	$153,988,646
Commercial	10	$321,385,225

6 - PASSENGER AUTOS: County 270,554

7 - ELECTRIC METERS: Residence 55,368

8 - GAS METERS: Residence 22,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 18,000; Textile 2,400.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland(145)	NA	Macy's, Rich's, JCPenney, Sears
Canton Rd.(30)	NA	Big Apple Mkt.
East Gate	NA	Colonial Stores
East Marietta(25)	NA	Big Apple Mkt.
Akers Mill	NA	K mart, Big Star
Kennestone Plz.	NA	
Belmont Hills	NA	
Marietta Pkwy.(7)	NA	Rexall, Colonial
Merchants Walk	NA	
Market Sq.(20)	NA	Big Star, Winn-Dixie
Loehman's Plz.	NA	
New London(25)	NA	Food Giant
Outlet Ltd. Mall	NA	
No. Gate(32)	NA	
Galleria	NA	
Roswell St.(13)	NA	Furn. City USA
Town & Country(35)	NA	Winn-Dixie, Kroger, JCPenney
Belmont Hills	NA	Kroger
Westside(21)	NA	Big Apple
Cobb Ctr.(49)	NA	Rich's, Colonial
Cobb Place	NA	Upton's
Hawthorne(23)	NA	JCPenney, Kroger
Smyrna, GA	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Leiter; JCPenney; Rich's; Macy's.
Discount Stores-K mart; Zayre; Richway; Circuit City.
Variety Stores-McLellan's; Woolworth.
Chain Drug Stores-Dunaway Rexall 6; SupeRx; Eckerd; Revco; Treasury.
Chain Supermarkets-A&P 7; Big Apple 9; Kroger 5; Winn-Dixie; Food Giant; Pace Whse.
Other Chain Stores-Western Auto; Lionel Playworld; Service Mdse.; Zale's; Citizen's; Firestone; Michel.

14 - NEWSPAPERS: JOURNAL (e) 26,277; (S) 27,590; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Terry Smith, Agency Coord., JOURNAL, 580 Fairground St., Marietta, GA 30060; Tel. (404) 428-9411.
National Representative: U.S. Suburban Press.

MILLEDGEVILLE

1 - LOCATION: Baldwin County. E&P Map C-3. County Seat. Central portion of state.

2 - TRANSPORTATION: Railroads-Central of GA (subsidiary of Southern); Georgia Railroad (component of Atlantic Coast Line & Louisville & Nashville).
Motor Freight Carriers-6.
Intercity Bus Lines-Southeastern Stages; Continental Trailways.
Airlines-Nearby airport in Macon.

3 - POPULATION:
Corp. City 80 Cen. 12,126; E&P 86 Est. 13,281
County 80 Cen. 34,686; E&P 86 Est. 37,834

4 - HOUSEHOLDS:
City 80 Cen. 4,415; E&P 86 Est. 4,288
County 80 Cen. 12,235; E&P 86 Est. 11,878

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$103,431,000
Savings & Loan	1	$41,658,556

6 - PASSENGER AUTOS: County 16,663

7 - ELECTRIC METERS: Residential 10,184

8 - GAS METERS: Residential 7,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 4,500; Textile Mfg. 1,350; Nonelectric Mach. 716; Trans. Equip. 545; Health & Educ. 1,105; Chem. 730; Apparel 120.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Av. Mean & Max. Temp.-Jan. 38 to 60; July 70 to 92.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-6 blocks downtown; Hatcher Sq. Mall (30 stores); Old Capital Sq. (12 stores).
Neighborhood Shopping Center-Town & Country (10 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Macon Mall(100)	40	Sears, JCPenney, Belk

Stores Open Evenings-Mall Mon. through Sat. until 9; Sun. 1-6 (majors).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Matthews.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Eckerd; Revco; Treasury.
Chain Supermarkets-A&P; Piggly Wiggly 3; Bi-Lo; Winn-Dixie.
Other Chain Stores-Goodyear; Firestone; Eleanor Shop; Diana Shop; Sears (catalog); Friedman's Jewelers; Kinney Shoes; Pic-n-Pay Shoes; Vicki-V; Curtis Mathes; Radio Shack.

14 - NEWSPAPERS: UNION-RECORDER (m-tues to sat) 6,283; sworn Sept. 17, 1985.
Local Contact for Advertising & Merchandising Data: Catherine Meyer, Adv. Dir., UNION-RECORDER, Union Recorder Plaza, Milledgeville, GA 31061; Tel. (912) 452-0567.
National Representative: Knight-Ridder Newspaper Sales.

MOULTRIE

1 - LOCATION: Colquitt County. E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2 - TRANSPORTATION: Railroads-Southern; SCL; Georgia Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways.
Airlines-Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 15,708; E&P 86 Est. 15,997
County 80 Cen. 35,376; E&P 86 Est. 36,111
NDM-ABC. (80) 35,376

4 - HOUSEHOLDS:
City 80 Cen. 5,584; E&P 86 Est. 5,928
County 80 Cen. 12,152; E&P 86 Est. 12,941
NDM-ABC. (80) 12,152

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$111,000,000
Savings & Loan	3	$58,943,000

6 - PASSENGER AUTOS: County 17,343

7 - ELECTRIC METERS: Res. County 12,920

8 - GAS METERS: Res. City 3,606

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 1,733 (N.A.); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199); Can Co. 200 ($350).
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Hard; natural fluoridation.

12 - RETAILING: Principal Shopping Centers-20 blocks on Main St.; 1st St.; Central Ave. and 1st Ave.
Principal Shopping Days-Thur., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plaza(20)	2	Piggly Wiggly, Belk Hudson, Eckerd
Moultrie Plaza	1	Harvey's, Rose's
Market Place Center(15)	1	K mart, Winn-Dixie, Revco Drugs

13 - RETAIL OUTLETS: Department Stores-Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; JCPenney; Allied; K mart.
Chain Drug Stores-Revco; SupeRx; Eckerd.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly; Cagle's; IGA.
Other Chain Stores-Lowes; Stone; Firestone; Playland; Sears; Dick Causey Shoes; Fayva Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Babcock Furn.; Shoe Flair; Fashion Scene; White Auto; Western Auto.

14 - NEWSPAPERS: OBSERVER (e) 7,384; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Walther, Adv. Mgr., OBSERVER, 25 N. Main St., Moultrie, GA 31768; Tel. (912) 985-4545.
National Representative: Branham/Newspaper Sales.

ROME

1 - LOCATION: Floyd County. E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,654; E&P 86 Est. 27,242
County 80 Cen. 79,800; E&P 86 Est. 79,032

4 - HOUSEHOLDS:
City 80 Cen. 11,965; E&P 86 Est. 10,842
County 80 Cen. 28,477; E&P 86 Est. 29,465

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$440,594,072
Savings & Loan	2	$261,541,938

6 - PASSENGER AUTOS: County 46,694

7 - ELECTRIC METERS: County 33,666

8 - GAS METERS: County 21,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,093; Elect. 1,700; Metal 731; Food 917; Paper & Allied Prods. 1,139.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-78; Summer 78-89; Fall 32-70; Winter 32-42. First killing frost, Nov. 15; last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alto(5)	2	Super Discount, Higgin's Shoes
Central Plz.(16)	1	Mack's Dept., Big Star, Enloe Drugs, Super D
Gala(23)	4	Wil-Bro, Revco, Otasco, Po' Folks
K mart Plz.(5)	4	K mart, Kroger, Radio Shack, Behr's
Mapleton(2)	2	Piggy Wiggly, Eckerd
North Broad(3)	1	Lowe's Mkt., Enloe Drugs, Super Dollar
Riverbend(50)	1	Millers, JCPenney, World Bazaar, Radio Shack
Village Plz.	1	Village Theatre, Glidden, Kentucky Fried Chicken, Kay's Kastles
West End(12)	3	Champion, Dollar General, Chupp's Interiors
W. Side Vlg.(12)	5	Winn-Dixie, Eckerd

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Miller Bros.; JCPenney; Belk-Rhodes; Esserman; H. Kessler.
Variety Stores-DAT Store; Super D; Super Dollar.
Discount Stores-K mart 2; Super Discount 3; Family Dollar; Wal-Mart; Champion; Dollar General.
Chain Drug Stores-Eckerd; Enloe 3; Revco 4; Big B 4.
Chain Supermarkets-Big Star; Piggly Wiggly 3; Warehouse Groceries; Winn-Dixie; Kroger 2.
Other Chain Stores-American Radio; Athletic Attic; Behrs; Brooks Fashions; Circus World; Diana Shops; Firestone; General Nutrition; General Tire; Gilman; Glidden; Goodyear; Junction; Lowe's Bldg.; Otasco 2; Parts City; Shoes Kinney; Payless 2; Pic 'N Pay 2; Radio Shack 2; Shoe City; Sherwin-Williams; Sterchi's Furniture; Stewarts; Tog Shop; Warners; Zale's; Merle Norman.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 22,018; (S) 24,988; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE, 305 E. 6th Ave.; PO Drawer F, Rome, GA 30161; Tel. (404) 291-6397.
National Representative: None.

SAVANNAH

1 - LOCATION: Chatham County (In Savannah MSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. I-95, I-16, 17, 17-A, 80, State Hwys. 26 & 21.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk Southern.
Motor Freight Carriers-70.
Freight Steamship Lines-97.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; American; Piedmont; United; Presidential.

3 - POPULATION:
Corp. City 80 Cen. 141,634; E&P 86 Est. 145,498
CZ-ABC. (80) 182,653
RTZ-ABC. (80) 522,258
County 80 Cen. 202,226; E&P 86 Est. 207,742
MSA 80 Cen. 220,553; E&P 86 Est. 228,884
City & RTZ-ABC. (80) 704,911
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,751; E&P 86 Est. 53,642
County 80 Cen. 71,323; E&P 86 Est. 76,467
MSA 80 Cen. 77,110; E&P 86 Est. 83,485
CZ-ABC. (80) 64,783
RTZ-ABC. (80) 169,110
City & RTZ-ABC. (80) 233,893

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$427,000,000
Commercial	10	$721,000,000

6 - PASSENGER AUTOS: County 118,214

7 - ELECTRIC METERS: 99,851

8 - GAS METERS: Residence 52,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods: Lumber 1,300 ($307); Trans. Equip. 4,500 ($506); Others 1,800; Non-Durable Goods: Food 2,000; Chem. 1,200 ($398); Petroleum 500; Paper 3,700 ($582).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-85; Summer 68-90; Fall 45-85; Winter 38-78. First killing frost, Nov. 26; last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broughton St., 2 W on Broad St.; 2 E on Broad St.; Abercorn & White Bluff Rd.
Neighborhood Shopping Centers-Bull & Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chatham Plz.(26)	NA	Wal-Mart, Firestone
Crossroads(13)	NA	Woolworth, Belk's
De Renne Globe(11)	NA	United Furniture
Eisenhower Sq.(10)	NA	Food Lion, Anchor
Forest City(7)	NA	United Furniture
Habersham(14)	NA	Red & White, Eckerd
K mart	NA	K mart
Largo Plz.(7)	NA	Piggly Wiggly, Wal-Mart
Mall Vlg.(8)	NA	La-z-boy
McAlpin Sq.(12)	NA	Wal-Mart, Kroger
Medical Arts(18)	NA	Revco, Byrd Bros. Mkt.
Montgomery Crossroads(7)	NA	Andy's Mkt.
Oakhurst(21)	NA	Parker's Mkt.
Oglethorpe Mall(87)	NA	Sears, Belk's, JCPenney, Maas Bros.
Picadilly Sq.(14)	NA	Carriage House, Peachtree Spa
Traffic Circ.(5)	NA	
Tri-Roads-K mart(1)	NA	K mart
Twelve Oaks(25)	NA	Ashby's
Loehman's Plz.(15)	NA	Loehman's
Varsity Park & Shop Center(16)	NA	7-Eleven
Victory Dr.(12)	NA	Linen Fair
Victory Mall(2)	NA	K mart, Eckerd
West Side(21)	NA	Revco, Woolworth
Wilmington Is.(8)	NA	Piggly Wiggly
Windsor Forest(7)	NA	

Principal Shopping Days-Dept.: Mon., Fri., Sat.; Food: Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept., downtown, Fri.; Shopping Centers-Nightly.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 2; JCPenney; Sears; Belk's 2; Ashby's; Loehman's.
Discount Stores-K mart (Kresge) 2; Wal-Mart 3; Service Men; Kroger Sav-On 2.
Variety Stores-S.H. Kress; McCrory's 2; H.L. Green; Woolworth 3.
Chain Drug Stores-Revco 11; Eckerd 3.
Chain Supermarkets-Kroger Sav-On 2; Piggly Wiggly 8; Foodtown 3; M & M 8; Red & White 5.
Other Chain Stores-Schwobilt Store; Butler 3; Thom McAn; Hardy Shoes; Women's: Fine's, Asher's, Town & Country, Lady Jane, Eleanor Shop, Lerner Shops, Smart & Thrifty, Diana 2; Furniture: Haverty, Chatham, Maxwell Bros., Stephens Carriage House, United Furniture Sales, Self Service; Auto Supplies: Western Auto 4, Firestone 2, Goodyear 3.

14 - NEWSPAPERS: MORNING NEWS (m) 56,066; (S) 74,213; EVENING PRESS (e) 20,611; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gene Stewart, Adv. Dir., NEWS-PRESS, 105-111 W. Bay St.; PO Box 1088, Savannah, GA 31402; Tel. (912) 236-9511.
National Representative: Branham/Newspaper Sales.

STATESBORO

1 - LOCATION: Bulloch County, E&P Map D-3, D-4. County Southeast section, 53 mi. NW of Savannah; On U.S. Hwys. 80, 301 and 25; State Hwy. 67, 73, 26 and 24.

2 - TRANSPORTATION: Railroads-Norfolk-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,866; E&P 86 Est. 14,771
County 80 Cen. 35,785; E&P 86 Est. 37,932
NDM-ABC: (80) 35,785
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,051; E&P 86 Est. 4,680
County 80 Cen. 12,533; E&P 86 Est. 12,459
NDM-ABC: (80) 11,339

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$202,000,000
Savings & Loan	2	$2,600,000,000

6 - PASSENGER AUTOS: County 18,119

7 - ELECTRIC METERS: Residence 12,982

8 - GAS METERS: Residence 3,042

9 - PRINCIPAL INDUSTRIES: Meters; Malleable Iron Castings; Garments; Lumber; Food Proc.; Meat Proc.; Plastic Extrusions; Valves; Scissors; Shears.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Jan. 20-75; July 55-95. First killing frost, Nov. 20; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-10 blocks downtown; College Plaza, 13 units; Statesboro Mall, 32 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plz.	1	SupeRx, Piggly Wiggly, Rose's
Simmons Statesboro(29)	2	Sears, IGA Belk, Revco, JCPenney, Wal-Mart
University Plz.	2	
Gentilly	2	Winn-Dixie, Eckerd
Bi-Lo Plaza	1	Revco, Bi-Lo, Family Dollar

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney.
Variety Stores-Rose's; Wheelers; K mart; Wal-Mart.
Chain Drug Stores-SupeRx; Revco; Eckerd.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Bi-Lo; M&M.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Ace Hardware; Wheelers; Friedman Jewelers; Heileg Myers; Adventureland; Playland; West.

14 - NEWSPAPERS: HERALD (m) 6,788; (S) 6,582; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Stokes, Sales Dir., HERALD, 1 Herald Sq., Statesboro, GA 30458; Tel. (912) 764-9031.
National Representatives: Landon Associates; Morris Newspaper Corp.

THOMASVILLE

1 - LOCATION: Thomas County, E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. W of Jacksonville; 35 mi. N of Tallahassee.

2 - TRANSPORTATION: Railroads-CSX.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airports-Thomasville Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,463; E&P 86 Est. 17,702
CZ-ABC: (80) 18,463
RTZ-ABC: (80) 39,480
County 80 Cen. 38,098; E&P 86 Est. 38,360
City & RTZ-ABC: (80) 57,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,433; E&P 86 Est. 6,387
County 80 Cen. 12,789; E&P 86 Est. 13,399
CZ-ABC: (80) 6,433
RTZ-ABC: (80) 12,976
City & RTZ-ABC: (80) 19,409

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$148,438,000
Savings & Loan	2	$78,214,682

6 - PASSENGER AUTOS: County 20,266

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 4,725

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Thread 250; Women's Garments 386; Bread and Cakes 615; Meat and Poultry Packing 1,200; Lumber and Woodworking 1,000; Motor and Mobile Homes 251; Women's Sleepwear 200; Crate and Basket 278; Mining 320; Natural Gas Dist. 10; Plastics 247; Home Furnishings 148; Distribution 550.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-20 blocks on five streets; one large regional shopping ctr. 7 small strip ctrs.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Wal-Mart; Neel's; JCPenney.
Variety Stores-McCrory-McLellan; Sears (catalog).
Discount Stores-Rose's; K mart; Woolworth.
Chain Drug Stores-Herndon's 2; Thomas 2; Revco; Trumarx; Big B; Rite Aid.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly.
Independent Supermarkets-Bob's; Arnold's.
Other Chain Stores-Goodyear; Diana Shop; Top Dollar; Radio Shack; Friedlander's Fashion Shoppe; Mangel's; Playland Toy Stores; Pick'N Pay; Sherwin-Williams; Badcock Furn.; Stone's; Pearl Optical; Dunn Furn.; American Handicrafts; Shoe Box; Shoe Flair; Al Dixon; Kres Jewelers; Skinner Furn.; Bumper-to-Bumper; Lowe's; Wight's; Payless Shoes; Cato; Wall Tire Servs.

14 - NEWSPAPERS: TIMES-ENTERPRISE (e-mon to fri) 11,358; (m-sat) 11,037; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Daniel E. Sutton, Adv. Dir., TIMES-ENTERPRISE, PO Box 650, Thomasville, GA 31799; Tel. (912) 226-2400.
National Representative: Thomson Newspapers.

TIFTON

1 - LOCATION: Tift County, E&P Map C-4, County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

2 - TRANSPORTATION: Railroads-Family Lines System; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; North and South; Tamiami Trailways; East and West.

3 - POPULATION:
Corp. City 80 Cen. 13,749; E&P 86 Est. 13,478
County 80 Cen. 32,862; E&P 86 Est. 33,326
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,573; E&P 86 Est. 4,680
County 80 Cen. 10,737; E&P 86 Est. 11,376

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$117,223,000
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 16,136

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Prods. 165 ($175); Seed Shellers 130 ($140); Metal Prods. 450 ($225); Feed, Flour 120 ($150); Clothing 700 (N.A.); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Prods. 200 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15; last killing frost, Mar. 21.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-K mart, Big Star, 2nd St. & I-75; Seventh St.; Main St.; 12th St. Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brinntown(6)	NA	Tifton Laundry, Underwood Carpet
Tift Town(9)		Big Star, Sears, Family Dollar, Behrs Revco,
Titus(7)	NA	E-Z Food
Town & Country(25)		Rose's, Winn-Dixie, Eckerd, Belk-Hudson, Cato's, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Big Store; Moores; Behrs; Cato's; Neels; Vogue.
Discount Stores-Rose's; Pic 'N Save; K mart; Family Dollar.
Chain Drug Stores-Walgreens; Rexall; Eckerd; Revco; Pic 'N Save; Cox's; Big B.
Chain Supermarkets-Harvey's, Big Star; Winn-Dixie; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e) 9,709; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Randy Blalock, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave., Tifton, GA 31794; Tel. (912) 382-4321.
National Representative: Thomson Newspapers.

VALDOSTA

1 - LOCATION: Lowndes County, E&P Map C-5, County Seat.

2 - TRANSPORTATION: Railroads-S.C.L.; Southern; Valdosta Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Republic; ASA.

3 - POPULATION:
Corp. City 80 Cen. 37,596; E&P 86 Est. 38,044
CZ-ABC: (80) 37,596
RTZ-ABC: (80) 97,944
County 80 Cen. 67,972; E&P 86 Est. 70,842
City & RTZ-ABC: (80) 135,540

4 - HOUSEHOLDS:
City 80 Cen. 12,800; E&P 86 Est. 13,247
County 80 Cen. 22,609; E&P 86 Est. 24,281
CZ-ABC: (80) 12,800
RTZ-ABC: (80) 32,218
City & RTZ-ABC: (80) 45,018

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$112,300,000
Commercial	4	$198,942,039

6 - PASSENGER AUTOS: County 37,320

7 - ELECTRIC METERS: Residence 18,533

8 - GAS METERS: Residence County 10,506

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Constr. 1,772
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on N & S Patterson & Ashley; E & W Hill Ave.; E & W Central St.; North Ashley & Park; Brookwood & N Patterson, Five Points.
Principal Shopping Days-Mon., Fri., Sat.
Neighborhood Shopping Centers-Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd.; E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Tree(8)	NA	Walt's IGA
Brookwood(14)	NA	Pantry Pride, Woolworth
Castle Park(63)	NA	Wilbro, Harvey's Mkt., Pic 'N Pay
Five Points(20)	NA	K mart, Winn-Dixie, JCPenney
Valdosta Mall(40)	NA	Sears, Eckerd, Belk-Hudson

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Varnedoe; JCPenney; Sears; Schwartz; Neel's; Famous Store.
Variety Stores-McCrory's; Woolworth.
Discount Stores-Robert Reddick; Family Dollar; Thrifty; K mart; Pic 'N Pay.
Chain Drug Stores-Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd; Pic 'N Save 2; Barnes 3; Economy Drugs.
Chain Supermarkets-Harvey's 2; Big Star 2; Winn-Dixie 3; Pantry Pride; Piggly Wiggly 2.
Other Chain Stores-Diana (women's wear); Goodyear; Zale's; Badcock Furn.; Butler's; Mather; Rhodes; Western Auto; Payless Shoes.

14 - NEWSPAPERS: TIMES (e) 17,739; (S) 17,905; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Morrell, Pub. & Gen. Mgr., TIMES, 201 N. Troupe St.; PO Box 968, Valdosta, GA 31061; Tel. (912) 244-1880.
National Representative: Thomson Newspapers.

WARNER ROBINS

1 - LOCATION: Houston County. (In Macon-Warner Robins MSA). E&P Map B-3. 20 mi. S of Macon.

2 - TRANSPORTATION: Railroads-SOU.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.
Airlines-Delta.

3 - POPULATION:
Corp. City 80 Cen. 39,893; E&P 86 Est. 41,059
MSA 80 Cen. 264,420; E&P 86 Est. 270,844

NDM-ABC: (80) 62,152
County 80 Cen. 77,605; E&P 86 Est. 81,437
RTZ-ABC: (80) 12,226
NDM & RTZ-ABC: (80) 74,378
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,739; E&P 86 Est. 14,791
County 80 Cen. 25,509; E&P 86 Est. 27,958
MSA 80 Cen. 89,539; E&P 86 Est. 95,802
NDM-ABC: (80) 20,551
RTZ-ABC: (80) 3,966
NDM & RTZ-ABC: (80) 24,517

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 48,478

7 - ELECTRIC METERS: Residence 22,517

8 - GAS METERS: Residence 16,621

9 - PRINCIPAL INDUSTRIES: Mfg. of Aircraft Parts; Glass Bottles; Cans; Machine Shop Work; Beer; Electronics; Agric. Area: Peaches, Cotton, Watermelon, Peanuts; Home of Robins Air Force Base-20,000 personnel, mostly civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-68; Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10; last killing frost, Mar. 19.

11 - TAP WATER: Wells.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Houston Mall(40)	NA	Belk's, Sears, Eckerd, Winn-Dixie, Radio Shack
Williams Plz.(23)	NA	Nationwise Auto Parts, Self Furn.
Zayre Plaza(10)	NA	Zayre, Piggly Wiggly, Revco
Northgate(10)	NA	Giant Discount Foods, Badcock Furn.
K mart(2)	NA	K mart, Rhodes Furn.
Parkway Station (3)	NA	Kroger
Piggly Wiggly Plaza(10)	NA	Piggly Wiggly, Revco, Radio Shack

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears.
Auto Stores-Goodyear; Firestone; K mart; Sears; Wall Tire; Wholesale Tire.
Discount Stores-K mart; Zayre; Family Dollar.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-Winn-Dixie; Family Mart; Piggly Wiggly 3; Kroger.
Other Chain Stores-Hancock Fabrics; Key Catalog Showroom; Friedmans Jewelers; Playland; Radio Shack; Sherwin-Williams; Haverty's Furn.; Rhode's Furn.; Shoes: Barrett, Bell Bros., Butler's, Kinney, Pay-Less.

14 - NEWSPAPERS: SUN (e-mon to fri) 10,448; (S) 11,578; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Billy R. Tucker, Adv. Mgr., SUN, 1553 Watson Blvd.; PO Box 2768, Warner Robins, GA 31099; Tel. (912) 923-6432.
National Representative: Landon Associates.

WAYCROSS

1 - LOCATION: Ware County, E&P Map C-5, County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4, 19; U.S. Hwys. 1, 23, 82, 84.

2 - TRANSPORTATION: Railroads-CSX Trans.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 19,371; E&P 86 Est. 18,015
County 80 Cen. 37,180; E&P 86 Est. 36,411
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,085; E&P 86 Est. 6,892
County 80 Cen. 12,788; E&P 86 Est. 13,042

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,900,000,000
Commercial	3	$144,700,000

6 - PASSENGER AUTOS: County 17,491

7 - ELECTRIC METERS: Residence 13,097

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 2,000; Lumber & Plywood 530; Mobile Homes 500; Naval Stores 200; Cigar Mfg. 275; Dryer Felts for Paper Industry 210; Shoe Mfg. 392; Apparel 420; Rubber Products 65.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-93; Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18; last killing frost, Mar. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendleton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flanders(12)	NA	Top Value Stamps, Shemiah Florist
Hatchers Point(29)	NA	Wal-Mart, Piggly Wiggly
Satilla Square(14)	NA	Radio Shack, Food Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Richard's; JCPenney; Sears.
Variety Stores-McCrory's; Wal-Mart; K mart.
Discount Stores-Pic'N Save.
Chain Drug Stores-Scottie's 2; Eckerd; Rexall.
Chain Supermarkets-Winn-Dixie; Pic'N Save; Pantry Pride; IGA; Piggly Wiggly; Harvey's.
Other Chain Stores-Kenwin's Dresses; Diana Shops; Barfield Shoes; Singer; Goodyear; Western Auto; Firestone; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic'n Pay; Radio Shack; Jacobson's World Hi-Fi Electronics; Wise Fashion; Jack's Minute Markets; Shawnee Swifty; Check Mate; M & M; Belk-Hudson.

14 - NEWSPAPERS: JOURNAL-HERALD (e) 12,770; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: B. Morris Johnson, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St.; PO Box 219, Waycross, GA 31501; Tel. (912) 283-2244.
National Representative: None.

WEST POINT, GA

See LANETT, AL

HAWAII SURVEYS

METROPOLITAN STATISTICAL AREA

Honolulu-Honolulu County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	71	78	90
5-14 Years	160	148	169
15-24 Years	154	192	220
25-44 Years	203	291	334
45-64 Years	138	180	205
65 and Over	44	76	87
TOTAL	770	965	1,105

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	74	150	261
General Mdse	632	657	922
Food	651	1,081	1,332
Automobiles	457	541	919
Gasoline Stations	176	400	385
Apparel	204	360	529
Furniture	102	161	286
Eat-Drink Places	484	873	1,214
Drugs	174	338	428
TOTAL SALES	3,294	5,193	6,931

HILO

1 - LOCATION: Hawaii Island & County, E&P Map C-2, County Seat. 215 mi. SE of Honolulu; 2,990 mi. W of San Francisco

2 - TRANSPORTATION: Motor Freight Carriers-7.
Freight Steamship Lines-6.
Intercity Bus Lines-To all points on island.
Inter-Island Airlines-Daily freight and passenger between all islands (Hawaiian Airlines; Aloha Airlines; Mid-Pacific Airlines).
Inter-Island Water Transportation-Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service between all islands.
Trans-Pacific Air Service-Direct flights to West Coast by United.

3 - POPULATION:
Corp. City 80 Cen. 35,269; E&P 86 Est. 41,168
NDM-ABC: (80) 64,535
County 80 Cen. 92,053; E&P 86 Est. 110,432
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,765; E&P 86 Est. 12,125
NDM-ABC: (80) 20,277
County 80 Cen. 29,237; E&P 86 Est. 36,615

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 72,426

7 - ELECTRIC METERS: Residence 37,670

8 - GAS METERS: Residence 2,142; Rural Tank 10,343

9 - PRINCIPAL INDUSTRIES: (RT7) Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,700 ($385); Sugar & Agric. 5,200 ($260); Hotels 4,800 ($240).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shopping Center, Kilauea St.; Hilo Mall; 3 blocks on Kanoelehua Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Fri., Drugs-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Western; Sears; JCPenney; Payless; McInerys; Liberty House.
Variety Stores-Ben Franklin; Woolworth; Long's; Pay'N Save.
Chain Drug Stores-Long's.
Chain Supermarkets-Food Fair 2; Sure Save 4; K. Taniguchi 4; Safeway; Foodland 2.
Other Chain Stores-Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

14 - NEWSPAPERS: HAWAII TRIBUNE-HERALD (e-mon to fri) 20,169; (S) 22,936; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., HAWAII TRIBUNE-HERALD, PO Box 767, Hilo, HI 96721; Tel. (808) 935-6621.
National Representative: Papert Companies.

HONOLULU

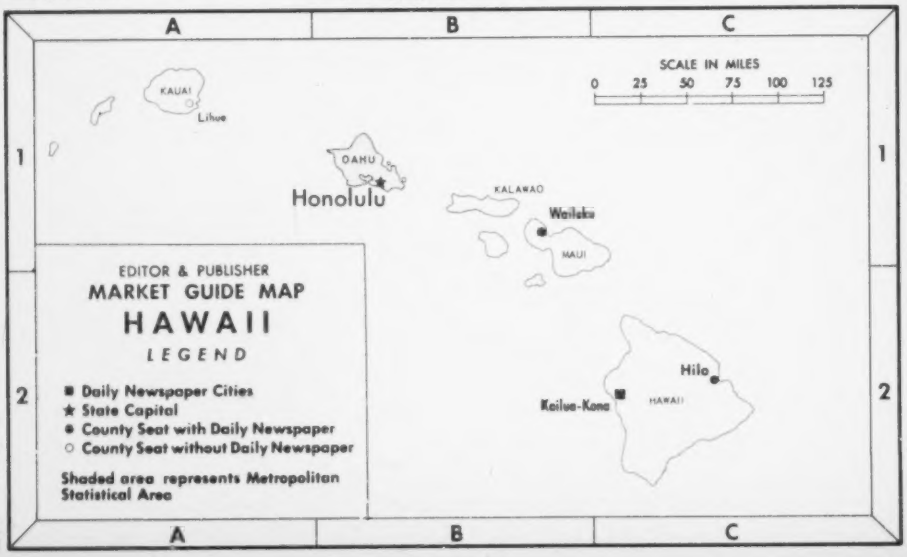
1 - LOCATION: Honolulu County (MSA). Island of Oahu, E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 miles W of San Francisco.

2 - TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island-(air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian and Mid-Pacific Airlines).
Inter-Island-(water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.
Trans-Pacific-(air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; Western; American; TWA; Canadian Pacific; Japan; Quantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans. International Airlines); World Airways; China Airlines; Korean Airlines.
Trans-Pacific-(water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros.; and other lines.

3 - POPULATION:
Corp. City 80 Cen. 365,048; E&P 86 Est. 369,370
NDM-ABC: (80) 762,565
County/MSA 80 Cen. 762,874; E&P 86 Est. 797,148
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 142,280; E&P 86 Est. 137,501
County/MSA 80 Cen. 230,213; E&P 86 Est. 250,786
NDM-ABC: (80) 230,214

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$4,800,000,000
Commercial	10	$7,013,000,000
Trust Companies	4	$94,768,000



6 - PASSENGER AUTOS: Oahu Island 417,333

7 - ELECTRIC METERS: Residence 276,194

8 - GAS METERS: Residence 28,933

9 - PRINCIPAL INDUSTRIES: Honolulu County-Industry, No. of Wage Earners-Agric. 11,200; Mfg. 22,200; Trans./Commun./Util. 30,700; Whol./Ret. 105,750; Services & Misc. 103,800; Gov't 91,050; Contr. Constr. 17,950; Fin./Ins./R.E. 31,600; Self Emp./Dom. 28,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-9 blocks on Fort St. Mall and connecting sts.
Regional Shopping Centers-Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse; Windward Mall.
Neighborhood Shopping Centers-Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City; Kuapa Kai.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aiea	8	Times, Value Drug
Aina Haina	7	Foodland
Aikahi	12	Ssfeway
Ala Moana	1	Sears, JCPenney, Long's, Woolworth
Ewa Beach	20	Foodland, Woolworth
Hawaii Kai	11	Foodland, Ben Franklin
Kahala Mall	5	Liberty House, Star, Long's, Woolwrth, McInerny, JCPenney
Kailua	12	Liberty House, Times
Kamehameha	2	Star, Thrifty Drug
Kaneohe	12	Times
Moanalua	6	Foodland, Longs
Niu Valley	9	Times
Pearl City	9	Foodland, Holiday Mart
Pearlridge	8	Liberty House, JCPenney, Sears, Star
Waipahu	11	Arakawa's, Big Way, Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings-Major stores every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Liberty House 7; JCPenney 3; Arakawa's; The Ritz 5.
Discount Stores-Gem 4; Gibson; Holiday Mart/Dai'ei 3; Military PX 5.
Variety Stores-Woolworth 6; Cornet 4; Ben Franklin 2.
Chain Drug Stores-Long's 13; Value; Thrifty 2; Waldrich 3; Roya!; Sav Mor 2; Pay n'Save 11.
Chain Supermarkets-Foodland 28; Times 15; Safeway 10; Holiday Superfoods 3; Bigway 3; Star Markets 6; Gibson's/Shopping Basket 5; P&P 2; 7-Eleven 21.
Independent Food Store Groups-Food Giant 11; IGA 5.
Other Chain Stores-Watumull's 27; Singer Co.; Hartfield's 4; Standard Shoe; Gallenkamp 3; Thom McAn 7; Carol & Mary 5; Ethel's 3; Villa Roma 3.

14 - NEWSPAPERS: STAR BULLETIN & ADVERTISER (m) 86,875; (e) 102,151; (S) 197,887; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James Graffunder, Adv. Mgr., Hawaii Newspaper Agency, PO Box 3350, Honolulu, HI 96801; Tel. (808) 525-8000.
National Representative: Gannett Media Sales.

KAILUA-KONA

1 - LOCATION: Hawaii Island & County, E&P Map C-2. In western part of the island. Kona is comprised of a N & S Division. Kailua is located in Kona's N Division.

2 - TRANSPORTATION: Water Transportation-7 steamship vessels.
Intercity Bus Lines-1 to all points on the island.
Airlines-Hawaiian; Aloha.

3 - POPULATION:
Corp. City 80 Cen. 19,562; E&P 86 Est. 24,982
County 80 Cen. 92,053; E&P 86 Est. 110,432
NDM-ABC: (80) 27,518

4 - HOUSEHOLDS:
City 80 Cen. 10,970; E&P 86 Est. 10,206
County 80 Cen. 29,237; E&P 86 Est. 36,615
NDM-ABC: (80) 8,960

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 72,426

7 - ELECTRIC METERS: Residential County 37,670

8 - GAS METERS: Residential County 10,343

9 - PRINCIPAL INDUSTRIES: Tourism; Constr.; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Kona Coast Shpg. Ctr.
Neighborhood Shopping Centers-N. Kona Shpg. Ctr.; Kealakekua Ranch Ctr.; Parker Ranch Ctr.; World Sq.; Kona Inn Shpg. Vlg.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Liberty House; Sears.
Variety Stores-Ben Franklin; Pay 'N Save.
Chain Drug Stores-Pay 'N Save.
Chain Supermarkets-K. Taniguchi; Foodland; Sure Save.
Other Chain Stores-Andrades; McInerny.

14 - NEWSPAPERS: WEST HAWAII TODAY (m-mon to fri) 8,079; (S) 7,885; Mar. 31, 1986. ABC.
Local Contact for Advertising and Merchandising Data: Robert Winteler, Adv. Mgr., WEST HAWAII TODAY, Box 789, Kailua-Kona, HI 96740; Tel. (808) 329-9311.
National Representative: Papert Companies.

LIHUE

1 - LOCATION: Kauai Island & County, E&P Map A-1, County Seat.

2 - TRANSPORTATION: Inter-Island Airlines-Services between all islands-Hawaiian Airlines; Aloha; Mid-Pacific.
Inter-Island Water Transport-Tug, barge freight services three times weekly between Hawaii, Molokai, Kauai, Mzui, Oahu. Oil barge services between all islands.

3 - POPULATION:
Corp. City 80 Cen. 4,000; E&P 86 Est. 4,464
County 80 Cen. 39,082; E&P 86 Est. 44,926
NDM-ABC: (80) 39,082

4 - HOUSEHOLDS:
City 80 Cen. 1,389; E&P 86 Est. 1,511
County 80 Cen. 12,020; E&P 86 Est. 14,441
NDM-ABC: (80) 12,020

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 29,533

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A. No frost.

11 - TAP WATER: N.A

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kukui Grove(58)	NA	JCPenney, Sears
Lihue(24)	NA	Sears, Woolworth
Menehune Vlg.(30)	NA	
Rice(15)	NA	
Eleele(21)	NA	Ben Franklin
Princeville(7)	NA	Food Pantry
Kapaa(15)	NA	Ben Franklin
Mkt. Pl.-Coconut Plantation(75)	NA	Boutiques and shops

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE GARDEN ISLAND (e-mon, tues, wed, fri) 9,453; (S) 8,844; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Noda, Adv. Dir., THE GARDEN ISLAND, PO Box 231, Lihue, HI 96766; Tel. (808) 245-3681.
National Representative: Papert Companies.

WAILUKU

1 - LOCATION: Maui Island & County, E&P Map B-1, County Seat. Tourism & Agricultural. Second largest Island in Hawaii Chain, 90 sea mi. S of Honolulu, Oahu.

2 - TRANSPORTATION: Sea Transportation-Matson.
Airlines-Hawaiian; Aloha; Mid-Pacific.

3 - POPULATION:
City 80 Cen. 10,674; E&P 86 Est. 11,603
County 80 Cen. 70,847; E&P 86 Est. 86,432
CZ-ABC: (80) 23,238
RTZ-ABC: (80) 47,753
City & RTZ-ABC: (80) 70,991

4 - HOUSEHOLDS:
City 80 Cen. 3,392; E&P 86 Est. 2,898
County 80 Cen. 22,510; E&P 86 Est. 28,696
CZ-ABC: (80) 7,251
RTZ-ABC: (80) 15,259
City & RTZ-ABC: (80) 22,510

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$281,469,000
Savings & Loan	6	$200,141,000

6 - PASSENGER AUTOS: County 64,117

7 - ELECTRIC METERS: Residence 27,007

8 - GAS METERS: Residence 338

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar & Pineapple 4,167 ($285); Hotels 3,998 ($183).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp. 65-95.

11 - TAP WATER: Mountain rain water, soft.

12 - RETAILING: Principal Shopping Center-Kaahumanu Center & Maui Mall, Wailuku/Kahului Area.
Neighborhood Shopping Centers-Lahaina Shopping Center, Lahaina; Azeka Shopping Center, Kihei; Pukalani Shopping Center, Pukalani.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lahaina(30)	30	Ben Franklin, Foodland
Azeka(20)	15	Ben Franklin, Star Mkt.
Pukalani(15)	15	Ben Franklin, Foodland
Kaahumanu(50)	NA	Foodland, Sears
Maui Mall(40)	NA	Woolworth, Longs

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Liberty House (Amfac); Sears; Shirokiya.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Longs; Pay 'N Save.
Chain Supermarkets-Foodland; Star; Safeway.
Other Chain Stores-A&B Commercial Hardware.

14 - NEWSPAPERS: MAUI NEWS (e-mon to fri) 15,767; (S) 15,118; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mae McCarter, Adv. Mgr., MAUI NEWS, PO Box 550, Wailuku, Maui, HI 96793; Tel. (808) 244-3981.
National Representatives: U.S. Suburban Press; Papert Companies.

IDAHO SURVEYS

METROPOLITAN STATISTICAL AREA

Boise-Ada County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	64	94	104
5-14 Years	153	162	179
15-24 Years	128	174	192
25-44 Years	158	259	285
45-64 Years	143	161	178
65 and Over	67	94	103
TOTAL	713	944	1,041

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	286	257	427
General Mdse	280	308	412
Food	659	1,036	1,216
Automobiles	700	800	1,296
Gasoline Stations	223	353	324
Apparel	121	175	232
Furniture	150	164	279
Eat-Drink Places	260	364	483
Drugs	106	163	197
TOTAL SALES	3,016	4,060	5,311

BLACKFOOT

1 - LOCATION: Bingham County, E&P Map C-5, County Seat. 27 mi. N of Pocatello on Yellowstone & Roosevelt Hwys. Agric. ctr.

2 - TRANSPORTATION: Railroads-C.P.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Aberdeen Stages; Salmon River Stages.
Air Service-Local Charter available.

3 - POPULATION:
Corp. City 80 Cen. 10,065; E&P 86 Est. 9,863
County 80 Cen. 36,489; E&P 86 Est. 37,211

4 - HOUSEHOLDS:
City 80 Cen. 3,266; E&P 86 Est. 3,396
County 80 Cen. 10,772; E&P 86 Est. 11,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	$42,000,000

6 - PASSENGER AUTOS: County 23,378

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: County 2,451

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Potato Shipping, Packing & Proc. 1,200; Grain Elevators 36.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17; last killing frost, May 22.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Center-Riverside Plz. Shpg. Ctr.
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-The Merc; Falk's ID.
Variety Stores-Estenson's; M.H. King.
Discount Stores-Sprouse-Reitz.
Drug Stores-Safeway; Arnell's 2; Jay's; Thriftway.
Chain Supermarkets-Safeway; Albertson's; Kesler's IGA; L&W's Shop & Save; Circle K; Mighty Dan's; Howard's Food Town.
Other Chain Stores-OK Tire; Les Schwab Tires.

14 - NEWSPAPERS: NEWS (m) 7,203; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Kaye Dayton, Adv. Mgr., NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.
National Representative: None.

BOISE

1 - LOCATION: Ada County (MSA). E&P Map A-4, County Seat. State Capitol. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state. 380 mi. NW of Salt Lake City and 470 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-84.

2 - TRANSPORTATION: Railroads-Union Pacific (freight); Amtrak.
Airlines-United; Frontier; Alaska Air; Horizon Air; Western; PSA.
Motor Freight Carriers-39.
Intercity Bus Lines-Greyhound; Trailways; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

3 - POPULATION:
Corp. City, 80 Cen. 102,160; E&P 86 Est. 107,879
CZ-ABC: (80) 154,738
RTZ-ABC: (80) 207,426
County/MSA 80 Cen. 173,036; E&P 86 Est. 194,600
City & RTZ-ABC: (80) 362,164
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,269; E&P 86 Est. 44,581
County/MSA 80 Cen. 63,139; E&P 86 Est. 73,794
CZ-ABC: (80) 57,325
RTZ-ABC: (80) 70,370
City & RTZ-ABC: (80) 127,695

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 135,345

7 - ELECTRIC METERS: Residence 77,100

8 - GAS METERS: Residence 40,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Contract Constr. 5,500 ($345); Lumber & Wood Prods. 2,477 ($170); Food 1,200 ($152); Trucking 1,000 ($206); Printing & Pub. 620 ($162).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36; First killing frost, Oct. 15; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 9 on Idaho St.; 9 on Bannock St.; 3 on Jefferson St.
Neighborhood Shopping Centers-1 block on 16th and State; 5 on North Orchard; 5 on Broadway; 2 on North 13th St.; 6 on Vista; Overland Vista 2; Overland 3; Fairview & Five Mile; Mountain View Ctr. 8 units; Fairview Mini Mall 31 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	3	Albertson's Foods
Cole Village(29)	6	Waremart, C.R. Anthony
Collister Ctr.	6	M&W Food
Franklin(14)	3	Merc Dept., Albertson's
Hillcrest Plz.(28)	4	Buttrey's, Thrifty Drug, Fred Meyer
Karcher Mall(63)	20	JCPenney, Bon Marche
Overland Plz.(30)	5	Smith's Food, C.R. Stores, C.R. Anthony
Plantation Shopping Ctr.	NA	Payless Drugs, Ernst Home Ctrs.
Vista Village(27)	3	C.R. Anthony, Albertson's
Westgate Ctr.(30)	4	Osco, Albertson's
Westgate Mall	4	The Bazaar Dept.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Grocery; chain drugs; discount stores; dept. stores.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; Bazaar; Falk's; The Mode; JCPenney; Mercantile Stores; Sears; C.R. Anthony.
Variety Stores-King.
Discount Stores-K mart; Fred Meyer; Shopko.
Chain Drug Stores-Osco 4; Thrifty 2; Payless 4.
Chain Supermarkets-Albertson's 9; M&W 4; Buttrey's 5; Circle K 18; 7-Eleven 12; Smith's Food King 5; Shopko 2.
Other Chain Stores-Montgomery Ward; Pay 'n Pak; Sunset Sports; Eagle Electric; Ernst Hardware.

14 - NEWSPAPERS: IDAHO STATESMAN (m) 55,351; (S) 71,366; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Craig Carter, Ret. Sales Mgr. or Charlie Napier, Adv. Dir., IDAHO STATESMAN, 1200 N. Curtis Rd.; PO Box 40, Boise, ID 83707; Tel. (208) 377-6200.
National Representative: Gannett Media Sales.

BURLEY

1 - LOCATION: Cassia & Minidoka Counties, E&P Map C-6; on U.S. Hwys. 30, I-15, i-80; State Hwy. 27, 25.

2 - TRANSPORTATION: Railroads- Cutoffline; U.P.R.R.
Interstate Bus Lines-Trailways; Greyhound.
Airlines-Air Idaho; Sun Valley Key.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,761; E&P 86 Est. 8,797
Counties 80 Cen. 39,145; E&P 86 Est. 41,374
Cassia 80 Cen. 19,427; E&P 86 Est. 20,395
Minidoka 80 Cen. 19,718; E&P 86 Est. 20,979
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,030; E&P 86 Est. 3,069
Counties 80 Cen. 18,609; E&P 86 Est. 13,597
Cassia 80 Cen. 6,119; E&P 86 Est. 6,734
Minidoka 80 Cen. 12,490; E&P 86 Est. 6,863

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	6	$90,393,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: Counties: Cassia 15,314; Minidoka 13,814

7 - ELECTRIC METERS: Residence: Cassia 5,846; Minidoka 4,686

8 - GAS METERS: Cassia 2,718; Minidoka 2,245

9 - PRINCIPAL INDUSTRIES: Food Proc.; Elevators; Recreation-Motel Convention; Agric. 6,850 employed; Av. Wkly. Wage $150; Farm Income $14,600.

10 - CLIMATE: Min. & Max. Temp.-Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-7 blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall.
Nearby Shopping Centers-Twin Falls (45 mi.); Rupert (7 mi.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hirsch Stores (Intl. Shoe); Hudson; Sears; M.H. King; Roper's; Sprouse-Reitz; Block's.
Discount Stores-Cal-Ranch Farm; Hall Farm; K mart.
Chain Drug Stores-Skaggs.
Chain Supermarkets-Albertson's; Smith Food King; Johns; Swensens; Stokes.
Other Chain Stores-Coast-to-Coast; Big O Tires; Mode O'Day; Mayfair; Jensen Jewelry; Tires West; Triangle Tires; Zale's; Commercial Tires; Western Auto.

14 - NEWSPAPERS: SOUTH IDAHO PRESS (e-mon to fri; S) 6,958; sworn Sept. 25, 1985.
Local Contact for Advertising and Merchandising Data: John Eberline, Adv. Dir., SOUTH IDAHO PRESS, 230 E Main St., Burley, ID 83318; Tel. (208) 678-2201.
National Representative: None.

CALDWELL

See NAMPA

COEUR D'ALENE

1 - LOCATION: Kootenai County, E&P Map A-2, County Seat. On Lake Coeur d'Alene.

2 - TRANSPORTATION: Railroads-NP; CM; St. Paul; Spokane-International & G.N.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 20,054; E&P 86 Est. 20,259
County 80 Cen. 59,770; E&P 86 Est. 68,895
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,857; E&P 86 Est. 7,306
County 80 Cen. 21,404; E&P 86 Est. 25,714

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$124,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 54,021

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 (N.A.); State employees 376 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown	1	Moen Hdwe., Safeway, Pay 'N Save
East Sherman	12	Sears, Riba's, IGA, Runge Furn.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	-
Northview Plaza	1	Albertson's, Rosauer's, Modern Drug
Coeur d'Alene Mall	NA	Mont. Ward, Kinney, Firestone, Radio Shack

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Dingle's; Pay 'N Save; Sears; Harvey's; Low Cost Drug; Yellow Front; Mykiebust's.
Variety Stores-Sprouse-Reitz; Bonanza 88.
Chain Supermarkets-Albertson's; Riba's; IGA; Safeway; Ron's; Rosauer's.

14 - NEWSPAPERS: PRESS (e) 14,097; (S) 28,850; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Richard Budvarson, Adv. Dir., PRESS, 201 Second Ave., Coeur d'Alene, ID 83814; Tel. (208) 664-8176.
National Representative: None.

IDAHO FALLS

1 - LOCATION: Bonneville County, E&P Map C-5. County Seat. SE part of state. Shipping center for potatoes and livestock, sugar and grain. Headquarters for U.S. Department of Energy. 235 hwy. mi. N of Salt Lake City; on U.S. Hwys. 20, 26, 91, 191, I-15.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Intermountain Teton Stages; Star Valley-Jackson; Salmon Short Line.
Airlines-Western; Cascade; Frontier; Horizon; Sky West; Continental Commuter.

3 - POPULATION:
Corp. City 80 Cen. 39,590; E&P 86 Est. 37,943
CZ-ABC: (80) 39,734
RTZ-ABC: (80) 84,713
County 80 Cen. 65,980: E&P 86 Est. 67,563
City & RTZ-ABC: (80) 124,447

4 - HOUSEHOLDS:
City 80 Cen. 13,916; E&P 86 Est. 13,778
County 80 Cen. 21,307; E&P 86 Est. 22,823
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 23,847
City & RTZ-ABC: (80) 37,763

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$360,081,938
Savings & Loan	4	$93,945,812

6 - PASSENGER AUTOS: County 51,757.

7 - ELECTRIC METERS: Residence 16,106

8 - GAS METERS: Residence 12,281

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 3,025 ($175); Nuclear Plant 10,125 ($385); Constr. 2,500 ($345); Food Proc. 3,247 ($175); Trans. 1,567 ($192); Whol./Ret. 9,600 ($200); Fin. 1,978 ($185); Gov't 3,681 ($182); Educ. 3,214 ($185).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-67; Summer 46-92; Fall 21-52; Winter 0-29. First killing frost, Sept. 19; last killing frost, May 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy. and 3 West of River.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Teton Mall(54)	3	ZCMI, The Bon, JCPenney
Country Club(31)	2	Sears, Lamont's
Hall Park(6)	2	Safeway, Sprouse-Reitz
First Street(11)	1	Idaho Dept. Store, Buttrey
Skyline(5)	2	Skyline Groc., Ben Franklin, K mart
First Woodruff(6)	2	Smith Food
Westfield Plz.(13)	2	Osco, Albertson's, Coast-to-Coast
Yellowstone(10)	2	Fred Meyer, Albertson's

Principal Shopping Days-Mon., Wed., Fri., Sat.

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Agent for

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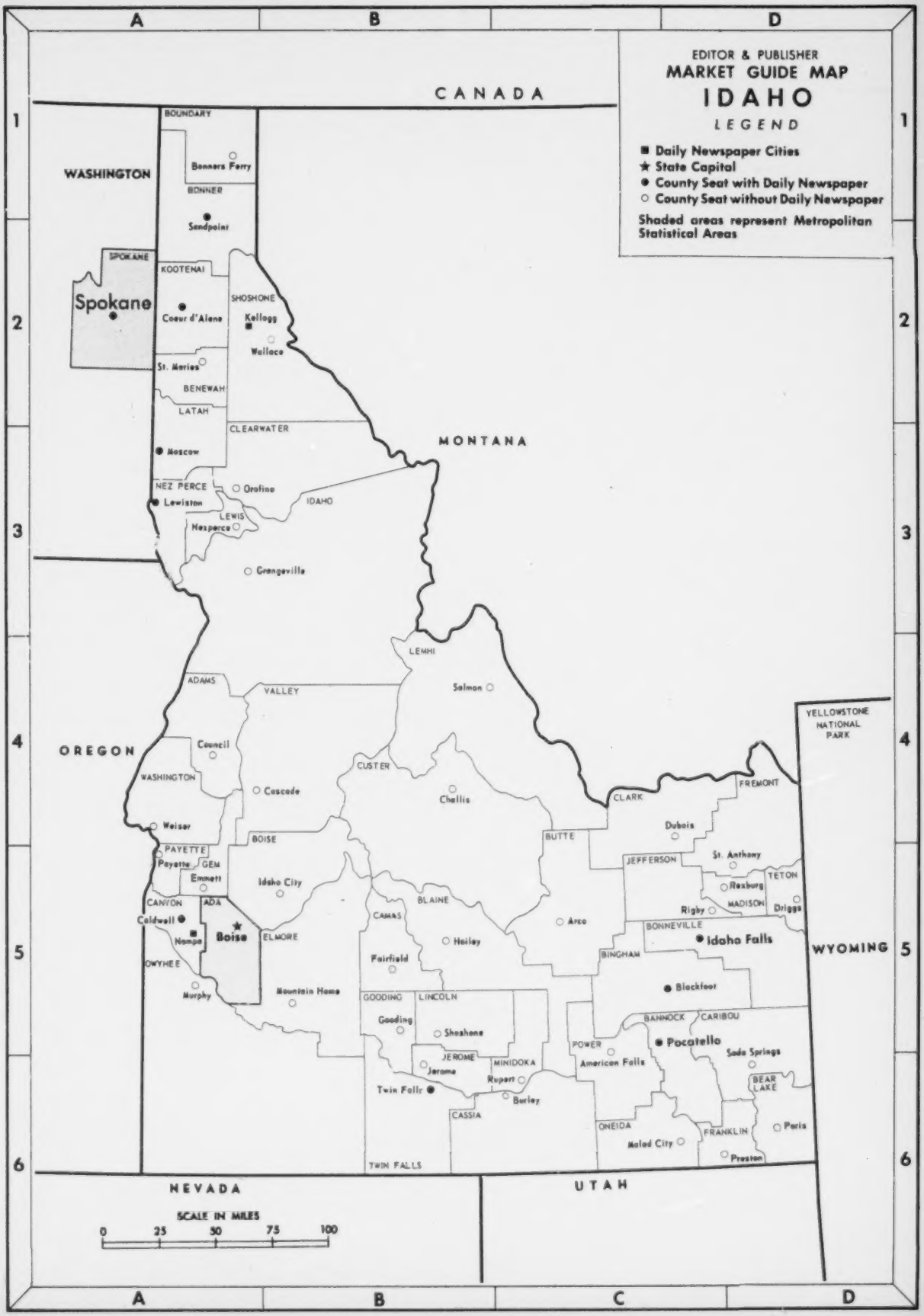
Sunday Star-Bulletin & Advertiser

Hawaii's two largest newspapers are read each day by more than 450,000 people who could become your next customers.

And did you know that with household retail sales at $20,009* Hawaii ranks 3rd in the nation?

* 1986 S&MM Survey of Buying Power

For Information Call (808) 525-8000


EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
CANADA
WASHINGTON
OREGON
NEVADA
UTAH
WYOMING
MONTANA
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
SPOKANE
Spokane
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
CLEARWATER
Moscow
NEZ PERCE
Lewiston
Orofino
IDAHO
LEWIS
Nezperce
Grangeville
LEMHI
Salmon
ADAMS
VALLEY
Council
WASHINGTON
Cascade
CUSTER
Challis
Weiser
PAYETTE
Payette
GEM
Emmett
BOISE
Idaho City
CANYON
ADA
Caldwell
Nampa
Boise
ELMORE
OWYHEE
Murphy
Mountain Home
BLAINE
CAMAS
Hailey
Fairfield
Arco
GOODING
LINCOLN
Gooding
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Twin Falls
Burley
CASSIA
TWIN FALLS
CLARK
FREMONT
Dubois
BUTTE
JEFFERSON
St. Anthony
TETON
Roxburg
Rigby
MADISON
Driggs
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
BANNOCK
CARIBOU
Pocatello
Soda Springs
POWER
American Falls
BEAR LAKE
ONEIDA
Malad City
FRANKLIN
Paris
Preston
YELLOWSTONE NATIONAL PARK
SCALE IN MILES
0 25 50 75 100
A B C D
1 2 3 4 5 6

Stores Open Evenings-Mon. & Fri.; Shpg. Ctrs. Mon. through Fri. until 9; Sun. 12-7.

13 - RETAIL OUTLETS: Department Stores-ZCMI; The Bon; JCPenney; Sears; ShopKo; Idaho Dept.; Lamont's; Ferrell's; K-G Stores; Ernst; Fred Meyers; K mart.
Variety Stores-Ben Franklin; Sprouse-Reitz; Bonanza; King's.
Discount Stores-The Mart; Fred Meyer; K mart; Ernst; Coast-to-Coast.
Chain Drug Stores-Osco 2; Rexall 2; Smith's.
Chain Supermarkets-Safeway 2; Albertson's 3; IGA 3; Buttrey's; Waremart Mkt.; Saving Center; Smith's Food King.
Other Chain Stores-Firestone; Singer Co.; Fabric Land; Pay Less Shoes; Kinney Shoes; Jensen Jewelry; State Hardware; Sunset Sport; Mr. Mac's Men; House of Fabric; Green Stamps; Samon's; Color Tile; Radio Shack; Bill Meyers; Schubach's; Zale's; Roth Shoes; Deseret Book; Brook's Fashion; Foxmoor; JoAnn Fabrics; Seiferts; Lane Bryant; Music Land; Dalton Books; Waldenbooks; General Nutrition; Kinderphoto; Taylor Maid Beauty; Jay Jacobs; The Closet; Close Direct; Pykettes; Computerland.

14 - NEWSPAPERS: POST-REGISTER (e-mon to fri) 24,300; (S) 24,857; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Couch, Adv. Mgr., POST-REGISTER, 333 Northgate Mile; PO Box 1800, Idaho Falls, ID 83401; Tel. (208) 522-1800.
National Representative: Landon Associates.

KELLOGG

1 - LOCATION: Shoshone County, E&P Map A-2, 75 mi. E of Spokane; on U.S. Hwys. 10, 90.

2 - TRANSPORTATION: Railroads-Union Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,417; E&P 86 Est. 2,835
County 80 Cen. 19,225; E&P 86 Est. 16,946

4 - HOUSEHOLDS:
City 80 Cen. 1,330; E&P 86 Est. 1,105
County 80 Cen. 6,870; E&P 86 Est. 6,275

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 11,732.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining & Smelting of Various Metals; Forest Prods.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Centers-N.A.

13 - RETAIL OUTLETS: Department Stores-Morrows; Patano's; JCPenney.
Chain Supermarkets-Pik Kwik; IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's.

14 - NEWSPAPERS: SHOSHONE COUNTY NEWS-PRESS (e-mon to fri) 5,638; (S) 28,850; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Pat Ryan, Adv. Dir., SHOSHONE COUNTY NEWS-PRESS, 401 Main St., Kellogg, ID 83837; Tel. (208) 784-0201.
National Representative: None.

LEWISTON, ID-CLARKSTON, WA

1 - LOCATION: Lewiston in Nez Perce County, ID, County Seat. Clarkston in Asotin County, WA. E&P Map A-3, Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River, terminus of barge lines on the lower Snake and Columbia Rivers. On Wash. State Hwy. 9; U.S. Hwys. 26, 95; 195 and Lewis & Clark Hwy.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Camas Prairie.
Motor Freight Carriers-10.
Intercity Passenger Bus Lines-Greyhound; Northwestern Stages; Clearwater Stages.
Airlines Serving City-Horizon.

3 - POPULATION:
Corp. Cities 80 Cen. 34,889; E&P 86 Est. 34,675
Lewiston 80 Cen. 27,986; E&P 86 Est. 27,732
Clarkston 80 Cen. 6,903; E&P 86 Est. 6,943
Counties 80 Cen. 50,043; E&P 86 Est. 51,203
Nez Perce, ID 80 Cen. 33,220; E&P 86 Est. 33,266
Asotin, WA 80 Cen. 16,823; E&P 86 Est. 17,937
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 13,678; E&P 86 Est. 13,875
Lewiston 80 Cen. 10,769; E&P 86 Est. 10,909
Clarkston 80 Cen. 2,909; E&P 86 Est. 2,966
Counties 80 Cen. 18,960; E&P 86 Est. 20,166
Nez Perce, ID 80 Cen. 12,490; E&P 86 Est. 12,969
Asotin, WA 80 Cen. 6,470; E&P 86 Est. 7,197

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$347,000,000
Savings & Loan	4	$120,000,000

6 - PASSENGER AUTOS: Nez Perce Co. 29,011; Asotin Co. 8,389.

7 - ELECTRIC METERS: Residence 21,523

8 - GAS METERS: Residence 6,851

9 - PRINCIPAL INDUSTRIES: Wood Prods; Pulp & Paperboard; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Ammunition; Lime Quarries; Elect. Pr. Plants; Beverage Bottlers; Hospitals; Boat Works; Marinas; Box Mfg.; College; concrete Prods. Mfg.; Feed Grinding Plits; Fertilizer Mfg.; Natural Gas; Bulk Petroleum Plts.; Livestock Sales; Plating Factory; Seed-cleaning Steel Prods.; Venetian Blinds Fabrication.

10 - CLIMATE: Min. & Max. Temp.-Mar. 36-56; Sept. 49-78. Rainfall 13 in.

11 - TAP WATER: Slightly alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lewiston(25)	2	La Monts, The Bon, JCPenney
Southgate(6)	4	Big V Dept.
Sunset(8)	2	Sears, Radio Shack
Town & Country(4)	NA	Food Mkt.
Clarkston Ctr.(5)	NA	Albertson's, Low Cost Drug

Principal Shopping Days-7 days.
Stores Open Evenings-Most Food & Drug stores.

13 - RETAIL OUTLETS: Department Stores-Th. Bon; Le Mont's; JCPenney; Lee Morris; K mart; Big V.
Variety Stores-Bonanza 88.
Discount Stores-Great Western; K mart.
Chain Drug Stores-Payless; The Owl 3; K mart; Wasem's Rexall; Marketime; Low Cost.
Chain Supermarkets-Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Warehouse Foods; Barneys; Food City 3.
Other Chain Stores-Firestone; Evergreen; Goodyear; Les Schwab Tire; Sherwin-Williams Paint; Columbia Paint; Pay Less Shoes; Kinney Shoes; Singer Co.; Bruneel Tire; Lewiston Tire; Royal Optical; Deranleau's; Perfection-Letz Paint; Music City.

14 - NEWSPAPERS: TRIBUNE (mS) 24,023; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Wayne Hollingshead, Adv. Dir., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.
National Representative: Landon Associates.

MOSCOW

1 - LOCATION: Latah County, E&P Map A-3, County Seat. Business & Agricultural center; Forestry & mining research; University of Idaho. 89 mi. SE Spokane, WA; 320 mi. E of Seattle, WA.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Roadrunner; Campus Link.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 16,513; E&P 86 Est. 17,813
County 80 Cen. 28,749; E&P 86 Est. 30,832

4 - HOUSEHOLDS:
City 80 Cen. 5,686; E&P 86 Est. 6,300
County 80 Cen. 10,256; E&P 86 Est. 11,570

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$189,961,412
Savings & Loan	1	$19,686,572

6 - PASSENGER AUTOS: County 20,328.

7 - ELECTRIC METERS: Residence 8,259

8 - GAS METERS: Residence 2,492

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-County total 8,831 ($215); Constr. 354 ($300); Lumber 759 ($322); Other 110 ($194); Trans. Commun. & Util. 406 ($291); Whol. & Ret. 2,615 ($149); Fin. 215 ($198); Service 1,516 ($161); Gov't 3,356 ($231).
Principal Industrial Pay Days-1st, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter -15-55. First killing frost, Sept. 26; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse Empire Mall(64)	2	Bon Marche, JCPenney, K mart, Lamonts, Ernst, Pay 'n Save
Wheatland Mall	8	Safeway, Payless, Sprouse-Reitz
Moscow Mall(25)	1	Safeway, Sears, Thrifty
Korns(4)	1	Rosauers, Drug Fair, Checker

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Bon Marche; JCPenney; K mart; Pay 'N Save; Lamonts; Ernst; Sears; Thrifty Drug; Drug Fair; Safeway; Rosauers; Tri-State.

13 - RETAIL OUTLETS: Department Stores-Creighton's; JCPenney; Sears; Bon Marche; Lamonts.
Discount Stores-Tri-State Distributors; K mart; Ernst Hardware.
Chain Drug Stores-Drug Fair; Pay 'N Save; Giant T.
Chain Supermarkets-Safeway 2; IGA 2; Rosauer's 3; Warehouse Foods 2.
Other Chain Stores-Schucks (auto); Radio Shack; Sunset Sports; Columbia Paint.

14 - NEWSPAPERS: IDAHONIAN (e-mon to fri, m-sat) 8,828; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Ann Hart, Adv. Mgr., IDAHONIAN, 409 S. Jackson; PO Box 8187, Moscow, ID 83843; Tel. (208) 882-5561.
National Representative: Landon Associates.

NAMPA-CALDWELL

1 - LOCATION: Canyon County, E&P Map A-5. 20 mi. W of Boise; 422 mi. from Portland, OR, on I-84. Caldwell; County Seat. 412 mi. from Portland and Salt Lake City.

2 - TRANSPORTATION: Railroads-UP; Amtrak.
Intercity Bus Lines-Greyhound; Pacific Trailways; Boise-Winnemucca.

3 - POPULATION:
Corp. Cities 80 Cen. 42,811; E&P 86 Est. 43,548
Nampa 80 Cen. 25,112; E&P 86 Est. 25,469
Caldwell 80 Cen. 17,699; E&P 86 Est. 18,079
County 80 Cen. 83,756; E&P 86 Est. 90,052
CZ-ABC. (80) 59,482
Bal. in NDM-ABC. (80) 30,384
Total CZ & Bal. in NDM-ABC. (80) 89,866

4 - HOUSEHOLDS:
Cities 80 Cen. 15,407; E&P 86 Est. 16,489
Nampa 80 Cen. 8,987; E&P 86 Est. 9,680
Caldwell 80 Cen. 6,420; E&P 86 Est. 6,809
County 80 Cen. 28,458; E&P 86 Est. 32,003
CZ-ABC. (80) 20,733
Bal. in NDM-ABC. (80) 9,692
Total CZ & Bal. in NDM-ABC. (80) 30,425

5 - BANKS	NUMBER	DEPOSITS
Nampa:		
Commercial	7	$93,560,000
Savings & Loan	3	$96,530,000
Caldwell:		
Commercial	4	$123,000,000
Savings & Loan	3	$58,000,000

6 - PASSENGER AUTOS: County 63,005

7 - ELECTRIC METERS: Nampa: 16,275; Caldwell: 14,304

8 - GAS METERS: Nampa: 7,579; Caldwell: 4,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Util. 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furn. Mfg. 236; Lumber and Timber Prods. 225; Constr. 1,618; Agric. 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Proc. 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Constr. 1,218; Agric. 2,840.

10 - CLIMATE: Min. & Max. Temp.-Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26; last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3; last killing frost, Nov. 7.

11 - TAP WATER: Nampa: Alkaline, very soft; fluoridated. Caldwell: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holly(7)	NA	Merc Dept., M&W Mkt., Sears
Karcher(68)	7	Woolworth, Idaho Dept., JCPenney, Zale's, Bon Marche
Owyhee(7)	NA	Safeway
South Vlg.(14)	NA	Smith's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers every night except Sunday.
Stores Open Sundays-Shopping centers; grocers & drugs.

13 - RETAIL OUTLETS: Department Stores-Nampa: JCPenney; Idaho Dept.; Hirsch Value Center; Bon Marche (Allied); Ernst; K mart; Sears; Fred Meyer; ShopKo.
Discount Stores-Bonanza 2; Checker Auto Store 2.
Variety Stores-M.H. King; Bonanza 88; Woolworth.
Chain Drug Stores-Penneywise 2; Osco; Super Thrift.
Chain Supermarkets-Albertson's 2; M&W 2; Waremart Mkts.; Safeway 2; Paul's Food Mkt. 2.
Other Chain Stores-Firestone 2; Alexander's; Coast-to-Coast; Mode O'Day 2; Fuller Paint; Sherwin-Williams; Goodyear 2; Kinney Shoes; S&H Green Stamps; Mary Carter Paints; The Merc; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; OK Tire; Zale's; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 17,797; (S) 18,429; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Rybarczyk, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland, Nampa, ID 83651; Tel. (208) 467-9251.
National Representative: None.

POCATELLO

1 - LOCATION: Bannock County, E&P Map C-5, County Seat. Industrial Center. 1,072 mi. W of Omaha, 690 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte, MT I-15 and 80.

2 - TRANSPORTATION: Railroads-Division point for Union Pacific; Salt Lake-Butte and Omaha-Portland.
Motor Freight Carriers-14.
Intercity Passenger Bus Lines-Greyhound.
Airlines Serving City-Sky West; Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 46,340; E&P 86 Est. 45,088
CZ-ABC. (80) 53,392
RTZ-ABC. (80) 71,700
County 80 Cen. 65,421; E&P 86 Est. 66,253
City & RTZ-ABC. (80) 125,092
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,840; E&P 86 Est. 17,075
County 80 Cen. 22,489; E&P 86 Est. 23,777
CZ-ABC. (80) 18,937
RTZ-ABC. (80) 21,997
City & RTZ-ABC. (80) 40,934

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$322,935,233
Savings & Loan	2	$49,700,127

6 - PASSENGER AUTOS: County 47,135

7 - ELECTRIC METERS: 22,363

8 - GAS METERS: Residence 11,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,180; Whol. Trade 1,240; Ret. Trade 5,070; Fin., Ins., R.E. 2,120; Constr. 650; Trans., Commun., Util. 2,930; Service 3,940; Gov't Admin. 2,270; Educ. 3,230.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone between Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alameda &

Hilinerd; Pinenidge Mall, 1 mi. at Yellowstone and Poleline Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; K mart; Lamont's; ZCMI; The Bon.
Discount Stores-Cal-Ranch & Farm.
Variety Stores-Bonanza.
Chain Drug Stores-Ben Franklin Super Save; Osco; Payless; Fred Meyer; ShopKo.
Chain Supermarkets-AG 4; Albertson's 2; Buttrey's; Safeway 2; Thriftway; Okay; Smith's.
Other Chain Stores-Firestone; Nate Morgan Jewelers; S&H; Zale's Jewelry; Sunset Sporting Goods; Big O Tires; Ernst; Kinney; Thom McAn; Self Service Furn.

14 - NEWSPAPERS: IDAHO STATE JOURNAL (e-mon to fri) 19,646; (S) 20,834; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: G. Lee Kaylor, Adv. Dir., IDAHO STATE JOURNAL, 305 S. Arthur, Pocatello, ID 83204; Tel. (208) 232-4161.
National Representative: None.

SANDPOINT

1 - LOCATION: Bonner County, E&P Map A-1, County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,460; E&P 86 Est. 4,198
County 80 Cen. 24,163; E&P 86 Est. 26,900

4 - HOUSEHOLDS:
City 80 Cen. 1,796; E&P 86 Est. 1,367
County 80 Cen. 8,814; E&P 86 Est. 10,313

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 22,605

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Shingle Mfg.; Silver & Lead Mines; Tourism (Lakes & Ski Resorts); Potato Growing; Cattle and Dairy.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 20-32.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Bonner Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears (catalog); Sprouse-Reitz; Anthony's.

14 - NEWSPAPERS: BEE (e-mon to fri) 4,805; (S) 28,850; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: James Thompson, Pub., BEE, PO Box 159, Sandpoint, ID 83864; Tel. (208) 263-9534.
National Representative: None.

TWIN FALLS

1 - LOCATION: Twin Falls County, E&P Map B-6, County Seat. In SE part of state; 120 mi. WSW of Pocatello; 140 mi. from Boise; 240 mi. from Salt Lake City, UT. On U.S. Hwy. 1-80 and 93.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Union Pacific; Trailways; Twin Falls-Wells; Sun Valley Stage Lines.
Airlines-Transwestern; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 26,909; E&P 86 Est. 27,326
CZ-ABC: (80) 31,184
RTZ-ABC: (80) 101,697
City & RTZ-ABC: (80) 132,881
County 80 Cen. 52,927; E&P 86 Est. 56,879

4 - HOUSEHOLDS:
City 80 Cen. 10,573; E&P 86 Est. 10,588
County 80 Cen. 20,528; E&P 86 Est. 21,166
CZ-ABC: (80) 11,386
RTZ-ABC: (80) 34,494
City & RTZ-ABC: (80) 45,880

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 42,466

7 - ELECTRIC METERS: Residence 24,973

8 - GAS METERS: Residence 10,383

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 2,600 ($280); Box Factory 100 ($250); Plastic Household Utensils 800 ($240); Constr. 1,200 ($280); Ret. Trade 5,000 ($200); Gov't 3,300 ($280); Printers 1,500 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-62; Summer 52-89; Fall 33-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main with adjacent shops & servs. on 2nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blue Lakes(33)	3	Woolworth, Osco, Zale's, The Mode
Lynwood(50)	2	Alexanders, Payless, Safeway, M.H. King

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.-City Wide; Sears, Osco, Penney-Wise, JCPenney, K mart, Ernst, Pay Less-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Bon Marche; Alexander's; Roper's; Idaho Dept. Store; Paris.
Variety Stores-M.H. King.
Discount Stores-K mart; Woolworth.
Chain Drug Stores-Osco; Penny-Wise; Pay Less; Smith Drug King.
Chain Supermarkets-Albertson's; Safeway 2; Smith's; Buttrey's; Waremart; Swenson's 4.
Other National Chain Stores-Firestone; Sweetbriar (women's wear); Bennett's (paint & glass); Alexander's (men's); Ernst.

14 - NEWSPAPERS: TIMES-NEWS (m) 20,236; (S) 21,569; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William Blake, Adv. Dir., TIMES-NEWS, 132 3rd St. W., Twin Falls, ID 83301; Tel. (208) 733-0931.
National Representative: Branham/Newspaper Sales.

ILLINOIS SURVEYS

METROPOLITAN STATISTICAL AREAS

Bloomington-Normal-McLean County.
Champaign-Urbana-Rantoul-Champaign County.
Davenport-Rock Island-Moline, IA-IL-Scott County, IA; Henry and Rock Island Counties, IL.
Decatur-Macon County.
Kankakee-Kankakee County.
Peoria-Peoria, Tazewell and Woodford Counties.
Rockford-Boone and Winnebago Counties.
Springfield-Menard and Sangamon Counties.
St. Louis, MO-IL-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe and St. Claire Counties, IL.

PRIMARY METROPOLITAN STATISTICAL AREAS

Aurora-Elgin-Kane and Kendall Counties.
Chicago-Cook, DuPage and McHenry Counties.
Joliet-Grundy and Will Counties.
Lake County-Lake County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	937	842	843
5-14 Years	2,234	1,768	1,765
15-24 Years	1,855	2,138	2,130
25-44 Years	2,653	3,147	3,143
45-64 Years	2,345	2,262	2,255
65 and Over	1,089	1,261	1,253
TOTAL	11,113	11,418	11,389

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)
Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Aurora	81	14	17.8
Chicago	3,005	421	14.0
Elgin	64	7	10.2
Waukegan-N. Chicago	106	15	13.7

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	1,929	2,095	3,619
General Mdse	5,129	5,899	8,195
Food	7,571	10,323	12,588
Automobiles	8,088	8,833	14,862
Gasoline Stations	3,041	4,591	4,376
Apparel	2,197	3,252	4,483
Furniture	1,818	2,130	3,754
Eat-Drink Places	3,665	5,047	6,953
Drugs	1,364	2,111	2,649
TOTAL SALES	39,215	50,747	68,297

ALTON-EAST ALTON-WOOD RIVER

1 - LOCATION: Madison County (In St. Louis, MO-IL MSA). E&P Map B-4; Near confluence of the Missouri & Mississippi rivers, 25 mi. NE of St. Louis, 84 mi. S of Springfield and 238 mi. SE of Chicago.

2 - TRANSPORTATION: Railroads-CB&Q; Illinois-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Bi-State Transit System.

3 - POPULATION:
Corp. Cities 80 Cen. 53,743; E&P 86 Est. 50,900
Alton 80 Cen. 34,171; E&P 86 Est. 31,561
East Alton 80 Cen. 7,123; E&P 86 Est. 7,131
Wood River 80 Cen. 12,446; E&P 86 Est. 12,208
CZ-ABC: (80) 93,762
RTZ-ABC: (80) 105,565
MSA 80 Cen. 2,375,814; E&P 86 Est. 2,400,882
County 80 Cen. 247,671; E&P 86 Est. 251,050
City & RTZ-ABC: (80) 199,327
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 20,762; E&P 86 Est. 20,698
Alton 80 Cen. 12,993; E&P 86 Est. 12,705
East Alton 80 Cen. 2,953; E&P 86 Est. 3,073
Wood River 80 Cen. 4,816; E&P 86 Est. 4,920
County 80 Cen. 89,001; E&P 86 Est. 94,128
MSA 80 Cen. 844,814; E&P 86 Est. 887,148
CZ-ABC: (80) 34,308
RTZ-ABC: (80) 36,985
City & RTZ-ABC: (80) 71,293

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$1,945,782,286
Commercial	9	$466,161,889

6 - PASSENGER AUTOS: County 154,946

7 - ELECTRIC METERS: Residence 37,175

8 - GAS METERS: Residence 30,965

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal Prods. 4,406 ($424); Petroleum Refining 2,548 ($607); Stone, Glass & Clay 902 ($391); Primary Metals 1,960 ($457); Paper Prods. 1,071 ($417); Mfg. 12,296.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Alton Square, regional center with Famous Barr, JCPenney, Target, and 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilshire	5	Dollar General, General Grocer
Piasa Corners	2	Natl. Food, Thrifty Drug, Dollar General
Central Park	1	Central Hdwe., Tipton, K mart, Kroger, Venture
Monticello Plaza	4	Kroger
Washington Sq.	1	Thrifty Drug, SupeRx
Bethalto	8	Dollar General
Jemestown Mall	9	Dillards, Sears

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-nightly; Food-Fri.; Chain Food nightly.

13 - RETAIL OUTLETS: Department Stores-Famous-Barr; JCPenney.
Variety Stores-McCrory.
Discount Stores-Target; Venture; K mart; Dollar General; Wal-Mart.
Chain Drug Stores-Thrifty; SupeRx 3; Wedge 3; Walgreens.
Chain Supermarkets-Kroger 3; Natl. Food; Country Fair; Schnuck's 2; General Grocer ?; Aldi's 2.
Other Chain Stores-Auto Supply: B.F. Goodrich, Firestone, Goodyear, Western Auto; Hardware: MAB Paint, Central Hardware; Lumber: Great Central, Springman, J & A Springman, Fischer; Women's Apparel: Arthurs, Lerners, Women's World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, Leader's, Gliks, Foxmoor, Motherhood Maternity, Jean Nicole; Men's Apparel: Barleff's, Hanlon & Haegele, Richman Bros.; Furniture: Jacoby, Schwartz, Gilbert's Carriage House, Wood River Furniture; Jewelers: Stone Bros., Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's, Zale's.

14 - NEWSPAPERS: TELEGRAPH (e) 37,218; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Bradley, Adv. Mgr., TELEGRAPH, 111 E. Broadway, Alton, IL 62002; Tel. (618) 463-2543.
National Representative: Branham/Newspaper Sales.

ARLINGTON HEIGHTS

See CHICAGO

AURORA

1 - LOCATION: Kane County (In Aurora-Elgin PMSA). E&P Map C-2. Industrial Center.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & North Western; Elgin, Joliet & Eastern.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; RTA.

3 - POPULATION:
Corp. City 80 Cen. 81,293; E&P 86 Est. 86,670
CZ-ABC: (80) 102,832
RTZ-ABC: (80) 230,736
PMSA 80 Cen. 315,607; E&P 86 Est. 336,135
County 80 Cen. 278,405; E&P 86 Est. 298,240
City & RTZ-ABC: (80) 333,568
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,658; E&P 86 Est. 31,162
County 80 Cen. 92,729; E&P 86 Est. 105,006
PMSA 80 Cen. 105,771; E&P 86 Est. 117,833
CZ-ABC: (80) 35,173
RTZ-ABC: (80) 74,468
City & RTZ-ABC: (80) 109,641

5 - BANKS	NUMBER	EST. DEP.
Cml. & Savings	7	$600,000,000
Savings & Loan	7	$675,000,000

6 - PASSENGER AUTOS: County 185,998

7 - ELECTRIC METERS: Residence (Aurora District) 51,331

8 - GAS METERS: Residence Est. 25,500

9 - PRINCIPAL INDUSTRIES: Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fab. Metal Prods.; Ptg. & Pub.; Primary Metals; Food; Stone; Clay; Glass; Lumber & Wood Prods.; Chem. Prods.; Trans. Equip.; Elect. Mach.; Non-Elect. Mach. Mfg. Employ. 35,223.

10 - CLIMATE: First killing frost, Sept. 28; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate; Indiantrail East; Fox Valley Center; St. Charles Mall; Settler's Landing (Montgomery), Naper West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(53)	2	Bergner-Weise, Jewel
West Aurora Plaza(20)	2	K mart
Ashland Plz.(2)	2	Walts Super Mkt., Scott's
The Village Mart(16)	2	Ben Franklin, Eagle

Boulder Hill	5	Boulder Hill Food Mkt., Grimms
Fox Valley(190)	5	Lord & Taylor, Sears, JCPenney, Marshall Field
Settler's Landing	6	K mart, Pic-Way
Naper West	5	Venture, Herman's, Spiegels
		Shoes, Walgreens
St. Charles Mall(30)	11	Jos. Speiss & Co., K mart
Tri-Cities(11)	10	Hallmark, Walgreens

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Jos. Spiess & Co.; Bergner; Marshall Field; Main Street; Lord & Taylor.
Discount Stores-Gaylord's; K mart; Zayre; Venture; Designer Depot; Spiegel.
Chain Drug Stores-Walgreens; Oslo; Perry.
Variety Stores-Scott's; Hensley's; Ben Franklin; Ace Hardware; Oscu Drug; True Value; Randall.
Chain Supermarkets-Jewel 3; Convenient; Eagle 3; Country Cupboard; Open Pantry; Buy Rite 3; Walt's 3; Safari Mkt.; Aldi's; 7-Eleven; White Hen Pantry; Dominick's 2; Frank's Finer Foods.
Other Chain Stores-Goodrich; Goodyear; Blue Star Auto; Frank's Nursery; Firestone; Toys 'R Us; Radio Shack; Schaak; Armanetti; Brown's Sports; Fratters.

14 - NEWSPAPERS: BEACON-NEWS (e) 40,188; (S) 42,944; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steven Bielinski, Adv. Dir., BEACON-NEWS, 101 South River St., Aurora, IL 60506; Tel. (312) 844-5860.
National Representative: Sawyer-Ferguson-Walker.

BEARDSTOWN

1 - LOCATION: Cass County, E&P Map B-3. Industrial and agricultural center; W central Illinois. On east bank of Illinois River. 225 mi. SW of Chicago; 110 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 6,338; E&P 86 Est. 5,975
County 80 Cen. 15,084; E&P 86 Est. 14,602

4 - HOUSEHOLDS:
City 80 Cen. 2,389; E&P 86 Est. 2,318
County 80 Cen. 5,658; E&P 86 Est. 5,718

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$70,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 7,779

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 1,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-Railroad 100; Aluminum & Brass 241; Foods/Meat Prods. 850 ($25,000,000); Feed/Grains/Milling 50; Glove Mfg. 70; Paper Prods. 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Treated.

12 - RETAILING: Shopping Center-Beardstown Plaza, at junction of Hwys. 100 & 67 (Roe Foods, TG&Y).
Neighborhood Shopping Centers-E 4th St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General; TG&Y; True Value Hdwe.
Variety Stores-TG&Y.
Chain Drug Stores-Rexall.
Chain Supermarkets-IGA; Red Fox; Jack & Jill.

14 - NEWSPAPERS: ILLINOIAN-STAR (e-mon to fri) 2,132; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dale L. Barker, Pub., ILLINOIAN-STAR, 1210 Wall St, Beardstown, IL 62618; Tel. (217) 323-1013.
National Representative: Landon Associates.

BELLEVILLE

1 - LOCATION: St. Clair County (In St. Louis, MO-IL MSA). E&P Map B-5, County Seat. Agricultural, military, industrial, financial, and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central; Seaboard System; Norfolk; Southern; Amtrak.
Intercity Bus Lines-Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3 - POPULATION:
Corp. City 80 Cen. 42,150; E&P 86 Est. 44,516
NDM-ABC: (80) 120,748
MSA 80 Cen. 2,375,814; E&P 86 Est. 2,400,882
County 80 Cen. 265,469; E&P 86 Est. 266,903
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,512; E&P 86 Est. 17,611
County 80 Cen. 90,410; E&P 86 Est. 94,566
MSA 80 Cen. 844,814; E&P 86 Est. 887,148
NDM-ABC: (80) 43,640

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$1,300,853,745
Commercial	5	$887,236,000

6 - PASSENGER AUTOS: County 149,749

7 - ELECTRIC METERS: Residence 33,300

8 - GAS METERS: Residence 26,275

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brewery 250; Shoe 400; Hospitals (2) 3,400; Stove 150; Box Mfg. 119; Stencil Mfg. 179; Appliance 250; Scott AFBase-Civilian 4,246; Military 6,909; College 600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 28-Nov. 27; last killing frost, Mar. 8-May 10.

11 - TAP WATER: Neutral, hard; fluoridated.
12 - RETAILING: Principal Shopping Center-Twelve blocks on Main St.
Principal Shopping Days-Thur.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Park Plaza(10)	3	Glicks, Auto Shack
Carlyle Plz.(15)	4	Wal-Mart, Kroger, Natl. Food, Gliks, Kroger, Gasen
Wade Sq.	2	Tom Boy
St. Clair Sq.(120)	6	Sears, JCPenney, Famous-Bar, Dillard's
Crossroads(16)	6	K mart
Venture(6)	6	Venture Stores,
Southview Plaza(15)	12	Tom-doy, Dollar General
Country Club Plaza(12)	4	Walgreens, Schnuck's, Radio Shack
Arcade Ctr.(16)	6	

Stores Open Evenings-Dept.-Mon. and Fri.; Food-nightly; St. Clair Square-nightly and Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillards; Famous-Bar; Dollar General; Glicks.
Discount Stores-K mart; Wal-Mart; Venture; Target; Dolgins.
Chain Drug Stores-Stiehl Walgreens; Gasen; S.S. Kresge; Medicare-Glaser.
Chain Supermarkets-Kroger 3; IGA 7; National 2; Tom Boy 2; Shopland 2; Shop 'N Save; Schnuck's 4; Super-Valu.
Other Chain Stores-Western Auto; Firestone; Goodyear; United Tire; Nustyle; Sherwin-Williams; Singer; Ben Franklin; Uniroyal Tire; General Tire.

14 - NEWSPAPERS: NEWS-DEMOCRAT (m)42,225; (S) 52,211; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dan Vavrinek, Adv. Mgr., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62220; Tel. (618) 234-1000.
National Representative: Branham/Newspaper Sales.

BELVIDERE

1 - LOCATION: Boone County (In Rockford MSA). E&P Map C-1. 75 mi. W of Chicago; 14 mi. E of Rockford in the central part of northern Illinois, on Northern Tollroad.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern (freight).
Motor Freight Carriers-30.

3 - POPULATION:
City 80 Cen. 15,176; E&P 86 Est. 15,447
MSA 80 Cen. 279,514; E&P 86 Est. 282,342
County 80 Cen. 28,630; E&P 86 Est. 29,879
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,494; E&P 86 Est. 5,828
MSA 80 Cen. 99,122; E&P 86 Est. 104,444
County 80 Cen. 9,714; E&P 86 Est. 10,548

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$142,315,247
Savings & Loan	2	$83,338,595

6 - PASSENGER AUTOS: County 18,288

7 - ELECTRIC METERS: Residence County 13,002

8 - GAS METERS: Residence County 7,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 423 ($416); Hdwe. 333 ($170); Engin. 120 ($390); Automotive Assembly 4,138 ($290).
Principal Industrial Pay Days-10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-96; Summer 59-97; Fall 17-84; Winter 20-52. First killing frost, Oct. 16; last killing frost, May 4.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr.; Pearl St. at Route 5; Belvidere Mall (Downtown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvidere Mall(5)	NA	Ben Franklin, Schultz's Sav-U
North State(6)	NA	IGA
South Towne(4)	NA	Pacemaker Food
Cherry Vale(94)	NA	Marshall Field, Sears, Pranges

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Variety Stores-Schultz Brothers; Ben Franklin.
Chain Supermarkets-Eagle; Schultz Sav-U; Pacemaker; Aldi.
Other Chain Stores-Ace Hdwe.; Western Auto; Radio Shack; K mart; True Value; Farm & Fleet.

14 - NEWSPAPERS: REPUBLICAN (e) 4,604; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ellen L. Gennich, Adv. Dir., REPUBLICAN, 401 Whitney Blvd., Belvidere, IL 61008; Tel. (815) 544-9811.
National Representative: Landon Associates.

BENTON

1 - LOCATION: Franklin County, E&P Map C-5, County Seat. 302 mi. S of Chicago. On State Hwy. 14, 34, 37, 57.

2 - TRANSPORTATION: Railroads-Illinois Central; Iron Mountain; Southern.
Airlines-Rend Lake Airways.

3 - POPULATION:
Corp. City 80 Cen. 7,778; E&P 86 Est. 8,023
County 80 Cen. 43,201; E&P 86 Est. 44,337

4 - HOUSEHOLDS:
City 80 Cen. 3,233; E&P 86 Est. 3,366
County 80 Cen. 16,978; E&P 86 Est. 18,210

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$170,000,000
Savings & Loan	1	$13,000,000

6 - PASSENGER AUTOS: County 23,774

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Farm Supplies; Oil; Coal Mines; Grain & Stock Farms; Modular Homes; Mine Equip.; Meat Packing; Boats; Air and Acetylene Gas; Tool.

10 - CLIMATE: Av. Winter Temp. 35; Av. Summer Temp 77.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Supermarkets, Fri. Most stores are open until 8 p.m.

13 - RETAIL OUTLETS: Department Stores-Sherman's; P.N. Hirsch.
Discount Stores-Wal-Mart.
Variety Stores-Town & Country.
Chain Drug Stores-Benton; McCollum; Kimmel-Chaplain Phcy.; SupeRx.
Chain Supermarkets-Big John's; Kroger; IGA; Farm Fresh; Hucks.
Other Chain Stores-Western Auto; Ace Hardware; Walker's Hub; Sue's II; Pee Wee Shop; Barton & Collins; Knight's Furniture; Akin Jewelry; Wiggs Jewelry; Carol's Fine Jewelry; Beatty's Hammond Organs; Barton's TV & Video; Wisely's Men's Wear; B & J Home Improvement; The Shoe Room; D.D.'s Sportswear; Shirley's Fashions.

14 - NEWSPAPERS: NEWS (e) 6,791; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Joe Browning, Adv. Mgr., NEWS, 111 E. Church St., Benton, IL 62812; Tel. (618) 438-5611.
National Representative: Landon Associates.

BLOOMINGTON-NORMAL

1 - LOCATION: McLean County (In Bloomington-Normal MSA), E&P Map C-3, County Seat. 127 mi. SW of Chicago; 157 mi. NE of St. Louis. College and Insurance Center.

2 - TRANSPORTATION: Railroads-Illinois Central-Gulf (passenger & freight); Norfolk & Southern; Conrail; Santa Fe.
Intercity Bus Lines-Eastern Greyhound; Illinois Highway; Illini Coach; Peoria-Rockford.
Motor Freight Carriers-20 Interstate/29 Intrastate.
Airlines-Britt; TW Express; Ozark Midwest; United Express.

3 - POPULATION:
Corp. Cities 80 Cen. 79,861; E&P 86 Est. 82,743
Bloomington 80 Cen. 44,189; E&P 86 Est. 44,411
Normal 80 Cen. 35,672; E&P 86 Est. 38,332
CZ-ABC: (80) 85,291
RTZ-ABC: (80) 146,095
County/MSA 80 Cen. 119,149; E&P 86 Est. 120,663
City & RTZ-ABC: (80) 231,386

4 - HOUSEHOLDS:
Cities 80 Cen. 27,939; E&P 86 Est. 30,135
Bloomington 80 Cen. 18,204; E&P 86 Est. 19,405
Normal 80 Cen. 9,735; E&P 86 Est. 10,730
County/MSA 80 Cen. 41,702; E&P 86 Est. 44,074
CZ-ABC: (80) 29,913
RTZ-ABC: (80) 51,638
City & RTZ-ABC: (80) 81,551

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	$2,282,893,000
Commercial	7	$536,280,000

6 - PASSENGER AUTOS: County 73,806

7 - ELECTRIC METERS: Residence 43,841

8 - GAS METERS: Residence 24,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ins., Fin., R.E. 8,525; Elect. Mach. & Controls 3,700; Food Proc. 1,120; Util. & Trans. 3,275; Printing & Pub. 700; Constr. 1,200; Whol. and Ret. Trade 12,300; Professional Servs. 9,625; Gov't 10,300; Agric. 2,126; Mfg. 5,400; Hourly rates-Mfg. $7.02; Durable Goods $7.03; Non-Durable Goods $6.97 hr.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-93 Summer 41-93; Fall 16-86; Winter -3-60; First killing frost, Oct. 14; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; Bloomington: not fluoridated; Normal: fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 3 on Center St.; 6 on Front St.; 6 on Washington; 2 on Jefferson.
Neighborhood Shopping Centers-2 on E. Oakland Ave.; 5 in Bloomington Towanda Plaza; (Empire & Towanda Ave.); Eastland mall (Rt.9) at U.S. Rt. 66); K mart Plaza; Zayre Plaza; Colonial Plaza; Landmark Plaza; College Hill Mall; Four Seasons Square; Eastland Commons; Eastland Square; Empire Plaza.
Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-All shopping areas open 7 days except downtown which is open Mon.
Stores Open Sundays-Grocery; Drug; Discount; Eastland Mall; College Hills Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Roland's; Bergner's; Carson Pirie Scott & Co.; Kohl's.
Discount Stores-K mart; Zayre; K's Merchandise; Target.
Variety Stores-Woolworth; Randall's.
Chain Drug Stores-Walgreens; Osco 4; SupeRx; People's 4.
Chain Supermarkets-Jewel 3; Kroger 3; IGA; Cub Foods; Diana Foods; Eagle Foods; Aldi Foods.
Other Chain Stores-Kinney Shoes 2; Kirlin's; Music Land 2; Shield Jewelry; MAB Paints; Glidden Paint; Leath Furn.; Sherwin-Williams; Payless 2; So-Fro; Singer; TSC Industries; Alexander Lumber; Pier I; Fannie Mae Candy 2; Regal Shoes; Radio Shack 3; Foxmoor Casuals; Seno Formalwear; Color Tile.

14 - NEWSPAPERS: PANTAGRAPH (m) 53,057; (S) 56,865; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mary E. Keogh, Adv. Dir., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9411.
National Representative: Sawyer-Ferguson-Walker.

A
B
C
D
1
2
3
4
5
6
WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
Dubuque
Freeport
Rock-ford
Racine
Kenosha
Waukegan
No. Chicago
Chicago
Elgin
Aurora
Joliet
Hammond
Gary
East Chicago
Rock Island
Moline
Davenport
Galesburg
Peoria
Pekin
Normal
Bloomington
Champaign
Urbana
Danville
Kankakee
Quincy
Springfield
Decatur
Terre Haute
Alton
St. Louis
Belleville
Evansville
Mt. Vernon
Carbondale
Cairo
SCALE IN MILES
0 20 40 60
EDITOR & PUBLISHER
MARKET GUIDE MAP
ILLINOIS
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

CAIRO

1 - LOCATION: Alexander County. E&P Map C-6, County Seat. Industrial, Agricultural, Wholesale & Retail Center. Bridges to Kentucky and Missouri.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Conrail; Illinois Central; GM&O.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 5,931; E&P 86 Est. 5,453
County 80 Cen. 12,264; E&P 86 Est. 11,894

4 - HOUSEHOLDS:
City 80 Cen. 2,400; E&P 86 Est. 2,267
County 80 Cen. 4,754; E&P 86 Est. 4,796

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$67,650,000

6 - PASSENGER AUTOS: County 5,307

7 - ELECTRIC METERS: Residence 2,056

8 - GAS METERS: Residence 1,576

9 - PRINCIPAL INDUSTRIES: Oilfield Equip.; Soybean and Cotton Oil; Flexible Urethane Foam Padding; Reprocessed Oil Pipe; Grain Purchase; Storage, Sale & Shipping; Service Trades Uniform; Hardwood Flooring & Lumber; Inland Marine Service & River Business; Warehousing; Sand & Silica; Farming; Whol. Drugs; Rainwear & Duffle Bags.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-68; Summer 70-88; Fall 52-70; Winter 31-46. First killing frost, Nov. 1; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 10th to 6th Sts.; 8th St.; Commercial Ave. to 6th.
Neighborhood Shopping Centers-20th and Washington; 34th to 40th on Sycamore.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fridays.
Stores Open Sundays-Drug; Grocery; Discount; Variety and Department.

13 - RETAIL OUTLETS: Department Stores-Dollar General- Khoune Bros.
Variety Stores-Elias Family Center; McGinness Enterprise.
Chain Supermarkets-Wonder Market; Cairo Pic Pac; Butcher Block.
Other Chain Stores-Firestone.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 4,800; Publishers statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Nancy Wright, Adv. Dir./Pub., CITIZEN, 711 Washington Ave., Cairo, IL 62914; Tel. (618) 734-4244.
National Representative: None.

CANTON

1 - LOCATION: Fulton County. E&P Map B-3. 32 mi. SW of Peoria; On Rts. 9, 78, 100.

2 - TRANSPORTATION: Railroads-Burlington Northern; Atchison; Topeka & Santa Fe.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 14,626; E&P 86 Est. 13,590
CZ-ABC: (80) 16,000
RTZ-ABC: (80) 31,964
County 80 Cen. 43,687; E&P 86 Est. 40,941
City & RTZ-ABC: (80) 47,964

4 - HOUSEHOLDS:
City 80 Cen. 5,745; E&P 86 Est. 5,496
County 80 Cen. 16,274; E&P 86 Est. 15,905
CZ-ABC: (80) 6,237
RTZ-ABC: (80) 11,756
City & RTZ-ABC: (80) 17,993

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$150,197,191
Savings & Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 21,413

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing Mfg. 85 ($200); Coal Mines 60 ($250); Mach. Mfg. 50; Service: Community College ($300); Hospital ($500).

10 - CLIMATE: Mean Temp. 51. Av. Rainfall 35; Av. Humidity 70.

11 - TAP WATER: Alkaline, soft; fluoridated & chlorinated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ludlum Centre	NA	Ludlum Lake Drive
	1	Kroger, K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's Mercantile.
Discount Stores-Farm King; K mart.
Chain Drug Stores-Rexall; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; IGA; Red Fox.

14 - NEWSPAPERS: LEDGER (e) 7,319; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ed Ketchum, Pub., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309) 647-5100.
National Representative: None.

CARBONDALE-HERRIN-MURPHYSBORO

1 - LOCATION: Carbondale & Murphysboro in Jackson County, Herrin in Williamson County. E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; CB&O; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Gulf Transports.
Airlines-Britt; Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 46,988; E&P 86 Est. 48,342
Carbondale 80 Cen. 26,414; E&P 86 Est. 27,715
Herrin 80 Cen. 10,708; E&P 86 Est. 11,241
Murphysboro 80 Cen. 9,866; E&P 86 Est. 9,386
NDM-ABC: (80) 235,736
Counties 80 Cen. 118,060; E&P 86 Est. 123,826
Jackson 80 Cen. 61,522; E&P 86 Est. 63,347
Williamson 80 Cen. 56,538; E&P 86 Est. 60,479

4 - HOUSEHOLDS:
Cities 80 Cen. 17,219; E&P 86 Est. 18,291
Carbondale 80 Cen. 9,206; E&P 86 Est. 10,078
Herrin 80 Cen. 4,135; E&P 86 Est. 4,394
Murphysboro 80 Cen. 3,878; E&P 86 Est. 3,819
Counties 80 Cen. 44,383; E&P 86 Est. 49,087
Jackson 80 Cen. 22,558; E&P 86 Est. 24,615
Williamson 80 Cen. 21,825; E&P 86 Est. 24,472
NDM-ABC: (80) 87,641

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$89,176,494
Savings & Loan	5	$24,647,299

6 - PASSENGER AUTOS: Jackson 30,217; Williamson 30,976.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gloves; Bus. Systems; Dresses; Mach.; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Supplies; Concrete Prods.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19; last killing frost, Mar. 28.

11 - TAP WATER: Carbondale-Alkaline, soft; Herrin-soft; Murphysboro-hard.

12 - RETAILING: Principal Shopping Center-3 blocks on 12 streets.
Principal Shopping Days-Mon., Sun., Fri., Sat.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(15)	2	Jo-Ann Fabrics, Payless Shoes
Murdale(30)	NA	Woolworth
Southgate(7)	NA	
University Mall(34)	4	JCPenney, Sears, Meis, Walgreens
K mart(2)	4	K mart, Kroger's

Stores Open Evenings-Mon. in Carbondale & Herrin; Fri. in Murphysboro.

13 - RETAIL OUTLETS: Department Stores-Bleyer's; JCPenney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; Wal-Mart 6.
Chain Drug Stores-Walgreens; Rexall 5; Revco 2; SupeRx.
Chain Supermarkets-Kroger 5; IGA 5; AG; Nat'l Foods.

14 - NEWSPAPERS: SOUTHERN ILLINOISAN (m) 28,265; (S) 34,590; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Brenda A. Maurizo, Adv. Coordinator, SOUTHERN ILLINOISAN, 710 N. Illinois, Carbondale, IL 62901; Tel. (618) 529-5454.
National Representative: Branham/Newspaper Sales.

CARMI

1 - LOCATION: White County. E&P Map D-5. County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville; On State Hwy. 1; U.S. 14.

2 - TRANSPORTATION: Railroads-Conrail; Seaboard Systems.

3 - POPULATION:
Corp. City 80 Cen. 6,264; E&P 86 Est. 6,607
County 80 Cen. 17,864; E&P 86 Est. 18,776

4 - HOUSEHOLDS:
City 80 Cen. 2,626; E&P 86 Est. 2,802
County 80 Cen. 7,047; E&P 86 Est. 7,730

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$14,100,000
Commercial	3	$1,167,895,000

6 - PASSENGER AUTOS: County 10,142

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prods.; Feed Mills; Coal.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Harts.
Variety Stores-Harold's Dollar Store.
Discount Stores-K mart.
Chain Supermarkets-Big John.

14 - NEWSPAPERS: TIMES (e-mon to fri) 3,500; Publishers statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Shirley Burns, Adv. Mgr., TIMES, 323-325 E. Main, Carmi, IL 62821; Tel. (618) 382-4176.
National Representative: None.

CENTRALIA-CENTRAL CITY-WAMAC

1 - LOCATION: Marion, Clinton and Washington Counties (In St. Louis, MO-IL MSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E. of St. Louis; 6 mi. S of U.S. Hwy. 50; 10 mi. W of I-57; 7 mi. N of I-64.

2 - TRANSPORTATION: Railroads-Illinois Central (pass. & freight; CB&Q (freight); Southern; Burlington-Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. Cities 80 Cen. 18,168; E&P 86 Est. 18,208
Centralia 80 Cen. 15,126; E&P 86 Est. 14,897
Central City 80 Cen. 1,377; E&P 86 Est. 1,544
Wamac 80 Cen. 1,665; E&P 86 Est. 1,767
CZ-ABC: (80) 21,625
RTZ-ABC: (80) 90,659
Counties 80 Cen. 91,612; E&P 86 Est. 95,437
Marion 80 Cen. 43,523; E&P 86 Est. 46,058
Clinton 80 Cen. 32,617; E&P 86 Est. 33,595
Washington 80 Cen. 15,472; E&P 86 Est. 15,784
MSA 80 Cen. 2,375,814; E&P 86 Est. 2,400,882

4 - HOUSEHOLDS:
Cities 80 Cen. 7,246; E&P 86 Est. 7,299
Centralia 80 Cen. 5,974; E&P 86 Est. 6,035
Central City 80 Cen. 624; E&P 86 Est. 551
Wamac 80 Cen. 648; E&P 86 Est. 713
Counties 80 Cen. 32,811; E&P 86 Est. 35,656
Marion 80 Cen. 16,437; E&P 86 Est. 18,062
Clinton 80 Cen. 10,768; E&P 86 Est. 11,640
Washington 80 Cen. 5,606; E&P 86 Est. 5,954
MSA 80 Cen. 844,814; E&P 86 Est. 887,148
CZ-ABC: (80) 8,466
RTZ-ABC: (80) 32,055
City & RTZ-ABC: (80) 40,521

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$292,000,000
Savings & Loan	2	$96,000,000

6 - PASSENGER AUTOS: Counties: Marion 25,586; Clinton 17,776; Washington 8,613

7 - ELECTRIC METERS: Residence 9,093

8 - GAS METERS: Residence 7,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-R.R. 80; Apparel 300; Candy 375; Hospital 750; Fiberglass 960; Food 227; Plastic Containers 200; Fuses 350.
Principal Industrial Pay Days-13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.
Neighborhood Shopping Centers-Central City; Wamac; Lincoln & 2nd Sts.; W Broadway.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Park Plaza(45)	NA	JCPenney, Natl. Food, Woolworth
Centralia	1	Dollar General, Radio Shack, Goldes, Central Hardware

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Fri.; Shopping centers-every night (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores-Sears; Golde's; Dollar General; JCPenney; Woolford & Marsh.
Variety Stores-Woolworth.
Discount Stores-Dobbs; K mart; SupeRx.
Chain Supermarkets-Kroger; National; Altadonna's; IGA.
Other Chain Stores-Firestone; Western Auto; Singer; Stan-the-Tireman; Sherwin-Williams; Cook Paint; Blankenship Auto Parts; Radio Shack; Fredman; True Value Hardware; Kirlin's; Nobil Shoes; Payless Shoes; Kinney Shoes; Maurice's; The Fly; Linkon's Auto Parts.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 16,869; (S) 17,919; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill G. Starks, Adv. Mgr. Class., SENTINEL, 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.
National Representative: None.

CHAMPAIGN-URBANA

1 - LOCATION: Champaign County (In Champaign-Urbana-Rantoul MSA). E&P Map C-3. County Seat. University of Illinois. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail; Norfolk & Southern; Amtrak.
Airlines-Ozark; Britt; Piedmont.
Motor Freight Carriers-44.
Intercity Bus Lines-Greyhound; Illinois Transit Trailways; Swallow.

3 - POPULATION:
Corp. Cities 80 Cen. 94,111; E&P 86 Est. 94,726
Champaign 80 Cen. 58,133; E&P 86 Est. 58,748
Urbana 80 Cen. 35,978; E&P 86 Est. 37,823
CZ-ABC: (80) 99,115
Bal. in NDM-ABC: (80) 151,426
County/MSA 80 Cen. 168,392; E&P 86 Est. 171,242
Total NDM-ABC: (80) 250,541
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 33,393; E&P 86 Est. 35,115
Champaign 80 Cen. 21,238; E&P 86 Est. 22,103
Urbana 80 Cen. 12,155; E&P 86 Est. 13,012
CZ-ABC: (80) 35,445
Bal. in NDM-ABC: (80) 53,170
County/MSA 80 Cen. 58,405; E&P 86 Est. 61,869
Total NDM-ABC: (80) 88,615

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	N.A.
Commercial	17	N.A.

6 - PASSENGER AUTOS: County 90,512

7 - ELECTRIC METERS: Residence 56,883

8 - GAS METERS: Residence 43,477

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 7,000; Constr. 1,700; Trade 19,600;

Servs. 11,700; Federal Gov't 30,600; Agric. 2,850; Educ. 16,500. Total 89,950.
Principal Industrial Pay Days-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, softened; chlorinated and fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Market Place Mall(97)	NA	JCPenney, Bergners, Sears, Kohl's, Venture, Osco
Lincoln Sq.(25)	NA	Carson Pirie Scott
Sunnycrest(20)	NA	Walgreens, IGA, Jewel, K mart, Osco
Country Fair(36)	NA	Zayre, Jewel, Osco
K mart Plaza	NA	K mart

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Bergners; F.K. Robeson; Sears; JCPenney; Carson Pirie Scott.
Variety Stores-TG&Y; Huey's.
Discount Stores-Zayre; K mart; Target; Venture; Big Lots.
Chain Drug Stores-Walgreens 2; Osco 4; Cavett; Revco 4.
Chain Supermarkets-Jewel 3; IGA 4; Aldi; Eagles 3; Diana Foods 2; Value 2.
Other Chain Stores-Baskin-Robbins; Goodyear; Firestone; Goodrich; Carpetland; Clothworld.

14 - NEWSPAPERS: NEWS-GAZETTE (e-mon to fri) 45,988; (m-sat) 46,131; (S) 51,424; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary M. Holben, Adv. Dir., NEWS-GAZETTE, 15 Main St., Champaign, IL 61820; Tel. (217) 351-5252.
National Representative: Branham/Newspaper Sales.

CHARLESTON

1 - LOCATION: Coles County, E&P Map C-4, County Seat. Light manufacturing; railway division; college; agricultural area; Eastern Illinois University; Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Airlines-Britt.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 19,355; E&P 86 Est. 19,997
CZ-ABC: (80) 19,355
Bal. in NDM-ABC: (80) 23,604
County 80 Cen. 52,992; E&P 86 Est. 53,000
Total NDM-ABC: (80) 42,959

4 - HOUSEHOLDS:
City 80 Cen. 5,978; E&P 86 Est. 6,549
County 80 Cen. 18,919; E&P 86 Est. 19,603
CZ-ABC: (80) 5,978
Bal. in NDM-ABC: (80) 8,881
Total NDM-ABC: (80) 14,859

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$153,354,867
Savings & Loan	4	$209,387,402

6 - PASSENGER AUTOS: County 27,162

7 - ELECTRIC METERS: Residence 3,876

8 - GAS METERS: Residence 3,377

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Truck & Trailer Mfg. 900; Constr. 162; Printing, Bus. Forms 278; Ceramic Prods. 119; Hdwe. 50.
Principal Pay Days-Fri., Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Square and 1 block each direction from its 4 corners, S. on Rte. 130; 400-500 block W. Lincoln.
Neighborhood Shopping Centers-4th to 7th Sts. on Lincoln St.; South on State Rd. 130; West on Rte. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston(5)	NA	Jewel
Lincoln Vlg.	NA	Dale Bayless, Champs, Ruthies, Tokens
University(8)	NA	Tru-Value
Wilb Walker's(4)	NA	Ben Franklin, Family Phcy., Coast-to-Coast

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Variety Stores-Well-Worth; Ben Franklin; Wal-Mart.
Chain Drug Stores-Walgreens; Osco.
Chain Supermarkets-IGA; Walker's; Jewel.
Other Chain Stores-Firestone; Montgomery Ward; Coast-to-Coast.

14 - NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 7,360; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Yamamoto, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St.; Box 250, Charleston, IL 61920; Tel. (217) 345-7085.
National Representative: Landon Associates.

CHICAGO

1 - LOCATION: Cook County (In Chicago PMSA), E&P Map D-1. Industrial, wholesale, retail, financial, telecommunications, health care, educational, research, transportation, and agricultural sales center.

2 - TRANSPORTATION: Railroads-Intercity Passenger: Amtrak; Commuter: Burlington Northern; Chicago & Northwestern; Chicago South Shore & South Bend; Illinois Central Gulf; Milwaukee Road; Norfolk & Western.
Motor Freight Carriers-More than 750 local trucking companies.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-O'Hare International Airport Passenger Airlines: Air Canada; Air France; Alia-Royal Jord.; Alitalia; American; British Airways; Capitol; Continental; Delta; Eastern; Icelandair; JAT-Yugoslav; Jet America; KLM-Royal Dutch; Lufthansa; Mexicana; Northwest Orient; Ozark; Pan American; Piedmont; Republic; Sabena; Scandinavian; Swiss Air; Trans World; United; USAir; Western; Amer. Transair; Japan Airlines; Thunderbird Air; Arista International; Iberia Air Lines; Frontier Horizon; Buffalo Air; Airlift International; Braniff Inc.; Cargo Airlines; Zantop; Blackhawk; Emery Air Freight; Federal Express; Flying Tigers; Interstate; Orion/UPS; SMB; Summit; Sundorph Aero; United Parcel; Viking; Tradewinds Air. Commuter Airlines: Air Wisconsin; Britt Airways; Direct Air; Midstate; Mississippi Valley; Simmons; Phillips; Freedom; Midway Airport Passenger Airlines; Alliance; American Central; American International Airways; Midway; Northwest Orient.
Three Waterway Projects-St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

3 - POPULATION:
Corp. City 80 Cen. 3,005,072; E&P 86 Est. 2,872,241
County 80 Cen. 5,253,190; E&P 86 Est. 5,247,607
PMSA 80 Cen. 6,059,091; E&P 86 Est. 6,141,042
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 3,059,948
Bal. in NDM-ABC: (80) 4,686,438
Total NDM-ABC: (80) 7,746,386
DAILY HERALD:
NDM-ABC: (80) 641,399
DAILY CALUMET:
NDM-ABC: (80) 129,460

4 - HOUSEHOLDS:
City 80 Cen. 1,093,409; E&P 86 Est. 1,105,484
County 80 Cen. 1,878,977; E&P 86 Est. 1,956,119
PMSA 80 Cen. 2,150,209; E&P 86 Est. 2,269,700
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 1,115,918
Bal. in NDM-ABC: (80) 1,585,050
Total NDM-ABC: (80) 2,700,968
DAILY HERALD:
NDM-ABC: (80) 216,759
DAILY CALUMET:
NDM-ABC: (80) 46,137

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	673	$45,066,900,000
Commercial	400	$101,348,231,000

(Includes Individual Branches of Banks)

6 - PASSENGER AUTOS: City 1,130,850; County 1,656,682

7 - ELECTRIC METERS: Residence 2,649,000; Large Comm. & Industrial 865; Small Comm. & Industrial 239,409.

8 - GAS METERS: Residence 1,942,000; Commercial 139,000; Industrial 15,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 651,600 ($424); Elect. Mach. 91,500 ($366); Non-Elect. Mach. 65,600 ($419); Trans. Equip. 18,200 ($555); Primary Metals 27,900 ($526); Fab. Metals. 75,400 ($494); Professional & Scientific Instruments 21,400 ($359); Food 57,000 ($477); Apparel 20,000 ($266); Printing & Pub. 74,500 ($449); Chem. 32,800 ($428); Paper 22,400 ($365); Rubber & Plastic 27,700 ($322); Whol. Trade 243,600; Ret. Trade 550,800; Mining & Constr. 105,100; Trans., Commun. & Public Util. 184,600; Fin., Ins., R.E. 251,700; Servs. 772,000.

10 - CLIMATE: Av. Temp.-Jan. 20; Apr. 53; July 71; Oct. 53. Av. Precipitation-35 in. Av. Snowfall-40 in.

11 - TAP WATER: Alkaline (Lake Michigan); fluoridated.

12 - RETAILING: Principal Shopping Centers-The PMSA has 62 separate and distinct retail shopping areas (322 shopping centers). The most important of these are Michigan Ave. and Woodfield Mall in Schaumberg. The principal offices of Sears & Montgomery Ward are located here.
Principal Shopping Days-Loop and Outlying Stores-Mon., Thur., Sat., Sun. Supermarkets-Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon. & Thur.

13 - RETAIL OUTLETS: Carson Pirie Scott & Co.-14: 1 in Chicago, 13 in suburbs; JCPenney-15: 2 in Chicago, 13 in suburbs; Marshall Field & Co.-16: 2 in Chicago, 14 in suburbs; Montgomery Ward & Co.-14: 1 in Chicago, 12 in suburbs; Sears-21 full line stores: 4 in Chicago, 17 in suburbs; Wieboldt's-13: 4 in Chicago, 9 in suburbs.
Discount & Variety Stores-K Mart; Venture; Zayre; Service Merchandise; Woolworth.
Chain Supermarkets-Cub; Butera; Dominick's; Eagle; Pic 'N Save; Treasure Island; Hillman's; Jewel; White Hen; Super Plus.
Cooperative Food Stores-Centrella; Certified; Progressive.
Chain Drug Stores-DeKoven; Family Drug Center; Perry; Little Bucky; Rexall; Stineway; Sun Drugs; SupeRx; Les-On; Osco; Walgreens.

14 - NEWSPAPERS: CALUMET (m) 10,444; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William R. Stack, Adv. Dir., CALUMET, 9120-24 S Baltimore Ave., Chicago, IL 60617; Tel. (312) 375-2000.
National Representative: U.S. Suburban Press.
DEFENDER (m-mon to thur; m-sat) 30,793; sworn Oct. 2, 1985.
Local Contact for Advertising and Merchandising Data: David Young, Adv. Dir., DEFENDER, 2400 S Michigan, Chicago, IL 60616; Tel. (312) 225-2400.
National Representative: Amalgamated Publishers.
HERALD (m) 73,019; (S) 72,082; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Paul Borgardt, Adv. Mgr., HERALD, 217 W Campbell St.; PO Box 280, Arlington Heights, IL 60006; Tel. (312) 870-3600.
National Representative: U.S. Suburban Press.
SOUTHTOWN ECONOMIST (e-mon to fri) 24,265 (S) 39,512; Mar. 31, 1986 VAC.

Local Contact for Advertising and Merchandising Data: Donald Gunn, V.P. Mktg., SOUTHTOWN ECONOMIST, 5959 S Harlem Ave., Chicago, IL 60638; Tel. (312) 586-8800.
National Representative: U.S. Suburban Press.
SUN-TIMES (m-mon to fri) 631,808; (m-sat) 424,591; (S) 663,616; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Scott Ring, Natl. Adv. Mgr., SUN-TIMES, 401 N Wabash, Rm. 100, Chicago, IL 60611; Tel. (312) 321-3000.

National Representatives: Offices in New York, Detroit, Los Angeles, Atlanta, Miami Beach, San Francisco.
TRIBUNE (m) 760,031; (m-sat) 610,939; (S) 1,163,083; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Robert Holzkamp, Adv. Dir., TRIBUNE, 435 N Michigan Ave., Chicago, IL 60611; Tel. (312) 222-3232.
National Representatives: Offices in New York, Detroit, Miami, Dallas, Los Angeles, San Francisco.

CLINTON

1 - LOCATION: DeWitt County, E&P Map C-3, County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2 - TRANSPORTATION: Railroads-Illinois Central.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,014; E&P 86 Est. 8,043
County 80 Cen. 18,108; E&P 86 Est. 18,242

4 - HOUSEHOLDS:
City 80 Cen. 3,193; E&P 86 Est. 3,303
County 80 Cen. 6,841; E&P 86 Est. 7,163

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$57,927,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 10,476

7 - ELECTRIC METERS: Residence 4,110

8 - GAS METERS: Residence 3,094

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-China Mfg. 100; Houseware Mfg. 375; Ill. Central R.R. 150; Business Forms 150; Nuclear Power Station 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-85; Summer 55-110; Fall 20-80; Winter 10-45. First killing frost, Oct. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, treated, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hickory Point Mall(85)	15	Carson Pirie Scott, JCPenney, Bergner's
Eastland Ctr.(54)	21	Sears, Bergner's, JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; some Mon.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Carson Pirie Scott; JCPenney; Bergner's; Sears.
Variety Stores-Ben Franklin; Gamble's; Wal-Mart.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,674; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Terrie Baker, Sales Mgr., JOURNAL, 117 W. Main St.; PO Box 615, Clinton, IL 61727; Tel. (217) 935-3171.
National Representative: Landon Associates.

CRYSTAL LAKE

1 - LOCATION: McHenry County, (In Chicago PMSA). 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

2 - TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connects Crystal Lake with all of Chicago Metropolitan area. Small airport.

3 - POPULATION:
Corp. City 80 Cen. 18,590; E&P 86 Est. 19,623
CZ-ABC: (80) 18,590
Bal. in **NDM-ABC**: (80) 77,692
Total **NDM-ABC**: (80) 96,282
County 80 Cen. 147,724; E&P 86 Est. 160,490
PMSA 80 Cen. 6,059,091; E&P 86 Est. 6,141,042
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,191; E&P 86 Est. 6,699
County 80 Cen. 49,015; E&P 86 Est. 55,631
PMSA 80 Cen. 2,150,209; E&P 86 Est. 2,269,700
CZ-ABC: (80) 6,191
Bal. in NDM-ABC: (80) 25,568
Total NDM-ABC: (80) 31,759

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$109,645,012
Savings & Loan	4	$3,686,990,720

6 - PASSENGER AUTOS: County 103,530

7 - ELECTRIC METERS: Residence 7,210

8 - GAS METERS: Residence 6,666

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retailing 1,228; Equip. Mfg. 2,240; Printing 468; Farm Equip. & Landscaping 461; Util. 583.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-downtown and a major shopping center (50 stores) at southeast edge of city. Neighborhood shopping centers along Hwy. 14.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodfield Mall	25	Sears, Field, JCPenney
Lakehurst Mall	20	Sears, Field, JCPenney
Meadowdale(52)	10	A&P, Chicago Furniture Mart
Spring Hill Mall	10	Field, Bergner's, Sears, JCPenney, Joseph Spiess

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Joseph Spiess; Sears (catalog); JCPenney (catalog).
Discount Stores-K mart; Zayre.
Chain Drug Stores-Osco; Walgreens.
Other Chain Stores-Minnesota Fabrics; 84 Lumber; Edward Hines Lumber; Kinney Shoes; Stuart's; Payless; Athletic Shoe Factory; Gen. Nutrition; Payless Shoes; Just Jeans; Brooks; Dominick's; Ace Hardware.

14 - NEWSPAPERS: HERALD (m-mon to sat) 10,701; Sept. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sam Fisher, Adv. Mgr., HERALD, PO Box 250; 7803 Pyott Rd., Crystal Lake, IL 60014; Tel. (815) 459-4040.
National Representative: U.S. Suburban Press.

DANVILLE

1 - LOCATION: Vermilion County. E&P Map D-3. County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, MO; 85 mi. W of Indianapolis, IN.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; CSX.
Motor Freight Carriers-44.
Intercity Bus Lines-Runaround; Illini Swallow; Greyhound.
Airlines-Britt Airline Commuter.

3 - POPULATION:
Corp. City 80 Cen. 38,985; E&P 86 Est. 36,189
CZ-ABC: (80) 59,931
RTZ-ABC: (80) 66,341
County 80 Cen. 95,222; E&P 86 Est. 92,739
City & RTZ-ABC: (80) 126,272
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,392; E&P 86 Est. 14,729
County 80 Cen. 35,371; E&P 86 Est. 35,738
CZ-ABC: (80) 22,886
RTZ-ABC: (80) 23,651
City & RTZ-ABC: (80) 46,537

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$496,485,232
Savings & Loans	4	$89,000,000

6 - PASSENGER AUTOS: County 53,435

7 - ELECTRIC METERS: Res. & Comm. 32,792

8 - GAS METERS: Res. & Comm. 22,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 2,000; Ballasts 522; Railroad Equip. 90; Lift Trucks 1,018; Meat Casings 866; Hardware 300; Candy Mfg. 168.; Clothing 44; Aerosol Prods. 785; Vitamin Mfg. N.A.; Hair Accessories 31; Cereal Mfg. (515); Electronics (308); Grain Proc. (711) (Ann. Payroll $193,000,000; Employing 7,400).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Average Temp.-Winter 28-30; Summer 76-78. First killing frost, Oct. 16; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Vermilion St.; 4 on Main St.; 2 on North St.
Neighborhood Shopping Centers-2 blocks on Vermilion & Fairchild Sts.; 2 blocks on Main St. at Bismark St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holiday Sq.(11)	4	Zayre
K mart(1)	3	K mart, Kar Kleen
Village Mall(68)	4	Target, Meis, JCPenney
Towne Center	19	Country Mkt., SuperRx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergners; Sears; Meis.
Discount Stores-K mart; Zayre; Target; K's Merchandise Mart.
Chain Drug Stores-Harding 3; Prescription Shop 3; Haag 2; SupeRx 2; Hook 3.
Chain Supermarkets-Eisner; Eagle 2; County Market; Lowell's Discount.
Other Chain Stores-Turk's (furn.); Rhodes-Buford (furn.); Pittsburgh Paints; Sherwin-Williams; Fannie May; True Value Hdwe. 3; Blacks Hdwe.; Ace Hdwe.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 25,973; (S) 27,577; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert G. Miller, Adv. Dir., COMMERCIAL-NEWS, 17 W. North, Danville, IL 61832; Tel. (217) 446-1000.
National Representative: Gannett Media Sales.

DECATUR

1 - LOCATION: Macon County (MSA). E&P Map C-3, County Seat. 174 mi. SW of Chicago; 123 mi. NE of St. Louis; 155 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk and Southern; B&O; Pennsylvania; Illinois Central Gulf.
Motor Freight Carriers-41.
Intercity Bus Lines-Crown Transit; Continental Trailways.
Airlines-Britt; Ozark; Midwest; TWA Commuter.

3 - POPULATION:
Corp. City 80 Cen. 94,081; E&P 86 Est. 90,967
CZ-ABC: (80) 107,393
RTZ-ABC: (80) 90,303
County/MSA 80 Cen. 131,375; E&P 86 Est. 127,809
City & RTZ-ABC: (80) 197,696
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,923; E&P 86 Est. 36,247
CZ-ABC: (80) 40,378
RTZ-ABC: (80) 32,337
County/MSA 80 Cen. 48,294; E&P 86 Est. 48,911
City & RTZ-ABC: (80) 72,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$600,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 79,205

7 - ELECTRIC METERS: Residence 40,063

8 - GAS METERS: Residence 35,169

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Graders, Tractors 5,045; Corn-Soy Bean Proc. 4,600; Air Conditioners-Carburetors 1,800; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires 2,250. Av. Wkly. Wage $280.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Water St., 8 on N. Main St.; 2 on E. Main, E. Prairie, E. William, E. North Sts. Hickory Point Mall, Decatur/Forsyth, IL-105 Stores anchored by JCPenney, Bergner's and Carson Pirie Scott, Kohls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brettwood Vlg.(20)	2	Kroger, SupeRx Drugs, Computerland
Colonial(9)	2	Family Drug, Colonial IGA
Decatur Plaza(8)	5	Century 21, SupeRx, Eagle
Fairview Plz.(25)	2	Kroger, Walgreens, Ben Franklin
French Quarter W.(10)	2	Main St. Computer
K mart, Mt. Zion Plz.(18)	5	Radio Shack, Kroger, Walgreens
Northgate Mall(17)	2	Venture, Eisner, Osco
Pines(7)	1	Walgreens, Pines Variety Store
South Shores Ctr.(8)	1	Bergner's, Family Drug, True Value
Southtowne Plz.(8)	1	Eagle, Enloe Drugs
Spring Creek Plz.(14)	2	Eagle, Perklin, Walgreens
Woodmound Plz.(17)	4	White Hen, Wrigley Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon., Fri.; Food until 9 and Midnight.

13 - RETAIL OUTLETS: Department Stores-Bergner's 2; Carson Pirie Scott; JCPenney; Sears; Kohls.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart 2; Venture; Dollar General 2.
Chain Drug Stores-Walgreens 4; Family Drug 3; SupeRx 2; Enloe 3; Wrigley 4; Osco 3.
Chain Supermarkets-Eisner 3; Kroger 3, Eagle 3; Kennedy's 3.
Other Chain Stores-Carson's; Zale's; Black (hdwe.); Thom McAn; Newman's (women's); Singer Co.; Firestone; Goodyear 2; Goodrich; Hooker Glass & Paint Co.; Sherwin-Williams; Pittsburgh Plate Glass; Fannie May; Barker's; Kinney; General Tire Co.; Radio Shack; Team Electronics; Cloth World; Payless Shoe Store; Musicland; Glidden Paint Center; True Value Hardware; Ace Hardware.

14 - NEWSPAPERS: HERALD & REVIEW (m) 45,613; (S) 55,340; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data; Fred Whobrey, Natl. Adv. Mgr., HERALD & REVIEW, 601 E. William St.; PO Box 311, Decatur, IL 62525; Tel. (217) 429-5151.
National Representative: Branham/Newspaper Sales.

DE KALB

1 - LOCATION: De Kalb County. E&P Map C-1. Agricultural, industrial, and education center.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago Great Western; CMStP&P.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 33,099; E&P 86 Est. 32,212
CZ-ABC: (80) 42,375
RTZ-ABC: (80) 26,919
County 80 Cen. 74,624; E&P 86 Est. 74,318
City & RTZ-ABC: (80) 69,294
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,617; E&P 86 Est. 9,572
County 80 Cen. 22,429; E&P 86 Est. 25,087
CZ-ABC: (80) 13,134
RTZ-ABC: (80) 9,273
City & RTZ-ABC: (80) 22,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$316,812,000
Savings & Loan	2	$201,143,000

6 - PASSENGER AUTOS: County 39,638

7 - ELECTRIC METERS: Residence 9,256

8 - GAS METERS: Residence 5,794

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Hourly Wage)-Heavy Equip. 342 ($9.80); Fabricating 375 ($8.60) Agronomy Research 420 ($7.69); Univ. Teaching Faculty 1,157 ($595, 9 months); Univ. Staff 1,812 ($5.12).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67; First killing frost, Oct. 11; last killing frost, Apr. 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on two streets. 4 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(5)	NA	Jewel Food
De Val(6)	NA	Ace Hdwe.
Northland(8)	NA	
Junction(6)	NA	Illini Sporting Goods
Village Commons(4)	NA	VCB
Eagles(4)	NA	Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wal-Mart; Henderson's; Sears (catalog); Reliable; Colson's.
Discount Stores-K mart.
Chain Drug Stores-Lehan 2; Perry Drugs.
Chain Supermarkets-Eagle; Jewel; Bag & Save; Aldi; Pic'N Save.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,661; (S) 12,324; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., DeKalb, IL 60115; Tel. (815) 756-4841.
National Representative: Landon Associates.

DIXON

1 - LOCATION: Lee County. E&P Map C-1. 98 mi. W of Chicago on U.S. 38 and State Hwys. 2, 26, 52 and Interstate 5.

2 - TRANSPORTATION: Railroads-Illinois Central (freight only).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,659; E&P 86 Est. 14,150
CZ-ABC: (80) 15,710
RTZ-ABC: (80) 55,363
County 80 Cen. 36,328; E&P 86 Est. 35,348
City & RTZ-ABC: (80) 71,073

4 - HOUSEHOLDS:
City 80 Cen. 5,642; E&P 86 Est. 5,277
County 80 Cen. 12,649; E&P 86 Est. 12,809
CZ-ABC: (80) 5,657
RTZ-ABC: (80) 19,569
City & RTZ-ABC: (80) 25,226

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$160,000,000
Savings & Loan	2	$107,000,000

6 - PASSENGER AUTOS: County 20,428

7 - ELECTRIC METERS: Residence 6,594

8 - GAS METERS: Residence 4,968

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Mfg. 200; Auto Parts 799; Printing 275; Valve Mfg. 150; Food Prods. 175; State Highway Dept. 575; Commercial Prods. 200; Electronics 750; Overhead Garage Doors 385; Public Util. 559; Misc. 300. Wholesalers & Distributors 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9; last killing frost, Apr. 12.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on First St.; 2 blocks on Galena Ave.
Neighborhood Shopping Centers-N. Galena Ave.; Depot Ave.
Shopping Centers-Pamida Discount Center.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon. (limited)

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Kline's.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Eagle; Red Carpet Mkt.; Red Fox; Jack & Jill.
Other Chain Stores-True Value; Ace Hdwe.; Coast-to-Coast; Sherwin-Williams; Pamida.

14 - NEWSPAPERS: TELEGRAPH (e) 10,748; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Nelson, Adv. Dir., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.
National Representative: None.

DU QUOIN

1 - LOCATION: Perry County. E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy. 51.

2 - TRANSPORTATION: Railroads-Illinois Central; Missouri Pacific; Pinckneyville.
Motor Freight Carriers-8.
Intercity Bus Lines-Gulf, Mobile & Ohio.
Airlines-Ozark; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 6,594; E&P 86 Est. 6,400
County 80 Cen. 21,714; E&P 86 Est. 22,553

4 - HOUSEHOLDS:
City 80 Cen. 2,692; E&P 86 Est. 2,673
County 80 Cen. 8,137; E&P 86 Est. 8,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$66,000,000

6 - PASSENGER AUTOS: County 12,003

7 - ELECTRIC METERS: Residence 4,250

8 - GAS METERS: Residence Counties: Du Quoin 2,417; Pinckneyville 1,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 950; Meat Pkg. 400; Apparel 325; Ry. 125; Timber 200; Constr. 175; Metal Fab. 500; Dairy Prods. 60; Phono Records 210; Aluminum 410.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shpg. Ctr.; Pinckneyville; 4 on Sq.; 3 on Walnut; 2 on Main; 3 on Water.
Neighborhood Shopping Centers-Washington Hickory St.; retail outlets on U.S. 51, Pinckneyville. E. Water & S. Main.
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings-Fri.
Stores Open Sundays-Food, Drug, Variety.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Wal-Mart.
Discount Stores-Value; H.L.'s Discount.
Variety Stores-Economy; Index Notion.
Chain Drug Stores-Bianco Rexall; Rexall; Revco; Health Mart.
Chain Supermarkets-Kroger 2; Gann & Bender; IGA 2; Food Park.
Other Chain Stores-Western Auto; Du Quoin Auto Supply; Linkon Auto Supply; New Era; Chester City Dairy; Sawyer Paint & Wallpaper.

14 - NEWSPAPERS: CALL (e) 4,840; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Glynn Duncan, Adv. Mgr., CALL, 9 N. Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.
National Representative: Landon Associates.

EAST ALTON

See ALTON

EAST DUBUQUE

See DUBUQUE, IA

EAST MOLINE

See ROCK ISLAND

EDWARDSVILLE

1 - LOCATION: Madison County (In St. Louis, MO-IL MSA). E&P Map B-4, County Seat. 18 mi. NE of E St. Louis. On U.S. Hwy. 55; State Hwys. 157, 159, 143.

2 - TRANSPORTATION: Railroads-Norfork Southern; C&NW (freight); Illinois Terminal.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 12,460; E&P 86 Est. 13,658
NDM-ABC: (80) 48,328
MSA 80 Cen. 2,375,814; E&P 86 Est. 2,400,882
County 80 Cen. 247,671; E&P 86 Est. 251,050

4 - HOUSEHOLDS:
City 80 Cen. 4,992; E&P 86 Est. 5,432
County 80 Cen. 93,675; E&P 86 Est. 94,128
MSA 80 Cen. 844, 814; E&P 86 Est. 887,148
NDM-ABC: (80) 17,316

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$200,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 154,946

7 - ELECTRIC METERS: Residence 7,404

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Southern Illinois University.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Jan. 31.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on two streets; Montclaire; 500 block Troy Rd. (28 stores, 4 offices).
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Gilk's; K mart; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Ballweg; Schwartz's
Chain Supermarkets-Kroger; National; IGA; Foodliner; Shop & Save.

14 - NEWSPAPERS: INTELLIGENCER (e) 6,913; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Green, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.
National Representative: Hearst Advertising Service.

EFFINGHAM

1 - LOCATION: Effingham County, E&P Map G-4, County Seat. 200 mi. S of Chicago. 100 mi. NE of St. Louis. On U.S. Routes 40 & 45; I-70 & I-57.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Continental Trailways; C&H Coach and Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,270; E&P 86 Est. 11,233
CZ-ABC: (80) 13,600
RTZ-ABC: (80) 54,027
County 80 Cen. 30,944; E&P 86 Est. 31,753
City & RTZ-ABC: (80) 67,627
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,325; E&P 86 Est. 4,442
County 80 Cen. 10,637; E&P 86 Est. 11,424
CZ-ABC: (80) 5,001
RTZ-ABC: (80) 18,868
City & RTZ-ABC: (80) 23,869

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$111,500,000
Commercial	3	$209,141,374

6 - PASSENGER AUTOS: County 18,128

7 - ELECTRIC METERS: Residence 5,663

8 - GAS METERS: Residence 4,302

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Conditioners 700; Commercial Printing 1,500; Housing Components 220; Furn. Components 300.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village Sq.(40)	3	JCPenney, Rural King
Westgate(8)	1	TG&Y
K mart Plz.(3)	2	K mart, Wal-Mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Spurgeon's; Jansen's; JCPenney.
Variety Stores-Scott's; K mart; Rural King; Dollar General; TG&Y.
Chain Drug Stores-Rexall; SupeRx.
Discount Stores-World of Clothing.
Chain Supermarkets-Kroger; IGA; AG 2; Eisner.

14 - NEWSPAPERS: NEWS (e) 13,615; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Banker, Effingham, IL 62401; Tel. (217) 347-7151.
National Representative: None.

ELDORADO

1 - LOCATION: Saline County, E&P Map C-5. 50 mi. WSW of Evansville, IN. 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

2 - TRANSPORTATION: Railroads-CCC&StL; L&N; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 5,198; E&P 86 Est. 6,310
County 80 Cen. 27,360; E&P 86 Est. 30,242

4 - HOUSEHOLDS:
City 80 Cen. 2,176; E&P 86 Est. 2,669
County 80 Cen. 10,815; E&P 86 Est. 12,579

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$12,387,000
Savings & Loan	NA	$1,213,000

6 - PASSENGER AUTOS: County 15,026

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Coal Mining; Farming, Dairy Prods.; Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-80; Summer 55-100; Fall 40-95; Winter 18-48.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Eldorado; P. N. Hirsch & Co.
Variety Stores-Muckley; Ben Franklin; Cousin Fred's.

14 - NEWSPAPERS: JOURNAL (e) 2,200; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Anita L. Peyton, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.
National Representative: None.

ELGIN

1 - LOCATION: Cook & Kane Counties, E&P Map C-1 (In Chicago PMSA and Aurora-Elgin PMSA). Industrial & residential ctr. 38 mi. NW of Chicago & 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20). State 19, 25, 31, 58, the Northwest Tollway.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Union Pacific; Chicago & North Western; Elgin; Joliet & Eastern (Outer Belt Line).
Intercity Bus Lines-United Motor Coach; Northland Greyhound; Regional Trans. Authority.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City. 80 Cen. 63,981; E&P 86 Est. 68,689
CZ-ABC: (80) 85,753
RTZ-ABC: (80) 528,213
Chicago PMSA 80 Cen. 6,059,091; E&P 86 Est. 6,141,042
Aurora-Elgin PMSA 80 Cen. 315,607; E&P 86 Est. 336,135
Counties 80 Cen. 5,531,595; E&P 86 Est. 5,545,847
Cook 80 Cen. 5,253,190; E&P 86 Est. 5,247,607
Kane 80 Cen. 278,405; E&P 86 Est. 298,240
City & RTZ-ABC: (80) 613,966
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,463; E&P 86 Est. 26,562
Counties 80 Cen. 1,972,706; E&P 86 Est. 2,061,125
Cook 80 Cen. 1,878,977; E&P 86 Est. 1,956,119
Kane 80 Cen. 93,729; E&P 86 Est. 105,006
Chicago PMSA 80 Cen. 2,150,209; E&P 86 Est. 2,269,700
Aurora-Elgin PMSA 80 Cen. 105,771; E&P 86 Est. 117,833
CZ-ABC: (80) 31,239
RTZ-ABC: (80) 171,152
City & RTZ-ABC: (80) 202,391

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$282,760,120
Savings & Loan	3	$386,548,262

6 - PASSENGER AUTOS: Kane County 185,998; Cook County 1,656,682

7 - ELECTRIC METERS: Residence 23,994

8 - GAS METERS: Residence 15,264

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precision Lighting 29,742; Electric Prods.; Belting; Tools; Automotive ($267).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-Fox River Plz., Rt. 31 & I-90, Venture, Marshalls, Service Merchandise, Builder's Sq.; 3 blocks on Chicago and Division Sts. and E. Highland Ave.; 6 on N. and S. Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N. and S. Spring Sts.; and 1 on W. Chicago St. and N. State St. (Downtown shopping).
Neighborhood Shopping Centers-South St. (Sunset Park); National St., State St. and Walnut Ave.; Dundee, Liberty and Congdon; McLean Blvd., (north and south); Bluff City Blvd. and St. Charles St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Oak(10)	1	H & R Block
Meadowdale(52)	5	A&P, Eagle
Springhill(120)	5	Sears, Marshall Field, Bergners, JCPenney, Joseph Speiss Co.
Town & Country(12)	1	Eagle
Wing Park Manor (22)	1	Ben Franklin, Gromers

Principal Shopping Days-Mon., Thur., Fri., Sat., & Sun.
Stores Closed-Mon. morning.
Stores Open Evenings-Dept. Mon., Thur. & Fri. Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Bergners.
Discount Stores-K mart; Zayre; Venture; Marshalls.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Osco 4; SupeRx; Walgreens; Revco.
Chain Supermarkets-Eagle Foods 4; Gromer's; Jewel 3; K mart; 7-Eleven 5; Dominick's.
Other Chain Stores-Leath. (furn.); Pittsburgh Plate Glass; Ace Hdwe.; National Cash Register; Fanny May; V&S Hdwe. 2; Wickes Lumber; Builder's Sq.

14 - NEWSPAPERS: COURIER-NEWS (e) 32,581; (S) 32,838; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dick Brunetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St., Elgin, IL 60120; Tel. (312) 888-7790.
National Representative: Sawyer-Ferguson-Walker.

FLORA

1 - LOCATION: Clay County, E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi. S of Decatur and Champaign, U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2 - TRANSPORTATION: Railroads-B&O.
Intercity Bus Lines-Greyhound; C&H Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,379; E&P 86 Est. 5,538
County 80 Cen. 15,283; E&P 86 Est. 15,949

4 - HOUSEHOLDS:
City 80 Cen. 2,141; E&P 86 Est. 2,231
County 80 Cen. 5,800; E&P 86 Est. 6,287

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$35,000,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 8,118

7 - ELECTRIC METERS: Residence 2,559

8 - GAS METERS: Residence 1,953

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Oil 200; Garment Factory 100; Steel Fab. 80; Automotive Parts 300; Electronic Parts 100; Oil Field Servs. 100; Aluminum Cable 65.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food-weekdays.
Stores Open Sundays-2 food & 5 dept.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Country Squire; Gentleman Shoppe; Tot & Teen Shoppe; Richs; Vaughns; Uebinger's.
Variety Stores-Jaco; Ben Franklin.
Chain Supermarkets-IGA Foodliner; Huck's; Big John's; Sav-A-Lot.
Other Chain Stores-Sears (catalog); Western Auto; Wal-Mart; Furn. Stores.

14 - NEWSPAPERS: CLAY COUNTY ADVOCATE-PRESS (e-mon to fri) 4,094; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Rose Gill, Co-Pub., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave., Flora, IL 62839; Tel. (618) 662-2108.
National Representative: Landon Associates.

FREEPORT

1 - LOCATION: Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in IL. Misc. mfg. wholesale center for area. Insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; State Routes 75 and 26. 35 mi. from Mississippi River at Savanna, IL.

2 - TRANSPORTATION: Railroads-(freight)-Chicago Central Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Charter-Harold Sager Tours; Wiersema Charter Service; Scenic Stage Line; Van Galder.
Airlines-Charter.

3 - POPULATION:
Corp. City 80 Cen. 26,266; E&P 86 Est. 25,450
CZ-ABC: (80) 26,266
RTZ-ABC: (80) 61,982
County 80 Cen. 49,536; E&P 86 Est. 50,263
City & RTZ-ABC: (80) 88,248

4 - HOUSEHOLDS:
City 80 Cen. 10,642; E&P 86 Est. 10,812
County 80 Cen. 18,439; E&P 86 Est. 19,565

CZ-ABC: (80) 10,642
RTZ-ABC: (80) 21,884
City & RTZ-ABC: (80) 32,526

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$206,626,000
Commercial	3	$300,176,000

6 - PASSENGER AUTOS: County 30,561

7 - ELECTRIC METERS: Residence 10,573

8 - GAS METERS: 11,267

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing Total: 7,850. Elect. Mach. 4,675; Fab. Metal 375; Misc. Durable Goods 925; Nondurables 1,975; Food 250; Printing 150; Retail Total: 9,150. Ret. Trade 2,175; Fin./Ins./R.E. 2,375; Whol. 400; Mine & Constr. 600; Trans. 375; Commun. & Public Util. 225; Service & Misc. Ind. 2,225; Gov't Total: 2,450. Local 2,175; State 125; Federal 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25; last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson St., includes a 12 yr. old 2-block Shopping Plaza; 4 on Main St., and cross sts. between Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas-Spring St. from Walnut Ave. to State St.; S. Galena Ave. from Spring St. to Float St.; S. West Ave., between Empire St. and Yellow Creek; Lincoln Mall Shopping Center West on U.S. 20, South St., between S. West Ave. and S. Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TG&Y(4)	2	TG&Y, Coast-to-Coast
Freeport Lincoln Mall(15)	2	Sears, JCPenney, Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Mon. morning (Downtown).
Stores Open Evenings-Mon., Fri.; Shopping Center & Major Chain, Mon. through Fri.
Stores Open Sundays-Drugs, discounts, most foods, chain stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Spurgeon's.
Discount Stores-Jupiter; Farm and Fleet; K mart.
Variety Stores-TG&Y.
Chain Drug Stores-Osco; Revco; Rexall.
Chain Supermarkets-Eagle Foods 2; Super Valu; Jewel.
Other Chain Stores-Fannie May Candy; Brown Shoes; Endicott-Johnson; Leslie Shoes; Frank's Jewelry; Coast-to-Coast Hdwe.; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Patterson Lumber; Lillians Women's Wear; Paneling Unlimited; JoAnn Fabric; Kelly Tire; Fashion Bug.

14 - NEWSPAPERS: JOURNAL-STANDARD (e) 17,625; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary Ashmore, Adv. Dir., JOURNAL-STANDARD, 27 S. State Ave., Freeport, IL 61032; Tel. (815) 232-1171.
National Representative: Landon Associates.

GALESBURG

1 - LOCATION: Knox County, E&P Map B-2, County Seat. Railroad, manufacturing and agricultural center. 163 RR mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

2 - TRANSPORTATION: Railroads-Burlington Northern; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 35,305; E&P 86 Est. 33,154
CZ-ABC: (80) 36,233
RTZ-ABC: (80) 82,974
County 80 Cen. 61,607; E&P 86 Est. 59,407
City & RTZ-ABC: (80)119,207
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,555; E&P 86 Est. 13,107
County 80 Cen. 22,837; E&P 86 Est. 22,834
CZ-ABC: (80) 13,874
RTZ-ABC: (80) 29,976
City & RTZ-ABC:(80) 43,850

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$428,000,000
Commercial	4	$266,000,000

6 - PASSENGER AUTOS: County 33,547

7 - ELECTRIC METERS: Residence 13,874

8 - GAS METERS: Residence 12,910

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Fab. 750 ($410); Rubber Hose 550 ($400); Home Appliances 2,100 ($425); Railroad yard, train, and shop men-1,000 ($420).
Principal Industrial Pay Days-Fri., 13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15; last killing frost, Apr. 19.

11 - TAP WATER: Unlimited, from Mississippi River (aquifer).

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Seminary; 3 on Kellogg; Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.
Neighborhood Shopping Centers-N. Henderson St.; Grand Avenue; N. Seminary; Monmouth Blvd. and E. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Henderson	1	Hornsby's, Eagle, Jacks, Kroger, K mart, Mont. Ward
Sandburg Mall(69)	2	Sears, JCPenney, Bergners, Osco
North Seminary	1	Giant
E. Main St.	NA	Giant, Eagle
W. Main St.	NA	Aldi Foods
Fremont	NA	Eagle

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Fri.; Food-Mon. through Sat.
Stores Open Sundays-Discount; Drug & Supermarkets; Sandburg Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Sears; Bergner's; Hornsby's.
Variety Stores-Kresge's; Jacks.
Discount Stores-Montgomery Ward; Kroger Family Center; Jacks; K mart.
Chain Drug Stores-Walgreens; Osco 2.
Chain Supermarkets-Giant 2; Aldi; Kroger; Eagle 2; Hi-Lo 2; Rons Super Value; Super Valu.
Other Chain Stores-Leath's (furniture); R. Kinney; Montgomery Ward; Sherwin-Williams; Zale's; Gallenkamp Shoes; Brooks Fashions; Waldenbooks; Super-America; Farm King; Radio Shack; Trevor; Tru Value Hdwe.; Stiles Ace Hdwe.

14 - NEWSPAPERS: REGISTER-MAIL (e) 19,632; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.
National Representative: Landon Associates.

HARRISBURG

1 - LOCATION: Saline County, E&P Map C-5, 70 mi. WSW of Evansvile; IN; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Lines-4.
Intercity Bus Lines-Southern Limited; Carbondale-Harrisburg.

3 - POPULATION:
Corp. City 80 Cen. 9,322; E&P 86 Est. 9,812
County 80 Cen. 27,360; E&P 86 Est. 30,242

4 - HOUSEHOLDS:
City 80 Cen. 3,848; E&P 86 Est. 4,031
County 80 Cen. 10,815; E&P 86 Est. 12,579

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$196,000,000

6 - PASSENGER AUTOS: County 15,026

7 - ELECTRIC METERS: Residence 5,479

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Concrete Prods.; Coal; Cap. Mfg.; Metal Fab.
Principal Pay Days-Fri., 10th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
Neighborhood Shopping Centers-N. Main St. at R.R.; Granger & McKinley Ave.
Shopping Centers-Parker (16 Stores-Ben Franklin, IGA, Sears); Shawnee Sq. (10 Stores-K mart, Kroger).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall; SuperEx.
Chain Supermarkets-Foodland; IGA; Eb's Whse.; Kroger; The Mad Pricer.

14 - NEWSPAPERS: REGISTER (e) 7,218; sworn Oct. 3, 1985.
Local Contact for Advertising and Merchandising Data: Joan Riegel, Adv. Dir., REGISTER, 35 S. Vine; PO Box 248, Harrisburg, IL 62946; Tel. (618) 253-7146.
National Representative: None.

HERRIN
See CARBONDALE

JACKSONVILLE

1 - LOCATION: Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, IL; on U.S. Hwys. 36, 54 & 67; State Hwy. 104.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington Northern; Illinois Central Gulf.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 20,284; E&P 86 Est. 19,642
CZ-ABC: (80) 23,666
RTZ-ABC: (80) 64,584
County 80 Cen. 37,502; E&P 86 Est. 37,500
City & RTZ-ABC: (80) 88,250

4 - HOUSEHOLDS:
City 80 Cen. 7,349; E&P 86 Est. 7,452
County 80 Cen. 17,160; E&P 86 Est. 14,294
CZ-ABC: (80) 8,746
RTZ-ABC: (80) 24,171
City & RTZ-ABC: (80) 32,917

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,173,417,000
Savings & Loan	3	$149,315,779

6 - PASSENGER AUTOS: County 21,148

7 - ELECTRIC METERS: 8,528

8 - GAS METERS: 7,202

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Book Bindery 750; Food Proc. 650; Plastics 1,350; Tapes 84; 3 State Institutions 1,788; Furn. 150; Chem. 120; Misc. 245
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks on Central Park Plaza, W. State, E. State, N. Main and S. Main Sts.
Shopping Centers-Lincoln Square, 24 Stores, JCPenney, Country Fair, Klines, Spurgeon's, Radio Shack, Fashion Bug, JoAnn Fabrics.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gillespie's; Klines; S-Bar-H; Tess; Lukeman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Jack's; K mart.
Chain Drug Stores-Osco.
Chain Supermarkets-Country Fair; IGA; Bill's Star Mkt.; Aldi Foods; Eagle.
Other Chain Stores-Kinney; Sherwin-Williams; Singer Sewing; Crown Shoe Rack; Sears (catalog); Ace Hdwe.; South Jacksonville Foods.

14 - NEWSPAPERS: JOURNAL COURIER (m) 14,963; (S) 15,892; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Power, Pub., JOURNAL COURIER, 235 W State St., Jacksonville, IL 62651; Tel. (217) 245-6121.
National Representative: Thomson Newspapers.

JOLIET

1 - LOCATION: Will County (In Joliet PMSA) E&P Map D-2. County Seat. Industrial center.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Joliet Transit; Peoria-Rockford Lines.
Water Transportation-Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

3 - POPULATION:
Corp. City 80 Cen. 77,956; E&P 86 Est. 69,187
CZ-ABC: (80) 128,971
RTZ-ABC: (80) 246,407
PMSA 80 Cen. 355,042; E&P 86 Est. 360,784
County 80 Cen. 324,460; E&P 86 Est. 329,189
City & RTZ-ABC: (80) 375,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,272; E&P 86 Est. 26,094
County 80 Cen. 103,071; E&P 86 Est. 109,193
PMSA 80 Cen. 113,841; E&P 86 Est. 120,839
CZ-ABC: (80) 44,786
RTZ-ABC: (80) 75,590
City & RTZ-ABC: (80) 120,376

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$451,000,000
Commercial	25	$621,000,000

6 - PASSENGER AUTOS: County 194,588

7 - ELECTRIC METERS: Residence County 84,832

8 - GAS METERS: Residence County 71,553

9 - PRINCIPAL INDUSTRIES: Food; Apparel; Pulp & Paper; Printing & Pub.; Petroleum Prods.; Fab. Metals; Elect. Mach.; Chem.; Wire; Roofing & Road Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts.; W. Jefferson & Caterpillar Dr.; Routes 30 & I-55.
Neighborhood Shopping Centers-Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gordon(6)	3	Jewel Food, Osco
Hillcrest(25)	5	Walgreens, Service Mdse., Venture
North Ridge(12)	NA	Zayre, Cub Foods
Jackson Park(5)	NA	Certified Foods
Jefferson Plaza(7)	2	Tandy
Jefferson Square(68)	2	Wiebolts, Wards, Walgreens, Zale's
Marycrest(25)	2	Fayva, Dominicks
Westgate(8)	3	Westgate Drug
West Side(11)	2	B&B Foods
Louis Joliet Mall(98)	7	Sears, JCPenney, Marshall Field, Bergner-Weise
Twin Oaks(15)	NA	La-Z-Boy Recliners
Shorewood Plz.(30)	NA	Coast-to-Coast

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Wiebolt's; Montgomery Ward; Kline Bros.; Sears; JCPenney; Service Merchandise; Marshall Field; Bergner-Weise.
Discount Stores-Venture; K mart 4.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6; Revco.
Chain Supermarkets-Jewel 5; Eagle 4; Maichins 2; Dominicks; Aldi; EZPickins; Certified; Cub Foods.
Other Chain Stores-Firestone; Goodrich; Lucky Auto Seat Covers; Thom McAn; Dr. Scholl; Kinney; Maling (shoes); Fannie May; Kay Campbell; Gingiss Bros. 2; Richmond Bros.; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-Way Liquors; Foremost Liquors; Bottom Half; Zale's Jewelers; General Nutrition; Lerner Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes.

14 - NEWSPAPERS: HERALD-NEWS (e) 46,787; (S) 48,405; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Azman, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.
National Representative: Sawyer-Ferguson-Walker.

KANKAKEE

1 - LOCATION: Kankakee County (MSA). E&P Map D-2. Industrial Center. In rich farmland of Northern Illinois; 54.5 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,141; E&P 86 Est. 27,825
CZ-ABC: (80) 57,988
RTZ-ABC: (80) 103,244
County/MSA 80 Cen. 102,926; E&P 86 Est. 100,293
City & RTZ-ABC: (80) 161,232

4 - HOUSEHOLDS:
City 80 Cen. 10,959; E&P 86 Est. 10,331
County/MSA 80 Cen. 34,930; E&P 86 Est. 35,461
CZ-ABC: (80) 19,857
RTZ-ABC: (80) 35,451
City & RTZ-ABC: (80) 55,308

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$387,185,000
Savings & Loan	3	$884,004,305

6 - PASSENGER AUTOS: County 56,666

7 - ELECTRIC METERS: Residence 35,000 (1980)

8 - GAS METERS: Residence 24,750 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Care 1,600; Home Appliances 600; Furn. 750; Outdoor Prods. 200; Paints 330; Plastic Floor Prods. 350; Media 500; Food Proc. 1,510; Water Heaters 250; Containers 320; Pharmaceuticals 750; Chem. 565; Industrial Batteries 425; Metal Fab. 720; Edible Oils 225; Waxes 140; Plastic Home Prods. 250; Steel Prods. 250; Structural Steel Equip. 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.
Neighborhood Shopping Centers-Meadowview (50 shops-Woolworth, JCPenney, Sears, Walgreens); West Marycrest (2 stores); Town Mall; Marycrest (2 stores-Howard Johnson, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; 2 on E. Court St.; Stripmall, Corner Rte. 50 North and North St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon., Fri.; Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Carson Pirie Scott.
Discount Stores-K mart; Alco; K's Merchandise Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 2; Osco 2; Econo.
Chain Supermarkets-Kroger 2; Thriftimart 3; Jewel 2; Eagle 2.
Other Chain Stores-Fannie May Candies; Father & Son; Maling; Singer Co.; Mae Paints; Fashion Bug; Payless Shoes.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 31,028; (S) 33,227; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sue Outsen, Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel. (815) 937-3300.
National Representative: Landon Associates.

KEWANEE

1 - LOCATION: Henry County (in Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. Industrial and agricultural center, large hog producing area, corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 14,508; E&P 86 Est. 12,423
CZ-ABC: (80) 14,508
RTZ-ABC: (80) 50,898
MSA 80 Cen. 383,958; E&P 86 Est. 383,140
County 80 Cen. 57,968; E&P 86 Est. 55,429
City & RTZ-ABC: (80) 65,406

4 - HOUSEHOLDS:
City 80 Cen. 5,637; E&P 86 Est. 5,077
County 80 Cen. 20,527; E&P 86 Est. 20,532
MSA 80 Cen. 138,256; E&P 86 Est. 143,614
CZ-ABC: (80) 5,637
RTZ-ABC: (80) 18,403
City & RTZ-ABC: (80) 24,040

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$116,959,000
Savings & Loan	2	$185,000,000

6 - PASSENGER AUTOS: County 32,280

7 - ELECTRIC METERS: Residence 6,208

8 - GAS METERS: Residence 5,596

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Boilers, Heat Exchangers 225; Farm Implements 125; Leather Goods 60; Steel Door Frames, Alum. Windows 100; Heavy Equip. Trailers 315; Semi-Trailers 200.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 45-97; Fall 25-89; Winter 15-66. First killing frost, Sept. 28; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Main; 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midland Plaza Shopping Ctr.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; JCPenney; Spurgeon's; Wal-Mart.
Variety Stores-Osco; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Eagle.
Other Chain Stores-Goodyear; Farm King; Tractor Service Co. (TSC); Tru-Value; Radio Shack; Super America.

14 - NEWSPAPERS: STAR-COURIER (e) 8,674; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Hunt, Adv. Mgr., STAR-COURIER, 105 E Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181.
National Representative: Branham/Newspaper Sales.

LA SALLE-PERU-OGLESBY-SPRING VALLEY

1 - LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County; E&P Map C-2. 100 mi. SW of Chicago; 50 mi. NE of Peoria. 50 mi. W of Joliet. On IL deep waterway.

2 - TRANSPORTATION: Railroads-B-N; C&N. IC; La Salle & Bureau County; Chessie System.
Motor Freight Carriers-41.
Intercity Bus Lines-Peoria-Rockford. Two interstate highways; regional airport. Illinois RiverPort facilities; vessels served: barges, general cargo, bulk carriers.

3 - POPULATION:
Corp. Cities 80 Cen. 31,034; E&P 86 Est. 30,983
LaSalle 80 Cen. 10,347; E&P 86 Est. 10,489
Peru 80 Cen. 10,886; E&P 86 Est. 10,660
Oglesby Cen. 3,979; E&P 86 Est. 3,975
Spring Valley 80 Cen. 5,822; E&P 86 Est. 5,859
CZ-ABC: (80) 32,530
RTZ-ABC: (80) 46,580
Counties 80 Cen. 148,253; E&P 86 Est. 149,926
La Salle 80 Cen. 109,139; E&P 86 Est. 111,118
Bureau 80 Cen. 39,114; E&P 86 Est. 38,808
City & RTZ-ABC: (80) 79,110
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,920; E&P 86 Est. 12,017
LaSalle 80 Cen. 4,173; E&P 86 Est. 4,269
Peru 80 Cen. 4,113; E&P 86 Est. 4,018
Oglesby 80 Cen. 1,487; E&P 86 Est. 1,486
Spring Valley 80 Cen. 2,147; E&P 86 Est. 2,244
Counties 80 Cen. 54,257; E&P 86 Est. 57,225
La Salle 80 Cen. 40,905; E&P 86 Est. 42,418
Bureau 80 Cen. 14,252; E&P 86 Est. 14,807
CZ-ABC: (80) 12,412
RTZ-ABC: (80) 16,814
City & RTZ-ABC: (80) 29,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$303,361,133
Savings & Loan	6	$395,845,872

6 - PASSENGER AUTOS: Counties-La Salle 65,199; Bureau 22,888

7 - ELECTRIC METERS: Residence 11,331

8 - GAS METERS: Residence 11,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($300); Elect. 650 ($225); Steel Workers 1,000 ($225); Plastics 500 ($275); Transmissions 800 ($300).
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-96; Summer 43-102; Fall 12-90; Winter -5-59. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: La Salle-Alkaline, hard (untreated); Peru-Alkaline, soft; Oglesby-Alkaline, hard (iron removed); not fluoridated; Spring Valley-Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shpg. ctrs., with neighborhood shpg. ctrs. adjoining each city.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 51(LaSalle)	NA	Eagle Foods
Marquette (Peru)(6)	NA	Wagner Home Ctr., Denler's Mkt.
Park Plz.(Peru)(5)	NA	Eagle Foods
Peru Mall(85)	NA	Mont. Ward, JCPenney, Bergners

Principal Shopping Days-Sat., Sun., Mon., Thur.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner; Montgomery Ward.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens; Osco; Revco.
Chain Supermarkets-Denler's; Ferretti's; Baker's; Eagle; Gregonich's; Aldi; Food Bonanza; Convenient; Lou's.
Other Chain Stores-Kinney Shoe; Sears (catalog); Leslies Shoe; Maurices; Radio Shack; Zale's Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gordon Jewelers; JoAnn Fabrics; Kay Jewelers; Nobil Shoes; So-Fro Fabrics; Byerly; Chess King; Chukkers; Claire's Boutique; Family Tree; Fashion Bug Plus; Marianne's; Lerner; Limited; Motherhood Maternity; Payless Source; Browns Sporting Goods; Kay-Bee Kirlin's Hallmark; Mostly Wicker; Stay 'n' Touch; Things Remembered; Waldenbooks; Love Shop; Wooden Nail.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 20,094; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Vickrey, V.P. Sales/Mktg., NEWS-TRIBUNE, 426 Second St., LaSalle, IL 61301; Tel. (815) 223-3200.
National Representative: None.

LAWRENCEVILLE

1 - LOCATION: Lawrence County, E&P Map D-4, County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, IN. On State Hwy. 1; U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads-St. Louis Div. of B&O; Cairo Div. of CCC&StL.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,652; E&P 86 Est. 5,599
County 80 Cen. 17,807; E&P 86 Est. 18,295

4 - HOUSEHOLDS:
City 80 Cen. 2,307; E&P 86 Est. 2,414
County 80 Cen. 6,754; E&P 86 Est. 7,287

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 9,989

7 - ELECTRIC METERS: Residence 3,033

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Electric Refrigerator Components; Petroleum By-Products; Ins.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, chemically softened; fluoridated.

12 - RETAILING: Shopping Center-J'S Plaza (5 stores-IGA Mkt.).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Western Auto; Dick Fessel; Store for Men; Yosowitz; Deizell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Smith Sales; The Gallery.
Chain Drug Stores-Hedde's; Studley's Rexall; Hook's; Wal-Mart.
Discount Stores-Dollar General.
Chain Supermarkets-Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,050; sworn Sept. 28, 1985.
Local Contact for Advertising and Merchandising Data: Don L. Shreve, Adv. Mgr., RECORD, 1209 State St.; PO Box 559, Lawrenceville, IL 62439; Tel. (618) 943-2331.
National Representative: None.

LINCOLN

1 - LOCATION: Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On U.S. Hwy. 66; State 10 & 121.

2 - TRANSPORTATION: Railroads-G.M.&O.; Illinois Central.
Motor Freight Carriers-8.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,327; E&P 86 Est. 16,040
CZ-ABC: (80) 16,327
RTZ-ABC: (80) 15,475
County 80 Cen. 31,802; E&P 86 Est. 31,713
City & RTZ-ABC: (80) 31,802
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,041; E&P 86 Est. 6,168
County 80 Cen. 12,249; E&P 86 Est. 11,710
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 5,249
City & RTZ-ABC: (80) 11,290

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$159,788,000
Savings & Loan	2	$1,967,326,000

6 - PASSENGER AUTOS: County 17,484

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Elect. Controls 600 ($170); Store Fixt. 197 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost Oct. 16; last killing frost, Apr. 6.

11-TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago & Sangamon Sts.
Neighborhood Shopping Centers-Heritage Plz. (10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plz.
Principal Shopping Days-Mon., Tues., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Spurgeon's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-SupeRx; People's Drug.
Chain Supermarkets-Krogers; Alexander's; Eisner; Super Valu; Eagle; Aldi.
Other Chain Stores-Goodyear.

14 - NEWSPAPERS: COURIER (e) 6,853; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joe Fitzgerald, Gen. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-2101.
National Representative: None.

LITCHFIELD

1 - LOCATION: Montgomery County, E&P Map C-4. Misc. mfg., Agricultural and Coal mining ctr. South central part of State; 236 mi. from Chicago; 53 mi. N of St. Louis; 43 mi. S of Springfield, IL; Located at intersection of I-55 & IL. Rt. 16.

2 - TRANSPORTATION: Railroads-Burlington Northern; Norfolk & Western.
Motor Freight Carriers-24 (3 Local Terminals).
Intercity Bus Lines-Continental Trailways; Deluxe Trailways; Eastern Greyhound.
Airlines-None. General Aviation Municipal Field.

3 - POPULATION:
Corp. City 80 Cen. 7,204; E&P 86 Est. 7,198
County 80 Cen. 31,686; E&P 86 Est. 32,553

4 - HOUSEHOLDS:
City 80 Cen. 2,792; E&P 86 Est. 2,885
County 80 Cen. 11,963; E&P 86 Est. 12,862

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$108,044,000
Savings & Loan	1	$12,351,000

6 - PASSENGER AUTOS: County 17,516

7 - ELECTRIC METERS: Residence 2,826; Comm. & Ind. 457

8 - GAS METERS: Residence 2,606; Comm. & Ind. 346

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 60 ($375); Garment Mfg. 60 ($200); Farm Equip 75 (275); Athletic Equip. 115 ($300); Metal Workers 55 ($245); Auto Parts 430 ($250); Plastics 270 ($250); Furn. Mfg. 20 ($250); Flower Growing 15 ($300); Pkg. 45 ($200).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on State St., 42 stores; 6 blocks on Union Ave., 29 stores; 4 blocks on Ryder, 7 stores; 3 blocks on Edwards, 4 stores; 4 blocks on Monroe, 2 stores.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Litchfield Plaza(10)	1	Kroger, Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Grocery nightly.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Discount Stores-Wal-Mart; Fashion Lane.
Chain Drug Stores-Medicare Pharmacy; Medicine Shoppe; Health Mart.
Chain Supermarkets-Kroger; Capri IGA; National; Aldi Discount.
Other Chain Stores-S&L Auto Supply; Western Auto; Alexander Lumber; B.F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Jubelt Bakery; Radio Shack; Rural King Supply; True Value Hardware; Huck's Food Store.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 5,800; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, Litchfield, IL 62056; Tel. (217) 324-2121.
National Representative: None.

MACOMB

1 - LOCATION: McDonough County, on E&P Map B-3, County Seat. Residential, 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. from Chicago. On U.S. Hwys. 67, 136.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 19,632; E&P 86 Est. 19,321
CZ-ABC: (80) 19,863
RTZ-ABC: (80) 42,049
County 80 Cen. 37,236; E&P 86 Est. 37,016
City & RTZ-ABC: (80) 61,912

4 - HOUSEHOLDS:
City 80 Cen. 5,848; E&P 86 Est. 6,070
County 80 Cen. 12,429; E&P 86 Est. 13,176
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 16,038
City & RTZ-ABC: (80) 21,980

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$140,339,046
Savings & Loan	3	$125,896,303

6 - PASSENGER AUTOS: County 16,865

7 - ELECTRIC METERS: Residence 7,066

8 - GAS METERS: Residence 5,392

9 - PRINCIPAL INDUSTRIES: No. of Employees Pottery 130; Elect. 253; Bearings 651; Univ. 1,700 (Enrollment 14,300); Hosp. 536.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Maclan Plz.; University Drive Mall (25 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Klines; Scripps-Reno; Ring's.
Discount Stores-Farm King; Wal-Mart; K mart; McCrory.
Chain Drug Stores-Osco.
Chain Supermarkets-Eagle; HyVee; Niemann Foods; Aldi; Buy For Less.

14 - NEWSPAPERS: JOURNAL (e) 9,117; (S) 8,809; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Burcham, Adv. Dir., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345.
National Representative: Landon Associates.

MARION

1 - LOCATION: Williamson County, E&P Map C-5, County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2 - TRANSPORTATION: Railroads-C&EI; Illinois Central; CB&Q, 2 miles west.
Airlines-Britt (Williamson County Airport); Ozark Midwest.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,500; E&P 86 Est. 15,241
County 80 Cen. 58,975; E&P 86 Est. 60,479

4 - HOUSEHOLDS:
City 80 Cen. 5,791; E&P 86 Est. 6,446
County 80 Cen. 21,825; E&P 86 Est. 24,472

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$209,000,000
Savings & Loan	2	$84,000,000

6 - PASSENGER AUTOS: County 30,976

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Elect. Rewinding; Stencil Equip.; Marion VA Hosp.; City Hospital; Fed. Prison; REA Power Plant; Div. Office General Telephone Co.; Div. Office Illinois Public Service; Steel Fab. Bldg.; Oil Proc.; Soft Drink Bottling.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lincoln Sq.	NA	Merle Norman,
Marion Plz.(22)	NA	Baskin-Robbins, Payless Shoes, Curtis Mathis
Marion Plz. West(14)	NA	Coast-to-Coast, Town N Country
Westmore Plz.	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sherman; Wal-Mart.
Variety Stores-Ben Franklin; Dollar General.
Chain Drug Stores-Parks; Campbell (Rexall); Revco; Medicare-Glaser; Hooks.
Chain Supermarkets-Kroger; Food Towne; Smalls; Bays; Aldi; Mack's Super Foods.
Other Chain Stores-Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Wolohan Lumber; Coast-to-Coast; Western Auto; Lowell's; Lowes Lumber Yard; Ace Hdwe.; Stevenson's; Donutland.

14 - NEWSPAPERS: REPUBLICAN (e) 5,009; sworn Oct. 25, 1985.
Local Contact for Advertising and Merchandising Data: Stan Meyer, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.
National Representative: None.

MATTOON

1 - LOCATION: Coles County, on E&P Map C-4. Agric. oil, industrial, mfg. & R.R. ctr. At junction of Illinois Central & Conrail railroads. 171 mi. S of Chicago; 130 mi. E of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana Ill.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Conrail.
Airlines-Britt.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Ill. Transit.

3 - POPULATION:
Corp. City 80 Cen. 19,055; E&P 86 Est. 17,495
CZ-ABC: (80) 19,293
RTZ-ABC: (80) 36,281
County 80 Cen. 52,992; E&P 86 Est. 53,000
City & RTZ-ABC: (80) 55,574
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,077; E&P 86 Est. 7,789
County 80 Cen. 18,919; E&P 86 Est. 19,603
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 12,933
City & RTZ-ABC: (80) 20,708

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$130,712,000
Savings & Loan	3	$119,000,000

6 - PASSENGER AUTOS: County 27,162

7 - ELECTRIC METERS: Residence 8,950

8 - GAS METERS: Residence 7,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brooms 100 (N.A.); Shoes 85 ($175); Road Mach. 1,000 ($225); Photo Flash Bulbs 1,000 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Springs 400 ($225); Storage Bins 125 ($180); Printing 1,100 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 65-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on six streets. A shpg. ctr. is located on E. edge of city.
Nearby Shopping Centers-I-57 & Rte. 16; Cross County Mall (35 stores-Sears, K mart, Bergner's, Meis, JCPenney); Good Neighbor (8 stores-IGA).
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Meis; Bergner's.
Discount Stores-Mattoon Warehouse Sales; Danner's; K mart; Wal-Mart.
Chain Drug Stores-Thrifty 9; Walgreens; Osco.
Chain Supermarkets-Eisner; Taylor's IGA 3; My Store; Wilb Walker.
Other Chain Stores-Sherwin-Williams; Gamble's; Coast-to-Coast; 1-Hour Martinizing; Ace Hdwe; Neal Tire; General Nutrition; Hillman Jewelers; Kinney Shoes; Kirlin's; Royce Shoes; So Fro Fabrics, Stuart's; Waldenbooks; Mode O'Day; Radio Shack; Bresler's Ice Cream; Maurice's; Gehl's True Value; Dollar General; Factory Outlet.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 12,440; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.
National Representative: Landon Associates.

MOLINE

See ROCK ISLAND

MONMOUTH

1 - LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, IL. On State Hwy. 164; U.S. Hwy. 34 & 67.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Crown Transit; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,706; E&P 86 Est. 9,972
CZ-ABC: (80) 10,706
RTZ-ABC: (80) 14,021
County 80 Cen. 21,943; E&P 86 Est. 21,067
City & RTZ-ABC: (80) 24,727
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,974; E&P 86 Est. 3,820
County 80 Cen. 7,887; E&P 86 Est. 7,951
CZ-ABC: (80) 3,974
RTZ-ABC: (80) 5,023
City & RTZ-ABC: (80) 8,997

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$140,000,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 11,690

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-College 157; Trucking 480; Misc. Mfg. 530.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline; natural fluoridated.

12 - RETAILING: Principal Shopping Center-Main St. and Hwy. 34 East.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Discount Stores-Jack's; Farm King; K mart.
Chain Supermarkets-Super Value; Red & White; Easter's Giant; Eagle's.
Other Chain Stores-People's Do-IT; Fullerton (lumber); Bowman Shoes; Montgomery Ward; Radio Shack; Super America (Food Convenience); Les-on Drugs; Casey's.

14 - NEWSPAPERS: REVIEW-ATLAS (e) 4,678; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Homewood, Adv. Mgr., REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
National Representative: None.

MORRIS

1 - LOCATION: Grundy County, (In Joliet PMSA). E&P Map C-2, County Seat.

2 - TRANSPORTATION: Railroads-CRI&P; E.L.& E.; Rock Island; Santa Fe; I.C.G.
Motor Freight Carriers-12.
Intercity Bus Lines-Rockford-Peoria.

3 - POPULATION:
Corp. City 80 Cen. 8,833; E&P 86 Est. 8,780
County 80 Cen. 30,582; E&P 86 Est. 31,595
PMSA 80 Cen. 355,042; E&P 86 Est. 360,784

4 - HOUSEHOLDS:
City 80 Cen. 3,475; E&P 86 Est. 3,617
County 80 Cen. 10,770; E&P 86 Est. 11,646
PMSA 80 Cen. 113,841; E&P 86 Est. 120,839

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$673,058,220
Commercial	7	$261,873,117

6 - PASSENGER AUTOS: County 18,805

7 - ELECTRIC METERS: Residence 3,315

8 - GAS METERS: Residence 2,935

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Power Station ($200); Nuclear Power Station 600 ($210); Aluminum 400 ($200); Petroleum 720 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Baum's; Marben's.
Variety Stores-Alco.
Chain Drug Stores-Independents 2; Rexall 2.
Chain Supermarkets-Nash Finch; Eagle.
Other Chain Stores-Bowman Shoes; Sears (catalog); Montgomery Ward; Goodyear; Tractor Supply Co.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,542; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jon Ringer, Adv. Mgr., HERALD, 1804 Division St., Morris, IL 60450; Tel. (815) 942-3221.
National Representative: None.

MOUNT CARMEL

1 - LOCATION: Wabash County, E&P Map D-5, County Seat. Agriculture area, oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Hwys. 1, 15, 65.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,908; E&P 86 Est. 9,571
County 80 Cen. 13,713; E&P 86 Est. 14,503

4 - HOUSEHOLDS:
City 80 Cen. 3,405; E&P 86 Est. 3,796
County 80 Cen. 5,160; E&P 86 Est. 5,695

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$150,000,000
Savings & Loan	3	$50,000,000

6 - PASSENGER AUTOS: County 8,106

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 3,049

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64; First killing frost, Nov. 17; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Market St.
Neighborhood Shopping Centers-N. Market St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Target.
Chain Drug Stores-Denton Rexall.
Chain Supermarkets-IGA; Red & White; Mt. Carmel Foods.

14 - NEWSPAPERS: REPUBLICAN-REGISTER (e-mon to fri) 4,884; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Sally Voight, Adv. Mgr., REPUBLICAN-REGISTER, 115-117 E. Fourth St.; Box 793, Mt. Carmel, IL 62863; Tel. (618) 262-5144.
National Representative: American Newspaper Representatives.

MOUNT VERNON

1 - LOCATION: Jefferson County. E&P Map C-5, County Seat. Residential center. 72 mi. E of St. Louis, MO; On A.P. Hwy. and I-57, I-64, I-24.

2 - TRANSPORTATION: Railroads-CSX; Norfolk & Southern; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airline-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 16,995; E&P 86 Est. 17,264
CZ-ABC: (80) 17,952
RTZ-ABC: (80) 38,437
County 80 Cen. 36,354; E&P 86 Est. 39,100
City & RTZ-ABC: (80) 56,389

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,016; E&P 86 Est. 7,407
County 80 Cen. 13,894; E&P 86 Est. 15,635
CZ-ABC: (80) 7,353
RTZ-ABC: (80) 14,540
City & RTZ-ABC: (80) 21,893

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$309,138,454
Savings & Loan	3	$1,792,541,544

6 - PASSENGER AUTOS: County 21,550

7 - ELECTRIC METERS: Residence 19,306

8 - GAS METERS: Residence 9,251

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Radiators; Tires; Locomotive; Magazine Printing; Coal.

10 - CLIMATE: Min. & Max. Temps.-39 & 56.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Retailers (45 stores); Park Plaza (2 stores); Times Square Mall (32 stores).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mammoth; Goodyear; JCPenney; Sears (catalog).
Discount Stores-Dobbs; Under Cost; Special Crafts; Wal-Mart; K mart; Three D Discount (Danner's).
Chain Variety Stores-Dollar General.
Chain Drug Stores-SupeRx; Byrd Watson 2.
Chain Supermarkets-IGA; Sharps; Small Southern 3; Hucks 4.

14 - NEWSPAPERS: REGISTER-NEWS (e) 11,317; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sarah Sledge, Adv. Mgr., REGISTER-NEWS, 118 N. Ninth St., Mt. Vernon, IL 62864; Tel. (618) 242-0117.
National Representative: Thomson Newspapers.

MURPHYSBORO
See CARBONDALE

NORMAL
See BLOOMINGDALE

NORTH CHICAGO
See WAUKEGON

OGLESBY
See LA SALLE

OLNEY

1 - LOCATION: Richland County. E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, IN. U.S. Hwy. 50 (George Washington Hwy). State Hwy. 130.

2 - TRANSPORTATION: Railroads-B & O (Baltimore to St. Louis); Illinois Central.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,026; E&P 86 Est. 9,424
County 80 Cen. 17,587; E&P 86 Est. 18,844

4 - HOUSEHOLDS:
City 80 Cen. 3,724; E&P 86 Est. 4,022
County 80 Cen. 6,721; E&P 86 Est. 7,551

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$51,000,000
Savings & Loan	1	$16,000,000

6 - PASSENGER AUTOS: County 10,286

7 - ELECTRIC METERS: Residencc N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Oil Field Supplies; Garments; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; Mfg. Bicycle Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Six nights and until 6:00 pm on Sunday in New Shopping Center.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-Ben Franklin.
Chain Drug Stores-SupeRx; Hooks.
Discount Stores-Pool Bargain Ctr.; Wal-Mart.
Chain Supermarkets-IGA; Red & White; Big John's.
Other Chain Stores-Goodrich; Richland Tire (Goodyear).

14 - NEWSPAPERS: MAIL (e) 6,382; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Fred R. Lister, Pub./Pres., MAIL, 206 Whittle Ave., Olney, IL 62450; Tel. (618) 393-2931.
National Representative: Landon Associates.

OTTAWA

1 - LOCATION: LaSalle County. E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2 - TRANSPORTATION: Railroads-Burlington (freight); Chessie Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Peoria Rockford.

3 - POPULATION:
Corp. City 80 Cen. 18,166; E&P 86 Est. 18,370
CZ-ABC: (80) 26,820
Bal. in NDM-ABC: (80) 33,580
CZ & NDM-ABC: (80) 60,400
County 80 Cen. 109,139; E&P 86 Est. 111,118
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,008; E&P 86 Est. 7,130
County 80 Cen. 40,005; E&P 86 Est. 42,418
CZ-ABC: (80) 10,131
Bal. in NDM-ABC: (80) 11,296
CZ & NDM-ABC: (80) 21,427

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$166,000,000
Savings & Loan	2	$366,851,000

6 - PASSENGER AUTOS: County 65,199

7 - ELECTRIC METERS: Residence 8,100

8 - GAS METERS: Residence 7,693

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Silica Sand 108 ($466); Tools 77 ($395); Pressed Glass 50 ($369); Plastics 178 ($465); Chem. 446 ($635); Auto Parts 215 ($387); Safety Glass 1,080 ($470).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-91; Summer 43-94; Fall 15-95; Winter -8-55; First killing frost, Oct. 6; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, degree water hardness 17 gr.; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (72 stores).
Neighborhood Shopping Centers-State & Center St., 2; North LaSalle St. & Norris Dr.; North LaSalle St. & I-80 (7); Chestnut St. & Norris Dr. (3); W. Madison St. & Clay St. (2); South Towne Mall Rte 23 & Mckinley Rd. (14).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Naplate	2	Valesano's
South Ottawa	1	Newman's, Handy Foods
South Towne Mall	3	K mart, Spurgeons, Eagles
Columbus St.	2	Kroger's, SupeRx, Floor Ceiling, Value City
Columbus St. & I-80	3	Hines Lumber, Farm'N Fleet

Principal Shopping Days-Thur., Sat & Mon.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeons.
Discount Stores-K mart; Value City; Wal-Mart.
Chain Drug Stores-Walgreens; SupeRx; Wal-Mart.
Chain Supermarkets-Kroger's; Eagle; Jack & Jill.
Other Chain Stores-Farm & Fleet; Tractor Supply; Leslie's Shoes; Sue Ann Shoppe; Sears (catalog); Hines Lumber; Schwinn Cyclery; Here's Hallmark; Kirlins Hallmark; Maurices; Waterbed Room; Baskin-Robbins; Nobil Shoe; Junior Concept; Radio Shack; Goodrich; Firestone; Floor to Ceiling; Fashion Bug; Waldenbooks; Disc Jockey; Turk's Furn.

14 - NEWSPAPERS: TIMES (e) 13,214; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres./Pub., TIMES, 110 W. Jefferson St., Ottawa, IL 61350; Tel. (815) 433-2000.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Edgar County. E&P Map D-14, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Southern Limited; Western Motor Lines.

3 - POPULATION:
Corp. City 80 Cen. 9,885; E&P 86 Est. 9,685
County 80 Cen. 21,725; E&P 86 Est. 21,493

4 - HOUSEHOLDS:
City 80 Cen. 3,979; E&P 86 Est. 4,020
County 80 Cen. 8,332; E&P 86 Est. 8,574

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$73,800,000
Savings & Loan	2	$58,300,000

6 - PASSENGER AUTOS: County 11,836

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Around town square and blocks on each side.
Neighborhood Shopping Centers-N Main St.; Jefferson Ave.; E Jasper Street.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Discount Stores-K mart; Pools Bargain Center.
Variety Stores-Moeller Variety; Cricket Shop.
Chain Supermarkets-Kroger; Bridwell's; Paris; Star Mkt.

14 - NEWSPAPERS: BEACON-NEWS (e) 7,002; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: E.H. Jenison, Gen. Adv. Mgr./Pub., BEACON-NEWS, 218 N. Main St., Paris, IL 61944; Tel. (217) 465-6424.
National Representative: Landon Associates.

PAXTON

1 - LOCATION: Ford County. E&P Map D-3, County Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; I-57.

2 - TRANSPORTATION: Railroads-Illinois Central main line; Chicago to New Orleans; Nickel Plate; Peoria to Sandusky, OH.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 4,258; E&P 86 Est. 4,379
County 80 Cen. 15,265; E&P 86 Est. 15,245

4 - HOUSEHOLDS:
City 80 Cen. 1,626; E&P 86 Est. 1,720
County 80 Cen. 5,739; E&P 86 Est. 6,002

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$47,851,000
Savings & Loan	2	$4,900,000

6 - PASSENGER AUTOS: County 9,357

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Broom Mfg. 150 ($175); TV-Radio Transformers 220 ($150); Telephone Jacks 100 ($225); Cooling Tower Mfg. 175 ($300); Electronic Components N.A.

10 - CLIMATE: Min. & Max. Temp.-10-99.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Laybourn's; Larson's; Fashion Fair; Carlson's; Georgia's; The Bridal Lane; The Special Lady; Andrews Lumber & Hdwe.; Youth Shop; Kids Korner.
Drug Stores-Sav-Mor; Hudson Family Drug Ctr.
Chain Supermarkets-IGA; Eisners; Convenient Food Mart.
Other Chain Stores-Firestone; Western Auto; Tru Value Hdwe.; Ben Franklin.

14 - NEWSPAPERS: RECORD (e-mon to fri) 1,355; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Toni Swan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.
National Representative: None.

PEKIN

1 - LOCATION: Tazewell County. (In Peoria MSA). E&P Map C-3, County Seat. Industrial and agricultural center.

2 - TRANSPORTATION: Railroads-C&IM; NYC; AT&SF; Illinois Central (freight); C&NW (freight).
Intercity Bus Lines-Illini-Swallow; Peoria-Pekin.
Motor Freight Carriers-34.
Two large river terminals, one airport.

3 - POPULATION:
Corp. City 80 Cen. 33,967; E&P 86 Est. 32,916
CZ-ABC: (80) 33,967
RTZ-ABC: (80) 100,792
MSA 80 Cen. 365,864; E&P 86 Est. 353,963
County 80 Cen. 132,078; E&P 86 Est. 129,398
City & RTZ-ABC: (80) 134,759

4 - HOUSEHOLDS:
City Cen. 80 12,928; E&P 86 Est. 13,234
County 80 Cen. 46,383; E&P 86 Est. 47,463
MSA 80 Cen. 130,767; E&P 86 Est. 131,473
CZ-ABC: (80) 12,928
RTZ-ABC: (80) 34,395
City & RTZ-ABC: (80) 47,323

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$151,149,000

6 - PASSENGER AUTOS: County 75,536

7 - ELECTRIC METERS: 14,286

8 - GAS METERS: 12,012

9 - PRINCIPAL INDUSTRIES: Corn Prods; Distilling; Elect. Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Proc.; Iron Foundry; Non-Ferrous Metal Proc.; Automotive Parts; Chem.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-88; Summer 43-96; Fall 10-89; Winter-16-59. First killing frost, Oct. 17; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Court St.; 4 Sts. intersect. Court; 3 blocks on Margaret.

Neighborhood Shopping Centers-Derby St.; 1500 Block on N Eighth St., East Bluff and Sunset Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pekin Mall(58)	3	JCPenney, Zale's, P.M. Bergner, Sears
Market Sq. Plz.	1	County Mkt., SupeRx

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. stores-All; Food-24 hrs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; N. Reuling; Bergner's; Sears.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-SupeRx 3; Walgreens.
Chain Supermarkets-Kroger; Korsmeyer's 2; County Market; Aldi; Eagle; Thompson's; Arnett's.
Other Chain Stores-Brown's; Zales; Gordon's; Radio Shack; So Fro; JoAnn Fabrics; Cohen's.

14 - NEWSPAPERS: TIMES (e) 16,407; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lee Okey, Adv. Dir., TIMES, 20 S. 4th St.; PO Box 430, Pekin, IL 61555; Tel. (309) 346-1111.
National Representative: Landon Associates.

PEORIA

1 - LOCATION: Peoria County, (MSA) E&P Map C-3. County Seat. Industrial center; agricultural area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above sea level.

2 - TRANSPORTATION: Railroads-Burlington Northern; C&NW; Illinois Central; Illinois Terminal N&W; Conrail; P&PU; Peoria Terminal; Rock Island; Santa Fe; TP&W; Chicago Northwestern; Illinois & Midland; Central & Gulf; Norfolk Southern Corp.; Norfolk & Western; Pioneer.
Motor Freight Carriers-145.
Intercity Bus Lines-Continental Trailways; Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Taylorville Transit; Peoria Charter, Inc.
Airlines-Air Wisconsin; American Eagle; Britt Chicago Air; Ozark; Ozark Midwest; Republic; TWA; Trans World Express; United; Airborne; Emery World; Federal Express; Purolator Courier.
Barge Lines-Jubilee Materials; Kingston River Service; Peoria Barge Terminal; Peoria Harbor & Fleeting Service.

3 - POPULATION:
Corp. City 80 Cen. 124,160; E&P 86 Est. 114,475
CZ-ABC: (80) 231,642
RTZ-ABC: (80) 233,719
MSA 80 Cen. 365,864; E&P 86 Est. 353,963
County 80 Cen. 200,466; E&P 86 Est. 190,928
City & RTZ-ABC: (80) 465,361
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,459; E&P 86 Est. 45,005
County 80 Cen. 73,329; E&P 86 Est. 72,390
MSA 80 Cen. 130,737; E&P 86 Est. 131,473
CZ-ABC: (80) 84,398
RTZ-ABC: (80) 83,021
City & RTZ-ABC: (80) 167,419

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	22	$1,375,284,000
Savings & Loan	14	$1,118,157,000
Credit Unions	31	$454,500,000

6 - PASSENGER AUTOS: County 113,776

7 - ELECTRIC METERS: Residence 80,697

8 - GAS METERS: Residence 64,369

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Earth Moving Equip. Diesel Eng. 19,400 ($594); Primary Metals 2,625 ($593); Printing & Pub. 1,900 ($475); Total Mfg. 30,300 ($536).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-University from Forrest Hill to War Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave. Garden & Adams Area: Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.
Other Major Retail Areas-Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Centre; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Evergreen Plaza; Cherrytree; Fondulac Plaza; Wardcliff Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwoods(81)	3	JCPenney, Mont. Ward
Westlake(24)	3	
Pekin Mall(48)	7	JCPenney, Sears, Gold Exchange
Sheridan Vlg.(31)	2	Kresge's, P.A. Bergner
Madison Park(7)	2	Bergner's Dept. Store, Kroger's
Junction City(18)	3	Siegrist
Metro Center(34)	3	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Suburban-every evening & Sunday; Downtown-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Bergner's 4; Sears 2; Montgomery Ward; JCPenney 2; Szold's 2; Famous Barr.
Discount Stores-K mart 5; Miracle Mart 4; Unclaimed Freight Stores: Venture; Murray's Jewelers; Ardan's Jewelers; T.J. Maxx.
Variety Stores-Ben Franklin 2; Fogler 2; J & M; L's Sundries; Kresge.
Chain Drug Store-Bogard's 6; Green 2; Walgreens 3; SupeRx 7; W. R. Smith 2; Regal; Medicine Shoppe 2; Our-X 4; Thrifty Rexall 2.
Chain Supermarkets-Ben Schwartz (IGA) 5; Cardinal 5; Convenient Food Mart 18; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 19; Thompson Food Basket 8; Vogels; Aldi; Stop & Save; 7-Eleven 2; Lowells 3.
Women's Wear-Brom's Furs & Fashions; Cain's; Casual Corner; C. R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Howard; Main Line; Pines; Stuart's; Paul Harris; Varsity Shop; Strawberry Patch; Maurices Apparel; Worths; Allens Vogue; Susie's Casuals; D. Schaf'ar's; Brenda's 2; Catherine's Stout Shoppe; Carriage Lane LTD; Ginny-Lee's; Leah's Tall Fashions; The Little Red Hen; PLB'S Fashion Plus LTD; The Whale; Caren Charles; Fels; Jene's Ltd.; Pappagallo; Scruples; Ups N Downs; Heller For Her; 16 Plus; Seiferts; The Limited; Bride's Corner; Brooks.
Men's Wear-Bachrach's; Bell Clothing 2; Ducky's Formal Wear; Gingess Formal Wear; Johnson's; Just Jeans; Just Pants; National Shirt; Richman Bros.; 20th Century Tuxedo; Schradzki's; Seno Formal Wear; Fred Schubach; Big & Tall Men's Shop 2; Mona's Apparel For Big & Tall Men; Chess King; Colonel Day's Levi Shop; Beanies Ltd. 2; His Place; Kuppenheimer Direct; Suit Yourself; Beanies Too; Chiavini's.
Other Chain Stores-Sparr Store; Spiegel's; Baker's Shoes 2; Life Stride; Thom McAn; Toys R Us; Kay Bee; Children's Palace, Dr. Scholl's; Kinney 2; Fannie May 3, Zale's 2; Automotive; Firestone 2. Goodrich, Goodyear 2, General Tire; Bagels-N-More; Singer Co.; Payless Shoes; Weisser's Neu Optical; Pearle Vision; Helzbergs Jewelers; Burlington Coat Factory; Dollar General 2; Radio Shack 8; Computerland; Midas 3.

14 - NEWSPAPERS: JOURNAL STAR (all day) 100,189; (S) 115,278; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lee Cheneler, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3020.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PERU

See LA SALLE

PONTIAC

1 - LOCATION: Livingston County, E&P Map C-2. County Seat. N central part of state. Shipping ctr. for county agric. & dairy area. Misc. light mfg. Illinois State Penitentiary. 90 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Amtrak.
Inter-City Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 11,227; E&P 86 Est. 11,610
CZ-ABC: (80) 11,227
RTZ-ABC: (80) 32,249
County 80 Cen. 41,381; E&P 86 Est. 41,684
City & RTZ-ABC: (80) 43,476

4 - HOUSEHOLDS:
City 80 Cen. 3,610; E&P 86 Est. 3,900
County 80 Cen. 14,077; E&P 86 Est. 14,834
CZ-ABC: (80) 3,610
RTZ-ABC: (80) 11,222
City & RTZ-ABC: (80) 14,832

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,786,932
Savings & Loan	2	$1,248,532,911

6 - PASSENGER AUTOS: County 22,061

7 - ELECTRIC METERS: Residence 4,309

8 - GAS METERS: Residence 4,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gloves 98; Printing 650; Furn. 300; Steel Prods. 320; State Penitentiary 600; Quarries 100; Diesel Motor Co. 700; Custom Tool & Die 20.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 42-108; Fall 2-96; Winter 24-75. First killing frost, Oct. 31; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main, Madison, Washington & Mill (around Sq.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vermillion Plz.(15)	2	Spurgeon's, K mart, Coast-to-Coast, Dollar General
Alco	2	Alco

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Food Chains-every night & Sun.; Others-Thur.-9p.m.; Shpg. Ctrs.-Mon. through Sat. until 9 p.m.; Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Discount Stores-Alco; K mart.
Chain Supermarkets-Neimann's; Eisners, Don's Red Fox.
Other Chain Stores-Convenient Foods; Coast-to-Coast; Tru Value Hardware; Ace; NAPA; Radio Shack; White Hen Pantry.

14 - NEWSPAPERS: LEADER (e) 8,645; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchadising Data: John Bireline, Adv. Dir., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153.
National Representative: Landon Associates.

QUINCY

1 - LOCATION: Adams County, E&P Map A-3, County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis; 220 mi. from Kansas City; 285 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western.
Motor Freight Carriers-24.
Airlines-Britt Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,352; E&P 86 Est. 40,221
CZ-ABC: (80) 53,396
RTZ-ABC: (80) 145,226
County 80 Cen. 71,622; E&P 86 Est. 71,742
City & RTZ-ABC: (80) 198,622

4 - HOUSEHOLDS:
City 80 Cen. 16,718; E&P 86 Est. 16,386
County 80 Cen. 26,423; E&P 86 Est. 27,481
CZ-ABC: (80) 20,269
RTZ-ABC: (80) 54,314
City & RTZ-ABC: (80) 74,583

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$540,624,000
Savings & Loan	3	$489,221,000

6 - PASSENGER AUTOS: County 39,238

7 - ELECTRIC METERS: 20,802

8 - GAS METERS: 17,692

9 - PRINCIPAL INDUSTRIES: Chem.; Stoves; Limestone Prods.; Food Prods.; Brass Prods.; Castings; Wheels; Auto & Truck Bodies; Pumps; Stock Food; Oilers; Gas Storage Tanks; Boat Trailers; Electronic Equip. Patterns; Radio; TV; Communications Equip.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Maine St.; 1 on 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).
Neighborhood Shopping Centers-17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
17th & Broadway	1	Merkel Hdwe.
State & 8th	1	State St. Store
Quincy Mall(56)	3	Radio Shack, Sears, Kroger, Bergners, JCPenney

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; State Street Store; Bergner's.
Variety Stores-Ben Franklin.
Discount Stores-Jack's; K mart; K's Merchandise Mart; Merchant's Wholesale.
Chain Drug Stores-Walgreens; Skagg Drug; Brown's 3; Revco; SupeRx.
Chain Supermarkets-Kroger; Niemann Foods 3; Randall; Eagle; Save-U-More; Aldi.
Other Chain Stores-Naturalizer; Hush Puppies; Athletic Foot; Gordon Jewelry; GNC; Waldenbooks; York Steak House; Carl Shoe; Kinney Shoes; Goodyear; Sherwin-Williams; JoAnn Fabrics; Gallenkamp Shoes; Radio Shack; So-Fro Fabrics; Pay-Less Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware; Furrows Lumber; Rex TV & Appliances.

14 - NEWSPAPERS: HERALD-WHIG (e-mon to fri) 28,439; (e-sat) 24,445; (S) 32,300; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Wingerter, Natl. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St.; PO Box 909, Quincy, IL 62306; Tel. (217) 223-5100.
National Representative: Branham/Newspaper Sales.

ROBINSON

1 - LOCATION: Crawford County, E&P Map D-4, County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

2 - TRANSPORTATION: Railroads-Conrail; Gulf Central.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Detroit Special.

3 - POPULATION:
Corp. City 80 Cen. 7,285; E&P 86 Est. 7,356
County 80 Cen. 20,818; E&P 86 Est. 21,503
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,031; E&P 86 Est. 3,196
County 80 Cen. 8,050; E&P 86 Est. 8,658

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$96,383,677
Commercial	5	$274,195,269

6 - PASSENGER AUTOS: County 12,083

7 - ELECTRIC METERS: Residence 8,688

8 - GAS METERS: Residence 6,073

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 (N.A.); Aluminum Doors & Windows 107 ($186).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52. First killing frost, Nov. 6; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks at Court House; 2 on E Main; 5 on W Main; 1 on W Walnut.
Neighborhood Shopping Centers-W Gate; Outer E Main, Route 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Tr.(8)	NA	Gallu's Red & White
Barn Plaza	NA	
IGA	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Family Variety; Pool's; Wal-Mart.
Chain Drug Stores-Bertram's (Rexall); Hooks.
Chain Supermarkets-IGA Food Center; Gallo's Red & White.

14 - NEWSPAPERS: NEWS (e) 7,519; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Wally Dean, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.
National Representative: None.

ROCK FALLS
See STERLING

ROCK ISLAND-MOLINE-EAST MOLINE

1 - LOCATION: Rock Island County (In Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. County Seat. In W IL on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150; I-80, 280, & 74.

2 - TRANSPORTATION: Railroads-Burlington Northern; Davenport; Rock Island & Northwestern; Iowa Railroad Co.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound, River Trails Transit; Trailways; Scenic Line.
Airlines-United; Ozark; Chicago Air; Republic; Air Wisconsin; Mesaba Commuter; Britt Commuter; TW Express Commuter; Air Midwest Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 114,398; E&P 86 Est. 116,035
Rock Island 80 Cen. 46,928; E&P 86 Est. 45,007
Moline 80 Cen. 46,278; E&P 86 Est. 46,434
East Moline 80 Cen. 20,907; E&P 86 Est. 21,016
CZ-ABC: (80) 155,153
RTZ-ABC: (80) 316,138
City & RTZ-ABC: (80) 471,291
County 80 Cen. 165,968; E&P 86 Est. 166,073
MSA 80 Cen. 383,958; E&P 86 Est. 383,140
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 43,222; E&P 86 Est. 45,522
Rock Island 80 Cen. 17,472; E&P 86 Est. 17,628
Moline 80 Cen. 18,034; E&P 86 Est. 18,715
East Moline 80 Cen. 7,716; E&P 86 Est. 8,078
County 80 Cen. 61,052; E&P 86 Est. 63,596
MSA 80 Cen. 138,256; E&P 86 Est. 143,614
CZ-ABC: (80) 57,685
RTZ-ABC: (80) 111,119
City & RTZ-ABC: (80) 168,804

5 - BANKS	NUMBER	DEPOSITS
Savings	37	$1,882,110,414
Savings & Loan	9	$1,439,322,104

6 - PASSENGER AUTOS: County 99,818

7 - ELECTRIC METERS: Residence 116,017

8 - GAS METERS: Residence 112,856

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 31,600 (Farm Equip., Aluminum Mill); Non-Mfg. 86,750; Public Sector (Gov't) 27,425.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 46-92; Fall 14-95; Winter -13-42. An. rainfall 31 in.

11 - TAP WATER: From Mississippi River. Rock Island-Hard, slightly alkaline; fluoridated. Moline-Lime softened; fluoridated. East Moline-Partly softened, slightly alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Rock Island-Great River Plaza, 2nd, 3rd, & 4th Aves. between 15th & 20th Sts.; Downtown Moline-Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.; East Moline-15th & 16th Aves. between 7th & 13th Sts.
Neighborhood Shopping Centers-Rock Island-11th St. bet. 18th Ave. & 42nd Ave. 30th St. bet. 14th & 18th Aves.; 14th Ave. bet. 38th & 44th Sts.; 18th Ave. bet. 17th & 45th Sts.; Rock Valley Plaza, Blackhawk Rd. bet. 30th & 45th St. Moline-City Line Plaza, 1st St. & 19th Ave.; Uptown-15th & 16th Sts. between 14th & 25th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Island:		
30th St.	3	Handy True Value
Watchtower Plz.(6)	3	Bargain Ctr.
K mart	3	K mart
Rock Valley Plz.	3	Main Phcy., Back Nine
Moline:		
Highland	2	Aldi, Peoples Drug
Uptown	2	Peoples Drug
Orchard Ctr.(6)	3	Eagles
Kings Plaza(8)	3	Sears, Walgreens
K mart	4	K mart
Green Valley	4	Ardan's
Venture	3	Venture
So. Park Mall(115)	5	Petersen's, Mont. Ward, Younkers, JCPenney
Old Towne	2	Holst-Kakert, Walgreens
City Line Plaza(8)	4	Jewel, Osco
East Moline:		
Kennedy Plaza(6)	4	Jewel, Osco
Ridgewood(8)	5	Strum Auto

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
Stores Open Evenings-Rock Island & Moline: Dept.-Mon. (limited number on Fri.) East Moline: Fri. Supermarkets-Sun. through Sat.
Stores Close-Mon. morning & Sat. evenings.
Stores Open Sundays-Discount, supermarkets, drug, shopping malls.

13 - RETAIL OUTLETS: Department Stores-Younkers 3; Petersen-Harned von Maur 4; JCPenney 2; Sears 2; Montgomery Ward 2; Federated.
Discount Stores-Venture 2; Target 2; K mart 4.
Variety Stores-Ben Franklin 2; Woolworth 2.
Chain Drug Stores-People's 14; Walgreens 12; Osco 5; Medicine Shop 3; Revco.
Chain Supermarkets-Eagle 11; Hy-Vee 4; Jewel Food 5; 7-Eleven 25; Aldi 4; Convenient Foods 11; County Market 2; Food-for-Less.
Independent Buying Groups-Jack & Jill 3; Super Valu 2.
Other Chain Stores-Goodyear 4; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 4; Thom McAn 2; Bakers Shoes; Kinney 5; Lober's; Fashion 2; Richman Bros. 2; Singer Co. 2; Ardan's 2; Radio Shack 6; Mosenfelder's.

14 - NEWSPAPERS: ROCK ISLAND ARGUS (e-mon to fri; m-sat) 17,338; (S) 19,184; Mar. 31, 1986 ABC.
MOLINE DISPATCH (e-mon to fri; m-sat) 33,011; (S) 38,223; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Al Roels, Gen. Adv. Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH, 1720 Fifth Ave., Moline, IL 61265; Tel. (309) 764-4344.
National Representative: Branham/Newspaper Sales.

ROCKFORD

1 - LOCATION: Winnebago County, E&P Map C-1, (MSA). 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Illinois Central Gulf; Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Peoria-Rockford; Greyhound; Wisconsin Coach Lines; Boardroom Lines; Van Galder Bus Co.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 139,712; E&P 86 Est. 133,973
NDM-ABC: (80) 496,465
County 80 Cen. 250,884; E&P 86 Est. 252,463
MSA 80 Cen. 279,514; E&P 86 Est. 282,342
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,169; E&P 86 Est. 52,676
County 80 Cen. 89,408; E&P 86 Est. 93,896
MSA 80 Cen. 99,122; E&P 86 Est. 104,444
NDM-ABC: (80) 176,681

5 - BANKS	NUMBER	DEPOSITS
Commercial	27	$1,747,856,000
Savings & Loan	8	$1,267,465,339

6 - PASSENGER AUTOS: County 165,424

7 - ELECTRIC METERS: Residence 98,770

8 - GAS METERS: Residence 81,872

9 - PRINCIPAL INDUSTRIES: 700 manufacturing establishments, 13 employ over 1,000 each.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Sept. 20; last killing frost, May 8.

11 - TAP WATER: Very hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on W State St. plus feeder streets 1 block each direction.
Neighborhood Shopping Centers-Broadway; 7th St.; S. Main St.; E. State St.; N. Main and Auburn Sts.; Alpine Rd.; 2nd St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpine Vlg.(20)	6	Eagle Foods, Revco
Cherry Vale(100)	8	Marshall Field, H.C. Prange, Sears
Colonial Vlg.(32)	5	JCPenney, Bergner's
Downtown Mall(25)		R. Green
East Gateway(16)	4	Pacemaker, Ben Franklin
Eastwind Mall(25)	4	East Wind Hobby & Craft
Edgebrook(30)	5	Pacemaker
Hamilton Sq.(13)	6	One Stop Phcy., Thorne's Hdwe.
Highcrest(13)	5	Graif's IGA
Liberty Sq.(12)	5	Last Straw Ice Cream Parlour, Lundgren's, Camera Center
Machesney Pk.(88)	8	JCPenney, H.C. Prange, Kohl's
Park Plaza(24)	6	Union Hall Discount
North Towne(59)	5	Bergner's
Rockford Pl.(20)	2	Walgreens
Rockton Ave. Centre(14)	4	Logli Food
Southgate(12)	5	K mart, Southgate IGA
Belvidere Mall(6)	12	A&P
Market Place	NA	Venture, Logli
Forest Plz.	NA	Kohl's, Marshall's, Builder's Square

Principal Shopping Days-Mon., Fri., Sat. Sun.
Stores Open Evenings-Department Stores-Mon.-Fri., Food-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Marshall Field & Co.; Venture; JCPenney; H.C. Prange; Sears; Bergner's; Kohl's; Marshall's.
Discount Stores-K mart; Prange-Way; Union Hall; Venture.
Variety Stores-Ben Franklin.
Chain Drug Stores-Walgreens 3; Lenz 2; Rexall 3; Osco 5; Nihan & Martin 2; One-Stop 5; Tru Valu; Lantow's.
Chain Supermarkets-Eagle 5; Hilander 4; Magna; IGA 13; A&P; Logli 3; Pacemaker 3; Aldi Discount Foods 2.

14 - NEWSPAPERS: REGISTER STAR (m) 70,084; (S) 86,597; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Lampen, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.
National Representative: Gannett Media Sales.

ROCKTON, IL
See BELOIT, WI

SHELBYVILLE

1 - LOCATION: Shelby County, E&P Map C-4. County Seat, 36 mi. from Decatur; 108 mi from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

2 - TRANSPORTATION: Railroads-Mo. Pac.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,259; E&P 86 Est. 5,473
County 80 Cen. 23,923; E&P 86 Est. 23,803

4 - HOUSEHOLDS:
City 80 Cen. 2,044; E&P 86 Est. 2,109
County 80 Cen. 8,707; E&P 86 Est. 9,023

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$90,000,000

6 - PASSENGER AUTOS: County 12,777

7 - ELECTRIC METERS: Residence 2,205

8 - GAS METERS: Residence 1,507

9 - PRINCIPAL INDUSTRIES: Plastic Cups.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-Johnstowne Mall, Shelbyville, 4 stores; Con Dov Shopping Mall, Shelbyville, 5 stores.
Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Variety Stores-Index; Ben Franklin; U&S.
Chain Drug Stores-Hook's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: UNION (e-mon to fri) 4,457; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.
National Representative: None.

SOUTH BELOIT, IL
See BELOIT, WI

SPRING VALLEY
See LA SALLE

SPRINGFIELD

1 - LOCATION: Sangamon County (MSA). E&P Map C-3. State Capital, County Seat. Industrial, wholesale & agricultural center, 185 mi. SW of Chicago; 100 mi. NW of St. Louis; on U.S. Hwys. 36, 54; I-55; State Hwys. 4, 29, 125 & 104.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf-Mobile & Ohio; Norfolk & Western (Wabash); B&O; Amtrak.
Motor Freight Carriers-100 intrastate & interstate lines.
Intercity Bus Lines-Greyhound; Crown Transit; Gulf Transport.
Airlines-Britt; Charter service by Capitol Aviation; Visa; TWE; Air Wis.; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 100,054; E&P 86 Est. 102,577
CZ-ABC: (80) 127,393
RTZ-ABC: (80) 341,906
MSA 80 Cen. 187,789; E&P 86 Est. 192,347
County 80 Cen. 176,089; E&P 86 Est. 180,647
City & RTZ-ABC: (80) 469,299
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,960; E&P 86 Est. 44,032
County 80 Cen. 68,022; E&P 86 Est. 72,932
MSA 80 Cen. 72,219; E&P 86 Est. 77,322
CZ-ABC: (80) 51,661
RTZ-ABC: (80) 124,217
City & RTZ-ABC: (80) 175,878

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,312,791,000
Savings & Loan	7	$473,913,000

6 - PASSENGER AUTOS: County 116,323

7 - ELECTRIC METERS: 55,000

8 - GAS METERS: 48,786

9 - PRINCIPAL INDUSTRIES: Farm Equip.; Flour & Feed Mills; Boilers (Fab. Metal Prods.); Mattresses; Ins.; Health Care; Finance; Gov't; Tourism. Total Av. Employment 95,044.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 10; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, soft. Lake Springfield.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital City(23)	4	Zayre
Fairhill's(20)	2	Eisner-Osco
K mart Plaza	3	K mart
Sangamon(7)	4	Myers-Bergner
Town & Country(24)	3	Venture, National
White Oaks Mall(115)	5	Famous-Barr, Sears, Bergner, Mont. Ward

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Shopping ctrs. & discount stores-nightly.
Stores Open Sundays-Supermarkets, shopping ctrs., discount stores.

13 - RETAIL OUTLETS: Department Stores-Herndon's; Bergners; Sears; JCPenney; Famous-Barr; Montgomery Ward; Kohl's.
Discount Stores-K mart 2; Venture; Zayre's.
Chain Drug Stores-Walgreens 3; SupeRx/Thrifty 11; Osco 3.
Chain Supermarkets-Jewel 4; Shop 'N Save 3; National Food Stores 3; IGA 2; Red Fox 2; Eagle 3.
Other Chain Stores-Firestone; Goodyear; General Tire; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; Thom McAn; Kenney's; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Kay's Jewelry; Singer; So Fro; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Bottom Half; Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International;

General Cinema Theatre; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; Jo Ann Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Wag's Restaurant; Waldenbooks; Zale's Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; S.G. Adams; Baskin Robbins 3.

14 - NEWSPAPERS: THE STATE JOURNAL-REGISTER (all day-mon to fri) 68,578; (S) 71,871; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J.E. Fitzgerald, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER, PO Box 219, Springfield, IL 62705; Tel. (217) 788-1353.
National Representative: Branham/Newspaper Sales.

STERLING-ROCK FALLS

1 - LOCATION: Whiteside County, E&P Map C-2. Industrial and agricultural center on Rock River, 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 26,897; E&P 86 Est. 26,518
Sterling 80 Cen. 16,273; E&P 86 Est. 15,350
Rock Falls 80 Cen. 10,624; E&P 86 Est. 10,168
CZ-ABC: (80) 33,154
RTZ-ABC: (80) 50,071
County 80 Cen. 65,970; E&P 86 Est. 63,759
City & RTZ-ABC: (80) 83,225

4 - HOUSEHOLDS:
Cities 80 Cen. 9,895; E&P 86 Est. 9,818
Sterling 80 Cen. 6,128; E&P 86 Est. 6,070
Rock Falls 80 Cen. 3,767; E&P 86 Est. 3,748
County 80 Cen. 23,200; E&P 86 Est. 23,570
CZ-ABC: (80) 11,990
RTZ-ABC: (80) 17,280
City & RTZ-ABC: (80) 29,270

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$329,776,930
Savings & Loan	2	$141,762,640

6 - PASSENGER AUTOS: County 37,172

7 - ELECTRIC METERS: Residence 10,600

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel, Steel Prods. 2,500 ($300); Bldrs. Hdwe. 1,200 ($200); Bolts & Nuts 400 ($200); Barber Supplies 170; Foundries 100; Food Proc. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12; last killing frost, May 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 stores-Bergner's, JCPenney, Woolworth).
Neighborhood Shopping Centers. Sterling-4 blocks on 4th St.; 2 on Locust St.; Rock Falls-5 blocks on 1st. Ave., and vicinity.
Principal Shopping Days-Downtown-Mon., Fri; Northland Mall Sat., Sun.
Stores Open Evenings-Downtown-Fri.; Northland Mall-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, Harlan's; Kline's; Bergner's; JCPenney.
Discount Stores-K mart; Farm & Fleet; Osco; Wal-Mart.
Chain Drug Stores-Walgreens; Osco.
Variety Stores-Woolworth.
Chain Supermarkets-Kroger's; Eagle; Super Valu; Aldi.
Other Chain Stores-Leslie's (shoes); Goodyear; Coast-to-Coast (hdwe. and auto supplies); Ace Hdwe.; D & E (furn. & appliances).

14 - NEWSPAPERS: DAILY GAZETTE (e) 13,933; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Scott Grandon, Co-Pub., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.
National Representative: Landon Associates.

STREATOR

1 - LOCATION: LaSalle County, E&P Map C-2. South end, LaSalle County. Agric. area. Diversified mfg. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington; Amtrak; Conrail.
Motor Freight Carriers-11.

3 - POPULATION:
City 80 Cen. 14,795; E&P 86 Est. 14,732
CZ-ABC: (80) 19,473
RTZ-ABC: (80) 30,557
County 80 Cen. 109,139; E&P 86 Est. 111,118
City & RTZ-ABC: (80) 50,030
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,651; E&P 86 Est. 5,728
County 80 Cen. 40,005; E&P 86 Est. 42,418
CZ-ABC: (80) 7,300
RTZ-ABC: (80) 10,568
City & RTZ-ABC: (80) 17,868

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$178,322,000
Savings & Loan	3	$100,712,000

6 - PASSENGER AUTOS: County 65,199

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 6,974

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 2,300 ($340); Pollution Equip. 200 ($300); Farm Equip. 400 ($268).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St., 1 block N. & S. on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plz.; Northtown; Northpoint.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northpoint Ctr.	NA	SupeRx, JCPenney, Spurgeons, Kroger
Westgate Plz.	NA	Klines, Streator Food

Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeons; JCPenney.
Variety Stores-Klines; JCPenney.
Chain Supermarkets-Streator Food; Buehler; Meadow-King; Thriftimart; Kroger; Novotneys Bi-Rite; Red Fox.

14 - NEWSPAPERS: TIMES-PRESS (e) 9,639; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Greg Hoskins, Adv. Mgr., TIMES-PRESS, 115 Oak St., Streator, IL 61364; Tel. (815) 673-3771.
National Representative: Landon Associates.

TAYLORVILLE

1 - LOCATION: Christian County, E&P Map C-4. County Seat. 26 mi. SE of Springfield. On State Hwys. 29, 48, 104.

2 - TRANSPORTATION: Railroads-Norfolk and Western; C&IM.

3 - POPULATION:
Corp. City 80 Cen. 11,386; E&P 86 Est. 11,694
CZ-ABC: (80) 13,042
RTZ-ABC: (80) 27,030
County 80 Cen. 36,446; E&P 86 Est. 36,808
City & RTZ-ABC: (80) 40,072

4 - HOUSEHOLDS:
City 80 Cen. 4,483; E&P 86 Est. 4,790
County 80 Cen. 13,685; E&P 86 Est. 14,438
CZ-ABC: (80) 5,089
RTZ-ABC: (80) 9,854
City & RTZ-ABC: (80) 14,943

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$188,595,425
Savings & Loan	2	$99,000,000

6 - PASSENGER AUTOS: County 20,720

7 - ELECTRIC METERS: Residence 5,424

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 420; Grain & Seed Proc. 133; Mining Mach. 200; Coal Mining 1,000; Greeting Cards 225; Paper Mfg. 200; Dairy 60; Electricity 30; Telephone 50; Newspaper 60.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 65-100; Fall 35-85; Winter 0-50.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wal-Mart Plaza(5)	1	Wal-Mart, Kroger, SupeRx, Sycamore,
Jewell(9)	1	Sherwin-Williams, True Value Hardware,
Grand Plz.(12)	1	Pamida, County Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sherman's Blakely's; JCPenney; Sears; (catalog); General Dollar.
Variety Stores-Woolworth.
Discount Stores-Pamida; Wal-Mart; General Dollar.
Chain Drug Stores-Walgreens; Revco; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; IGA; Harmons; County Mkt.; Eisners.

14 - NEWSPAPERS: BREEZE-COURIER (e) 7,646; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Marylee Lasswell, Adv. Dir., BREEZE-COURIER, 212 S. Main St.; PO Box 440, Taylorville, IL 62568; Tel. (217) 824-2233.
National Representative: Landon Associates.

URBANA

See CHAMPAIGN

WAMAC

See CENTRALIA

WATSEKA

1 - LOCATION: Iroquois County, E&P Map D-2. County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Rte. 24, E and W and Rte. 1, N and S, also on Iroquois River.

2 - TRANSPORTATION: Railroads-TP&W; Missouri Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,543; E&P 86 Est. 5,732
County 80 Cen. 32,976; E&P 86 Est. 32,752

4 - HOUSEHOLDS:
City 80 Cen. 2,168; E&P 86 Est. 2,252
County 80 Cen. 12,060; E&P 86 Est. 12,542

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$36,000,000
Savings & Loan	2	$45,000,000

6 - PASSENGER AUTOS: County 18,476

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agric. Hdwe.; Business Forms.

10 - CLIMATE: Av. Temps.-Winter 24; Summer 76.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Value Village; K mart.
Principal Shopping Days-Sun., Wed., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Value Village; K mart.
Variety Stores-Ben Franklin; Ralston's.
Chain Supermarkets-Scotchman's; 6-12; Quality; E-Z-Pickens.
Other Chain Stores-Sears (catalog); Lasser's Furn.; McCord's; Goodyear; True Value Hdwe.

14 - NEWSPAPERS: TIMES-REPUBLIC (e-mon to fri) 3,495; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Bette Schmid, Adv. Dir., TIMES-REPUBLIC, 1492 E Walnut St., Watseka, IL 60970; Tel. (815) 432-5227.
National Representative: Landon Associates.

WAUKEGAN-NORTH CHICAGO

1 - LOCATION: Lake County (In Lake County PMSA). E&P Map D-1; NE corner of Illinois; County Seat. Industrial, railroad and trucking center. U.S. Naval Training Center; Waukegan Port Authority operates lake & ocean-going freight facilities & docks. Waukegan Regional Airport.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; EJ&E (freight only.)
Motor Freight Carriers-12.
Intercity Bus Lines-Regional Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 106,427; E&P 86 Est. 101,807
Waukegan 80 Cen. 67,653; E&P 86 Est. 68,241
N. Chicago 80 Cen. 38,774; E&P 86 Est. 33,566
CZ-ABC: (80) 106,427
RTZ-ABC: (80) 195,551
PMSA/County 80 Cen. 440,372; E&P 86 Est. 472,658
City & RTZ-ABC: (80) 301,978
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 31,143; E&P 86 Est. 31,196
Waukegan 80 Cen. 24,134; E&P 86 Est. 24,969
N. Chicago 80 Cen. 6,999; E&P 86 Est. 6,227
PMSA/County 80 Cen. 139,715; E&P 86 Est. 157,137
CZ-ABC: (80) 31,133
RTZ-ABC: (80) 64,296
City & RTZ-ABC: (80) 95,429

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$607,579,254
Savings & Loan	5	$502,640,233

6 - PASSENGER AUTOS: County 292,353

7 - ELECTRIC METERS: Residence 147,996

8 - GAS METERS: County Residence 132,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals/Hospital Supplies 13,450; Metal Prods. 4,740; Stone; Clay, Glass & Bldg. Matls. 2,969; Motor Prods. 2,620; Boat Bldg. 853; Printing and Office Supp. 984; Paper Prods. 646; Rubber Prods. 580; Chem. 1,264; Elect. Prods. 2,350.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 60-81; Fall 42-62; Winter 18-34. First killing frost, Oct. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Central Business District-5 blocks on Genesee St.; 2 blocks adjacent on Washington St.
Neighborhood Shopping Centers-3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waukegan Plaza(28)	4	Sears, Dominick's, Walgreens, Woolworth, Polk Bros.
Lakehurst(129)	NA	Carson, Pirie, Scott & Co., JCPenney, Weibolt's, Lane Bryant
Lewis Ave.(20)	3	Jewel, Osco Drug, Auto Works
Grand Ave.(18)	4	Jewel Food, Osco Drug, Baskin-Robbins, Zayre
Belvidere Mall(41)	4	Mont. Ward, Fannie May, Walgreens
Century Town Hawthorne(140)	NA	Marshall Field, Lord & Taylor, Richman Bros., Brentano's, Sears

Stores Close-Fri. & Mon. mornings.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. and Fri.
Stores Open Sundays-Shopping centers, discount & chain drug.

13 - RETAIL OUTLETS: Department Stores-Globe; Sears; Montgomery Ward; JCPenney; Polk Bros.; Wiebolt's; Carson, Pirie, Scott & Co.; Lord & Taylor; Marshall Field; Baskins; Richmond Bros.; Storeys Man's Shop.
Variety Stores-Woolworth 2.
Discount Stores-Venture 2; Big 11; Zayre; K mart.
Chain Drug Stores-Druce Rexall 4; Osco 3; Walgreens 2.
Chain Supermarkets-IGA 3; Jewel Food 4; Eagles 2; Dominick's; Supervalue.
Other Chain Stores-Andes Candies; Schiff Shoes 2; Erwin's Jewelers; Fannie May; Goodrich; Kinney Shoes; Midwest Tire 2; Neumode Hosiery; Sub-

urbia Hdwe.; U.S. Royal Tire; Ace Hdwe.; Huber Glass; Coloramic Tile; Singer Co.; Glidden Paint; Sherwin-Williams; Leath Furniture.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 38,238 (Sat., S) 40,366; March 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Paul Seveska, Marketing Mgr., NEWS-SUN, 100 W. Madison St., Waukegan, IL 60085; Tel. (312) 336-7000.
National Representative: Sawyer-Ferguson-Walker.

WEST FRANKFORT

1 - LOCATION: Frankiin County, E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago; 100 mi. SE of St. Louis.

2 - TRANSPORTATION: Railroads-Served by C&E; Illinois Central; OB&Q.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 9,437; E&P 86 Est. 9,383
County 80 Cen. 43,201; E&P 86 Est. 44,337

4 - HOUSEHOLDS:
City 80 Cen. 3,852; E&P 86 Est. 3,940
County 80 Cen. 16,978; E&P 86 Est. 18,210

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$127,000,000

6 - PASSENGER AUTOS: County 23,774

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 2,318 ($200-$400); Pleasure Boat Mfg. 260 ($200); Other Mfg. 550 ($150-$220).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-W. Frankfort Plaza (8 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Sat.
13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Ben Franklin; Chandler's; Dollar General.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Excel; Food Park.
Other Chain Stores-Fashion Shop; Sears (catalog); Spiegel (catalog); Montgomery Ward; Mode O'Day; Sycamore; Payless Shoes; Fashion Bug; Coast-to-Coast.

14 - NEWSPAPERS: AMERICAN (e) 4,505; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: L.J. Perrotto, Gen. Mgr., AMERICAN, 111-15 S Emma St., West Frankfort, IL 62896; Tel. (618) 932-2146.
National Representative: None.

WHEATON

1 - LOCATION: Du Page County (In Chicago PMSA). E&P Map D-1, County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64, 2 mi. from Illinois Tollway (E & W).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-West Town.
Motor Freight Carriers-3.
Airport-O'Hare Intl. Airport (Chicago); Du Page County Airport; Midway (Chicago).

3 - POPULATION:
Corp. City 80 Cen. 43,043; E&P 86 Est. 47,101
CZ-ABC: (80) 43,043
RTZ-ABC: (80) 146,467
PMSA 80 Cen. 6,059,091; E&P 86 Est. 6,141,042
County 80 Cen. 658,177; E&P 86 Est. 732,945
City & RTZ-ABC: (80) 189,510
Demographic information available from Newspaper, See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,379; E&P 86 Est. 16,433
County 80 Cen. 221,795; E&P 86 Est. 257,950
PMSA 80 Cen. 2,150,209; E&P 86 Est. 2,269,700
CZ-ABC: (80) 14,379
RTZ-ABC. (80) 47,630
City & RTZ-ABC. (80) 62,009

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$360,640,000
Savings & Loan	3	$210,414,402

6 - PASSENGER AUTOS: County 499,938

7 - ELECTRIC METERS: Residence 19,240

8 - GAS METERS: Residence 13,440

9 - PRINCIPAL INDUSTRIES: Ins.; Ptg. & Pub.; Engineering; Film; Windows; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-20 blocks on Wesley, Front, Willow, Hale, Wheaton, Hawthorne Sts.; Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.
Nearby Shopping Center-Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field; Sears; Kresge's; Woodfield Mall.
Principal Shopping Days-Thur. through Sun
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Colson's; Montgomery Ward; Venture; Marshall Field; Carson Pirie Scott & Co.; Wiebolts; Main Street.
Discount Stores-K mart.
Chain Drug Stores-Walgreens; Rexall; Osco.
Chain Supermarkets-Jewel 4; Sunnyside; IGA; Walt's; Convenient Food Marts; Frank's 2; Open Pantry; White Hen 3; Dominick's 2; Eagle 3; Pick 'N Save.
Other Chain Stores-Goodyear; Firestone; Sears (catalog surplus).

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,368; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Chapin, Man. Ed., JOURNAL 362 S. Schmale Rd., Carol Stream, IL 60188; Tel. (312) 462-5349.
National Representative: Sawyer-Ferguson-Walker.

WOOD RIVER

See ALTON

INDIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Madison County.
Bloomington-Monroe County.
Elkhart-Goshen-Elkhart County.
Evansville, IN-KY-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY
Fort Wayne-Allen, De Kalb and Whitley Counties.
Indianapolis-Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
Kokomo-Howard and Tipton Counties.
Lafayette-West Lafayette-Tippecanoe County.
Louisville, KY-IN-Bullitt, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN
Muncie-Delaware County.
South Bend-Mishawaka-St. Joseph County.
Terre Haute-Clay and Vigo Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Gary-Hammond-Lake and Porter Counties.
Cincinnati, OH-KY-IN-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.
Cincinnati-Hamilton, OH-KY-IN-Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1987
Under 5 Years	456	419	413
5-14 Years	1,076	888	879
15-24 Years	918	1,048	1,037
25-44 Years	1,223	1,488	1,471
45-64 Years	1,031	1,062	1,048
65 and Over	492	585	581
TOTAL	5,196	5,490	5,429

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	994	1,141	1,936
General Mdse	2,393	2,666	3,639
Food	3,665	5,176	6,201
Automobiles	4,168	4,346	7,183
Gasoline Stations	1,792	2,725	2,552
Apparel	737	1,059	1,434
Furniture	787	864	1,497
Eat-Drink Places	1,520	2,287	3,095
Drugs	640	981	1,210
TOTAL SALES	18,266	23,724	31,314

ANDERSON

1 - LOCATION: Madison County (MSA). E&P Map C-3, County Seat. Mfg. center, agricultural area, college town 35 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways; ABC.

3 - POPULATION:
City 80 Cen. 64,695; E&P 86 Est. 57,951
CZ-ABC: (80) 67,109
RTZ-ABC: (80) 79,508
County/MSA 80 Cen. 139,336; E&P 86 Est. 133,386
City & RTZ-ABC: (80) 146,617

4 - HOUSEHOLDS:
City 80 Cen. 24,609; E&P 86 Est. 23,389
County/MSA 80 Cen. 49,985; E&P 86 Est. 49,914
CZ-ABC: (80) 25,535
RTZ-ABC: (80) 27,036
City & RTZ-ABC: (80) 52,571

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$510,021,000
Savings & Loan	2	$455,791,000

6 - PASSENGER AUTOS: County 75,356

7 - ELECTRIC METERS: Residence 32,740

8 - GAS METERS: Residence 28,843

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 15,000 ($568); Corrugated Containers 133 ($399); Meat Pkg. 410 ($389); Periodical Pub. 223 ($387).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Meridian St.
Neighborhood Shopping Centers-Meadowbrook, 38th & Main St., Cross St. & Broadway, E 10th St. & Lennox Sts., 29th & Main Sts., Edgewood Shops, 3639 Nichol Ave., Park Rd. & Nichol Ave., Broadway & Ames-K mart West & K mart North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mounds Mall(43)	2	JCPenney, Sears, Meis Bros., Hoyt Wright Co.
Holiday Plz.(12)	2	Hills, Joan Fabric, Murphys Foods
Edgewood Plz.(12)	3	Odd Lots, Aldi, Hooks
Target(8)	5	Payless, Target
Southdale Plz.(12)	4	K mart, Marsh, Guarantee Auto

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mounds Mall, Holiday Plz., Target, Southdale Plz., all K mart Center and food stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Meis Bros.
Variety Stores-Woolworth.
Discount Stores-K mart 3; Thrift Dollar Store; Odd Lots; Target; Hills.
Chain Drug Stores-Hook 6; Peoples; Marsh 3.
Chain Supermarkets-Marsh Foodliner 3; Payless 4; Harvest Mkt. 3; Mathews 2.
Other Chain Stores-Zale's Jewelers; Shane Jewelers; Paul Harris; Bottom Half; Jean Nicole; Brooks Fashions; Kinney Shoes; Connie Shoes; Musicland; Earring Tree; Goodyear; H.H. Gregg Appliances; Rex Appliances; Furrows Bldg. Materials; Carter Lumber; Wickes.

14 - NEWSPAPERS: HERALD (m-tues to sat) 21,244; BULLETIN (e) 15,324; HERALD (S) 23,728; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Allen Utterback, Adv. Dir, HERALD, 1133 Jackson St., Anderson, IN 46015; Tel. (317) 643-5371.
National Representative: Branham/Newspaper Sales.

AUBURN

1 - LOCATION: De Kalb County (In Fort Wayne MSA). E&P Map C-2, County Seat. 23 mi. N by E of Fort Wayne on I-69; 20 mi. S of Indiana Toll Road.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Penn Central; Norfolk Southern.

3 - POPULATION:
City 80 Cen. 8,122; E&P 86 Est. 8,176
MSA 80 Cen. 354,156; E&P 86 Est. 350,799
County 80 Cen. 33,606; E&P 86 Est. 33,546

4 - HOUSEHOLDS:
City 80 Cen. 3,025; E&P 86 Est. 3,139
County 80 Cen. 11,437; E&P 86 Est. 11,931
MSA 80 Cen. 124,905; E&P 86 Est. 128,607

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$144,000,000
Savings & Loan	2	$134,000,000

6 - PASSENGER AUTOS: County 19,226

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,041

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Parts 1,020; Metal Parts 250; Printing 175; Rubber Prods. 350; Utilities 150; Glass 150; Electronics 200; Plastic Prods. 305; Welded Assm. 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: 19 grains hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.
Nearby Shopping Center-Auburn Plaza (1 mile west); 2nd West Edge Mall (1 mile west).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Blackwell's.
Variety Stores-Gower's.
Chain Supermarkets-IGA; Super Dollar; Kroger.
Other Chain Stores-Heck's; Radio Shack; Murphy's Mart; Sears; Auto Works; Hooks; Revco.

14 - NEWSPAPERS: STAR (e) 6,860; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.
National Representative: None.

BEDFORD

1 - LOCATION: Lawrence County, E&P Map B-4, County Seat. Limestone center of the world; 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. 50; State Hwys. 37, 51, 58, 450

2 - TRANSPORTATION: Railroads-L&N; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; (City Bus)-Transit Bus Authority of Stone City.

3 - POPULATION:
Corp. City 80 Cen. 14,410; E&P 86 Est. 14,220
NDM-ABC: (80) 20,569
Bal. in NDM-ABC: (80) 44,633
County 80 Cen. 42,472; E&P 86 Est. 42,273
Total NDM-ABC: (80) 65,202

4 - HOUSEHOLDS:
City 80 Cen. 5,874; E&P 86 Est. 6,083
County 80 Cen. 15,525; E&P 86 Est. 16,172
NDM-ABC: (80) 7,978
Bal. in NDM-ABC: (80) 15,684
Total NDM-ABC: (80) 23,662

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$233,912,587
Credit Union	1	$22,899,000
Savings & Loan	1	$43,764,464

6 - PASSENGER AUTOS: County 21,692

7 - ELECTRIC METERS: Residence 15,183

8 - GAS METERS: Residence 9,644

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,273 ($700); Limestone 332 ($470); Textile 165 ($190); Naval

Weapons Support Ctr. 4,300 ($475); Electronics 510 ($530); Trans. Equip. 516 ($450); Cement 155 ($525); Fab. Metals & Mach. Mfg. 835 ($380).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Public Square; also 2 blocks on 15th and 16th Sts.; I and J Sts.
Neighborhood Shopping Centers-Bedford Shpg. Plz. Hwy. 50 at 25th St.; Fifth St. Englewood, Oolitic; Stone City Plz., W. 16th St.; Danner's Shopping Ctr., W. 16th St.; Sycamore Sq., W. 16th St.; Lincoln Plz., Lincoln Ave.
Nearby Shopping Centers (No. of Stores)-Mitchell; Paoli; Bedford Plz. (7); Danner's Shpg. Ctr. (3); Stone City Mall (35).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri., Food-Nightly.
Stores Open Sunday-Food, Discount & Variety.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Danner's 3-D; George's; K mart.
Variety Stores-Big Blue.
Chain Drug Stores-Hook 3; Taylor's; Crowder's 2; The Medicine Shoppe.
Chain Supermarkets-Jay C; Mill's 3; I.G.A. Foodliner; Kroger.
Other Chain Stores-Maurice's; Payless Shoe Store; The Fly; Fancy This; Merle Norman; Jo-Ann Fabrics; Sears (catalog); Western Auto; Goodyear; Radio Shack; Waldenbooks; Regis Beauty Salons; The Sound Shop; Smith Jewelers.

14 - NEWSPAPERS: TIMES-MAIL (e) 14,449; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL, PO Box 849; 813 16th St., Bedford, IN 47421; Tel. (812) 275-3355.
National Representative: Branham/Newspaper Sales.

BICKNELL

1 - LOCATION: Knox County. E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
City 80 Cen. 4,713; E&P 86 Est. 5,485
County 80 Cen. 41,838; E&P 86 Est. 43,659

4 - HOUSEHOLDS:
City 80 Cen. 1,880; E&P 86 Est. 2,286
County 80 Cen. 15,481; E&P 86 Est. 16,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 20,777

7 - ELECTRIC METERS: Residence 1,797

8 - GAS METERS: Residence 1,439

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coil 75; Alloys 125; Coal Mining 360.
Principal Pay Days-Sat., Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-63; Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21; last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 blocks on Second St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Stores-Mayfair; Bicknell Shoes; D&M Drug; Risley & Son Furn.; Stremming Jewelry; Pieper's Carpets; Sport Center; Family Pharmacy; Vash Electronics; Mackey's.
Discount Stores-Bicknell.
Chain Supermarkets-IGA; Red & White.

14 - NEWSPAPERS: KNOX COUNTY NEWS (m-mon to fri) 2,208; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Larry Hiatt, Pub., KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2222.
National Representative: None.

BLOOMFIELD

1 - LOCATION: Greene County. E&P Map B-4. County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-3.

3 - POPULATION:
City 80 Cen. 2,705; E&P 86 Est. 2,657
County 80 Cen. 30,416; E&P 86 Est. 31,112

4 - HOUSEHOLDS:
City 80 Cen. 1,148; E&P 86 Est. 1,167
County 80 Cen. 11,509; E&P 86 Est. 12,334

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$169,000,000
Savings & Loan	1	$55,000,000

6 - PASSENGER AUTOS: County 15,108

7 - ELECTRIC METERS: Residence & Commercial 1,422

8 - GAS METERS: 13,000

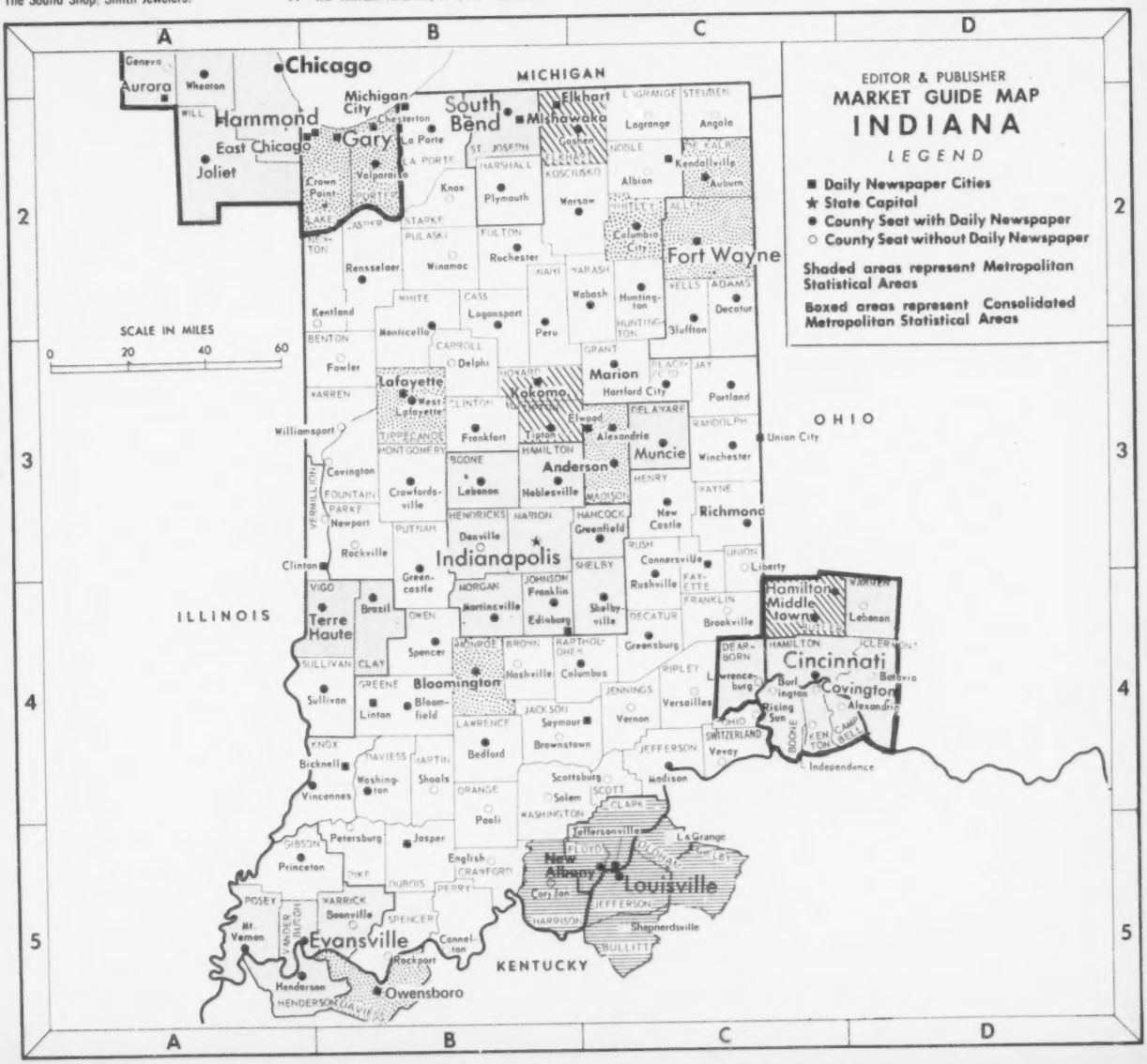
9 - PRINCIPAL INDUSTRIES: Bloomfield Mfg. (Jacks) & K.P.T. (Ceramics).
Principal Pay Days-Fri., Sat.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-65; Summer 74-103; Fall 64-87; Winter 10-50. First killing frost, Oct. 13; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on town sq.
Neighborhood Shopping Centers-S Washington St.; Hwy. 231 S; S Seminary & Mill Sts.; E Main St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoons.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog).
Variety Stores-Dollar General.
Chain Drug Stores-Hook's; Pielemeier; Family.
Chain Supermarkets-IGA Foodliner; White's Regal.
Other Chain Stores-Freelands Apparel; Bloomfield Paint; True Value Hdwe.; Ace Hdwe.; Russ Tire Serv.; Bloomfield Furn.; Bloomfield Liquors; Jerrells Jewelry; Auto Pro; Picnic Basket; Dairy


EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 20 40 60
MICHIGAN
OHIO
ILLINOIS
KENTUCKY
Chicago
Aurora
Hammond
Gary
East Chicago
Joliet
Michigan City
South Bend
Elkhart
Mishawaka
Fort Wayne
Kokomo
Marion
Muncie
Anderson
Lafayette
West Lafayette
Richmond
Indianapolis
Terre Haute
Bloomington
Hamilton
Middletown
Cincinnati
Covington
Louisville
New Albany
Evansville
Owensboro
Bicknell
Vincennes
Bloomfield
Linton
Sullivan
Spencer
Brazil
Crawfordsville
Lebanon
Noblesville
Greenfield
New Castle
Connersville
Rushville
Shelbyville
Edinburg
Martinsville
Franklin
Greensburg
Columbus
Nashville
Seymour
Bedford
Brownstown
Washington
Shoals
Paoli
Scottsburg
Salem
Jeffersonville
Madison
Versailles
Vevay
Lawrenceburg
Rising Sun
Batavia
Alexandria
Independence
Shepherdsville
Mt. Vernon
Princeton
Petersburg
Jasper
Boonville
Rockport
Henderson
Corydon
Tell City
Huntington
Wabash
Peru
Logansport
Monticello
Rensselaer
Winamac
Rochester
Plymouth
Warsaw
Kendallville
Auburn
Albion
Angola
Lagrange
Goshen
Decatur
Portland
Union City
Winchester
Hartford City
Tipton
Frankfort
Williamsport
Delphi
Lafayette
Kentland
Fowler
Crown Point
Valparaiso
La Porte
Clinton
Rockville
Newport
Danville
Greencastle
Terre Haute
Sullivan
Vincennes
Bicknell
Washington
Jasper
Petersburg
Princeton
Mt. Vernon
Evansville
Henderson
Owensboro
Rockport
Boonville
Tell City
Corydon
Shepherdsville
Louisville
New Albany
Jeffersonville
Scottsburg
Madison
Vevay
Versailles
Seymour
Brownstown
Bedford
Paoli
Orleans
Mitchell
Shoals
Washington
Linton
Bloomfield
Spencer
Brazil
Clinton
Rockville
Newport
Danville
Greencastle
Crawfordsville
Lebanon
Noblesville
Greenfield
New Castle
Connersville
Rushville
Shelbyville
Edinburg
Martinsville
Franklin
Greensburg
Columbus
Nashville
Seymour
Bedford
Brownstown
Hamilton
Middletown
Cincinnati
Covington
Batavia
Alexandria
Independence
Lawrenceburg
Rising Sun
Versailles
Vevay
Madison
Scottsburg
Salem
Paoli
Orleans
Mitchell
Shoals

Queen; Pizza Villa; Jeni's Boutique; The Sun Center; Pittman's Home Service Center.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,572; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: William C. Miles, Pub., WORLD, 29 W. Main St. PO Box 311, Bloomfield, IN 47424; Tel. (812) 384-3501.
National Representative: None.

BLOOMINGTON

1 - LOCATION: Monroe County (MSA). E&P Map B-4. County Seat. Limestone shipping, misc. mfg., recreational and education center; S central part of state; 51 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central (freight); CSX Seaboard Systems.
Motor Freight Carriers-6 terminals, 9 moving & storage.
Intercity Bus Lines-Greyhound.
Airlines-Britt Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,646; E&P 86 Est. 54,543
County/MSA 80 Cen. 98,387; E&P 86 Est. 102,237
Herald-Telephone:
CZ-ABC: (80) 73,811
Bal. in NDM-ABC: (80) 48,604
Total NDM-ABC: (80) 122,415
Sunday Herald-Times:
Total NDM-ABC: (80) 186,289
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,817; E&P 86 Est. 17,958
County/MSA 80 Cen. 33,829; E&P 86 Est. 36,342
Herald-Telephone:
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 17,104
Total NDM-ABC: (80) 42,602
Sunday Herald-Times:
Total NDM-ABC: (80) 65,796

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$406,258,621
Savings & Loan	3	$191,278,858
Credit Union	2	$103,773,687

6 - PASSENGER AUTOS: County 45,941

7 - ELECTRIC METERS: Residence County 35,879

8 - GAS METERS: Residence (City Zone) 17,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect., Mach., Medical, TV and Appliances 7,733 ($427); Stone Quarries & Mills 418 ($428); Educ. 6,869 ($424).
Principal Pay Days-1th, 15th, 30th; Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-61; Summer 64-87; Fall 47-66; Winter 20-36. First killing frost, Oct. 15; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-70 blocks Central City including Downtown Square, Colstone Square, Dunnkirk Square and Seminary Square; College Mall, Eastland Plaza, Jackson Creek, K mart, Walnut Park, Whitehall Plaza, Whitehall Square.
Neighborhood Shopping Centers (No. of Stores)-Cascades (10); Century Village (15); Crosstown (20); Highland Village (8); Southgate (3); Tenth & Bypass (6); Williamsburg Village (22).
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Mall(100)	3	L.S. Ayres, Blocks, JCPenney, Sears, Target
Eastland Plz.(32)	3	Hooks, Jewel, Osco, Service Merchandise
Jackson Creek(14)	3	Hills, Kroger
K mart(6)	3	K mart, Lowell's Foods
Walnut Park(8)	4	Marsh, BTR Trading
Whitehall Plz.(21)	4	Jewel, Osco, K mart
Whitehall Sq.(6)	4	Marsh, 3-D Discount

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun.; Food-Fri., Sat.
Stores Open Evenings-Dept., Disc.; Food, Drugs and Shopping Centers every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Schmalz; JCPenney; Sears;-Wm. H. Block; L.S. Ayres.
Variety Stores-Ben Franklin.
Discount Stores-Target; K mart 2; Service Merchandise; 3-D Discount; Hills Dept. Store.
Chain Drug Stores-Hook's 3; People's 2; SupeRx; Osco 2.
Chain Supermarkets-Buehler's Warehouse; Jewel 2; Kroger 2; Marsh Foodliner 2; Lowell's Discount; IGA 3; 7-Eleven 5; Village Pantry 5.
Other Chain Stores-Firestone; Fleenor Auto; Guarantee Auto; Computerland; JoAnn Fabrics; Monique Fabrics; SoFro Fabrics; Bottom Half; Brooks; Casual Corner; Claire's Boutique; Chess King; Clothes-Out Junction; The Fashion Shop; Foxmoor; Paul Harris; The Limited; Maurice's; Jean Nicole; Sportswear Mart; Sycamore Shop; Worths; Harry Levinson; Sieferts; Mark Henri; Deb Shop; Webster's Men's Wear; BeeGee Shoes; Butler; Hanover; Kinney; Naturalizer; Open Country; Payless; Shoe Works; Athlete's Foot; Athletic Dept.; Carpetland U.S.A.; Hoosier Photo; Animal Empire; Circus World; Radio Shack; General Nutrition; B. Dalton Books; Waldenbooks; Printer's Ink; Disc Jockey Records; Musicland; Mothercare; Parklane Hosiery; Favor Ruhl; Goodmon Jewelry; Gordon's; Rost; Shane; Zale's; Berman Leather; Kay Bee Toys.

14 - NEWSPAPERS: HERALD-TELEPHONE (e) 27,530; HERALD-TIMES (S) 39,711; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TELEPHONE, HERALD-TIMES, 1900 S. Walnut St.; PO Box 909, Bloomington, IN 47402; Tel. (812) 332-4401.
National Representative: Branham/Newspaper Sales.

BLUFFTON

1 - LOCATION: Wells County. E&P Map C-2. County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Lines-Trailways; Indiana Railroad Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,705; E&P 86 Est. 8,591
County 80 Cen. 25,401; E&P 86 Est. 25,335

4 - HOUSEHOLDS:
City 80 Cen. 3,350; E&P 86 Est. 3,479
County 80 Cen. 8,848; E&P 86 Est. 9,239

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$120,000,000

6 - PASSENGER AUTOS: County 14,398

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 2,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Electric Motors 1,000 ($300); Gray Iron Casting 100 ($300); Farm Mach. 110 ($250); Rubber 400 ($250); Food Proc. 300 ($250); Warehousing 400 ($250).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-G.C. Murphy; Progress.
Discount Stores-K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-Heyerley's; Gerber Bros.; Super Valu; Scott's.
Other Chain Stores-True Value Hdwe.; Ace Hdwe.

14 - NEWSPAPERS: NEWS-BANNER (e) 5,466; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER, 125 N Johnson St., Bluffton, IN 46714; Tel. (219) 824-0224.
National Representative: None.

BRAZIL

1 - LOCATION: Clay County. E&P Map B-4 (In Terre Haute MSA). County Seat. WC part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Airlines-Britt.

3 - POPULATION:
City 80 Cen. 7,852; E&P 86 Est. 7,464
MSA 80 Cen. 137,247; E&P 86 Est. 135,564
County 80 Cen. 24,862; E&P 86 Est. 24,900

4 - HOUSEHOLDS:
City 80 Cen. 3,097; E&P 86 Est. 3,051
County 80 Cen. 9,232; E&P 86 Est. 9,700
MSA 80 Cen. 49,510; E&P 86 Est. 51,066

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$35,400,000
Commercial	3	$194,140,000

6 - PASSENGER AUTOS: County 12,562

7 - ELECTRIC METERS: Residence 12,300

8 - GAS METERS: Residence 3,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clay Prods. 100 ($225); Coal Mining 450 ($500); Ret. & Clerical 1,100 ($200); Semi-Truck Trailer Mfg. 850 ($375); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($300); Farming & Agric. 835 ($400).
Principal Pay Days-Fri.; 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium soft.

12 - RETAILING: Principal Shopping Centers-Downtown, 2 mi., along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil Shpg. Plz. at E edge of Brazil has 15 retail outlets, including restaurants, etc.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept., Thur., Fri.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Pell's Bargain Mart.
Variety Stores-G.C. Murphy; Danners 3-D.
Chain Drug Stores-Rexall; Hooks; Peoples.
Chain Supermarkets-Kroger; Super-Valu; Lowell's Discount.
Other Chain Stores-Western Auto; Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

14 - NEWSPAPERS: TIMES (e) 5,661; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: D. Jos. Redenbarger, Vice Pres., TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.
National Representative: Nixon Newspapers.

CHESTERTON

1 - LOCATION: Porter County. E&P Map B-2 (In Gary-Hammond PMSA). Northern part of state.

2 - TRANSPORTATION: Railroads-Amtrak; C&O; EI&E.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,531; E&P 86 Est. 8,833
PMSA 80 Cen. 642,781; E&P 86 Est. 625,619
County 80 Cen. 119,816; E&P 86 Est. 126,905

4 - HOUSEHOLDS:
City 80 Cen. 3,002; E&P 86 Est. 3,200
County 80 Cen. 39,146; E&P 86 Est. 43,295
PMSA 80 Cen. 214,244; E&P 86 Est. 217,313

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$81,081,000
Savings & Loan	1	$85,000,000

6 - PASSENGER AUTOS: County 68,698

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping District-Calumet Rd. & Broadway; Indian Oak Mall, IN 49 Bypass.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's.
Chain Supermarkets-Smedman's; Economart; Costas; Jewel-Osco.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,445; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131.
National Representative: None.

CLINTON

1 - LOCATION: Vermillion County. E&P Map B-3. Agricultural, manufacturing, chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 5,267; E&P 86 Est. 4,924
County 80 Cen. 18,229; E&P 86 Est. 18,114

4 - HOUSEHOLDS:
City 80 Cen. 2,181; E&P 86 Est. 2,133
County 80 Cen. 6,924; E&P 86 Est. 7,192

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$87,000,000
Savings	1	$143,000,000

6 - PASSENGER AUTOS: County 8,961

7 - ELECTRIC METERS: Residence 3,910; County 4,878

8 - GAS METERS: County Residence 3,018

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing 215 (N.A.); Collieries 70 ($320); Phonograph Records 173 ($180); Aluminum Fabrication 72 ($235); Chem. 41 ($280); Plastics 75 (N.A.); Printing ($198).
Principal Pay Days-Fri., Sat.; 8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 8.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Rosenblatt; G.C. Murphy.
Variety Stores-Horney's.
Chain Supermarkets-Bag 'N Save; IGA; Magnabosco's; Columbus Co-op.

14 - NEWSPAPERS: CLINTONIAN (e-mon to fri) 5,487; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S. Main, Clinton, IN 47842; Tel. (317) 832-2443.
National Representative: None.

COLUMBIA CITY

1 - LOCATION: Whitley County. (In Fort Wayne MSA). E&P Map C-2. County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
City 80 Cen. 5,091; E&P 86 Est. 4,884
County 80 Cen. 26,215; E&P 86 Est. 26,342
MSA 80 Cen. 354,156; E&P 86 Est. 350,799

4 - HOUSEHOLDS:
City 80 Cen. 2,065; E&P 86 Est. 1,929
County 80 Cen. 9,065; E&P 86 Est. 9,510
MSA 80 Cen. 124,905; E&P 86 Est. 128,607

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$57,000,000

6 - PASSENGER AUTOS: County 14,847

7 - ELECTRIC METERS: Residence 3,457

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Working 541 ($275); Weatherhead-Dana ($275); Textile 275; Electronics 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-92; Summer 46-99; Fall 12-91; Winter -15-59. First killing frost, Oct. 27; last killing frost, May 27.

11 - TAP WATER: Very hard; fluoridated naturally.

12 - RETAILING: Principal Shopping Centers-Downtown, 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(10)	NA	Sears, True Value Hdwe., Aldi, Dollar General
N. Main Plaza	NA	Scott's Discount Foods
Columbia Sq.	NA	Kroger, Peoples Drug, Schultz Bros.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping centers every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Variety Stores-Schultz Bros.; Dollar General.
Chain Drug Stores-Peoples Drug; Thomburg's; Hooks.

Chain Supermarkets-Kroger; Scott's Discount Foods; Aldi.
Other Chain Stores-Gamble; Firestone; True Value; Sears Roebuck (catalog); Guaranteed Auto; Coast-to-Coast; Ace Hdwe.

14 - NEWSPAPERS: COMMERCIAL MAIL & POST (e) 4,705; sworn Sept. 20, 1985.
Local Contact for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., COMMERCIAL MAIL & POST, 116 N. Chauncey St., Columbia City, IN 46725; Tel. (219) 244-5153.
National Representative: None.

COLUMBUS

1 - LOCATION: Bartholomew County, E&P Map C-4, County Seat. Industrial, agricultural center, architectural showplace.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Columbus Municipal Transit System.

3 - POPULATION:
Corp. City 80 Cen. 30,292; E&P 86 Est. 30,429
CZ-ABC: (80) 37,012
RTZ-ABC: (80) 84,206
County 80 Cen. 65,088; E&P 86 Est. 65,382
City & RTZ-ABC: (80) 121,218

4 - HOUSEHOLDS:
City 80 Cen. 11,544; E&P 86 Est. 12,031
County 80 Cen. 22,804; E&P 86 Est. 23,870
CZ-ABC: (80) 13,867
RTZ-ABC: (80) 27,645
City & RTZ-ABC: (80) 41,512

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$430,964,348
Savings & Loan	3	$467,237,268

6 - PASSENGER AUTOS: County 37,509

7 - ELECTRIC METERS: Residence 17,421

8 - GAS METERS: Residence 10,093

9 - PRINCIPAL INDUSTRIES: Total employment 8,800. (Av. Wkly. Wage $300).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 61-87; Fall 49-74; Winter 25-44. First killing frost, Oct. 13; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Washington St. including Courthouse Center Mall.
Neighborhood Shopping Centers-4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46; U.S. 31 and Beam Road; SR 46 and I-65.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th Street	3	TG&Y, Auto Works
E. State St.	1	Hook's Drugs, Jay C Grocery
Eastbrook Plz.(21)	3	Hook's
Columbus(25)	3	JCPenney, Hills, P. Harris
Northern Village	3	Target, Auto Works
Holiday Ctr.(28)	5	Holiday Drugs
Courthouse Ctr.(34)	NA	Sears, Osco
West Hill(15)	2	3D Discount, Hook's, Jay C Grocery
Clover Center	4	Osco, Marsh

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-TG&Y; Danner's.
Discount Stores-Target; 3D Discount; Hills.
Chain Drug Stores-Hook's 3; Taylor's; Osco 2.
Chain Supermarkets-Kroger-Savon; Jay C. 3; Marsh 2; IGA 2.
Other Chain Stores-Goodyear; Guarantee Auto; Sherwin-Williams; Nationwide Auto; Radio Shack; Auto Works.

14 - NEWSPAPERS: REPUBLIC (e) 21,639; (S) 18,717; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David A. Shaff, Adv. Dir., REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 372-7811.
National Representatives: Papert Companies; U.S. Suburban Press.

CONNERSVILLE

1 - LOCATION: Fayette County, E&P Map C-3, County Seat. Trade ctr. for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis & Dayton.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk Western (frt. only).
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 17,023; E&P 86 Est. 15,662
County 80 Cen. 28,272; E&P 86 Est. 27,932

4 - HOUSEHOLDS:
City 80 Cen. 6,322; E&P 86 Est. 6,087
County 80 Cen. 9,960; E&P 86 Est. 10,258

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$155,840,582
Savings & Loan	2	$105,635,564

6 - PASSENGER AUTOS: 13,884

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 5,491

9 - PRINCIPAL INDUSTRIES: Metal Fab. 8,200 emp. $295 Av. Wkly. Wage.
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 70-76; Winter 20-41. First killing frost, Oct. 7; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Central Ave., connecting sts.
Neighborhood Shopping Centers-Connersville Plz., 30th St.; K mart; 3-D; Grandview Ctr., 30th St.
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Grandview Ctr.; Connersville Plz., 2 Discount Stores & Chain Drug Stores; Val Corp. All downtown Fri. eve.

13 - RETAIL OUTLETS: Department Stores-JCPenney; 3D; K mart; Dollar General.
Variety Stores-Woolworth; Marsh.
Chain Supermarkets-Cox; Mace; IGA.
Other Chain Stores-Guarantee Tire; Sears (catalog); Val Corp.; Sycamore; Fashion Bug; Pic Way Shoes; Radio Shack; Mary's Hallmark.

14 - NEWSPAPERS: NEWS-EXAMINER (e) 8,410; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Inez Maple, Adv. Mgr., NEWS-EXAMINER, 406 Central Ave.; Box 287, Connersville, IN 47331; Tel. (317) 825-0581.
National Representative: Landon Associates.

CRAWFORDSVILLE

1 - LOCATION: Montgomery County, E&P Map B-3, County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N.
Motor Freight Carriers-4.
Intercity Bus Lines-Illini-Swallow; American Stages.

3 - POPULATION:
City 80 Cen. 13,325; E&P 86 Est. 12,853
CZ-ABC: (80) 13,325
RTZ-ABC: (80) 45,356
County 80 Cen. 35,501; E&P 86 Est. 36,211
City & RTZ-ABC: (80) 58,683

4 - HOUSEHOLDS:
City 80 Cen. 5,200; E&P 86 Est. 5,239
County 80 Cen. 12,967; E&P 86 Est. 13,865
CZ-ABC: (80) 5,204
RTZ-ABC: (80) 15,950
City & RTZ-ABC: (80) 21,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$158,743,246
Savings & Loan	3	$120,754,948

6 - PASSENGER AUTOS: County 18,591

7 - ELECTRIC METERS: Residence 6,730

8 - GAS METERS: Residence 4,511

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel/Metal Mfg. 1,885 ($396); Printing/Paper Prods. 2,595 ($300); Plastics Mfg. 391 ($270); Warehouse/Shipping 208 ($330); RV Mfg. 155 ($284).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 20; last killing frost, May 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Washington; 3 on Main; 3 on Market; 3 on Green.
Neighborhood Shopping Centers-South Washington St.; West and East on U.S. Hwy. 136; South Boulevard Plaza (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (5 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blvd. Mall(21)	2	JCPenney, Loeb's, Kroger, Carpetland, Radio Shack
Countryside Plz.(5)	2	3-D, Kroger, People's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most to 9; Sun. to 6.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Loeb's; Town & Country Home Center.
Variety Stores-Danner's.
Discount Stores-Fuel's; 3-D; Target; Big Lots.
Chain Drug Stores-Reanll 2; Hook's 3; People's.
Chain Supermarkets-Kroger 2; Marsh; Shopwright; Crawford's 2.
Other Chain Stores-Goodyear; Sherwin-Williams; Paul Harris; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: JOURNAL-REVIEW (e) 10,746; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Clyde E. Welsh, Adv. Dir., JOURNAL-REVIEW, 119 N. Green; PO Box 512, Crawfordsville, IN 47933; Tel. (317) 362-1200.
National Representative: Papert Companies.

DECATUR

1 - LOCATION: Adams County, E&P Map C-2, County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio state line. U.S. Hwys. 27, 33 & 224.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,649; E&P 86 Est. 8,388
County 80 Cen. 29,619; E&P 86 Est. 30,026

4 - HOUSEHOLDS:
City 80 Cen. 3,163; E&P 86 Est. 3,251
County 80 Cen. 9,625; E&P 86 Est. 10,253

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$110,000,000
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 15,446

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry-Motors; Soybean Proc.; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Paint; Concrete Products & Vaults; Tools & Dies; Edible Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14; last killing frost, May 15.

11 - TAP WATER: Softened to 9 grains.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Decatur Plz.(11)	NA	Revco
Gerber Cntr.(4)	NA	Hook's Drugs
Village Green(4)	NA	Scotts Mkt.

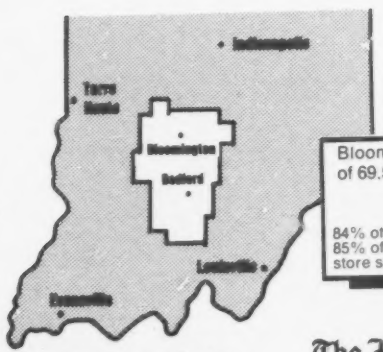
Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Niblick; Dollar General; Val's.
Discount Stores-K mart.
Chain Supermarkets-Gerber's 2; Scott's.
Chain Drug Stores-Revco; Hook's; Keltsch Phcy.
Other Chain Stores-TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e) 5,725; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Mark Miller, Adv. Mgr., DEMOCRAT, 141 S. Second St., Decatur, IN 46733; Tel. (219) 724-2121.
National Representative: None.

EAST CHICAGO

See HAMMOND



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ELKHART

1 - LOCATION: Elkhart County (In Elkhart-Goshen MSA). E&P Map B-2. In N central part of state, 4 mi. S of Indiana-Michigan state line; 101 mi. E of Chicago. Mfg. ctr. for diversified prod. such as recreational trans. vehicles, drug prod. & musical instruments. Agric., dairy & fruit area.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-16 terminals; 39 carriers.
Intercity Passenger Bus Lines-Greyhound; ABC; Northern Indiana Transit; Indiana Motor Bus.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 41,305; E&P 86 Est. 39,874
CZ-ABC: (80) 78,973
RTZ-ABC: (80) 86,849
County/MSA 80 Cen. 137,330; E&P 86 Est. 143,837
City & RTZ-ABC: (80) 165,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,964; E&P 86 Est. 16,604
County/MSA 80 Cen. 48,148; E&P 86 Est. 52,577
CZ-ABC: (80) 28,363
RTZ-ABC: (30) 29,679
City & RTZ-ABC: (80) 58,042

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$1,817,856,275
Savings & Loan	2	$339,051,300

6 - PASSENGER AUTOS: County 82,623

7 - ELECTRIC METERS: Residence 34,769

8 - GAS METERS: Residence 27,297

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 4,898 ($246); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Elect. Mach. 2,918 ($214); Non-Elect. Mach. 2,364 ($280); Trans. Equip. ($215); Furn. & Fixtures 1,727 ($161); Lumber & Wood Prod. 5,073 ($264); Rubber & Plastics 2,813 ($236); Apparel 889 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10; last killing frost, May 23.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-No. of Stores-Nappanee St. 12; Bypass 8; U.S. 33 & St. Rd. 19

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	3	Meis of Illiana, Mont. Ward, JCPenney
Parkmor(25)	1	P.N. Hirsch,
Pierre Moran(52)	2	Target, Zeisel's, Kroger, Sears
Easy Shopping Place(16)	1	Wilt, Cooks
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's
Bristol	6	Harding's
Edwardsburg	8	Raab's
Bacon Hill(8)	2	Wilt Food Ctr.
K mart	3	K mart
University Pk. Mall(100)	14	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Most shpg. ctrs. every evening till 9 pm. Sun. to 6.

13 - RETAIL OUTLETS: Department Stores-Ziesel's; Meis; Sears; JCPenney; Montgomery Ward.
Discount Stores-K mart; Rinks, Div. of Cook's United; Target.
Variety Stores-Perry 2.
Chain Drug Stores-Judd's 4; Hook's 3; Osco; Revco; Alick's 3.
Chain Supermarkets-W.W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA 2.
Other Chain Stores-Goodrich; Firestone; Goodyear; Pic-Way; Friendly Ice Cream; GNC; JoAnn Fabrics; McCrory; Milady Shop; Orange Bowl; Spencer Gift; Parklane Hosiery; Bresler's; Auto Works; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Fleet Supply; Paul Harris; Wig Fair; Singer Co.; So Fro; Waldenbooks; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Ganto's.

14 - NEWSPAPERS: TRUTH (e-mon to fri) 28,820; (m-sat) 32,257; (S) 31,114; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wm. L. Parrent, Adv. Dir. or Ron Schmanske, Mktg./Res. Mgr., TRUTH, 421 S. Second St., Elkhart, IN 46516; Tel. (219) 294-1661.
National Representative: Branham/Newspaper Sales.

ELWOOD

1 - LOCATION: Madison County, E&P Map C-3 (In Anderson MSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28, 37.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Wards.

3 - POPULATION:
Corp. City 80 Cen. 10,867; E&P 86 Est. 10,129
County/MSA 80 Cen. 139,336; E&P 86 Est. 133,386

4 - HOUSEHOLDS:
City 80 Cen. 3,968; E&P 86 Est. 3,913
County/MSA 80 Cen. 49,985; E&P 86 Est. 49,914

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$60,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: County 75,356

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Can Mfg. 321; Jet Engine Blades 750; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165; Plastic Painting 150.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	2	K mart, Carters, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-7 Days.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dollar General.
Chain Drug Stores-Hook's 2; SupeRx.
Chain Supermarkets-Marsh Foodliner; Carters Super Mkt.; Harvest Mkt.; IGA.
Other Chain Stores-Goodyear; Falvey's Men's Store; Earl Rhodes Jewelry; Wickes Lumber; Burger's Dairy; Guarantee Auto; Town & Country; Hardees; Jim Dandy; Fox TV & Appliances; Pizza Hut; Pizza King; Spurgeon's.

14 - NEWSPAPERS: CALL-LEADER (e) 4,418; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Robert E. Nash, Adv. Dir., CALL-LEADER, PO Box 85; 317 S. Anderson St., Elwood, IN 46036; Tel. (317) 552-3355.
National Representative: None.

EVANSVILLE

1 - LOCATION: Vanderburgh County, (In Evansville, IN-KY MSA). E&P Map A-5. 176 mi. S of Indianapolis; 174 mi. E of St. Louis; 151 mi. NW of Nashville; 112 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65, 66. River freight terminal points on Ohio and Mississippi Rivers.

2 - TRANSPORTATION: Railroads-Illinois Central-Gulf; Norfolk Southern; Conrail; Seaboard.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Evansville & Ohio Valley Ry.; I-V Coach; Delta Coach; D&E Coach.
River Barge Lines-5.
Airlines-USAir; Eastern; Britt; Comair; Piedmont; Midwest; Ozark; Republic; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 130,496; E&P 86 Est. 125,749
CZ-ABC: (80) 160,753
RTZ-ABC: (80) 341,125
MSA 80 Cen. 276,252; E&P 86 Est. 282,601
County 80 Cen. 167,515; E&P 86 Est. 167,649
City & RTZ-ABC. (80) 501,878

4 - HOUSEHOLDS:
City 80 Cen. 51,310; E&P 86 Est. 51,906
County 80 Cen. 64,030; E&P 86 Est. 66,855
MSA 80 Cen. 101,528; E&P 86 Est. 108,249
CZ-ABC: (80) 61,837
RTZ-ABC: (80) 120,200
City & RTZ-ABC: (80) 182,037

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$627,970,925
Commercial	5	$2,190,577,410

6 - PASSENGER AUTOS: County 94,072

7 - ELECTRIC METERS: 120,227

8 - GAS METERS: 65,409

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(MSA) Furn. & Fixtures 1,600; Fab. Metal Prods. 1,900; Mach. 5,600; Misc. Durable Goods 8,000; Food Prods. 1,900; Textile & Apparel 700; Printing & Pub. 2,000; Rubber & Misc. Plastics 4,600; All Other Nondurable Goods 5,800; Mining 2,600; Constr. 6,500; Trans., Commun. & Util. 6,600; Whol. & Ret. Trade 30,700; Fin., Ins. & R.E. 4,800; Servs. 27,800; Gov't 11,900; Agric. 3,126.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-86; Summer 42-97; Fall 15-88; Winter 1-77. First killing frost, Oct. 23; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Eastland Mall (127); Washington Sq. (45); North Park (51).
Neighborhood Shopping Centers (No. of Stores)-Covert & Lodge (8); Fairlawn (7); Franklin Ctr. (14); Harrison Village (3); K mart East (6); K mart West (4); Mt. Vernon Ave. (12); Parrett St. (17); Ross Ctr. (11); Target North (15); University (7); Village Courtyard (5); Weinbach Center (9); Southlane (4); Green River Plaza (16); West Side (8); West Gate (4); First Ave. (5).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Place(30)	6	Children's Palace
Lawndale(20)	6	Target, Allied Sports
North Brook(23)	6	Schnuck's
Plaza East(15)	5	Hills Great Scot
Plaza West(8)	4	Hills Great Scot
Town Center(18)	6	Kuesters, Allied Sports

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. Mon.-Sat. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Snyder's; Stewart's; JCPenney; Lazarus.
Discount Stores-Target; Hills 2; K mart 3; Wal-Mart.
Chain Drug Stores-People's 8; SupeRx; Schnuck's 2; Osco 3; Hook's 6.
Chain Supermarkets-Jerry's 4; Wesselman's 9; Great Scot 4; Simpson's; Key 10; Spaldings 5; Schnucks 2; Royal 2.
Other Chain Stores-Shoes: Burt's, Baynham's, Riecken's, Kinney; Women's Apparel: Jean Nicole, Casual Corner; Men's Apparel: Bachrach's, Levinson's; Fabric: Jo Ann, Cloth World; Hardware: Kuester's, Heyden-Steber; Misc: Kay Jewelers, Zale's Jewelers, Waldenbooks, Radio Shack, Red Spot, Dollar General, Children's Palace, Nutri-System; Tires: Firestone, Raben, United; Furniture: Ethan Allen, Finke's.

14 - NEWSPAPERS: COURIER (m) 63,335; PRESS (e) 39,559; COURIER & PRESS (S) 115,135; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Savage, Display Adv. Mgr., COURIER & PRESS, 201 NW Second St., Evansville, IN 47702; Tel. (812) 464-7644.
National Representative: Sawyer-Ferguson-Walker.

FORT WAYNE

1 - LOCATION: Allen County (In Fort Wayne MSA). E&P Map C-2. County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33, 30; I-69; State Hwys. 1, 3, 14, 37, 327. 154 mi. to Chicago; 156 mi. to Detroit; 105 mi. to Toledo; 116 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Norfolk & Western.
Motor Freight Carriers-72.
Air Freight-Burlington Northern.
Intercity Bus Lines-ABC; Greyhound; Indiana Motor Bus; Continental Trailways; North Star Line; Southeastern Trailways.
Airlines-Delta; United; Air Wisconsin; Piedmont; American; Comair; Republic.

3 - POPULATION:
Corp. City 80 Cen. 174,028; E&P 86 Est. 162,895
NDM-ABC: (80) 264,702
Bal. in RTZ-ABC: (80) 496,897
County 80 Cen. 294,335; E&P 86 Est. 290,911
MSA 80 Cen. 354,156; E&P 86 Est. 350,799
NDM & Bal. in RTZ-ABC: (80) 761,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 65,961; E&P 86 Est. 65,083
County 80 Cen. 104,403; E&P 86 Est. 107,166
MSA 80 Cen. 124,905; E&P 86 Est. 128,607
NDM-ABC: (80) 95,316
Bal. in RTZ-ABC: (80): 168,892
NDM & Bal. in RTZ-ABC: (80) 264,208

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$5,960,474,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 173,483

7 - ELECTRIC METERS: Residence City & Suburbs 110,000

8 - GAS METERS: Residence County 76,559

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Constr. 5,658; Mfg. 35,599; Elect. Mach. 9,366; Trans. & Util. 9,637; Fin. 9,883; Ret. Trade 26,701; Whol. Trade 9,401; Service 27,862; Gov't 12,096.

10 - CLIMATE: Av. yearly Min. & Max. Temp.-20-85. Precipitation 34" annually. First killing frost, Oct. 17; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.
Neighborhood Shopping Centers-Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthony Wayne Village(13)	3	Chronister
Broadway-Taylor	1	Rogers Mkts.
Canterbury(25)	4	Revco
Casselwood(5)	4	Lynn's
Clinton Corners(14)	NA	Summit Bank, The Sports Shop
Coliseum Place	3	IGA, Scott's
Covington Plz.(55)	4	Nobbson's
Del Mart Plaza(7)	6	White Swan, Hook's
Diplomat Plaza(18)	3	Scott's
East State	3	Hook's
Georgetown Sq.(70)	5	Rogers Mkts., Fayva
Glenbrook Sq.(157)	3	L.S. Ayres, Sears, JCPenney, Target, J.L. Hudson
Hazelwood Plaza	3	Nobbson Vlg.
Homewood	3	Leath Furn.
K mart North(14)	3	K mart, Radio Shack
K mart South	5	K mart, JoAnn Fabrics
K mart East	3	K mart
K mart West	2	K mart
Lincoln Plaza(15)	5	Kroger
Maplewood Plz.(30)	5	Lynn's, Radio Shack
New Haven Plaza	7	Lynn's
North Anthony(41)	3	Roger Mkts., True Value Hardware
Northcrest(24)	3	Kroger, Walgreens, Radio Shack, Value City Furn.
Northwood Plz.(23)	5	Kroger, Target, Revco
Oakbrook & Quimby Village(25)	2	Value City
Park West(20)	2	Scott's
Pinevalley Mall	9	Scott's, Chronister's
Riviera Plaza(14)	4	Rogers Mkts., Chronister's, Coast-to-Coast
Rogers S. Anthony	1	Rogers Mkts.
Rudisill(3)	2	Hook's
Southgate Plz.(33)	3	Kroger, Radio Shack, Walgreens
Southtown Mall(100)	5	L.S. Ayres, JCPenney, Sears, Service Merch.
Statewood Plz.(8)	3	Scott's
Time Corners(21)	4	Rogers Mkts., Keltsch
Uncommons(21)	3	Dollar General, Cash 'N Carry
Washington Sq.(15)	4	Rogers Mkts. Trustworthy
Wayne Plaza	NA	Hook's
West State Plaza(9)	2	Woolworth, Super Value
Westland Mall	NA	Will Jewelers
White Swan Plz.	8	White Swan Mkt.

Principal Shopping Days-Wed., Fri., Sat.; Drug & Discount stores open Sun.
Stores Open Evenings-Dept., Food, Discount & Shopping Centers-every evening.
13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 2; J.L. Hudson; Sears 2; JCPenney 2; Kohl's.
Variety Stores-Belmont 5; Woolworth; Barrett; Dollar General 2.
Chain Drug Stores-Hook's 14; Revco 5; Walgreens 6; Gerding; Keltsch 9; Vita-Fair; Chronister 5.
Discount Stores-Target 3; K mart 4; TSC; Tepe; Fleet Supply; Value City; Service Merchandise; T.J. Maxx.
Chain Supermarkets-Kroger 3; Rogers Mkts. 10; Lynn's 3; Scott's 12; Burger Dairy 3; Didier Bros.; Pio 2; 7-Eleven 2; White Swan 2.

Other Chain Stores-Shoes: Buster Brown, Florsheim, Shoeland, Connie Chandler, Baker's, Wild Pair, Joyce Selby, Hardy, 9 West, Naturalizer, Thom McAn, Kinney, Baker, Regal, Hill Bros., Hanover, Fisher, Gallenkamp, Father & Son, Sole Hole, Jarman, Red Wing, Red Cross, Stride Rite, Payless, Pic Way Shoe Mart, Hide Park, Shoe Locker; Clothing: Baskin, Redwood & Ross, Chess King, Richman Bros., County Seat, Boston Shirt Yard, Bachrach, The Clothes Horse, Daniels, J. Riggins, The Gap, Benetton's; Jewelers: Kay, Rost, Zale's, Gordon, Armstrong, Pheonix, Jonathon Patrick's, Shane; Auto Supplies: Goodrich, Goodyear, Firestone, NAPA, Nationwide; Women's Apparel: Casual Corner, Foxmoor, Neumode, Jean Nicole, Petit Sophisticates, The Limited, Plaza U., Susie's Casuals, Paul Harris, Lerner's, Brook's, Hit or Miss, Lady Madonna Maternity, Lane Bryant, Stuart's, Ups 'N Downs, Deb Shop, Maurices, Parklane Hosiery; Yard goods: Northwest Fabrics, Jo-Ann Fabrics, So Fro Fabrics, Singer; Other: Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin Robbins, Coast-to-Coast Hdwe., True Value Hdwe., TSC Stores, Frank's Nursery, Cutlery World, Waldenbooks, World Bazaar, Circus World, Musicland, GNC, B. Dalton Booksellers, Kay Bee Toys, Readers World, The Children's Place, Children's Palace, Fretter, Highland; Bldg. Mats.: Furrows, Wickes, Wolohan, Canfield Lumber, Sutherland, 84 Lumber; TG&Y.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 58,666; NEWS-SENTINEL (e) 57,254; JOURNAL GAZETTE (S) 131,451; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John P. Murray, Mktg. Serv. Dir., Fort Wayne Newspapers, Inc., Agent, 600 Main St.; PO Box 100, Fort Wayne, IN, 46801; Tel. (219) 461-8271.
National Representative: Knight-Ridder Newspaper Sales.

FRANKFORT

1 - LOCATION: Clinton County, E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; Conrail; CSX Trans. (Seaboard).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,168; E&P 86 Est. 14,955
County 80 Cen. 31,545; E&P 86 Est. 31,500

4 - HOUSEHOLDS:
City 80 Cen. 5,691; E&P 86 Est. 5,845
County 80 Cen. 11,325; E&P 86 Est. 11,844

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$255,000,000
Savings & Loan	2	$56,000,000

6 - PASSENGER AUTOS: County 16,300

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Brass Fixtures; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Electric Wire Harness; Aluminum & Steel Fabrication; Filters; Feeds; Snack Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-4 sides of town square and 1 to 2 blocks on all streets leading off Square; Frankfort Plaza (8 stores); Clinton County Plaza (9 stores); East Wabash Commercial Strip (15 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; others daily.

13 - RETAIL OUTLETS: Department Stores-Thrasher's; JCPenney; Freedman's; Montgomery Ward.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Hook; Bon Merritt (Rexall); Peoples.
Chain Supermarkets-Marsh Foods; Shopwright Mkt.
Other Chain Stores-Goodyear; Sherwin-Williams; Diana Shop; Western Auto; Holthouse Furn.; Coast-to-Coast; Sycamore; Payless Shoe Source; NuVision; Cato; Big Lots; Auto Works.

14 - NEWSPAPERS: TIMES (e) 7,682; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: R.A. Sutton, Adv. Dir., TIMES, PO Box 9, 251 Clinton St., Frankfort, IN 46041; Tel. (317) 659-4622.
National Representative: Nixon Newspapers.

FRANKLIN

1 - LOCATION: Johnson County (In Indianapolis MSA). E&P Map B-4. 20 mi. S of Indianapolis. Educ. & agric. ctr.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,563; E&P 86 Est. 11,030
NDM-ABC: (80) 42,382
RTZ-ABC: (80) 34,858
MSA 80 Cen. 1,166,929; E&P 86 Est. 1,200,163
County 80 Cen. 77,240; E&P 86 Est. 82,033
Total NDM & RTZ-ABC: (80) 77,240

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,808; E&P 86 Est. 3,719
NDM-ABC: (80) 14,277
RTZ-ABC: (80) 11,068
County 80 Cen. 25,345; E&P 86 Est. 28,161
MSA 80 Cen. 418,536; E&P 86 Est. 448,473
Total NDM & RTZ-ABC: (80) 25,345

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 46,990

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 26,500

9 - PRINCIPAL INDUSTRIES: Auto Parts; Elect. Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, med. hard.

12 - RETAILING: Principal Shopping Centers-25 blocks on 8 sts.; Greenwood Ctr. (140 units); Northwood Ctr. (15 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilgro(14)	8	People's Drug
Greenwood Pk.(140)	9	Sears, Blocks, L.S. Ayres, JCPenney, Lazarus
Northwood(23)	NA	Murphy's Mart, Kroger, Hook's Drug
County Line	NA	Target, Kroger, Mr. Wagg's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All Fri.; Shpg. ctrs. nightly ex. Sat.

13 - RETAIL OUTLETS: Department Stores-Lazarus; L.S. Ayres; Sears; Block's; JCPenney; Service Mdse.
Discount Stores-Franklin; Murphy's Mart; Greenwood; K mart; Zayre; Value City; Target; Kohl's.
Chain Drug Stores-Hook's; SupeRx; People's.
Chain Supermarkets-Franklin; Kroger; Knott's; Brown's; Marsh; Greenwood; Preston Safeway; Cub Foods; Mr. D's.
Other Chain Stores-Guarantee Auto; Firestone; Radio Shack; Video Concepts; 84 Lumber; Furrow; Lowe's; Goodyear; Toys "R" Us.

14 - NEWSPAPERS: JOURNAL (e) 14,636; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gloria J. Stonecipher, Adv. Dir., JOURNAL, PO Box 699, Franklin, IN 46131; Tel. (317) 736-7101.
National Representative: Papert Companies.

GARY

1 - LOCATION: Lake County, E&P Map B-2 (In Gary-Hammond PMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30; I-65, 80, 90 (Ind. Toll Road), 94; State Hwys. 51, 53, 55, 65 & 912 end in Gary.

2 - TRANSPORTATION: Railroads-Main lines of Conrail; Baltimore & Ohio; Grand Truck Western; Tri-State Coach Lines; The Indiana Harbor Belt Line; Elgin; Joliet and Eastern; Chicago, South Shore and South Bend.
Motor Freight Carriers-62.
Intercity Bus Lines-Greyhound; Indian Trails; National Trailways; Gary Inter-City; Southeastern.
Airlines-Served by Chicago Airport.

3 - POPULATION:
Corp. City 80 Cen. 151,953; E&P 86 Est. 135,186
CZ-ABC: (80) 277,079
Bal. in NDM-ABC: (80) 173,340
County 80 Cen. 522,965; E&P 86 Est. 498,714
PMSA 80 Cen. 642,781; E&P 86 Est. 625,619
Total NDM-ABC: (80) 450,419
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 49,455; E&P 86 Est. 47,578
County 80 Cen. 175,098; E&P 86 Est. 174,018
PMSA 80 Cen. 214,244; E&P 86 Est. 217,313
CZ-ABC (80) 90,229
Bal. in NDM-ABC: (80) 55,894
Total NDM-ABC: (80) 146,123

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 255,244

7 - ELECTRIC METERS: Residence 64,600

8 - GAS METERS: Residence 56,845

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel and related industries: 96,000 ($450); Cement Prods. 185 ($375); Men's & Women's Apparel 575 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Soft, filtered; fluoridated.

12 - RETAILING: Principal Shopping Center-U.S. 30 and Mississippi St.
Downtown-B'way, 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave., 1 East and 2 West of B'way. Total blocks-38.
Neighborhood Shopping Centers: Midtown B'way; 9th Ave. to 26th Ave.; Tolleston; 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total-12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total-2 blocks. Brunswick: 4,400 to 5,700 blocks on West 15th Ave. Total-13 blocks. Glen Park; B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks-30. Grant St.: 30th Ave. to 37 Ave. Total blocks-7. Miller-Aetna; 2 on Aetna St.; Melton Rd.; Benton to Howard Sts; Dunes Hwy.; Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total-46. Following township areas: Ross Center; Portage; Hobart; Griffith; Black Oak.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Plz.(9)	NA	Jewel, Lyttons
Turkey Creek(2)	NA	Venture
Crossroads(15)	NA	Zayre
Village(34)	NA	JCPenney, Kresge, Mont. Ward
12/20 Plz.(3)	NA	K mart, Basic, Zayre
Southlake(126)	NA	Sears, JCPenney, Carson Pirie
Dunes Plz.(4)	NA	Zayre, K mart
Broadway(9)	NA	Wiseway
Liberty Sq.(12)	NA	Jacobsons
80th Place(10)	NA	Ivy Tree, Video King
Century Mall(40)	NA	Mont. Ward, Service Mdse., Burlington Coat Factory
Twin Towers(12)	NA	Bank of Indiana
Griffith Park(16)	NA	Venture, Zayre
Portage Mall(40)	NA	Coast-to-Coast
County Seat(36)	NA	K mart
Marquette(59)	NA	JCPenney, Sears, C.P. Scott Hooks
Indian Oak(26)	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-In Valparaiso: Lowenstine's, JCPenney, Montgomery Ward, Miller's.
Leading Variety Stores-Kresge; Harvey's Mart.
Discount Stores-Zayre; Venture; K mart.
Chain Drug Stores-Walgreens 4; Walgreens Agency Stores 12; Scott's 4; Hick's 3; May Vitamin 5; Belles 3; Ribordy (Local) 7; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.
Chain Supermarkets-Jewel 3; Wiseway 4; Basics; Country Market; Save-A-Lot; Buy Low 7; Thriftimart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til.
Other Chain Stores-Richman Bros; Danners, Aldies; Coronet; Thom McAn; Dr. Scholl; Kinney; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; S&H Green Stamps; Spiegel (catalog).

14 - NEWSPAPERS: POST-TRIBUNE (e) 72,833; (S) 88,057; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Dobrian, Natl. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 881-3187.
National Representative: Knight-Ridder Newspaper Sales.

GOSHEN

1 - LOCATION: Elkhart County, (In Elkhart-Goshen MSA). E&P Map C-2, County Seat. On U.S. Hwy. 33; State Hwy. 15. 9 mi. S of E-W Indiana toll road.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-30 Truck lines; 1 Terminal.
Intercity Bus Lines-Middlebury; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 19,665; E&P 86 Est. 20,663
CZ-ABC: (80) 19,665
RTZ-ABC: (80) 61,704
County/MSA 80 Cen. 137,330; E&P 86 Est. 143,837
City & RTZ-ABC: (80) 81,369
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,291; E&P 86 Est. 7,917
County/MSA 80 Cen. 48,148; E&P 86 Est. 52,577
CZ-ABC: (80) 7,291
RTZ-ABC: (80) 20,056
City & RTZ-ABC: (80) 27,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,116,364,242
Savings & Loan	1	$295,598,000

6 - PASSENGER AUTOS: County 82,623

7 - ELECTRIC METERS: Residence 7,700

8 - GAS METERS: Residence 6,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Plants 1,316 ($304); Electronics 1,350 ($344); Farm Equip. 220 ($290); Recreation Vehicles 1,200 ($320); Plastics 200 ($312); Wood Working 600 ($260); RV Suppliers 320 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12 - RETAILING: Principal Shopping Centers-21 blocks on 6 sts.
Downtown Shopping Centers-Chicago Pike Plaza, Peddler's Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	NA	JCPenney, Meis, Mont. Ward
Lin-Way(8)	NA	Coast-to-Coast, Murphy's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Meis; Kline's; Spurgeon's; JCPenney; Sears; Fisher's Big Wheel.
Variety Stores-G.L. Perry; G.C. Murphy; Maley's; McCrory; Dollar General.
Chain Drug Stores-Judd's; Hook's; Osco; Perry.
Chain Supermarkets-Kroger; Family Fare.
Other Chain Stores-K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet; HWI Do It Center.

14 - NEWSPAPERS: NEWS (e) 14,202; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, PO Box 569, Goshen, IN 46526; Tel. (219) 533-2151.
National Representative: Landon Associates.

GREENCASTLE

1 - LOCATION: Putnam County, E&P Map B-3, County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 between U.S. Hwys. 36 & 40, and I-70.

2 - TRANSPORTATION: Railroads-Conrail; Louisville & Nashville.

3 - POPULATION:
Corp. City 80 Cen. 8,403; E&P 86 Est. 7,980
County 80 Cen. 29,163; E&P 86 Est. 30,195

4 - HOUSEHOLDS:
City 80 Cen. 2,682; E&P 86 Est. 2,575
County 80 Cen. 9,404; E&P 86 Est. 10,208

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$97,681,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 13,720

7 - ELECTRIC METERS: Residence 2,956

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Industry-Crushed Stone and Agric. Limestone; Computers; Capacitors; Foundry; Cement.

10 - CLIMATE: Min & Max. Temp.-N.A.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Prevo's; JCPenney; Troyer's; Schultz Bros.
Variety Stores-Murphy's; Pool's.
Chain Drug Stores-SupeRx; Hook; People's.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: BANNER-GRAPHIC (e) 5,981; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Larry Gibbs, Pub., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.
National Representative: Landon Associates.

GREENFIELD

1 - LOCATION: Hancock County (In Indianapolis MSA). E&P Map C-3. County Seat. Mostly residential.

2 - TRANSPORTATION: Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 11,299; E&P 86 Est. 11,066
CZ-ABC: (80) 11,304
RTZ-ABC: (80) 32,635
County 80 Cen. 43,939; E&P 86 Est. 45,321
MSA 80 Cen. 1,166,929; E&P 86 Est. 1,200,163
City & RTZ-ABC: (80) 43,939

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,954; E&P 86 Est. 4,052
CZ-ABC: (80) 3,954
RTZ-ABC: (80) 10,518
County 80 Cen. 14,472; E&P 86 Est. 15,562
MSA 80 Cen. 418,536; E&P 86 Est. 448,473
City & RTZ-ABC: (80) 14,472

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$200,000,000
Savings & Loan	1	$196,109,505

6 - PASSENGER AUTOS: County 25,895

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pharmaceuticals 900 ($325); Textiles 250 ($175); Mach. 170 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11 - TAP WATER: Hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown; 2 on N. State. 3 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Green Meadows(20)	NA	Kroger, Dollar General, 3-D, Hook's, Coast-to-Coast
Northgate(15)	NA	Ben Franklin, Marsh Mkt., Reasner Drugs
Weston Vlg (12)	NA	Schulz Mkt., Hook's, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Dollar.
Variety Stores-Ben Franklin.
Discount Stores-K mart; 3-D.
Chain Drug Stores-Hook's; Reasner's.
Chain Supermarkets-Marsh; Ranch Mkt.; Kroger; Ernie's; Schulz.
Other Chain Stores-Coast-to-Coast Hardware; Radio Shack; Big-Blue; True Value Hardware.

14 - NEWSPAPERS: THE DAILY REPORTER (e) 6,540; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Butt, Adv. Mgr., THE DAILY REPORTER, 212 E. Main; PO Box 279, Greenfield, IN 46140; Tel. (317) 462-5528.
National Representatives: Papert Companies, U.S. Suburban Press.

GREENSBURG

1 - LOCATION: Decatur County, E&P Map C-4, County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U.S. Hwys. 421, I-74.

2 - TRANSPORTATION: Railroads-CCC&StL; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,254; E&P 86 Est. 9,363
CZ-ABC: (80) 9,254
RTZ-ABC: (80) 23,350
City & RTZ-ABC: (80) 32,604
County 80 Cen. 23,841; E&P 86 Est. 23,800
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,336; E&P 86 Est. 3,476
CZ-ABC: (80) 3,336
RTZ-ABC: (80) 7,733
City & RTZ-ABC: (80) 11,069
County 80 Cen. 8,069; E&P 86 Est. 8,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$178,568,000
Savings & Loan	2	$39,300,819

6 - PASSENGER AUTOS: County 11,698

7 - ELECTRIC METERS: Residence County 9,719

8 - GAS METERS: Residence County 2,638

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bearings 891 ($246); Faucets 825 ($234); Auto Parts 175 ($200); Plastic Prods. 325 ($256); Automatic Hoists 100 ($224).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-78; Summer 68-103; Fall 45-90; Winter 10-58.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Greensburg Plaza, 10 blocks from downtown; Hook's Drug; North Bend Plaza, 8 blocks from downtown.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Minear's, Inc.; Lerman Bros.; Stewart's Dress Shop; Todd's Men-Boy's.
Variety Stores-Dollar General; County Supply; Pleak's Hdwe.; Family Dollar.
Discount Stores-Val Discount; TG&Y; K mart.
Chain Supermarkets Marsh; Ranch 5; IGA.

14 - NEWSPAPERS: NEWS (e) 6,486; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: C.F. McClughan, Pub., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel. (812) 663-3111.
National Representative: None.

HAMMOND-EAST CHICAGO

1 - LOCATION: Lake County (In Gary-Hammond PMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys. 41, 6, 12, 20, I-94, 80, 90, I-65. W end of Indiana toll road.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
Motor Freight Carriers-104.
Intercity Bus Lines-Greyhound, Trailways, Tri-State; Cardinal.
Lake Shipping-East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.
Airlines-Gary Municipal Airport; 45 minutes drive to Chicago's O'Hare Intl. Airport; 30 minutes to Midway Airport, commercial and private.

3 - POPULATION:
Corp. Cities 80 Cen. 133,500; E&P 86 Est. 118,456
Hammond 80 Cen. 93,714; E&P 86 Est. 83,569
East Chicago 80 Cen. 39,786; E&P 86 Est. 34,887
County 80 Cen. 522,965; E&P 86 Est. 498,714
PMSA 80 Cen. 642,781; E&P 86 Est. 625,619
NDM-ABC: (80) 302,266
Bal. in NDM-ABC: (80) 173,872
Total NDM-ABC: (80) 476,138

4 - HOUSEHOLDS:
Cities 80 Cen. 47,967; E&P 86 Est. 44,486
Hammond 80 Cen. 34,280; E&P 86 Est. 31,623
E. Chicago 80 Cen. 13,687; E&P 86 Est. 12,863
County 80 Cen. 175,098; E&P 86 Est. 174,018
PMSA 80 Cen. 214,244; E&P 86 Est. 217,313
NDM-ABC: (80) 107,557
Bal. in NDM-ABC: (80) 54,548
Total NDM-ABC: (80) 162,105

5 - BANKS	NUMBER	EST. DEP.
Hammond	4	$1,287,800,000
East Chicago	3	$236,800,000

6 - PASSENGER AUTOS: County 255,244

7 - ELECTRIC METERS: County Residence 191,078

8 - GAS METERS: County 165,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mills 39,800 ($582); Fabricators, Foundries 2,600 ($583); Refineries 2,600 ($629); Chemical 1,900 ($630); Constr. 9,300 ($652).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, medium hard; fluoridated; source: Lake Michigan.

12 - RETAILING: Principal Shopping Centers-Downtown Hammond-8 blocks on Hohman Ave.; 3 blocks on State St.; 2 blocks on Sibley; Downtown Hammond; Hohman Ave.
Neighborhood Shopping Centers-Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue; River Oaks, River Oaks West; corner River Oaks Dr.; Highland Plaza, 5 blocks on Indianapolis.
Other City Zone Shopping Areas-East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting; Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Griffith: Corner of Clark Ave. & Ridge Rd.; Lansing: 6 blocks on Ridge Rd., 3 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 4 blocks on Wicker Park Blvd.; 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave; Merrillville: U.S. 30-Southlake Mall, Century Consumer Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Griffith Plaza	7	Venture, Service Mdse.
Crossroads Plaza	13	Zayre
River Oaks West	5	Venture, Marshall's, Mainstreet
River Oaks (Cal. City)	5	Sears, Carson Pirie Scott, Marshall Field, JCPenney
Woodmar (Ham'd)	4	Carson Pirie Scott, Walgreens
Wentworth Woods (Cal. City)	3	Woolworth, Perry Drugs
Columbia (Ham'd)	2	Zayre
Highland Plz.	6	Marshall's, Ultra
Calumet (Munster)	4	Mont. Ward, SupeRx, Sterks
So. Lake Mall (Merrillville)	14	Sears, Carson's, Minas, JCPenney, L.S. Ayres
Century Consumer Mall(Merrillville)	13	Mont. Ward, Burlington Coat Factory, Service Mdse.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Sundays-Discount, drug, some food and dept. stores, major malls.
Stores Open Evenings-Downtown Hammond: Mon., Thur., Fri.; Woodmar: Mon. through Fri.; River Oaks: Mon. through Fri.; Zayre, K mart, Saxon: Mon. through Fri.; So. Lake: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Edward C. Minas Co.; JCPenney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall's; Service Mdse.; Highland Dept. Store; Marshall Field & Co.; L.S. Ayres.
Discount Stores-K mart 5; Zayre 2; T.J. Maxx; Venture 3; Saxon 2; Toys R Us 2.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 5; Osco 4; Ribordy's 11; Perry; Physician's 3; SupeRx; Family 2; Scot Lad.
Chain Supermarkets-Wiseway 3; Reliable 2; Strack & Van Til 4; Ultra; Aldi's 2; Jewel 4; Banners; Sterks 6; Key 4; Dominics 2.
Other Chain Stores-Apparel: Baskin, County Seat, Burlington Coat Factory, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Off The Rax, Stuart's, Lerner's, Chas. A. Stevens, Red Robin; Shoes: The Limited, Famous Footwear, Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Baker's, Chandler's, Rosalee, Kaplan Shoes; Hush Puppies, Cover Girl, Joseph Salon, Dr. Scholl, Favya; Furniture: L. Fish, Wickes; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Rayco, Mr. Rusty; Music: Pacific Stereo, Radio Shack 8, Schaak Electric; Paint: Gliddens, Pittsburgh Plate Glass, Sherwin-Williams; Candy: Fanny May 3; Jewelry: Lebolt, C. D. Peacock, J.B. Robinson's; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3, Frank's Nursery 3, Lee Wards 3.

14 - NEWSPAPERS: TIMES (e-mon to fri) 66,327; (m-sat) 64,667; (S) 74,634; Mar. 31, 1986 ABC (Fas-Fax).
Local Contact for Advertising and Merchandising Data: Maryoline Sfersuzza, Natl. Adv. Mgr., or William A. Lostoski, Mktg. Dir., TIMES, 417 Fayette St., Hammond, IN 46320; Tel. (219) 933-3200.
National Representative: Branham/Newspaper Sales.

HARTFORD CITY

1 - LOCATION: Blackford County. E&P Map C-3, County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Conrail; N&W (freight).
Intercity Bus Lines-Trailways Bus.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,622; E&P 86 Est. 7,304
County 80 Cen. 15,570; E&P 86 Est. 15,479

4 - HOUSEHOLDS:
City 80 Cen. 2,887; E&P 86 Est. 2,900
County 80 Cen. 5,577; E&P 86 Est. 5,812

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$52,000,000
Savings & Loan	2	$16,000,000

6 - PASSENGER AUTOS: County 8,082

7 - ELECTRIC METERS: Residence-County 6,350 (1982)

8 - GAS METERS: Residence 2,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 370; Glass 163; Thermo-Fax 758; Plastics 272; Rubber Prods. 276.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Public Square and 1 block in each direction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marsh(4)	1	Marsh, People's
N. Walnut St.(2)	1	Hook Drugs, TSC
TG&Y Center(1)	1	TG&Y

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Val Discount; Nancy's Shoppe; PU's Sport Hut; Henry's Shoes; Leo's Men's Wear.
Chain Drug Stores-Hook's; Haags.
Chain Supermarkets-Marsh; Joe's IGA 3.
Other Chain Stores-Goodyear; TSC; TG&Y Family Ctr.; Fashion Crossroads; Progressive Hallmark; Hoover-Needler Furn.

14 - NEWSPAPERS: NEWS-TIMES (e) 2,861; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Charles A. Rickett, Gen. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348; Tel. (317) 348-0110.
National Representative: None.

HUNTINGTON

1 - LOCATION: Huntington County. E&P Map C-2. County Seat. 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE part of state, 160 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,202; E&P 86 Est. 15,551
County 80 Cen. 35,596; E&P 86 Est. 34,573

4 - HOUSEHOLDS:
City 80 Cen. 5,910; E&P 86 Est. 5,919
County 80 Cen. 12,363; E&P 86 Est. 12,548

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$259,600,000

6 - PASSENGER AUTOS: County 18,825

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,230; Publishing 454; Heating & Air Cond. 350; Chem. 111; Fireplaces 515; Automotive 441; Av. hourly wage $3.52.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11; last killing frost, May 4.

11 - TAP WATER: Neutral, softened- fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers-E Market St. (32); N Jefferson St. & S Jefferson St. (14); N Jefferson at McGahn (7).
Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Target.
Variety Stores-Spurgeon; Dollar General.
Chain Drug Stores-Hook's.
Chain Supermarkets-Owen's; Bechsteins; Family Foods.
Other Chain Stores-Burger Dairy Stores; Sears; Guarantee Auto; Coast-to-Coast; Chuck Steward's Video.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 8,828; (S) 8,828; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Richard P. Bruss, Adv. Mgr., HERALD-PRESS, 7 N. Jefferson St., Huntington, IN 46750; Tel. (219) 356-6700.
National Representative: None.

INDIANAPOLIS

1 - LOCATION: Marion County (In Indianapolis MSA). E&P Map B-3. State capital, County Seat. Indust., whol., ret., cult., medical and educ. ctr. On White River in geographical ctr. of state. 184 mi. from Chicago; 112 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie Systems; Conrail; Family Line System; Illinois Central; Norfolk & Western.
Motor Freight Carriers-49.
Intercity Bus Lines-ABC; Greyhound; Illini Swallow; Indianapolis Vincennes; Indiana Motor Bus; Trailways.
Airlines-Air Kentucky; American; American Trans Air; Britt; ComAir; Continental; Delta; Eastern; Florida Express; Midstate; Midway; Ozark; Pan Am; Presidential; Republic; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 700,807; E&P 86 Est. 692,517
County 80 Cen. 765,233; E&P 86 Est. 770,709
MSA 80 Cen. 1,166,575; E&P 86 Est. 1,200,163
NDM-ABC: (80) 1,166,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 260,167; E&P 86 Est. 268,909
County 80 Cen. 285,092; E&P 86 Est. 299,304
MSA 80 Cen. 418,536; E&P 86 Est. 448,473
NDM-ABC: (80) 418,485

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$8,035,280,000
Savings & Loan	7	$1,923,518,000

6 - PASSENGER AUTOS: County 448,549

7 - ELECTRIC METERS: County 349,463

8 - GAS METERS: County 219,623

9 - PRINCIPAL INDUSTRIES: Industry, No. of Earners (Av. Wkly. Wage)-Stone, clay & glass prods. 2,600 ($375); Primary Metals 3,000 ($495); Fab. Metals 10,100 ($350); Non-elect. Mach. 13,700 ($400); Elect. Mach. 9,700 ($375); Trans. Equip. 17,000 ($624); Food Prods. 6,300 ($462); Paper & Allied Prods. 2,700 ($350); Printing & Pub. 10,000 ($390); Chem. 10,600 ($503); Rubber & Plastic Prods. 3,700 ($331); Trans. excluding railroads and taxis 18,400 ($434); Other Trans., Commun. & Util. 13,800 (N.A.); Whol. trade 37,600 ($388); Ret. trade 104,900 ($236); Finance 40,800 ($230); Constr. 24,900 (N.A.); Service 120,100 (N.A.); Gov't 85,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp. (30-yr. av.)-Spring 31-73; Summer 62-84; Fall 33-77; Winter 20-39. First killing frost, Oct. 23; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated. Three separate systems with separate sources, separate purification plants. Hardness in one is 258 parts per million. In the second it is 311 parts. The third is 192 parts.

12 - RETAILING: Principal Shopping Centers-Downtown-4 blocks on Washington St.; 5 on Market St.; 5 on Ohio St.; 7 on Illinois St.; 7 on Meridian St.; 6 on Pennsylvania St.; 4 on Maryland St.; 3 on Georgia St.; 6 on Delaware St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
NORTH:		
Keystone(68)	17	Target
Castleton Sq.(116)	13	Lazarus, JCPenney, Sears, Kohl's
Keystone at the Crossing(70)	9	Brooks Brothers, Habitat, Carroll Reed, Gattle's, H. Theobald, Vincent's
Nora Plz.(45)	9	Target
Glendale(126)	9	L.S. Ayres, Wm. H. Block
East:		
Eastgate Consumer (47)	7	Burlington Mills, F.W. Woolworth, Linen's & Things, Gunderman, J. Toppins, Publishers Book Outlet
Washington Sq.(142)	10	Lazarus, L.S. Ayres, Wm. H. Block, JCPenney, Sears
South:		
Southern Plz.(42)	4	JCPenney, Wm. H. Block, F.W. Woolworth
Greenwood Park Mall(216)	9	L.S. Ayres, Wm. H. Block, Lazarus, Sears, JCPenney, Kohl's
West:		
Speedway(42)	6	Kohl's, J. Brannon
Lafayette Sq.(98)	4	L.S. Ayres, Wm. H. Block, Lazarus, JCPenney, Sears

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 5; Wm. H. Block 6; Lazarus 4; JCPenney 5; Sears 4.
Discount Stores-Target 10; K mart 11; Kohl's 5; Zayre 5; Dollar General 7.
Variety Stores-G.C. Murphy 3; Woolworth 2.
Chain Drug Stores-People's 42; Hook's 62; Osco 13; SupeRx 8; Value Plus 4; Toler 4.
Chain Supermarkets-Kroger 20; Marsh 27; Preston-Safeway 8; Lowell's 22; Cub 4; O'Malia 9; Dinner Bell 4; Friendly Foods 6; Super 7 5.
Convenience Food Stores-Convenient 22; Crystal Flash Combo 6; Lindner's 32; Village Pantry 56.
Other Chain Stores-Auto Suppliers: APD Auto Parts, Auto Works, Autopro, Central Motor Parts, Speedway, State Auto, Car-X, Bandy's, Ralph's Muffler, Carquest, Fleenor, Firestone, Guarantee Auto, Hiway Parts, NAPA, Nationwide, Goodyear, Midas Muffler; Bakeries: Cookie Factory, Dunkin' Donuts, Roselyn, Tiffany; Candy: Fannie May, Russell Stover; Ice Cream: Baskin-Robbins, Bresler's, Dairy Queen, Farrell's, Lindner's; Jewelers: Goodman, Kay, Rost, Smith, Shane, Tammey, Zale's; Shoe Stores: Athletic Dept., Baker's, Marott, Fayva, Florsheim, Gallenkamp, Hanover, Kinney, Naturalizer, Pay-Less, Red Cross, Shoe World, Thom McAn; Men's Apparel: Bachrachs, Bottomhalf, Brooks Brothers, Chess King, D. Dann's, Edrich Ltd., Harry Levinson, Redwood & Ross, Richman Bros., J. Riggings, Roderick St. John's, L. Strauss, Style Store for Big & Tall, Thoroflare, The Gap, Walton Clothes; Women's Apparel: Catherine's, Stout Shoppes, Foxmoor Casuals, Lane Bryant, Frederick's of Hollywood, Jean Lauder's, Lerner, Limited, Paul-Harris, Stuart's, Sycamore Shops; B. J's Stout World, Brooks Fashions, Casual Corner, Hit or Miss, Jean Nicole, Sportime; Furn. Stores: Kittle's 4, Value City 2, Emrich 2, Richard Bennett, House of Lancaster, John Kirk, Frazier's, Rich, Kiefer's, John J. Madden, Gerdt, L. Fish, Scandinavian; Hardware: Ace 15, Central 4, True Value 18, Farrow 3, Lowes 6.

14 - NEWSPAPERS: STAR (m) 225,759; NEWS (e) 128,387; STAR (S) 394,643; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, 307 N. Pennsylvania St., Indianapolis, IN 46204; Tel. (317) 633-1132.
National Representatives: Million Market Newspapers; American Publishers' Representatives.

JASPER

1 - LOCATION: Dubois County. E&P Map B-5. County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River, 120 mi. S of Indianapolis; 57 mi. NE of Evansville; 79 mi. W of Louisville on U.S. Hwy. 231.

2 - TRANSPORTATION: Railroads-Southern (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,097; E&P 86 Est. 9,364
County 80 Cen. 34,238; E&P 86 Est. 36,332
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,249; E&P 86 Est. 3,494
County 80 Cen. 11,201; E&P 86 Est. 12,469

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$433,935,000
Savings & Loan	1	$971,276
Savings	1	$19,741,046

6 - PASSENGER AUTOS: County 12,837

7 - ELECTRIC METERS: Residence 3,885

8 - GAS METERS: Residence 2,132

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food, bakery, dairy stores 359; Printing & Pub. 165; Ret. trade 2,242; Furn. Lumber, Wood Prods. 3,836; Mach. (not electric) 77; Chem. 34; Mining 271; Constr. 964; Agric. 1,179; Rubber 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Areas-Downtown, vicinity of courthouse square.
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
3-D(34)	NA	Danner's 3-D, Ashleys Outlet Store, Hooks
Germantown Ctr. (16)	NA	Wal-Mart, Watsons, Revco

Principal Shopping Days-Seven days a week.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Sieberts; Mr. & Ms. Wardrobe; Watsons; Ashleys Outlet Store.
Discount Stores-Danner's 3-D; K mart; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's; Revco.
Chain Supermarkets-IGA 2; Red & White.
Other Chain Stores-Sears; Sherwin-Williams; Cato's; Hallmark; Guarantee Auto; Gambles; Radio Shack; True Value Hdwe.; Rogers Jewelers.

14 - NEWSPAPERS: HERALD (e) 12,298; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. 4th St.; PO Box 31, Jasper, IN 47546; Tel. (812) 482-2424.
National Representative: None.

JEFFERSONVILLE

1 - LOCATION: Clark County (In Louisville, Kentucky-Indiana MSA). E&P Map C-5. County Seat. On Ohio River opp. Louisville, KY.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 21,220; E&P 86 Est. 20,292
County 80 Cen. 88,838; E&P 86 Est. 89,841
MSA 80 Cen. 956,844; E&P 86 Est. 957,879

4 - HOUSEHOLDS:
City 80 Cen. 7,972; E&P 86 Est. 7,863
County 80 Cen. 31,021; E&P 86 Est. 32,754
MSA 80 Cen. 340,989; E&P 86 Est. 355,027

5 - BANKS	NUMBER	DEPOSITS
Saving & Loan	2	$134,280,000
Commercial	3	$270,416,000

6 - PASSENGER AUTOS: County 49,489

7 - ELECTRIC METERS: Residence County 26,000

8 - GAS METERS: Residence County 17,487

9 - PRINCIPAL INDUSTRIES: Chem.; Textiles; Ordnance; Foundries; Wood Prods.; U.S. Census Bureau; Jeff Boat Works; Colgate.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conner's(11)	3	General Store
Gateway Plz.(6)	3	Gateway
Grant Plz.(7)	3	Winn-Dixie
Greentree(42)	5	JCPenney, Sears
Youngstown(30)	4	Bacon's
K mart Plz.(9)	4	K mart
Value City(3)	4	Value City
Wyckshire(7)	5	Schmidt's
Eastgate(3)	3	K mart, Kroger

Stores Open Evenings-In Shopping Centers.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Bacon's; JCPenney; Sears; Ben Snyders.
Variety Stores-Woolworth; Thrift Dollar Store.
Discount Stores-K mart; Target; Value City; Zayres.
Chain Drug Stores-Taylors; Bills Discount; Walgreens; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco; SupeRx.
Chain Supermarkets-Key Market; Kroger; Gateway; IGA; Winn-Dixie; Convenient; 24-Hour Food Mart; Sav-A-Step.
Other Chain Stores-Goodyear; Russell Stovers; Allen Shoes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Singer Co.; Davids Style Shop; Firestone; Sherwin-Williams; Cloth World; Kay Jewelers; O.G. Wilson; Child World; Service Merchandise; Furrow; Lowes; Wolohan; 84 Lumber; G/Auto; Levy's.

14 - NEWSPAPERS: NEWS (e) 16,943; sworn Sept. 26, 1985.
Local Contact for Advertising and Merchandising Data: Bruce Campbell, Adv. Mgr., NEWS, 221 Spring St.; PO Box 867, Jeffersonville, IN 47130; Tel. (812) 283-6636.
National Representative: Landon Associates.

KENDALLVILLE

1 - LOCATION: Noble County. E&P Map C-2. Miscellaneous manufacturing and agricultural center. NE part of state, 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Airlines-United; Delta; Air Wisconsin; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 7,299; E&P 86 Est. 7,284
County 80 Cen. 35,443; E&P 86 Est. 36,537

4 - HOUSEHOLDS:
City 80 Cen. 2,727; E&P 86 Est. 2,500
County 80 Cen. 12,065; E&P 86 Est. 12,984

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$154,000,000
Savings & Loan	2	$154,000,000

6 - PASSENGER AUTOS: County 18,910

7 - ELECTRIC METERS: Residence 2,772

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 525 ($250); Water System 275 ($290); Metal Foundries 800 ($320); Furniture Spring 90 ($270); Machine Shops 280 ($240); Elect. Parts 650 ($180); Gen. Mfg. 550 ($300); Printing 170 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11; last killing frost, May 5.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.; 2 on Mitchell; 2 on William.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foodtown(10)	NA	Val Discount Center
Publix(6)	NA	Dollar General, Roger's, Coast-to-Coast Fischer's Drugs
Kendallville	NA	Murphy's Mart

Principal Shopping Days-Mon. through Sun.
Stores Close-Jewelry stores Wed. afternoon.
Stores Open Evenings-All stores Fri. night; shopping centers 6 nights; chain supermarkets 7 nights.
Stores Open Sunday-Chain supermarkets; Shopping Centers; JCPenney; Murphy's Mart; Val Discount.

13 - RETAIL OUTLETS: Department Stores-Fisher's; JCPenney; Dollar General; Murphy's Mart; Val Discount; Bellmont Stores.
Variety Stores-Bargain World.
Chain Drug Stores-Hook's; Fischer's Rexall; Chronister's.
Chain Supermarkets-Roger's; IGA 3; Super Valu 2.
Other Chain Stores-Hallmark; True Value; Sears (catalog); Coast-to-Coast; Goodyear; Carquest;

NAPA; Fashion Crossroads (Mode O' Day); Wisman's Appliance & TV.

14 - NEWSPAPERS: NEWS-SUN (e) 6,402; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ron Ensley, Adv. Mgr., NEWS-SUN, 112 N. Main St.; PO Box 39, Kendallville, IN 46755; Tel. (219) 347-2066.
National Representative: None.

KOKOMO

1 - LOCATION: Howard County. (MSA). E&P Map B-3, County Seat. North central Indiana on Indiana Hwys. 31,35,22; 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and miscellaneous manufacturing center.

2 - TRANSPORTATION: Railroads-Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers-21.
Interstate Bus Lines-Trailways; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,808; E&P 86 Est. 47,457
CZ-ABC: (80) 53,769
PTZ-ABC: (80) 76,480
County 80 Cen. 86,896; E&P 86 Est. 84,254
MSA 80 Cen. 103,715; E&P 86 Est. 100,528
City & RTZ-ABC: (80) 130,249

4 - HOUSEHOLDS:
City 80 Cen. 18,240; E&P 86 Est. 19,043
County 80 Cen. 31,050; E&P 86 Est. 31,431
MSA 80 Cen. 37,043; E&P 86 Est. 37,445
CZ-ABC: (80) 20,344
RTZ-ABC: (80) 25,362
City & RTZ-ABC: (80) 45,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$283,335,878
Savings & Loan	4	$276,651,214

6 - PASSENGER AUTOS: County 50,491

7 - ELECTRIC METERS: Residence 42,359

8 - GAS METERS: Residence 27,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stone, Clay, Glass 250; Primary Metals 5,313; Fab. Metals 587; Mach. (ex. Elect.) 434; Electric Mach. 11,000; Trans. Equip. 3,800; Av. Wkly. Wage-Mfg. $385.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Walnut St.; 3 on Sycamore; 3 on Buckeye.
Neighborhood Shopping Centers-2 blocks on Main & Markland; 1 block at North & Webster. Terrace Plaza-15 shops, bank & restaurant; T-way Plaza-11 units; Olds Plaza-15 units; Northwest Plz.-9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(18)	NA	Hook's Drugs
Forest Park(18)	NA	Ben Franklin
Kokomo Mall(22)	NA	JCPenney
Maplecrest(27)	NA	Ben Franklin, Hill's, Kroger
Markland Mall(48)	NA	SupeRx, Block's, Sears, Target
Markland Plz.(16)	NA	Kroger, Radio Shack
Regency Plz.(11)	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Closed-Some on Wed.
Stores Open Evenings-Dept.-Fri., Food Chains-every eve., Sun. to 6, Shopping Ctrs.-every eve.

13 - RETAIL OUTLETS: Department Stores-Carol Ann 2; Maher's; Golightly's; Sears; JCPenney; Target; Wm. H. Block Co.; Service Mdse.
Variety Stores-Ben Franklin 2; Schultz Bros.
Discount Stores-K mart 2; Hill's.
Chain Drug Stores-Hook's 6; Peoples 3; Rexall 2; Hutto 2; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh Food Liner 2; Standard (Nat'l); Mace's Pantry 8; Whitacres; County Market.
Other Chain Stores-Goodyear; Father & Son Shoes; Neumode Hosiery; House of Fabrics; Kay Campbell; Musicland; Goodman Jewelers; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Village Furniture; Wickes; Cashway Lumber; Fleenors Auto Supply; Coast-to-Coast Hdwe.; Ace Hdwe.; Greggs Inc.; 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin-Williams; Fayva Shoes; Pic-Way; Fabrific; Radio Shack; Zale's Jewelers; Shane Jewelers; Fabric World; Playback; Fashion Barn.

14 - NEWSPAPERS: TRIBUNE (e) 27,314; (S) 28,282; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: D.W. Gentry, Adv. Dir., TRIBUNE, 300 N. Union, Kokomo, IN 46901; Tel. (317) 459-3121.
National Representative: Thomson Newspapers.

LAFAYETTE-WEST LAFAYETTE

1 - LOCATION: Tippecanoe County (In Lafayette MSA). E&P Map B-3, County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Home of Purdue University. Agricultural, industrial, educational, cultural and medical center.

2 - TRANSPORTATION: Railroads-Amtrak; Norfolk & Southern; Consolidated Rail Corp.; Seaboard Systems.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways; Greater Lafayette Public Trans. Corp.
Airlines-Air Wisconsin; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 64,258; E&P 86 Est. 62,243
Lafayette 80 Cen. 43,011; E&P 86 Est. 40,349
West Lafayette 80 Cen. 21,247; E&P 86 Est. 21,894
CZ-ABC: (80) 64,258
RTZ-ABC: (80) 187,232
County/MSA 80 Cen. 121,702; E&P 86 Est. 125,679
City & RTZ-ABC: (80) 251,490

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 24,328; E&P 86 Est. 24,876
Lafayette 80 Cen. 17,069; E&P 86 Est. 17,144
West Lafayette 80 Cen. 7,259; E&P 86 Est. 7,732
County/MSA 80 Cen. 40,681; E&P 86 Est. 43,908
CZ-ABC: (80) 24,328
RTZ-ABC: (80) 62,869
City & RTZ-ABC: (80) 87,197

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$1,040,786,294
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 60,032

7 - ELECTRIC METERS: Residence 41,223

8 - GAS METERS: Residence 26,893

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educational Services 14,800; Whol. and Ret. Trade 12,600; Mfg. 11,600; Services 10,400; Fin., Ins., and R.E. 2,700; Fabricated Metals 700; Non-Elect. Mach. 1,500; Elect. Mach. 800; All other Durable Goods 4,100; Food and Kindred Prods. 1,600; Printing and Publishing 500; All other Non-Durable Goods 2,400; Constr. 1,700; Trans., Commun. and Util. 1,700; Gov't 2,300. Av. Wkly. Wage $339.
Principal Pay Days-1st & 15th; Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-72; Summer 62-84; Fall 44-66; Winter 18-35. First killing frost, Oct. 9; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main; 4 blocks on Main at 16th and South; 2 blocks at 16th and Kossuth; 6 blocks on Earl from Union to Main; 4 blocks on Elmwood; 4 blocks on Teal; 3 blocks on U.S. 52 in West Lafayette; 5 blocks at State and Northwestern in West Lafayette.

Nearby Shopping Centers

Name (No. of store...	Miles from Downtown	Principal Stores
Three Sons(5)	2	G.T. Distributing
Jefferson Sq.(15)	3	Jewel Foods, Danner's, People's Drug, M.A.B. Paints
K mart(5)	4	K mart, Pay Less Supermarket, Service Merchandise
Lafayette Sq.(20)	4	Hills, Marsh Supermarket, Big Lots
Market Sq.(38)	3	L.S. Ayres, Jewel Foods, Osco, Fannie May, Casual Corner, Smith's Shoes
Purdue Service Center(16)	3	Nichol Thriftway Market, Osco
Tippecanoe Mall(65)	4	JCPenney, William H. Block, Kohl's, Osco, Firestone
The Vlg. at Sagamore Pkwy.(15)	3	Marsh Supermarket, K mart, So-Fro Fabrics, Osco, Jewel Foods
Target Plz.(15)	2	Target, Cloth World, Gussini Shoes, Book World, El-Bee Shoes, Clothes Quarters
Sagamore Park Centre(25)	3	Payless, Hook's, Curtis Mathes, Computerland
Brown St. Levee(15)	1	Hodson's Bay, Smitty's Supermkt.
Zayre(7)	3	Zayre
Lafayette Plz. South(14)	4	Payless, Hook's

Principal Shopping Days-Thur. through Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Loeb's 2; Sears; JCPenney; L.S. Ayres; Block's.
Leading Variety Stores-Danner's.
Chain Drug Stores-Hook's 5; Arth 4; Haag; Marsh 2; Osco 3; Wells-Yeager-Best 2.
Chain Supermarkets-Eisner 3; Marsh Foodliner 2; PayLess 4.
Discount Stores-Zayre; K mart 2; Target; Hills; Service Mdse.; Kohl's; Big Lots.
Other Chain Stores-Clothing: Stuart's, Paul Harris, Brook's, Sycamore Shop, Hodson's Bay, Maurice's, Foxmoor, Casual Corner, The Gap, Richman Brothers, The Limited, Bottom Half, Just Pants, Mr. Penguin; Shoes: Fayva, Butler, Connie, El-Bee, Endicott Johnson-Nobil, Florsheim 3, Kinney, Red Wing, Thom McAn, Gussini, Englin's; Fabrics: So-Fro, Jo Ann, Cloth World; Books: Book World, Waldenbooks; Home and Hardware: Ace 2, Furrows, Wicke's Lumber, True Value, Carpetland, Color Tile, Farm and Fleet; Jewelry: Zale's, Shane Co.; Auto-related: Unit Parts, Car X, Midas, Firestone, Fleenors, Guarantee Auto; Electronics: Computerland, Radio Shack 3, H.H. Gregg, Curtis Mathes, Good Vibes, Hi-Fi Buys, General Micro, Entre Computer Center, CWY, ProAudio; Food: Bojangles, Dog-N-Suds, Mr. Steak, Noble Roman's Pizza 2, RAX 2, Steak 'n' Shake, White Castle, Wendy's 3, Baskin-Robbins 2, Dairy Queen 4, McDonald's 8, Burger King 3, Pizza King 2, Pizza Hut 3, Arby's 3, Village Pantry 14, Taco Bell 3, Bob Evans, Kentucky Fried Chicken 4, Long John Silver's 2, Garcia's Pizza, Domino's Pizza 4, Hardee's 2, Chi-Chi's, Toogie's Cookies, TCBY Yogurt, Karmelkorn Shoppe, Fannie May.

14 - NEWSPAPERS: JOURNAL & COURIER (m) 35,161; (S) 36,296; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Diane Brewer, Gen. Adv. Mgr., JOURNAL & COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511.
National Representative: Gannett Media Sales.

LA PORTE

1 - LOCATION: La Porte County. E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 6 mi. from toll road; 8 mi. from I-94; I 80-90; 55 mi. SE of Chicago; 23 mi. W. of South Bend, IN; On U.S. Hwys. 35 & 6; State Hwys. 2, 4, 39.

2 - TRANSPORTATION: Railroads-Conrail; branches of Chessie Systems; Norfolk & Southern.

3 - POPULATION:
Corp. City 80 Cen. 21,796; E&P 86 Est. 20,894
CZ-ABC: (80) 23,472
RTZ-ABC: (80) 99,450
County 80 Cen. 108,632; E&P 86 Est. 107,528
City & RTZ-ABC: (80) 122,922
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,578; E&P 86 Est. 8,355
County 80 Cen. 37,405; E&P 86 Est. 38,640
CZ-ABC: (80) 9,152
RTZ-ABC: (80) 33,164
City & RTZ-ABC: (80) 42,316

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$280,401,773
Savings	1	$72,100,000
Savings & Loan	2	$118,798,141

6 - PASSENGER AUTOS: County 56,443

7 - ELECTRIC METERS: Residence 8,743

8 - GAS METERS: Residence 7,551

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sponge Rubber and Urethane Foam Prods. 350; Gray Iron and Semi-Steel Casting 270; Furniture 125; Food Slicing & Packaging Machines 200; Investment Castings 920; Home Appl. Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 156; Machine Shops 100; Corrugated Cartons 100; Bread & Chips 165; Ind. Containers 160; Caskets 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Lincoln Way plus side streets.
Neighborhood Shopping Center-One Stop Shop Center (8 units); Westside, 3 blocks on State Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maple Lane Mall	2	K mart
Marquette Mall(60)	12	JCPenney, Sears
Dunes Plaza(35)	12	K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; shopping centers, every night.

13 - RETAIL OUTLETS: Department Stores-Levine's; JCPenney.
Discount Stores-Wonderland; K mart.
Variety Stores-Danner's.
Chain Drug Stores-Hook's 3; Ribordy; Medicine Shoppe.
Chain Supermarkets-Kroger; Five Star; Al's 2; Aldi.
Other Chain Stores-Firestone; M.A.B.; Montgomery Ward Automotive Center (service); Radio Shack; Northwest Fabrics; Newman's; Pic Way Shoes; Quality Farm & Fleet; Guarantee Auto.

14 - NEWSPAPERS: HERALD-ARGUS (e) 13,730; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: T.P. Avery, Natl. Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Boone County. E&P Map B-3 (In Indianapolis MSA). County Seat. 24 mi NW of Indianapolis; 165 mi. SE of Chicago. At intersection of U.S. Hwys. 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,456; E&P 86 Est. 12,523
County 80 Cen. 36,446; E&P 86 Est. 39,953
MSA 80 Cen. 1,166,929; E&P 86 Est. 1,200,163

4 - HOUSEHOLDS:
City 80 Cen. 4,760; E&P 86 Est. 5,090
County 80 Cen. 13,493; E&P 86 Est. 14,472
MSA 80 Cen. 418,536; E&P 86 Est. 448,473

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$195,174,584
Savings & Loan	1	$61,159,464

6 - PASSENGER AUTOS: County 21,201

7 - ELECTRIC METERS: Residence 5,827

8 - GAS METERS: Residence 6,117

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Filters 213 ($240); Industrial Blowers 95 ($200); Business Forms 123 ($240); Plastics 295 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62. First killing frost, Oct. 25; last killing frost, May 2.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main, Lebanon, Washington & Meridian (around square); 2 blocks on Indianapolis Ave.; State Road 39 N. at city limits; 14 on W. South St. at city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plz.(9)	2	K mart, Radio Shack, Sycamore Shop, Sargent Paint
Northfield(10)	2	Kroger, Hook's, Dollar General, Herschell's, Family Dollar
Westgate Plz.(3)	2	Kentucky Fried Chicken, McDonalds, Ponderosa

Principal Shopping Days-Fri., Sat.

13 - **RETAIL OUTLETS:** **Department Stores**-JCPenney; K mart; 3-D; Dollar General; Family Dollar.
Chain Supermarkets-Lowells; IGA; Kroger.
Chain Drug Stores-Hooks; E.W. Star.
Other Chain Stores-Ace Hdwe.; Brunt's (men's clothing); Sargent-Gerke (paint); Sycamore Shop; Adler's; Richard Bennett Furniture.

14 - **NEWSPAPERS:** REPORTER (e) 6,784; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
National Representative: U.S. Suburban Press.

LINTON

1 - **LOCATION:** Greene County. E&P Map B-4. In western part of county; 43 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

2 - **TRANSPORTATION:** **Railroads**-Illinois Central; Chicago, Milwaukee & St. Paul; branches of the CI&L ("Monon"); Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Bird & Wabash Valley.

3 - **POPULATION:**
Corp. City 80 Cen. 6,315; E&P 86 Est. 6,546
County 80 Cen. 30,416; E&P 86 Est. 31,112
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 2,585; E&P 86 Est. 2,824
County 80 Cen. 11,519; E&P 86 Est. 12,334

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$123,439,000
Savings & Loan	2	$131,526,000

6 - **PASSENGER AUTOS:** County 15,108

7 - **ELECTRIC METERS:** Residence 2,730

8 - **GAS METERS:** Residence 2,445

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Electrical 500; Textile 350; Mining 800; Machine Shops 120.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

11 - **TAP WATER:** Neutral, hard; not fluoridated.

12 - **RETAILING:** **Principal Shopping Centers**-3-D Shopping Center, 7 units open every night; Westside Shopping Area. 8 units.
Principal Shopping Days-Sat., Fri.
Stores Open Evenings-Fri.

13 - **RETAIL OUTLETS:** **Department Stores**-JCPenney; Hooks; Sears; Rhodenbeck's; Danners 3-D; General Dollar; JJ's Dress Shop; Faye's Closet; Lad-n-Lassie.
Variety Stores-G.C. Murphy; Thrift Dollar.
Chain Supermarkets-IGA 3; Shurway; Red & White.
Other Chain Stores-The Wooden Spool; Wicker-n-Whims; The Sampler Shoppe; The Lantern Shop; Linton Sporting Goods; Shirt Rack; Pages Hallmark Shop; Shepards Love Book; Guarantee Auto.

14 - **NEWSPAPERS:** CITIZEN (e-mon to fri) 6,700; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ron Dietz, Pub., CITIZEN, 79 S. Main St., Box 151, Linton, IN 47441; Tel. (812) 847-4487.
National Representative: None.

LOGANSPORT

1 - **LOCATION:** Cass County. E&P Map B-2. County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for north central part of state. 117 mi. to Chicago. 70 mi. S of South Bend and 72 mi. N of Indianapolis.

2 - **TRANSPORTATION:** **Railroads**-Conrail; Norfolk & Western.
Motor Freight Carriers-7.
Intercity Passenger Bus-Indiana Motor Bus.
Airlines-Municipal Airport.

3 - **POPULATION:**
Corp. City 80 Cen. 17,731; E&P 86 Est. 16,411
CZ-ABC: (80) 19,348
RTZ-ABC: (80) 54,898
County 80 Cen. 40,936; E&P 86 Est. 40,394
City & RTZ-ABC: (80) 74,246
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 7,036; E&P 86 Est. 6,824
County 80 Cen. 14,715; E&P 86 Est. 15,211
CZ-ABC: (80) 7,570
RTZ-ABC: (80) 19,042
City & RTZ-ABC: (80) 26,612

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$300,909,000
Savings & Loan	2	$131,526,000

6 - **PASSENGER AUTOS:** County 21,583

7 - **ELECTRIC METERS:** Residence 6,455

8 - **GAS METERS:** Residence 6,114

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. Controls Mfg. 600 ($250); Meat Proc. 1,150 ($335); Air & Hydraulic Operated Machine Tools 30 ($238); Mech. Springs 400 ($350); Rubber Prods.-Automotive 225 ($275); Aluminum Dye Cast, Heat Treating & Machine Shop 120 ($230); Electric Stor. Bat. 260 ($260); Cement Mfg. 50 ($300); Switches & Relays Automotive Elect. Components 650 ($210); Custom Stamping Press & Slide 475 ($265); Friction Prods. Mfg. 180 ($270); Conrail, Norfolk & Western R.R. 180 ($375).
Principal Pay Days-Thur., Fri.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 20-95; Summer 47-104; Fall 11-84; Winter 18-25. First killing frost, Nov. 14; last killing frost, May 11.

11 - **TAP WATER:** Alkaline, very hard; fluoridated.

12 - **RETAILING:** **Principal Shopping Areas**-4 blocks on Broadway; 2 on Market St.; 1 on North St.; 7 on intersecting sts.
Neighborhood Shopping Areas-1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilkinson and West Market; 1 at Burlington Ave. and Colfax.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logansport Mall(38)	3	Radio Shack, Woolworth, Sears, JCPenney
Eastgate(11)	2	Hook's, K mart, Aldi
Cass Plaza(10)	3	Danner's 3-D, IGA, People's

Principal Shopping Days-Dept. Stores-Mon., Fri.; Food-Thur., Fri., Sat.
Stores Open Evenings-Downtown Shopping Area Fri.; All shopping centers.

13 - **RETAIL OUTLETS:** **Department Stores**-JCPenney; Sears.
Discount Stores-K mart; Danner's 3-D.
Variety Stores-Woolworth; Total Discount.
Chain Drug Stores-Hook's 3; People's.
Chain Supermarkets-Marsh 2; Corral; IGA.
Other Chain Stores-Payless Shoes; Aldi; Man Alive Men's Wear; Musicland; Radio Shack; Fox's Jewelry; JoAnn Fabrics; Waldenbooks; Clothes-Out Junction; Regis Beauty Salon; Hang-Up; Waterbed Room; Ms. Today; Fashion Crossroads; Sycamore Shop; First Impressions.

14 - **NEWSPAPERS:** PHAROS-TRIBUNE (e-mon to fri) 15,354; (S) 15,782; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donald Pollitt, Bus. Mgr., PHAROS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.
National Representative: Landon Associates.

MADISON

1 - **LOCATION:** Jefferson County. E&P Map C-4. County Seat. Residential center. On Ohio River; 44 mi. NE of Louisville; 90 mi. SW of Cincinnati; 105 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7; U.S. 421, 56 and 62; Kentucky Hwy. 36, 42 and U.S. 71.

2 - **TRANSPORTATION:** **Charter Bus Lines**-White Star.
Motor Freight Carriers-3.
Freight Steamship Lines-Barges (2).

3 - **POPULATION:**
Corp. City 80 Cen. 12,472; E&P 86 Est. 11,215
County 80 Cen. 30,419; E&P 86 Est. 30,400
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 4,638; E&P 86 Est. 4,341
County 80 Cen. 10,288; E&P 86 Est. 10,721

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$168,051,318
Savings & Loan	2	$377,864,300

6 - **PASSENGER AUTOS:** County 14,188

7 - **ELECTRIC METERS:** Residence City 5,810; County 7,473

8 - **GAS METERS:** Residence 3,800

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Work Clothes 50; Shoes 360; Metal Heating Equip. 108; Hydraulic Lifts 246; Electric Motors Fractional 505; Heavy Road Mach. 160; Auto Parts 602; Silicones 326; Electric Generation 384; Diesel Turbo 207; Leather Fabrication 120; Aluminum 367; Chem. 320; Government Proving Ground 468.

10 - **CLIMATE:** Av. Min. & Max. Temp.-N.A.

11 - **TAP WATER:** Alkaline, hard.

12 - **RETAILING:**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clifty Plz.	NA	Firestone, Dollar General, Save-A-Lot
Madison Plaza(10)	3	Jay C Supermart, TG&Y, Sycamore, People's Drugs
Jefferson Court(6)	3	Kroger, Heck's, Hook's
Village Square(16)	3	Sears, G-Auto, Long John Silvers, Hook's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sat. until 9, Downtown Fri. until 8.

13 - **RETAIL OUTLETS:** **Department Stores**-3-D; Heck's; K mart.
Variety Stores-TG&Y; Bargain World; Dollar General.
Discount Stores-Danner's 3-D; K mart; Heck's.
Chain Drug Stores-Hook's; Rite Aid; People's.
Chain Supermarkets-Kroger; Jay C Stores 2; Ranch; Save-A-Lot.
Other Chain Stores-Goodyear; Firestone; Paris Style; Sears (catalog); Big Blue; Singur; G/Auto; Payless Shoes; Furniture Liquidators; Sycamore; Ace Hardware; Mister Hardware; Wolohan Lumber; Adam's Shoes; Wallpapers Galore; Pfieffer Jewelry.

14 - **NEWSPAPERS:** COURIER (e) 10,028; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Ron Wehner, COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.
National Representative: Landon Associates.

MARION

1 - **LOCATION:** Grant County. E&P Map B-3. County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (136 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

2 - **TRANSPORTATION:** **Railroads**-C&O; Norfolk & Western; Conrail; Chessie System; Norfolk & Southern; Amtrak.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - **POPULATION:**
Corp. City 80 Cen. 35,874; E&P 86 Est. 33,324
CZ-ABC: (80) 61,828
RTZ-ABC: (80) 67,898
County 80 Cen. 80,934; E&P 86 Est. 78,470
City & RTZ-ABC: (80) 129,726
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 13,010; E&P 86 Est. 12,829
County 80 Cen. 27,943; E&P 86 Est. 28,265
CZ-ABC: (80) 21,895
RTZ-ABC: (80) 23,156
City & RTZ-ABC: (80) 45,051

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$517,779,196
Savings & Loan	2	$230,618,318

6 - **PASSENGER AUTOS:** County 42,115

7 - **ELECTRIC METERS:** Residence 25,328

8 - **GAS METERS:**-Residence 18,500

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Workers-All Mfg. 11,745 (Av. Wkly. Wage $192). Automotive 4,936; Radio & TV 2,300; Glass 600; Wire 650; Paper Prods. 645; Iron Fdy. 130; Plastics 899; Misc. 1,615.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept.; last killing frost, Apr.

11 - **TAP WATER:** Neutral, soft; fluoridated.

12 - **RETAILING:** **Principal Shopping Centers**-First through Seventh Sts.; Washington and Adams Sts.
Neighborhood Shopping Centers-K mart; K mart Center; Marion Plaza; Northgate; North Park Mall; Panorama; So. Marion Plaza; Gas City.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Every evening ex. Sun.

13 - **RETAIL OUTLETS:** **Department Stores**-JCPenney; Sears; Meis.
Discount Stores-K mart 2; Hill's.
Chain Drug Stores-Hook's 5; Peoples 3; Revco 2; Marsh 2.
Chain Supermarkets-Marsh 2; Owen's County Market; Lowell's No Frills; Ed's Country Market; Hank's 2.
Other Chain Stores-Firestone; Goodyear; Guarantee Tire; Big Lots; Autoworks; Computerland; The Computer Store; Schiff Shoes 2; Nettlecreek Furn.; Musicland; Van's Sporting; Furniture City USA; Pic Way Shoes; Fleenor Auto Sales; Hart's Shoes; Mary Carter Paint; Coast-to-Coast; Rex Appliance.

14 - **NEWSPAPERS:** CHRONICLE-TRIBUNE (m) 21,127; (S) 24,617; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: F. Larry W. Antony, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46952; Tel. (317) 664-5111.
National Representative: Gannett Media Sales.

MARTINSVILLE

1 - **LOCATION:** Morgan County. (In Indianapolis MSA). E&P Map B-4, County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 67, 39, 252, 44.

2 - **TRANSPORTATION:** **Railroads**-Amtrak; Conrail.
Intercity Bus Lines-Greyhound; Vincennes.

3 - **POPULATION:**
Corp. City 80 Cen. 11,311; E&P 86 Est. 11,859
CZ-ABC: (80) 11,311
RTZ-ABC: (80) 26,113
MSA 80 Cen. 1,166,929; E&P 86 Est. 1,200,163
County 80 Cen. 51,999; E&P 86 Est. 54,842
City & RTZ-ABC: (80) 37,424

4 - **HOUSEHOLDS:**
City 80 Cen. 4,082; E&P 86 Est. 4,432
County 80 Cen. 17,160; E&P 86 Est. 18,872
MSA 80 Cen. 418,536; E&P 86 Est. 448,473
CZ-ABC: (80) 4,082
RTZ-ABC: (80) 8,319
City & RTZ-ABC: (80) 12,401

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$29,939,801
Savings & Loan	1	$15,580,231

6 - **PASSENGER AUTOS:** County 29,239

7 - **ELECTRIC METERS:** Residence 3,299

8 - **GAS METERS:** Residence 2,989

9 - **PRINCIPAL INDUSTRIES:** Wood Prods.; Fisheries and Fish Hatcheries; Automotive Electronics and Sound Equip.; Plastic Injection Molds; Aircraft Components; Formed Packaging; Tool Design.

10 - **CLIMATE:** Min.-22 Jan.; Max.-88 July.

11 - **TAP WATER:** Alkaline, hard; fluoridated.

12 - **RETAILING:** **Shopping Centers**-Martinsville Plz. on 37 Bypass; Morton Sq.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - **RETAIL OUTLETS:** **Department Stores**-JCPenney; Schmalz's; K mart; 3-D.
Discount Stores-Dollar General; Danner's 3-D; K mart.
Chain Drug Stores-Hook's; Revco; Medicine Shoppe.
Chain Supermarkets-Kroger; Schwab's IGA; Marsh.

14 - **NEWSPAPERS:** REPORTER (e) 7,519; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wendell Holt, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46151; Tel. (317) 342-3311.
National Representative: U.S. Suburban Press.

MICHIGAN CITY

1 - **LOCATION:** LaPorte County. E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

2 - **TRANSPORTATION:** **Railroads**-CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Indian Motor.

3 - **POPULATION:**
Corp. City 80 Cen. 36,850; E&P 86 Est. 34,157
CZ-ABC: (80) 41,977
RTZ-ABC: (80) 77,584
County 80 Cen. 108,632; E&P 86 Est. 107,528
City & RTZ-ABC: (80) 119,561

4 - **HOUSEHOLDS:**
City 80 Cen. 12,697; E&P 86 Est. 12,214
County 80 Cen. 37,405; E&P 86 Est. 38,640

CZ-ABC: (80) 14,467
RTZ-ABC: (80) 27,255
City & RTZ-ABC: (80) 41,722

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	3	$329,171,118
Savings & Loan	4	$163,752,620

6 - PASSENGER AUTOS: County 56,443

7 - ELECTRIC METERS: Residence 26,753

8 - GAS METERS: Residence 22,583

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Feb. Welding 150; Pkg., Boxes 190.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10; last killing frost, May 4.

11 - TAP WATER: Hard (133 ppm.)

12 - RETAILING: Principal Shopping Center-10 blocks on Franklin St. & 1 each way on side sts.
Neighborhood Shopping Centers-Franklin Square Professional Services, and variety of local retailers and restaurants; 3 on E. Michigan St.; 2 on W. 10th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(7)	2	Hook's, Color Tile, King Richards
East Side(9)	1	Hook's, Ace Hdwe., K&M Foods
Marquette(83)	3	Sears, JCPenney, Carson, Pirie & Scott
Dunes Plaza(35)	NA	K mart, Michaels Furn., JoAnn Fabrics
Karwick Plaza	2	Al's, Hook's
Evergreen Plz.(35)	3	Bernacchis, Hook's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.; Marquette Mall, Chain Food, Drugs and Discounts open Mon. through Sat. evenings, Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Carson, Pirie & Scott.
Variety Stores-Harvey's.
Discount Stores-Hwy. 212 Bargain Center; K mart; 3-D; Aldi; Eagle; Valueland.
Chain Drug Stores-Hook's 4, Walgreens; Revco.
Chain Supermarkets-Al's Thrift-Market 4; Jewel Tea; Eagle.
Other Chain Stores-Singer Co.; Goodyear; Firestone; Rowley's; Baker Shoe; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fashion Bug; Fayva Shoes; So Fro Fabrics; Floor to Ceiling; Fannie May Candies; Foxmoor; Chess King; Motherhood Maternity; Paul Harris; Casual Corner; General Nutrition; Kay Bee Toys; Maurice's; Kabelin.

14 - NEWSPAPERS: NEWS-DISPATCH (e-mon to fri) 16,702; (m-sat) 18,020; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Rob Reyher, Adv. Dir., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.
National Representative: Landon Associates.

MISHAWAKA

See SOUTH BEND

MONTICELLO

1 - LOCATION: White County, E&P Map B-2. County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119. 23 mi. NE of I-65.

2 - TRANSPORTATION: Railroads-L&N.
Effner branch of Penna.
Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,162; E&P 86 Est. 4,907
County 80 Cen. 23,867; E&P 86 Est. 23,619

4 - HOUSEHOLDS:
City 80 Cen. 2,007; E&P 86 Est. 1,671
County 80 Cen. 8,798; E&P 86 Est. 9,069

5 - BANKS	NUMBER	DEPOSITS
Community	2	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 12,542

7 - ELECTRIC METERS: Residence 2,996

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Automotive Supplies; Textiles; Paper Prod.; Machinery; Welding; Cosmetics; Rotary Tools; Ball Bearings; Electrodes; Recreation & Tourism (Indiana's largest summer resort-Lakes Shafer and Freeman).

10 - CLIMATE: Annual Av. Min. & Max. Temp.-42-57. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Shopping Centers-Downtown, 5 blocks on Main, 3 blocks on Broadway, Northgate (Kroger, Hook's).

13 - RETAIL OUTLETS: Department Stores-Miller's; M-B; Schultz; Family Store.
Variety Stores-Ben Franklin.
Chain Drug Stores-Don's Rexall; Hook's; Hively's.
Chain Supermarkets-Briney's; Sixbey's; Kroger Super Store.
Other Chain Stores-Men's: Muller & Muller, King's; Women's: The Clothes Chest, Clothesline, Soody's Sports Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e) 5,478; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jeffrey N. Brown, Adv. Dir., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.
National Representative: Papert Companies.

MUNCIE

1 - LOCATION: Delaware County (MSA), E&P Map C-3. County Seat. Industrial and agricultural ctr. 55 mi. from Indianapolis; 210 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Western; C&O (freight); Conrail.
Motor Freight Carriers-44.
Intercity Bus Lines-ABC Coach; Trailways; Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 77,216; E&P 86 Est. 74,195
CZ-ABC: (80) 80,012
RTZ-ABC: (80) 139,183
City & RTZ-ABC: (80) 219,195
County/MSA 80 Cen. 128,587; E&P 86 Est. 123,556

4 - HOUSEHOLDS:
City 80 Cen. 27,465; E&P 86 Est. 27,480
County/MSA 80 Cen. 44,670; E&P 86 Est. 44,391
CZ-ABC: (80) 28,268
RTZ-ABC: (80) 48,748
City & RTZ-ABC: (80) 77,016

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$655,749,962
Savings & Loan	2	$427,823,498

6 - PASSENGER AUTOS: County 63,277

7 - ELECTRIC METERS: Residence 44,901

8 - GAS METERS: Residence 33,103

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive; Batteries Transmissions, etc. 4,385 ($551); Glass Prods. 870 ($550); Elect. 500 (N.A.); Precision Forgings 247 ($571); Wire & Cable 322 ($551).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N Broadway and McGalliard.
Neighborhood Shopping Centers-Madison Street, 28 blocks along S. Madison St.; Suburban Centre, 2500 block on Wheeling Ave.; 600 Court, 600 Blk-Tillotson Ave. Bethel & Chadam Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Muncie Mall(60)	3	Sears, L.S. Ayres, JCPenney, Ball Stores
Village(15)	2	Collegienne
Northwest Plz.(23)	2	Marsh, People's, Hills
Southway Plz.(21)	3	Marsh, Hook's
Northgate Ctr.(10)	3	H&H Rexall
S. Walnut St.	2	K mart, Eavey's
Tillotson	2	Marsh, Ross
Meadows(12)	1	Zayre, Ross
Broadway	3	K mart
Country Vlg.(10)	5	Leath's
Westside(17)	3	
Bethel & Chadam Lane(2)	4	Target, Marsh

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Fri.; Food-Nightly; Downtown-Fri.
Stores Open Sundays-Food, Drug, Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Ball Stores; JCPenney; Sears; Hoyt Wright Co.; Collegienne Shops; L.S. Ayres.
Variety Stores-McCrory; Scotts.
Chain Drug Stores-Osco 2; Owl; Haney; Spartan West; Marsh Drug 4; People's 5; Deep Discount Drugs; Rite Aid.
Discount Stores-Hills; Zayre; K mart 2; Target; Off Price World.
Chain Supermarkets-A.L. Ross 3; Wise 2; Eavey; Marsh 11.
Other Chain Stores-Singer Co.; Father & Sons Shoes; Kinney Shoes; Regal Shoes; Zale's Jewelers; Paul Harris; So Fro Fabrics; Berman's Leather Shop; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Big Lots; Athlete's Foot; Connie's Shoes; Reader's World; Bottom Half; Things Remembered; Guarantee Auto; Payless Shoes; Shoe Works; Rex Appliances.

14 - NEWSPAPERS: STAR (m) 29,374; PRESS (e) 15,408; STAR (S) 35,193; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 2408, Muncie, IN 47302; Tel. (317) 747-5700.
National Representative: Branham/Newspaper Sales.

NEW ALBANY

1 - LOCATION: Floyd County, E&P Map C-5 (In Louisville, KY-IN MSA). Indust. ctr. On N bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY. On U.S. Hwys. 31W, 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

2 - TRANSPORTATION: Railroads-B&O; L&N; K&IT; Southern; Illinois Central; C&O; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Home Transit; Greyhound; Salem Coach.
Airlines-American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

3 - POPULATION:
Corp. City 80 Cen. 37,103; E&P 86 Est. 36,142
MSA 80 Cen. 956,044; E&P 86 Est. 957,879
County 80 Cen. 61,169; E&P 86 Est. 64,753

4 - HOUSEHOLDS:
City 80 Cen. 14,042; E&P 86 Est. 14,374
County 80 Cen. 21,459; E&P 86 Est. 23,767
MSA 80 Cen. 340,989; E&P 86 Est. 355,027

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$155,000,000
Savings & Loan	2	$138,225,000

6 - PASSENGER AUTOS: County 34,785

7 - ELECTRIC METERS: Residence 14,850

8 - GAS METERS: Residence 10,044

9 - PRINCIPAL INDUSTRIES: Industry-Agric. Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing; Fertilizer; Mach.; Baskets; Stoves; Refrigerated Dough Prods.; 58 establishments, 3,700 employees; $30,184,000 wages annually.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-65; Summer 69-88; Fall 50-69; Winter 28-46.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Manor(7)	NA	Kroger
New Albany Plaza(18)	NA	Winn-Dixie, Kroger, Target
Twin Daisy(8)	NA	Furn. Liquidators
University Mall	NA	
Highlander Point	NA	Otto Drugs, Jay-C Groc.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri; Shpg. ctr. every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Fair; JCPenney; Montgomery Ward.
Discount Stores-Shop & Save; C.P. Sales; Target; K mart; Value City.
Chain Drug Stores-T P Taylor; Walgreens; Mill Discount; Medicine Shoppe; Otto Drugs.
Chain Supermarkets-Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; Jay-C Grocery.
Other Chain Stores-Ace Hdwe.; Furniture Liquidators; Cloth World; Goodyear; Firestone; Evans Furn.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,381; LEDGER-TRIBUNE (S) 10,766; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Tony Arnold, Adv. Mgr., TRIBUNE, 303 W. 2nd St., New Albany, IN 47150; Tel. (812) 944-6481.
National Representative: Thomson Newspapers.

NEW CASTLE

1 - LOCATION: Henry County, E&P Map C-3, County Seat. 50 mi. E of Indianapolis; On I-70; State Hwys. 3, 38, 103, 234.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 20,056; E&P 86 Est. 17,905
CZ-ABC: (80) 26,730
RTZ-ABC: (80) 40,148
County 80 Cen. 53,336; E&P 86 Est. 49,939
City & RTZ-ABC: (80) 66,878

4 - HOUSEHOLDS:
City 80 Cen. 7,251; E&P 86 Est. 7,067
County 80 Cen. 18,796; E&P 86 Est. 18,319
CZ-ABC: (80) 9,832
RTZ-ABC: (80) 13,704
City & RTZ-ABC: (80) 23,536

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,000,000
Savings & Loan	2	$239,000,000

6 - PASSENGER AUTOS: County 28,140

7 - ELECTRIC METERS: Residence 7,639

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300) (1981).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8; last killing frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.; 2 on Main St.; 2 on 14th St.; and about 4 other blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hill's Plaza	NA	Hill's Dept. Store
New Castle(10)	NA	Murphy's Mart, Hook's
Payne Vlg.(5)	NA	Ben Franklin, Hook's, Marsh
Trojan Plaza	NA	Kroger, Sav-On

Principal Shopping Days-Fri., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hill's.
Variety Stores-Ben Franklin.
Discount Stores-Val Discount; Dollar Stores; K mart; Murphy's Mart.
Chain Drug Stores-Hook 3.
Chain Supermarkets-Marsh Foodliner; Kroger Sav-On.
Other Chain Stores-Paul Harris; Goodyear; MAB Paint; True Value Home Auto; Sherwin-Williams; Radio Shack; Fleenor's.

14 - NEWSPAPERS: COURIER-TIMES (e) 13,808; Sept. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wes Rowe, Pub., COURIER-TIMES, PO Box 369, New Castle, IN 47362; Tel. (317) 529-1111.
National Representative: Landon Associates.

NOBLESVILLE

1 - LOCATION: Hamilton County. (In Indianapolis MSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-3.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 12,056; E&P 86 Est. 12,797
MSA 80 Cen. 1,166,929; E&P 86 Est. 1,200,163
County 80 Cen. 82,381; E&P 86 Est. 90,500

4 - HOUSEHOLDS:
City 80 Cen. 4,340; E&P 86 Est. 4,786
County 80 Cen. 27,314; E&P 86 Est. 31,463
MSA 80 Cen. 418,536; E&P 86 Est. 448,473

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$476,000,000
Savings & Loan	1	$200,000,000

6 - PASSENGER AUTOS: County 57,516

7 - ELECTRIC METERS: Residence 5,728

8 - GAS METERS: Residence 5,228

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 930 ($350); Plastics 100 ($260); Castings 160 ($350).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-Noblesville Square; Wal-Mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	NA	Kenleys, Peoples Drug, Hook's Drug
Castleton	12	Lazarus, JCPenney, Sears
Wal-Mart Plz.	NA	Wal-Mart, Nu-Vision, Auto Works
Western Plaza(11)	NA	O'Malia Mkt., Sherwin-Williams, Reasner Drugs
Noblesville Sq.	NA	Marsh Super Mkt., Peoples Drug, 3-D, Mitee Handy

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-3-D.
Chain Drug Stores-Corner; Hooks; Reasner; Peoples.
Chain Supermarkets-O'Malia's; Marsh; Stop & Shop.
Other Chain Stores-Firestone; Goodyear; True Value; Smith's Jewelry; Guarantee Auto; Mister Clark's Appliances; Roselyn Bakery; Lindner's; Sherwin-Williams; Quality Farm; Wickes Lumber; Carter Lumber.

14 - NEWSPAPERS: LEDGER (e) 8,914; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Laurel Ranker, Adv. Mgr., LEDGER, 957 Logan St.; PO Box 378, Noblesville, IN 46060; Tel. (317) 773-1210.
National Representative: None.

PERU

1 - LOCATION: Miami County. E&P Map B-2. County Seat. Railroad, agricultural and industrial center. Division point with switching yards for 3 railroads. 74 mi. N of Indianapolis; 70 mi. S of South Bend; 146 mi. from Chicago. In ctr. of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois), U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19. Important motor freight terminal.

2 - TRANSPORTATION: Railroads-Division HQ for Chesapeake and Ohio; Chicago to Cincinnati Division; Norfolk & Western.
Motor Freight Carriers-9.
Intercity Bus Lines-Indiana Motor; Southeastern Trailways.
Airlines-USAir; Air Wisconsin; Delta; United; Republic; Britt.

3 - POPULATION:
City 80 Cen. 13,764; E&P 86 Est. 12,238
County 80 Cen. 39,820; E&P 86 Est. 36,436

4 - HOUSEHOLDS:
City 80 Cen. 5,258; E&P 86 Est. 4,903
County 80 Cen. 13,685; E&P 86 Est. 13,010

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$173,431,044
Savings & Loan	3	$93,031,336

6 - PASSENGER AUTOS: County 20,235

7 - ELECTRIC METERS: Residence 8,346

8 - GAS METERS: Residence County 8,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroads 400 ($400); Furn. Mfg. 450 ($160); Metals 175 ($200); Heating Equip. 149 ($180); Plastics 296 ($160); Fabricated Metal Prods. 225 ($200); Paper Prods. 175 ($140); Elect. Mach. & Equip. 804 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main; 2 on Fifth; 1 on Sixth.
Neighboring Shopping Centers-Main & Grant; Main & Benton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(17)	NA	JCPenney, Hook's
Peru(3)	NA	Rinks, Five Star, Walgreens
Sherwood Sq.(5)	NA	Hook's, K mart
Eastwood Sq.(4)	NA	Scott's Food Center

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. aft. (June, July, Aug.).

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Rink's; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's 2; Walgreens.
Chain Supermarkets-Kroger; Maces; Five Star; Aldi's.
Other Chain Stores-Goodrich; Payless Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,078; (m-sat) 9,421; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dave Sutton, Natl. Adv. Mgr., TRIBUNE, 26 W. Third St., Peru, IN 46970; Tel. (317) 473-6641.
National Representative: Nixon Newspapers.

PLYMOUTH

1 - LOCATION: Marshall County. E&P Map B-2. County Seat. Central northern Indiana at junction of U.S. Hwys. 30, 31; 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfg.

2 - TRANSPORTATION: Railroads-(freight only)-Conrail; Norfolk & Western (br.).
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:
City 80 Cen. 7,693; E&P 86 Est. 7,573
County 80 Cen. 39,155; E&P 86 Est. 41,189
Demographic Information available from Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 2,940; E&P 86 Est. 2,872
County 80 Cen. 13,640; E&P 86 Est. 15,019

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$171,808,257
Savings & Loan	2	$10,465,169

6 - PASSENGER AUTOS: County 21,129

7 - ELECTRIC METERS: Residence 3,421

8 - GAS METERS: Residence 2,725

9 - PRINCIPAL INDUSTRIES: Industry-Radiators; Dairy Products; Foundry; Door Mfg.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elect. Wiring; Elect. Converters; Canning; Plastics; Corrugated Boxes; Soft Drink Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 1/2 blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.
Shopping Areas-North on Business 31. 5 stores; East on Jefferson & Kingston, 25 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plymouth Plz.(2)		G.L. Perry
Plymouth Ctr.(7)	1	Murphy's Mart, Kroger

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bosworth's; Treats; Murphy's Mart; Treat's for Her; Fashion Crossroads; Jo-Lyn; Jennifer's Labels for Less; Clothes Closet; G.L. Perry.
Variety Stores-Harvey's; G.L. Perry.
Chain Drug Stores-Peoples; Walgreens; Revco; Hook's.
Chain Supermarkets-G&G; Kroger; Dave's.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Arvensen's Hdwe.; Carl Sheets Elect.; Kline's Appliance; Radio Shack; Superior Appliances; Coast-to-Coast; Eckerd; Sears (catalog).

14 - NEWSPAPERS: PILOT-NEWS (e) 8,898; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Tony Van Buren, Natl. Adv. Mgr., PILOT-NEWS, 217-223 N. Center St.; PO Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Jay County. E&P Map C-3. County Seat. Residential & industrial center. 42 mi. N of Richmond; 50 mi. S of Fort Wayne; On U.S. Hwy 27; State 26 & 67.

2 - TRANSPORTATION: Railroads-Served by Lake Erie & Western branch of Norfolk & Southern.
Motor Freight Carriers-6.
Airlines-Charter Service at Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,074; E&P 86 Est. 6,709
County 80 Cen. 23,239; E&P 86 Est. 21,899

4 - HOUSEHOLDS:
City 80 Cen. 2,767; E&P 86 Est. 2,698
County 80 Cen. 8,359; E&P 86 Est. 8,232

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	3	$147,813,000

6 - PASSENGER AUTOS: County 11,902

7 - ELECTRIC METERS: Residence 4,187

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Drop Forgings 465; Work Garments 500; Soybean Proc. 125; Brooms 100; Food 125; Feed Milling 100; Av. Wkly. Wage (Mfg.) $192.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11 - TAP WATER: Alkaline, very hard; city has water softening plant.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy.
Discount Stores-3-D.
Chain Drug Stores-Hook's; Peoples.
Chain Supermarkets-Marsh; Ludwig.
Other Chain Stores-Western Auto Associate; Sears (catalog); Holthouse Furn.; Goodyear; Rodefeld's Auto; True Value Hardware.

14 - NEWSPAPERS: COMMERCIAL-REVIEW (e) 5,928; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jerry Lewis, Ret. Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
National Representative: None.

PRINCETON

1 - LOCATION: Gibson County. E&P Map A-5. County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State 64.

2 - TRANSPORTATION: Railroads-L&N and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Greyhound; Southeastern Trailways; Suburban Lines; Wabash Valley.
Airlines-Eastern; USAir; Piedmont; Britt (Evansville airport).

3 - POPULATION:
Corp. City 80 Cen. 8,976; E&P 86 Est. 9,976
CZ-ABC: (80) 8,976
RTZ-ABC: (80) 27,773
County 80 Cen. 33,156; E&P 86 Est. 35,047
City & RTZ-ABC: (80) 36,749

4 - HOUSEHOLDS:
City 80 Cen. 3,597; E&P 86 Est. 4,222
County 80 Cen. 12,800; E&P 86 Est. 13,484
CZ-ABC: (80) 3,597
RTZ-ABC: (80) 9,934
City & RTZ-ABC: (80) 13,531

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$176,564,692
Savings & Loan	6	$32,877,271

6 - PASSENGER AUTOS: County 17,442

7 - ELECTRIC METERS: Residence 4,157

8 - GAS METERS: Residence 3,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Products 145; Oil Refinery N.A.; Fundraising Items 186.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Center-3-D Plaza (13 Stores).
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Discounts, Grocery & Drug Mon.-Sat.; Downtown Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Dollar General; Schultz's; Tulip Tree; Frank's; Eve's; The Clothes Horse.
Variety Stores-B&B; 3-D.
Chain Drug Stores-Rexall 3; Hooks.
Chain Supermarkets-Key Mkt.; Buehlers; IGA; Super Valu.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: CLARION (m-mon to fri) 6,602; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark Van Patten, Pub., CLARION, Broadway & N. Gibson Sts.; Box 321, Princeton, IN 47670; Tel. (812) 385-2525.
National Representative: None.

RENSSELAER

1 - LOCATION: Jasper County. E&P Map B-2. County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

2 - TRANSPORTATION: Railroads-L&N; Amtrak.
Bus Lines-Greyhound; Yellow Freight.

3 - POPULATION:
City 80 Cen. 4,944; E&P 86 Est. 4,523
County 80 Cen. 26,138; E&P 86 Est. 26,526

4 - HOUSEHOLDS:
City 80 Cen. 1,893; E&P 86 Est. 1,820
County 80 Cen. 8,288; E&P 86 Est. 8,823

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$122,420,634
Savings & Loan	1	$315,000,000

6 - PASSENGER AUTOS: County 12,837

7 - ELECTRIC METERS: Residence 2,061

8 - GAS METERS: Residence 1,827

9 - PRINCIPAL INDUSTRIES: Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Equip.; Plastic Table Tops; Casework; Bakery; Plastic Pipe; Battery Chargers.

10 - CLIMATE: Min. & Max. Temp-N.A.

11 - TAP WATER: Alkaline, softened to 4 grains of hardness.

12 - RETAILING: Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harvey's.
Variety Stores-Schultz Bros.
Chain Drug Stores-Rexall; Hook's; Walgreens; Fagan.
Chain Supermarkets-Tom's; Wilco; Wallmann's.

14 - NEWSPAPERS: REPUBLICAN (e) 3,127; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: David L. Smith, Pub., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
National Representative: None.

RICHMOND

1 - LOCATION: Wayne County. E&P Map C-3. County Seat. Mfg. center; Agricultural area. 3 mi. W of Ohio state line; 250 mi. SE of Chicago; 69 mi. E of Indianapolis; 40 mi. W of Dayton; 63 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 121, 227, & 627.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio; Norfolk & Southern; Amtrak.
Motor Freight Carriers-29, with 9 terminals.
Intercity Bus Lines-ABC Coach; Continental Trailways; Greyhound.
Airlines-TWA; United; Delta; USAir; Piedmont; Wright; American; Eastern; Comair; Republic; Simmons; Pan American; Midstate; Ozark; Britt; Midway; Florida Express; Frontier; Trans Midwest; Tennessee (Dayton, Ohio Airport; Indianapolis International Airport; Greater Cincinnati Airport). (Local: Richmond Municipal Airport.)

3 - POPULATION:
Corp. City 80 Cen. 41,349; E&P 86 Est. 39,434
CZ-ABC. (80) 49,520
RTZ-ABC. (80) 121,890
County 80 Cen. 76,058; E&P 86 Est. 73,677
City & RTZ-ABC. (80) 171,410
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,682; E&P 86 Est. 15,763
County 80 Cen. 27,430; E&P 86 Est. 27,751
CZ-ABC. (80) 18,403
RTZ-ABC. (80) 42,500
City & RTZ-ABC. (80) 60,903

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$414,366,164
Savings & Loan	3	$174,371,880

6 - PASSENGER AUTOS: County 39,266

7 - ELECTRIC METERS: Residence 17,485

8 - GAS METERS: Residence 12,067

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. ex. elect. 2,992 ($272); Trans. Equip. 1,301 ($256); Elect. Mach. 687 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 48-98; Fall 33-94; Winter 0-72.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-4 block promenade on Main St.
Neighborhood Shopping Centers-16th & E Main; NW 5th & Main; 3400 E Main; U.S. 40 E Garwood Rd.; SW 18th and National Rd. W; Salisbury Rd. & U.S. 40 W; 2400 National Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Side(6)	2	Long's, Berman Drugs
East End	1	Peoples Drugs
Ravinia-Plaza	2	Tim Hogans
Gateway(25)	3	Sears, Big Lots, Target
Richmond Sq.(36)	3	JCPenney, Mont. Ward Outlet
Kings Plaza(8)	4	Nationwide, JoAnns, Revco, County Mkt.
Kroger Plaza	3	Kroger Sav-On, Fashion Bug

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon., Fri.; Sprmkts. nightly; Shopping Centers nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Knollenberg's; JCPenney; Sears; Montgomery Ward Outlet; Elder-Beerman.
Discount Stores-Target; Hecks; K mart 2.
Variety Stores-Woolworth; L.M. Veach.
Chain Drug Stores-Hook's 4; Peoples Drugs; Thrift; Phillips; Revco.
Chain Supermarkets-Thornburgs Super Value; Kroger Sav-On; Village Pantry (Marsh) 3; Cox's IGA 4; Long's; Lawson Milk; County Market; Eavey's.
Other Chain Stores-Thom McAn; Gallenkamp Shoe; Goodrich; Mab Paints; Sherwin-Williams; Pay-Less Shoes; Hanover Shoes; Radio Shack; Zale's Jewelers; Stuart's; Spencer Gifts; JoAnn Fabrics; Roger Jewelers; Brooks Fashions; TSC; 84 Lumber; Big Blue.

14 - NEWSPAPERS: PALLADIUM-ITEM (e) 21,916; (S) 26,533; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Stan Howard, Adv. Dir., PALLADIUM-ITEM, 1175 North A St., Richmond, IN 47374; Tel. (317) 962-1575.
National Representative: Gannett Media Sales.

ROCHESTER

1 - LOCATION: Fulton County, E&P Map B-2. County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Indiana Interstate Railway Co. (freight); Norfolk and Southern (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,050; E&P 86 Est. 4,895
County 80 Cen. 19,335; E&P 86 Est. 19,192
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,075; E&P 86 Est. 1,884
County 80 Cen. 7,203; E&P 86 Est. 7,425

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$112,362,288
Savings & Loan	1	$65,247,730

6 - PASSENGER AUTOS: County 10,241

7 - ELECTRIC METERS: Residence 2,508

8 - GAS METERS: Residence 2,022

9 - PRINCIPAL INDUSTRIES: Food; Metal Prods.; Dairy Prods.; Men's Clothing; Bus. Forms.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: First killing frost, Oct. 9, last killing frost, May 1.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on 9th St.; 1 on 8th St.; Rochester Plaza Shpg. Ctr. (south edge).
Stores Close-Thur. afternoon.
Stores Open Evenings-Fri., some Sun.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; P.N. Hirsch.
Discount Stores-3-D.
Variety Stores-Schultz.
Chain Drug Stores-Hook's; Walgreens; SupeRx.
Chain Supermarkets-Kroger; IGA; Wilt's.

14 - NEWSPAPERS: SENTINEL (e) 4,679; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th St., Rochester, IN 46975; Tel. (219) 223-2111.
National Representative: None.

RUSHVILLE

1 - LOCATION: Rush County. E&P Map C-4. County Seat. Manufacturing center. 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 44 and 3.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; (all freight lines).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,113; E&P 86 Est. 5,897
CZ-ABC: (80) 6,113
RTZ-ABC: (80) 13,491
County 80 Cen. 19,604; E&P 86 Est. 19,559
City & RTZ-ABC: (80) 19,604

4 - HOUSEHOLDS:
City 80 Cen. 2,232; E&P 86 Est. 2,237
County 80 Cen. 6,641; E&P 86 Est. 6,928
CZ-ABC: (80) 2,232
RTZ-ABC: (80) 4,409
City & RTZ-ABC: (80) 6,641

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$75,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 9,337

7 - ELECTRIC METERS: Residence 6,464

8 - GAS METERS: Residence 2,450

9 - PRINCIPAL INDUSTRIES: Furniture; Air Conditioning; School Supplies; Compressors; Machine Shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

11 - TAP WATER: Neutral (pH 6.5); 10 grains hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on two streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwood(5)	NA	Marsh Foods, Hook's, Dollar General
Rushville(5)	NA	Kroger, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores-Fri.; Food-Daily & Sunday.

13 - RETAIL OUTLETS: Department Stores-Minear's.
Drug Stores-Hook's; Revco; Rushville Phcy.
Variety Stores-3-D; Dollar General.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: REPUBLICAN (e) 3,910; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: S.D. Stokes, Pub., REPUBLICAN, 219 N. Perkins St.; PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.
National Representative: American Newspaper Representatives.

SEYMOUR

1 - LOCATION: Jackson County. E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31; I-65.

2 - TRANSPORTATION: Railroads-Conrail; B&O main line (freight); Milwaukee Road (freight).
Interstate Bus Lines-Greyhound.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,050; E&P 86 Est. 15,784
CZ-ABC: (80) 15,050
RTZ-ABC: (80) 24,550
County 80 Cen. 36,523; E&P 86 Est. 37,779
City & RTZ-ABC: (80) 39,600

4 - HOUSEHOLDS:
City 80 Cen. 5,665; E&P 86 Est. 6,119
County 80 Cen. 12,995; E&P 86 Est. 14,026
CZ-ABC: (80) 5,665
RTZ-ABC: (80) 8,251
City & RTZ-ABC: (80) 13,916

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$158,680,000
Savings & Loan	2	$492,400,000

6 - PASSENGER AUTOS: County 19,463

7 - ELECTRIC METERS: Residence 5,703

8 - GAS METERS: Residence 4,866

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Mach. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks N & S on Chestnut St.; 6 E & W on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several smaller shopping centers adjoining city's main section of business.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner Plz.(3)	NA	Taylor Drug
Jackson Park(24)	NA	JCPenney
West Towne Plz.(9)	NA	IGA, Revco
Westwind(3)	NA	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Center open nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Danner's 3-D; K mart.
Variety Stores-Murphy.
Chain Drug Stores-Hook's; Taylor; Revco.
Chain Supermarkets-Jay-C 2; IGA; Noltings Super Value 3; Beefking 2; Convenient Food Mart 2.
Other Chain Stores-Goodyear; Pans Style; Montgomery Ward; Farm Bureau Co-op; Auto Pro; Sears (catalog); Guarantee Auto; Big Blue Store; Radio Shack; Coast-to-Coast Hdwe.; M.A.B. Paint; Bass Pro Shop.

14 - NEWSPAPERS: TRIBUNE (e) 9,672; Mar. 31, 1986 ABC.
Local Contact for Advertising Data: George Main, Adv. Mgr., TRIBUNE, 1215 E. Tipton, Seymour, IN 47274; Tel. (812) 522-4871.
National Representative: Papert Companies.

SHELBYVILLE

1 - LOCATION: Shelby County (In Indianapolis MSA). E&P Map C-4. County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, I-65; State Hwys. 9, 44, 52, 244, 252.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,989; E&P 86 Est. 14,466
CZ-ABC: (80) 15,003
RTZ-ABC: (80) 25,534
MSA 80 Cen. 1,166,929; E&P 86 Est. 1,200,163
County 80 Cen. 39,887; E&P 86 Est. 40,042
City & RTZ-ABC: (80) 40,537

4 - HOUSEHOLDS:
City 80 Cen. 5,639; E&P 86 Est. 5,590
County 80 Cen. 13,823; E&P 86 Est. 14,514
MSA 80 Cen. 418,536; E&P 86 Est. 448,473
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 8,407
City & RTZ-ABC: (80) 14,046

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$274,681,677
Savings & Loan	2	$49,565,028

6 - PASSENGER AUTOS: County 21,712

7 - ELECTRIC METERS: Residence 18,872

8 - GAS METERS: Residence 5,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fiber Glass 650; Paper-Plastics 580; Furn. 275; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 300; Alum. Doors-Windows 175; Business Forms 100; Camper Parts 150; Auto Transmissions 150. Av. Wkly. Wage $317.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(23)	NA	JCPenney, Wal-Mart
Target(16)	NA	Kroger, Hook's, Coast-to-Coast

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers nightly.
Stores Open Sundays-Most supermarkets, shopping centers, and downtown.
Stores Close-Some Wed. afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Target; K mart; Wal-Mart.
Chain Drug Stores-People's; Hook's 2; Rite Aid.
Chain Supermarkets-Lowells; Kroger; Thriftimart; Allied Grocers; Ranch; Thomas; IGA.
Other Chain Stores-Paul Harris; Big Blue; Jo Ann; Radio Shack; Goodyear; Nationwise Auto; Sycamore; Coast-to-Coast; Guarantee Auto; Gallenkamp Shoes; Cato.

14 - NEWSPAPERS: NEWS (e) 11,127; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.
National Representatives: Landon Associates; U.S. Suburban Press.

SOUTH BEND-MISHAWAKA

1 - LOCATION: St. Joseph County (In South Bend-Mishawaka MSA). E&P Map B-2. Indust., whol., retail and educ. ctr. NW part of state, 4 mi. S of Michigan state line; 96 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Rd.

2 - TRANSPORTATION: Railroads-Passenger-Amtrak; Chicago South Shore/South Bend Elect. Rd. Freight-Conrail; Grand Trunk Western; Norfolk & Western.
Motor Freight Carriers-45.
Intercity Bus Lines-Indian Trails; Greyhound; Indiana Motor Bus; United Limo; Trailways; ABC.
Intracity Bus Line-Transpo (South Bend Public Transportation Corp.).
Airlines-United; Air Wisconsin; Britt Airways; Piedmont; Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 149,951; E&P 86 Est. 144,109
South Bend 80 Cen. 109,727; E&P 86 Est. 100,608
Mishawaka 80 Cen. 40,224; E&P 86 Est. 43,501
CZ-ABC: (80) 222,598
RTZ-ABC: (80) 387,957
County/MSA 80 Cen. 241,617; E&P 86 Est. 241,238
City & RTZ-ABC: (80) 610,555

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 64,378; E&P 86 Est. 59,146
South Bend 80 Cen. 48,082; E&P 86 Est. 40,637
Mishawaka 80 Cen. 16,296; E&P 86 Est. 18,509
County/MSA 80 Cen. 86,204; E&P 86 Est. 89,616
CZ-ABC: (80) 81,440
RTZ-ABC: (80) 133,974
City & RTZ-ABC: (80) 215,444

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 134,309

7 - ELECTRIC METERS: Residence 79,000

8 - GAS METERS: Residence 36,500

9 - PRINCIPAL INDUSTRIES: (St. Joseph County)-Industry, No. of Wage Earners-Total Mfg. 25,500; Trans. Equip. 7,800; Non-Elect. Mach. 3,800; Elect. Mach. 1,700; Primary Metals 900; Nondurable Goods 8,300; Non-mfg. 79,900.

10 - CLIMATE: Av. Temp.-Summer 71; Winter 31. Normal an. precipitation 36 inches. Normal an. snowfall, 72 inches.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-South Bend: 4 blocks on Michigan St.; 5 on Main; 5 on Lafayette Blvd.; 2 on LaSalle and 2 on Colfax Ave.; 2 on Washington; 2 on Jefferson; 2 on Wayne, Western and Monroe Sts.; 2 on Lincoln Way. Mishawaka: 7 blocks on Main; 4 blocks on Lincoln Way, 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Vlg.(27)	NA	Walgreens
Scottsdale(100)	NA	L.S. Ayres, Target, Mont. Ward
University Park(107)	NA	L.S. Ayres, Sears, JCPenney, J.L. Hudson
Buyer's Mkt. Pl.(35)	NA	County Mkt.

Neighborhood Shopping Centers-100 Ctr., Lincolnway W. at Ctr. St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Sq., Logan and McKinley, South Bend; Hartman Plz., Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plz., Ireland & Ironwood Rds; LaSalle Sq., Bendix Dr. & Ardmore; College Sq., Logan & McKinley, Mishawaka; Univ. Ctr., Grape at Rte. 23, Mishawaka; Univ. Commons, Rte. 23 & Cleveland, South Bend; Belleville, Western Ave. betw. Lombardy & Summit Drives; Broadmoor & Ireland, E on Ireland Rd. from U.S. Hwy. 31 S to Scottsdale Mall; Phoenix Plz. NE side of Western Ave. & Lombardy Dr. 100 Center Complex, Lincoln Way E near downtown Mishawaka.

Store Hours-South Bend, Downtown daily 10-6, Thur. 10-9, closed Sun.; Mishawaka, open Fri. eves.; Some Tues. eves.; Self-Service Dept. Stores in Shpg. Ctrs. open to 10 p.m., Some open 24 hours. daily & varying hrs. Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m., Mon. through Sat., and to 4 p.m. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; L.S. Ayres 2; Montgomery Ward; J.L. Hudson.
Discount Stores-Brite Way; K mart 4; Target 3.
Variety Stores-Ben Franklin 2; Perry's Variety Store.
Chain Drug Stores-Hook's 7; Osco 7; Don's 3; Vita Fair; Darnell's; Merricks; Medicine Shoppe; Walgreens.
Chain Supermarkets-Kroger 7; Wilts 2; Martin's 7; Park N' Shop 4; Cira's 2.
Other Chain Stores-Clothing: Richman Bros., Gilbert's, Redwood & Ross; Women's Apparel: Lerner's, Lane Bryant, Casual Corner, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, Tall Girl's, The Vlg. Scene; Shoes: Mary Jane, Maling, Baldwin, Gallenkamp's, Hardy's, Del's, Florsheim, Kinney, Morse, Regal, J. Riggings, Stride Rite, Thom McAn; Jewelry: Fox's, Gordon's, Rost, Shiffrin Willens, J.B. Robinson, Zale's; Candies: Fannie Mae; Bakeries: Weber, Nickles, Kreamo; Tire Stores: Goodrich, Goodyear, Firestone.

14 - NEWSPAPERS: TRIBUNE (e) 95,496; (S) 124,438; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Albert E. Petersohn, Gen. Adv. Mgr., TRIBUNE, 225 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPENCER

1 - LOCATION: Owen County. E&P Map B-4. County Seat. 25 mi. from Greencastle; 55 mi. SW of indianapolis; 17 mi. from Bloomington. On U.S. Hwy. 231; State Hwys. 46, 67.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9.
Airlines-Britt at Bloomington; American; Eastern; TWA; United; Delta at Indianapolis.

3 - POPULATION:
City 80 Cen. 2,732; E&P 86 Est. 2,791
County 80 Cen. 15,840; E&P 86 Est. 17,363

4 - HOUSEHOLDS:
City 80 Cen. 1,122; E&P 86 Est. 1,028
County 80 Cen. 5,631; E&P 86 Est. 6,399

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$71,000,000
Savings & Loan	1	$16,422,000

6 - PASSENGER AUTOS: County 7,832

7 - ELECTRIC METERS: Residence 1,178

8 - GAS METERS: Residence 776

9 - PRINCIPAL INDUSTRIES: Agricultural & Highway Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equip.; Chem. Toilets; Surgical Supplies; TV Cable Converter Service; Furn.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-86; Summer 50-107; Fall 27-93; Winter 4-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-4 blocks on Public Sq. and one block each way.
Principal Shopping Days-Thur., Fri.
Stores Close-Wed. afternoons.
Stores Open Evenings-Food nightly, Sun.

13 - RETAIL OUTLETS: Variety Stores-Tresslar's.
Chain Drug Stores-Spartan; Hook's.
Chain Supermarkets-IGA; Shur-Fine; Super-Valu.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,736; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.
National Representative: None.

SULLIVAN

1 - LOCATION: Sullivan County. E&P Map B-4. County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41 and State Hwys. 54 & 154.

2 - TRANSPORTATION: Railroads-L&N; Ill. Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Wabash Valley; Arrow; Greyhound.

3 - POPULATION:
City 80 Cen. 4,774; E&P 86 Est. 4,654
County 80 Cen. 21,107; E&P 86 Est. 21,000

4 - HOUSEHOLDS:
City 80 Cen. 1,985; E&P 86 Est. 2,039
County 80 Cen. 7,948; E&P 86 Est. 8,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$38,500,000
Savings & Loan	1	$5,000,000

6 - PASSENGER AUTOS: County 10,004

7 - ELECTRIC METERS: Residence 2,298

8 - GAS METERS: Residence 1,389

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Rubber 290; Coal Mining 300; Elect. Power Generation 250.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Shopping Center for County.
Stores Close-Thur. aft., open Fri. to 8 p.m.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Tindall's.
Variety Stores-Bonham; Tindall's.
Chain Drug Stores-Rexall; Hooks; Wal-Mart.
Chain Supermarkets-Red & White; Shurway; Save-a-Lot; Great Scot.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,728; sworn Sept. 23, 1985.
Local Contact for Advertising and Merchandising Data: B.J. White, Adv. Dept., TIMES, 115 W. Jackson Ave.; PO Box 130, Sullivan, IN 47882; Tel. (812) 268-6356.
National Representative: None.

TERRE HAUTE

1 - LOCATION: Vigo County (MSA) E&P Map B-4. County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N; CM&StP (freight); Seaboard Soo Line.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Britt; Air Midwest (American).

3 - POPULATION:
Corp. City 80 Cen. 61,125; E&P 86 Est. 55,170
CZ-ABC: (80) 69,315
RTZ-ABC: (80) 193,562
County 80 Cen. 112,385; E&P 86 Est. 110,664
MSA 80 Cen. 137,247; E&P 86 Est. 135,564
City & RTZ-ABC: (80) 262,877
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,984; E&P 86 Est. 21,748
CZ-ABC: (80) 26,059
RTZ-ABC: (80) 70,115
County 80 Cen. 40,278; E&P 86 Est. 41,366
MSA 80 Cen. 49,510; E&P 86 Est. 51,066
City & RTZ-ABC: (80) 96,174

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$66,478,331
Savings & Loan	6	$198,095,177
Commercial	3	$433,796,002

6 - PASSENGER AUTOS: County 54,710

7 - ELECTRIC METERS: Residence 36,173

8 - GAS METERS: Residence 30,119

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,982 ($201); Mining 152 ($205); Beverages 428 ($201); Chem. and Allied Prods. and Plastics 1,411 ($244); Metals 1,435 ($300); Truck and Trans. 6,869 ($245); Paper Prods. and Printing 2,061 ($195).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, 240 to 325 ppm.; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Wabash Ave.; 2 on 7th St.; 2 on 6th St.; 1 on 5th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
12 Points	2	Super Valu, Hook's
Meadows(30)	2	Woolworth, Kroger, Osco, Meis
Southland(14)	3	No Frills, Hook's
North Plz.	3	Hills, No Frills, Kroger, Meis
K mart Plz.(10)	2	K mart, No Frills
Honey Creek Sq.(90)	4	Sears, Roots, G.C. Murphy, Meis, JCPenney
S. 3rd St.	4	K mart
Riverside Plz.(16)	4	Hills, Paul Harris
Towne So. Plz.	5	Service Mdse., Kroger, Cloth World, Radio Shack

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Roots; Meis Bros.; Sears; JCPenney.
Variety Stores-Woolworth; G.C. Murphy.
Chain Drug Stores-Hook's 5; Osco 2; Peoples 3.
Discount Stores-K mart 2; Hills 2; Service Merchandise.
Chain Supermarkets-Kroger 4; No Frills 4; Super Valu 2; Great Scot 2.
Other Chain Stores-Fannie May (candy); Firestone; Naturalizer Shoes; Brooks; Bottom Half; Nobil's Shoes; JoAnn Fabrics; General Tire; Sherwin-Williams Paint; Pittsburgh P&G, M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Hallmark Cards; Radio Shack; Cloth World; Rex TV & Appliances; H.H. Gregg; Starr Jewelry.

14 - NEWSPAPERS: TRIBUNE-STAR (m) 36,396; (S) 39,493; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Paul Meisner, Natl. Adv. Mgr., TRIBUNE-STAR, 721 Wabash Ave., Terre Haute, IN 47807; Tel. (812) 231-4275.
National Representative: Landon Associates.

TIPTON

1 - LOCATION: Tipton County. (In Kokomo MSA). County Seat. E&P Map B-3.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Indiana R.R.; Hines Coach.

3 - POPULATION:
Corp. City 80 Cen. 5,004; E&P 86 Est. 4,710
County 80 Cen. 16,819; E&P 86 Est. 16,274
MSA 80 Cen. 103,715; E&P 86 Est. 100,528

4 - HOUSEHOLDS:
City 80 Cen. 1,934; E&P 86 Est. 1,875
County 80 Cen. 5,993; E&P 86 Est. 6,014
MSA 80 Cen. 37,043; E&P 86 Est. 37,445

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$74,986,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 9,438

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Steel Parts Mfg.; Food Canning; Poultry & Livestock Equip.; Seed Corn; Fire engines.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 13, last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Jefferson St.; 2 S. on Main; 2 N. on Main.
Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores, Fri.; Food, Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Val-U Center; Ben Franklin.
Chain Drug Stores-Marsh; Hook's.
Chain Supermarkets-Marsh Foodliners; Carter's; Wisher's.
Other Chain Stores-Adlers Style Shop.

14 - NEWSPAPERS: TRIBUNE (e) 3,193; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ron Bayland, Ret. Adv. Mgr., TRIBUNE, 110 W. Madison St.; PO Box 248, Tipton, IN 46072; Tel. (317) 675-2115
National Representative: None.

VALPARAISO

1 - LOCATION: Porter County. E&P Map B-2 (In Gary-Hammond PMSA). County Seat. Agricultural, dairy and manufacturing center; college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; CN; Norfolk and Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 22,247; E&P 86 Est. 21,512
PMSA 80 Cen. 642,781; E&P 86 Est. 625,619
County 80 Cen. 119,816; E&P 86 Est. 126,905
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,486; E&P 86 Est. 7,479
County 80 Cen. 39,146; E&P 86 Est. 43,295
PMSA 80 Cen. 214,244; E&P 86 Est. 217,313

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$400,000,000
Savings & Loan	2	$600,000,000

6 - PASSENGER AUTOS: County 68,698

7 - ELECTRIC METERS: Residence 10,764; County 43,731

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8 - GAS METERS: Residence 8,743; County 38,216

9 - PRINCIPAL INDUSTRIES: Ball Roller Bearings; Permanent Magnets; Elect. Specialties; Novelty Aprons; Food Proc. Mach.; Extruded Aluminum Prods.; Bearing Screws; Fiberglass Tanks; Can Mfg.; Resin Mfg.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-87; Summer 36-104; Fall 16-90; Winter -20-67. First killing frost, Oct. 25; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette; 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83-store mall 15 mi. NE; 122 store mall 15 mi. W.
Neighborhood Shopping Centers-7 blocks on Lincolnway near Roosevelt; 8 on Calumet; Bush to Glendale; 31-store plaza 2 mi. N.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Lowenstine's; Fetla's; Miller's Mart.
Variety Stores-Harvey's; Danner's 3-D; K mart.
Chain Drug Stores-Sievers (Rexall); Gil's; Hook 3; Medicine Shoppe; Walgreens 4.
Chain Supermarkets-Certified 3; Spartan; Eagle; Scot Lad; Town & Country.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Falvey's; Paramount Shoes; Owens Auto Supplies; Valpo Paint & Wallpaper (Smith-Alsop); TSC; Fayva; Paul Harris; Minn Fabrics; Ace Hardware 2; Sycamore; Guarantee Auto; The Village Scene; Radio Shack.

14 - NEWSPAPERS: VIDETTE-MESSENGER (e-mon to fri; m-sat) 13,685; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Ralph Prickett, Adv. Dir., VIDETTE-MESSENGER, 1111 Glendale Blvd.; PO Box 2350, Valparaiso, IN 46384-2350; Tel. (219) 462-5151.
National Representatives: Thomson Newspapers; Landon Associates.

VINCENNES

1 - LOCATION: Knox County, E&P Map B-4, County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. 41, 50 & 150; IN 61 & 67.

2 - TRANSPORTATION: Railroads-B&O; L&N.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes; Vincennes Transit (charter only).

3 - POPULATION:
Corp City 80 Cen. 20,857; E&P 86 Est. 22,339
CZ-ABC: (80) 24,617
RTZ-ABC: (80) 50,806
County 80 Cen. 41,838; E&P 86 Est. 43,659
City & RTZ-ABC: (80) 75,423

4 - HOUSEHOLDS:
City 80 Cen. 7,768; E&P 86 Est. 8,272
County 80 Cen. 15,481; E&P 86 Est. 16,330
CZ-ABC: (80) 9,053
RTZ-ABC: (80) 19,098
City & RTZ-ABC: (80) 28,151

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$214,142,000
Savings & Loan	2	$133,750,000

6 - PASSENGER AUTOS: County 20,777

7 - ELECTRIC METERS: Residence 12,814

8 - GAS METERS: County 9,615

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 100 ($218); Glass Fab. 275 ($210); Auto Seat Assembly 220 ($240); Steel Fab. 150 ($265); Magnet Wire 249 ($240).

10 - CLIMATE: Av. Temp. Winter 34, Summer 79; Rainfall 42 in. annual.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner's Plz.	NA	Danner's
K mart Plz.	NA	K mart, Kroger's
Vincennes Plz.(16)	NA	JCPenney, Walgreens, Wal-Mart

Principal Shopping Days-Sun., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hills.
Chain Drug Stores-Walgreens.
Variety Stores-Trace.
Discount Stores-3D; K mart; Wal-Mart; Big Blue.
Chain Supermarkets-Kroger; IGA; Harold's; Buehler's; Lowell's; Sav-A-Lot; Key Market.

14 - NEWSPAPERS: SUN-COMMERCIAL (e-mon to fri) 14,846; (S) 16,097; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Veronica A. Kopp, Natl. Adv. Mgr., SUN-COMMERCIAL, 702 Main St.; PO Box 396, Vincennes, IN 47591; Tel. (812) 886-9955.
National Representative: Landon Associates.

WABASH

1 - LOCATION: Wabash County, E&P Map C-2. County Seat. Industrial, agricultural & residential center. On Wabash River. 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24; State Hwys. 15 & 13.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 12,985; E&P 86 Est. 12,266
CZ-ABC: (80) 12,985
RTZ-ABC: (80) 23,655
County 80 Cen. 36,640; E&P 86 Est. 35,997
City & RTZ-ABC: (80) 36,640
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,799; E&P 86 Est. 4,687
CZ-ABC: (80) 4,799
RTZ-ABC: (80) 7,787
County 80 Cen. 12,586; E&P 86 Est. 12,863
City & RTZ-ABC: (80) 12,586

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$400,000,000
Savings & Loan	2	$52,000,000

6 - PASSENGER AUTOS: County 18,473

7 - ELECTRIC METERS: County 14,427

8 - GAS METERS: County 7,785

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber 550 ($400); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220); T-Shirts 200 ($250); Water Meters 600 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Vlg. Shopping Mart on U.S. Hwy. 24; Central Shoppers Mall on Hwy. 15.
Principal Shopping Days-Dept. stores-Thur., Fri. Sat.; Food stores-Thur., Fri., Sat.
Stores Open Evenings-Food, Hardware, Drug, Variety and Dept.-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hirsch; Robin Hood; Spurgeon.
Discount Stores-K mart; Dollar General.
Variety Stores-Danner's.
Chain Drug Stores-Hook's.
Chain Supermarkets-Kroger; Marsh.
Other Chain Stores-Resneck's; Ream-Steckbeck (paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

14 - NEWSPAPERS: PLAIN DEALER (e) 7,221; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don J. Manaher, Adv. Dir., PLAIN DEALER, 123 W. Canal St.; PO Box 377, Wabash, IN 46992; Tel. (219) 563-2131.
National Representative: Nixon Newspapers.

WARSAW

1 - LOCATION: Kosciusko County, E&P Map C-2, County Seat. Agriculture, manufacturing, and center of No. Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. 30; State Hwy. 15, 25.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Indiana Motor.
Airport-Charter Flights; Warsaw Municipal.

3 - POPULATION:
Corp. City 80 Cen. 10,647; E&P 86 Est. 11,239
County 80 Cen. 59,555; E&P 86 Est. 61,305
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,934; E&P 86 Est. 3,324
County 80 Cen. 20,863; E&P 86 Est. 22,443

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$368,474,000
Savings & Loan	3	$329,876,412

6 - PASSENGER AUTOS: County 34,170

7 - ELECTRIC METERS: Residence 4,232 (City); 27,272 (County)

8 - GAS METERS: Residence 8,130 (City); 13,530 (County)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. (incl. food & kindred prods.) 8,400 ($360); Furn. & Fixtures; Printing & Pub.; Chem. & Allied Prods.; Rubber & Plastics Prods.; Stone, Clay, & Glass Prods.; Primary Metal (Iron, Steel and Gray Iron Foundries); Fabricated Metal Prods.; Mach.; Trans. Equip.; Orthopedic Instruments & Related Prods.; Trans. & Other Public Util. 800 ($300); Ret. Trade 1,200 ($280); Fin., Ins. & R.E. 362 ($350); Services 1,000 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-74; Summer 59-98; Fall 28-78; Winter 15-52. First killing frost, Oct. 13; last killing frost, May 5.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-30 blocks on Center, Indiana, Market, Buffalo, Lake and E. Winona Ave.
Neighborhood Shopping Centers-E. Center; E. Market; S. Buffalo; E. Winona Ave.; W. Winona Ave.; N. Lake St.; Road 30 East & West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danners Plz.	2	Danner's
Lakes Village(20)	2	K mart, Hook's
Lakeview(18)	1	Curtis Mathes, W&W Shoes
Lowery(7)	1	Marsh Foodliner, Harvey's
Marketplace	NA	Big Wheel, Uhlman's

13 - RETAIL OUTLETS: Variety Stores-Schultz; Harvey's; W.R. Thomas.
Discount Stores-Big T; 3-D; K mart; Big Wheel.
Chain Drug Stores-Hook's; Thornburg; Brennan's Rexall.
Chain Supermarkets-Kroger; Marsh; Burger; Owen's.
Other Chain Stores-Guarantee Auto; Glover's; Sears; Montgomery Ward; Ream-Steckbeck; Ace; Goodyear; Quality Farm & Fleet Center; Kline's; Radio Shack; W&W Shoes; TSC Industries; JCPenney (catalog); Fashion Bug/Fashion Bug Plus; Auto Works; Maurice's; Payless; Dollar General; Uhlman's; Tepe's.

14 - NEWSPAPERS: TIMES-UNION (e) 12,487; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dean Tucker, Adv. Mgr., TIMES-UNION, Times Bldg.; PO Box 1448, Warsaw, IN 46580; Tel. (219) 267-3111.
National Representative: None.

WASHINGTON

1 - LOCATION: Daviess County, E&P Map B-4, County Seat. Agricultural center halfway (170 mi.) betw. Cincinnati & St. Louis; 90 mi. NW of Louisville, KY; 100 mi S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

2 - TRANSPORTATION: Railroads-Big Four Freight; Conrail (N & S); Chessie System (E & W).
Motor Freight Carriers-3.
Intercity Bus Lines-Blue Bird; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,325; E&P 86 Est. 11,785
CZ-ABC: (80) 11,325
RTZ-ABC: (80) 39,937
County 80 Cen. 27,836; E&P 86 Est. 29,893
City & RTZ-ABC: (80) 51,262
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,552; E&P 86 Est. 4,980
County 80 Cen. 9,878; E&P 86 Est. 11,070
CZ-ABC: (80) 4,552
RTZ-ABC: (80) 13,831
City & RTZ-ABC: (80) 18,383

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$211,140,605
Savings & Loan	2	$57,629,000

6 - PASSENGER AUTOS: County 13,107

7 - ELECTRIC METERS: Residence 6,727

8 - GAS METERS: Residence 3,901

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ball Bearings 119 ($320); Food Proc. 459 ($210); B&O R.R. 150 ($400); Mining 730 ($500).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23; last killing frost, Apr. 17.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 4 on Vantrees; 4 on S St.; East 50 Shopping ctr.; 3-D; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East 50(4)		Jay-C, Williams Rexall, Allison Elect.
3-D Plaza(14)	1	Danner's, Cato, Sycamore, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Drugs, Grocery, Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-Yeager Hardware; Danner's; Dollar General; Greenwood's; Main Street Pharmacy.
Discount Stores-Danner's 3-D; K mart.
Chain Drug Stores-Williams Rexall 2; Hook's.
Chain Supermarkets-IGA; Jay C; Red & White 4; Buehler's Buy Low.
Other Chain Stores-Larkin's; Paris Style; MAB Paints; Sherwin-Williams; Big Blue Stores; Home Outfitters.

14 - NEWSPAPERS: TIMES-HERALD (e) 10,562; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Brown, Adv. Dir., TIMES-HERALD, 102 E. Vantrees St., Washington, IN 47501; Tel. (812) 254-0480.
National Representative: Papert Companies.

WEST LAFAYETTE

See LAFAYETTE

WINCHESTER, IN-UNION CITY, OH

1 - LOCATION: Randolph, IN and Darke County, OH. E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwy. 277, 32, 28; OH 71 and 47; IN and U.S. 27.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Cities 80 Cen. 11,283; E&P 86 Est. 10,462
Winchester, IN 80 Cen. 5,659; E&P 86 Est. 5,366
Union City, OH 80 Cen. 1,716; E&P 86 Est. 1,515
Union City, IN 80 Cen. 3,908; E&P 86 Est. 3,581
Counties 80 Cen. 85,093; E&P 86 Est. 82,665
Randolph, IN 80 Cen. 29,997; E&P 86 Est. 28,581
Darke, OH 80 Cen. 55,096; E&P 86 Est. 54,084

4 - HOUSEHOLDS:
Cities 80 Cen. 4,357; E&P 86 Est. 4,893
Winchester, IN 80 Cen. 2,213; E&P 86 Est. 2,191
Union City, OH 80 Cen. 654; E&P 86 Est. 612
Union City, IN 80 Cen. 1,490; E&P 86 Est. 1,440
Counties 80 Cen. 29,573; E&P 86 Est. 30,046
Randolph Co., IN 80 Cen. 10,709; E&P 86 Est. 10,713
Darke Co., OH 80 Cen. 18,864; E&P 86 Est. 19,333

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$231,000,000
Savings & Loan	2	$15,000,000

6 - PASSENGER AUTOS: Counties: Randolph, IN 15,211; Darke, OH 33,225.

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 4,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Body Co. 650; Furn. 200; Leather 200; Small Motors 552, Metal Supplies 1,200; Glass 2,128.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-62; Summer 67-84; Fall 53-60; Winter 12-55.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., many daily.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Val Discount; Danner's 3-D.
Variety Stores-Ben Franklin; True Value Hardware.
Chain Drug Stores-Hook's 2; People's.
Chain Supermarkets-Marsh; Wright's IGA; Troutwine's.

14 - NEWSPAPERS: NEWS-GAZETTE (e) 5,343; sworn Apr. 14, 1986.
Local Contact for Advertising and Merchandising Data: Linda DeHaven, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester IN 47394; Tel. (317) 584-4501.
National Representative: None.

IOWA SURVEYS

METROPOLITAN STATISTICAL AREAS

Cedar Rapids-Linn County.
Davenport-Rock Island-Moline, IA-IL-Scott County, IA; Henry and Rock Island Counties, IL.
Des Moines-Dallas, Polk and Warren Counties.
Dubuque-Dubuque County.
Iowa City-Johnson County.
Omaha, NE-IA-Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
Sioux City, IA-NE-Woodbury County, IA; Dakota County, NE.
Waterloo-Cedar Falls-Black Hawk and Bremer Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	233	222	215
5-14 Years	574	443	431
15-24 Years	478	549	533
25-44 Years	612	752	734
45-64 Years	579	560	544
65 and Over	349	387	377
TOTAL	2,825	2,913	2,834

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	809	784	1,217
General Mdse	1,164	1,362	1,701
Food	1,969	2,937	3,219
Automobiles	2,231	2,336	3,533
Gasoline Stations	954	1,378	1,181
Apparel	408	606	751
Furniture	450	463	733
Eat-Drink Places	806	1,109	1,374
Drugs	275	388	438
TOTAL SALES	9,833	12,646	15,364

AMES

1 - LOCATION: Story County, E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-Greyhound; Jefferson Transportation.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 45,775; E&P 86 Est. 46,014
CZ-ABC: (80) 45,775
RTZ-ABC: (80) 29,401
County 80 Cen. 72,326; E&P 86 Est. 72,441
City & RTZ-ABC: (80) 75,176
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,015; E&P 86 Est. 14,552
County 80 Cen. 23,665; E&P 86 Est. 24,620
CZ-ABC: (80) 14,015
RTZ-ABC: (80) 10,703
City & RTZ-ABC: (80) 24,718

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$251,756,900
Savings & Loan	4	$192,868,496

6 - PASSENGER AUTOS: County 32,440

7 - ELECTRIC METERS: Residence 14,283

8 - GAS METERS: Residence 13,873

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. 7,500; Iowa DOT HQ 500; Sport Clothing 120; Grain Equip. 10; Trans. Center/Abrasives Mfg. 550; Equipment Mfg. 400; Chem. 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg. **Shopping Centers**-K mart Plaza, 4 blocks on Lincoln Way 4 mi. W.; Save U More Center, South Duff, 1 1/2 mi. S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Aura(14)	NA	HyVee, K mart
Lincoln Plz.(9)		Target, Radio Shack
North Grand(60)	2	Younker's, JCPenney, Sears, Wal-Mart
Campustown	3	
West Ames	4	K mart, HyVee, Drugtown

Principal Shopping Days-Sat., Sun., Thur.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-every evening; Campustown-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younker's; Sears; Target; K mart; Wal-Mart.
Chain Supermarkets-Fareway; Randall's; HyVee; Save U More.
Other Chain Stores-Goodyear; Firestone; Woolworth; Fastco Drug; A.J. August; Musicland; Baskin-Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack; Zale's.

14 - NEWSPAPERS: TRIBUNE (e) 10,157; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve Burgason, Adv. Mgr., TRIBUNE, PO Box 380, Ames, IA 50010; Tel. (515) 232-2160.
National Representative: Iowa Newspaper Association.

ATLANTIC

1 - LOCATION: Cass County, E&P Map B-3, County Seat. Agricultural area of 40 mi. radius. SW part of state; 50 mi. to Omaha; 82 mi. to Des Moines; 418 mi. to Chicago.

2 - TRANSPORTATION: Railroads-Iowa Interstate.
Motor Freight Carriers-10.
Intercity Bus Lines-Overland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,789; E&P 86 Est. 7,873
County 80 Cen. 16,932; E&P 86 Est. 17,114

4 - HOUSEHOLDS:
City 80 Cen. 3,141; E&P 86 Est. 3,268
County 80 Cen. 6,524; E&P 86 Est. 6,846

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$46,000,000
Commercial	2	$138,282,000

6 - PASSENGER AUTOS: County 11,409

7 - ELECTRIC METERS: Residence 3,159

8 - GAS METERS: Residence 2,846

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Feed Mfg., 250 ($285); Steel Bldg., 137 ($260); Street & Road Constr., 175 ($250); Engine Bearings, 405 ($336).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 45-94; Fall -18-79; Winter-23-76. First killing frost, Nov. 7; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, med. soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Chestnut St.; 4 blocks on Walnut.
Neighborhood Shopping Centers-East and West Seventh Sts.; Highway 6; Atlantic Plaza (14 units).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; grocery & discount stores nightly.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Spurgeon's.
Variety Stores-Ben Franklin; Bonnesen's.
Discount Stores-Orscheln's; Cappel Impl.; Pamida; Alco; K mart.
Chain Supermarkets-Hy-Vee; Gene's Super Valu.
Other Chain Stores-Earl May Seed & Nursery; Brown's Shoe Fit; Bair's Firestone; McAfee Tire; Singer Co.; Seifert's; Tober's; Sears (catalog); Western Auto; Atlantic Cashway Lumber; United Bldgs. Co.

14 - NEWSPAPERS: NEWS-TELEGRAPH (e) 7,589; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ted Simpson, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., Atlantic, IA 50022; Tel. (712) 243-2624.
National Representative: Iowa Newspaper Association.

BETTENDORF
See DAVENPORT

BOONE

1 - LOCATION: Boone County, E&P Map B-2, County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,602; E&P 86 Est. 12,845
County 80 Cen. 26,184; E&P 86 Est. 26,294
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,005; E&P 86 Est. 5,278
County 80 Cen. 9,731; E&P 86 Est. 10,208

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$94,678,076
Commercial	2	$99,839,156

6 - PASSENGER AUTOS: County 13,907

7 - ELECTRIC METERS: Residence 5,298

8 - GAS METERS: Residence 4,602

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 6.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-21 blocks on Story; 11th St.; 10th, 9th, 8th, 7th and 6th Sts.; also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; Alco.
Chain Drug Stores-Snyder.
Chain Supermarkets-Fareway; Hy-Vee; Randalls.
Other Chain Stores-Big Bear; Tradehome Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS-REPUBLICAN (eS) 4,698; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Cindi Doxsee, Adv. Mgr., NEWS-REPUBLICAN, 812 Keeler St.; PO Box 100, Boone, IA 50036; Tel. (515) 432-1234.
National Representative: Iowa Newspaper Association.

BURLINGTON

1 - LOCATION: Des Moines County, E&P Map D-3, County Seat. Agricultural, dairy area; mfg. & wholesale ctr., 206 mi. W of Chicago; 227 mi. N of St. Louis, 290 mi. E of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Rock Island.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental; Trailways.
Airlines-Britt.
Water-Mississippi River Barge Lines.

3 - POPULATION:
Corp. City 80 Cen. 29,529; E&P 86 Est. 27,134
CZ-ABC: (80) 32,900
RTZ-ABC: (80) 113,126
County 80 Cen. 46,203; E&P 86 Est. 44,764
City & RTZ-ABC: (80) 146,026

4 - HOUSEHOLDS:
City 80 Cen. 11,325; E&P 86 Est. 10,832
County 80 Cen. 17,350; E&P 86 Est. 17,509
CZ-ABC: (80) 12,734
RTZ-ABC: (80) 40,722
City & RTZ-ABC: (80) 53,456

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$316,903,130
Commercial	4	$328,583,000

6 - PASSENGER AUTOS: County 30,351

7 - ELECTRIC METERS: Residence 12,394

8 - GAS METERS: Residence 11,701

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance 1,469; Elect. 2,000; Food Prods. 350; Heavy Mach. 1,570; Furn. 520; Ret. Trade 3,430; Whol. Trade 860.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline; moderately hard av. 10 grains; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd & 4th Sts.; Hwys. 34 & 61.
Neighborhood Shopping Areas-Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Road, 5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(33)	3	Mont. Ward
K mart Plaza(8)	3	K mart
Westland Mall(61)	6	JCPenney, Younker's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Dept.-Mon.-Fri. Food-Every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; J.S. Schramm; Jack's; Younkers; K mart; Wal-Mart; Walgreens.
Discount Stores-Jack's; K mart; Wal-Mart.
Chain Drug Stores-Osco; Sutter; Peoples Drug Fair; Walgreens.
Chain Supermarkets-Eagle; Hy-Vee 2; Naifeh's; Warehouse Mkt.; Aldi Food.
Other Chain Stores-Karmelcorn; Kinney's (shoes); Holmes Shoes; Brown Shoe; Endicott-Johnson; Firestone; Goodyear; Singer Ctr.; Kay Jewelers; County Seat; The Closet; Coast-to-Coast; Payless; Fanny Farmer; Kirlins; Radio Shack; Chumleys Rest; So-Fro Fabrics; The Land of Oz; General Nutrition; KB Fruit & Nuts; Hickory Farms; Fishbowl Pet Center; Maurices; Samuels; Music Den; Disc Jockey; The Limited; Seifert's; Spencer's; Stars & Stripes Video; Kardons; B. Dalton; Stuarts.

14 - NEWSPAPERS: HAWK EYE (e-mon to fri) 18,470; (S) 19,878; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main, Burlington, IA 52601; Tel. (319) 754-8461.
National Representatives: Iowa Newspaper Association; Papert Companies.

CARROLL

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. 100 mi. NW of Des Moines; 100 Mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,705; E&P 86 Est. 10,314
County 80 Cen. 22,951; E&P 86 Est. 22,896

4 - HOUSEHOLDS:
City 80 Cen. 3,398; E&P 86 Est. 3,680
County 80 Cen. 7,869; E&P 86 Est. 8,166

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$109,835,440
Savings & Loan	2	$118,500,000

6 - PASSENGER AUTOS: County 13,993

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Elect. control Mfg. 437; Ham Canning Facility 54; Window Mfg. 158; Soft Drinks 50; Refrigeration 63; Farm Equip. N.A.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 2 sts.; 2 suburban areas, Westgate Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Discount, Variety, Food-every evening to 9. Others-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.

Variety Stores-Sernett's.
Discount Stores-Pamida; K mart.
Chain Supermarkets-Hy-Vee; Fareway; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Star Walgreens Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Bauer Built Tire Center; Sears (catalog); Tradehome Shoe; Brass Buckle; Stevenson's.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 6,909; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.
National Representative: Iowa Newspaper Association.

CEDAR RAPIDS-MARION

1 - LOCATION: Linn County, (In Cedar Rapids MSA). E&P Map D-2, County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N on U.S. Hwys. I-380, 30, 151, 218; State Hwys. 13, 149, 150, 94.

2 - TRANSPORTATION: Railroads-Cedar Rapids & Iowa City; CMStP&P; Chicago & Northwestern; Waterloo R.R. Co.; Illinois Central Gulf.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Jefferson Trans.; Iowa Coaches; Trailways; Kincaid; Scenic Hawkeye Stages.
Airlines-United; Ozark; Midstate; Frontier; Britt; American West; Republic; Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 129,717; E&P 86 Est. 127,121
Cedar Rapids 80 Cen. 110,243; E&P 86 Est. 107,189
Marion 80 Cen. 19,474; E&P 86 Est. 19,932
CZ-ABC: (80) 148,039
RTZ-ABC: (80) 240,005
County/MSA 80 Cen. 169,775; E&P 86 Est. 169,801
City & RTZ-ABC: (80) 388,044
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,525; E&P 86 Est. 49,282
Cedar Rapids 80 Cen. 41,662; E&P 86 Est. 41,980
Marion 80 Cen. 6,863; E&P 86 Est. 7,302
CZ-ABC: (80) 55,417
RTZ-ABC: (80) 85,069
County/MSA 80 Cen. 61,770; E&P 86 Est. 64,119
City & RTZ-ABC: (80) 140,486

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$667,090,400
Commercial	7	$803,276,657

6 - PASSENGER AUTOS: County 113,211

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: Residence 48,241

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 13,200 ($462); Fabric, Metal 1,100 ($424); Mach. 11,300 ($474); Trans. 1,500 (NA); Non-Durable 7,000 ($433); Food 5,300 ($472); Mfg. 20,200 ($447).

10 - CLIMATE: Min. & Max. Temp.-Spring -5-99; Summer 47-99; Fall 18-92; Winter -18-64. First killing frost, Sept. 23; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Downtown Shopping District-5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd. 4th and 5th Sts., East.
Shopping Centers (No. of Stores)-First Ave. East at 36th St and 44th St.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.
Neighborhood Shopping Areas-2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country (40)	2	Ardan
Kenwood	2	Kenwood House
Lindale Mall(108)	3	Sears, Younkers, Petersen's
Jack's Plaza(10)	2	Jack's, Revco
16th Ave.(20)	1	Vernon(9)
	2	Eagle
Target(4)	3	Target Discount
Cedar Hills(11)	3	Me Too Mkt.
K mart/Cedar Mall	3	K mart
Westdale(125)	4	JCPenney, Younkers, Mont. Ward, Petersen's
Park Town Sq.	2	Revco

Stores Open Evenings-Downtown, Mon. & Thur. Shopping centers & supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Younker's; Armstrong's; Sears; Montgomery Ward; JCPenney; Smulekoff's; Kiecks; Petersen & Harned Von Maur.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Jack's.
Chain Drug Stores-Drugtown 4; Paramount 6; Osco 3; Revco 6.
Chain Supermarkets-Eagle 4; Me Too 5; Super Valu 3; HyVee 7; Econo Foods 2.
Other Chain Stores-Auto Supplies: Goodrich, Goodyear, Firestone, Coast-to-Coast; Shoes: Barker's, Baker's, Kinney; Women's Apparel: Seifert's, Brook's, Braun's Fashions, Casual Corner, The Closet, Foxmoor Casuals, Jean Nicole, The Limited, Maurices, Paul Harris; Paint: Allied Glass, Sherwin-Williams, Iowa Paint, Pittsburgh Plate Glass; Misc.: Earl May, Northwest Fabrics, So Fro Fabrics.

14 - NEWSPAPERS: GAZETTE (m) 70,256; (S) 81,147; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Denny Fitzpatrick, Natl. Adv. Dept., GAZETTE, 500 3rd Ave. SE, Cedar Rapids, IA 52401; Tel. (319) 398-8211.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

CENTERVILLE

1 - LOCATION: Appanoose County, E&P Map C-3, County Seat. Agricultural, industrial, residential; 90 mi. S and E of Des Moines; 100 mi. W of Burlington. State Hwys. 2, 5.

2 - TRANSPORTATION: Railroads-ACCR; N&S.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 6,558; E&P 86 Est. 6,044
County 80 Cen. 15,511; E&P 86 Est. 14,574

4 - HOUSEHOLDS:
City 80 Cen. 2,708; E&P 86 Est. 2,548
County 80 Cen. 6,011; E&P 86 Est. 5,911

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,647,328

6 - PASSENGER AUTOS: County 8,879

7 - ELECTRIC METERS: Residence 3,384

8 - GAS METERS: Residence 2,441

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Util. Hd. 175 ($295); Plastic Food Pkg. 400 ($225); Radiators 136 ($240); Auto Parts Dist. 225 ($225); Commercial Plastic Mfg. 100 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 65-88; Fall 36-60; Winter 22-43.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moulton	15	Woods Bros.
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, HyVee
Unionville, MO	25	Ace Hdwe., HyVee

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-True Value; Spurgeons; JCPenney; Bostwicks; Fashion Crossroads.
Variety Stores-Ben Franklin.
Discount Stores-Places; Pamida; Dollar General.
Chain Drug Stores-Owl Rexall; Med-Cap; Easter's Phcy.
Chain Supermarkets-HyVee; Super Valu; Fareway; Aldi.
Other Chain Stores-Coast-to-Coast; Western Auto; Brown Shoe-Fit; Sears (catalog); Orchelyn Farm & Home; Merle Norman.

14 - NEWSPAPERS: AD EXPRESS/IOWEGIAN (m-mon to fri) 3,805; sworn Oct. 2, 1985.
Local Contact for Advertising and Merchandising Data: John C. Arnold, Pub., AD EXPRESS/IOWEGIAN, 105 N. Main St., Centerville, IA 52544; Tel. (515) 856-6336.
National Representative: Iowa Newspaper Association.

CHARLES CITY

1 - LOCATION: Floyd County, E&P Map C-1, County Seat. Wholesale center. NE part of state; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Milwaukee; Iowa Terminal RR.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 8,778; E&P 86 Est. 8,353
County 80 Cen. 19,597; E&P 86 Est. 19,154
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,401; E&P 86 Est. 3,322
County 80 Cen. 7,084; E&P 86 Est. 7,232

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	3	$146,450,000

6 - PASSENGER AUTOS: County 12,370

7 - ELECTRIC METERS: Residence 3,559

8 - GAS METERS: Residence 3,139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Mach. 750 ($310); Animal Health Prods. 402 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-57; Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 2 on Clark; 2 on Kelly; 2 on Blunt; 1 on 2nd St.; 1 on Gilbert St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cendar Mall(31)		HyVee
Easter's SuperValu		Super Mkt.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Thur., Mon.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Discount Stores-Pamida; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Kruse; Easter's; Medi-cap Family Pharmacy.
Chain Supermarkets-Easter's SuperValu; Fareway; HyVee.
Other Chain Stores-Sears (order store); Brown's Shoe Fit Co.; Stevensons/Trade Home; Coach House; Roberts Villa; E&N Tire Service; Dorfman Auto Supply; Sieg Co.; McGregor Furn.

14 - NEWSPAPERS: PRESS (e-mon to fri) 3,488; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: James Sweet, Adv. Mgr., PRESS, PO Box 397, Charles City, IA 50616; Tel. (515) 228-3211.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

CHEROKEE

1 - LOCATION: Cherokee County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-7.
Intercity Bus Lines-Iowa Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,004; E&P 86 Est. 6,948
County 80 Cen. 16,238; E&P 36 Est. 15,838

4 - HOUSEHOLDS:
City 80 Cen. 2,689; E&P 86 Est. 2,743
County 80 Cen. 5,999; E&P 86 Est. 6,102

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$99,643,000
Savings & Loan	2	$106,415,813
Credit Union	1	$3,800,000

6 - PASSENGER AUTOS: County 10,043

7 - ELECTRIC METERS: Residence 2,687

8 - GAS METERS: Residence 2,610

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Imp. 280 ($247); Meat Packing 800 ($404).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-68; Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8; last killing frost, May 20.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main and Second St.; North Star Plaza (8 stores-grocery, variety, discount); Southside Shopping Ctr. (30 stores-hardware, discount).
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.; Food and discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hawley Allison; Bomgaar's; Sears; Montgomery Ward.
Discount Stores-Gibson's; Alco; K mart; Drugtown.
Chain Drug Stores-McWilliams; Drug Town.
Chain Supermarkets-Fareway; HyVee.
Other Chain Stores-Brown Shoe; Earl May; Casey's General Store; Kum & Go; The Clothes Peddler; Thermo Gas Co.; Payless.

14 - NEWSPAPERS: TIMES (m) 3,398; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Troy Valentine, Adv. Mgr., TIMES, 435 Summit, Cherokee, IA 51012; Tel (712) 225-5111.
National Representative: Iowa Newspaper Association.

CLINTON

1 - LOCATION: Clinton County, E&P Map D-2, County Seat. Manufacturing & agricultural ctr. Extreme E point in IA; 138 mi. W of Chicago; 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo; C&NW; CRI&P. Mississippi River Municipal Barge Terminal.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Scenic Stage; Clinton Municipal Transit Authority.
Airlines-Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 32,828; E&P 86 Est. 30,549
CZ-ABC: (80) 32,828
RTZ-ABC: (80) 92,815
County 80 Cen. 57,122; E&P 86 Est. 55,527
City & RTZ-ABC: (80) 125,643

4 - HOUSEHOLDS:
City 80 Cen. 12,261; E&P 86 Est. 11,933
County 80 Cen. 20,345; E&P 86 Est. 20,597
CZ-ABC: (80) 12,261
RTZ-ABC: (80) 32,370
City & RTZ-ABC: (80) 44,631

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$126,417,491
Commercial	4	$227,261,000

6 - PASSENGER AUTOS: County 36,599

7 - ELECTRIC METERS: Residence 12,566

8 - GAS METERS: Residence 10,371

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Corn Proc. 400 ($320); Clysar Mfg. 350 ($360); R.R. & Car Repair 400 ($320); Ladies Garments 179 ($220); Paper Cartons & Labels 861 ($275); Chem. Prods. 495 ($330); Coupon Clearing 600 ($224); Wire Prods. 285 ($220); Plastic Pipe 323 ($300); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 111 ($260).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.
Neighborhood Shopping Centers-5 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept., chain & variety, Mon. & Fri.; food, nightly.

13 - RETAIL OUTLETS: Department Stores-Petersen; Harned Von Maur; Kline's; JCPenney; Sears.
Discount Stores-Paul's Discount; Target; K mart.
Variety Stores-Woolworth; Main Ave.
Chain Drug Stores-Bond-Walgreens; Osco.
Chain Supermarkets-Eagle 3; Jewel; Kopp's 3; Aldi; Food Bonanza.
Other Chain Stores-Firestone; Diamond Paint; Sherwin-Williams; Cobb Optical Co.; Kinney Shoe; Brown's Shoe-Fit; Fullerton Lumber; Eclipse Lumber; Radio Shack; Farm & Fleet.

14 - NEWSPAPERS: HERALD (e) 20,411; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Cunningham, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.
National Representative: Landon Associates.

COUNCIL BLUFFS

1 - LOCATION: Pottawattamie County, (In Omaha, NE-IA MSA). E&P Map A-3, County Seat. Railroad center. Miscellaneous light manufacturing.

greyhound, race track, food processing. Western edge of Iowa overlooking Missouri River.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Union Pacific; Chicago Central & Pacific; Colorado & Eastern; Iowa Interstate Railroad Co.
Motor Freight Carriers-75.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Frontier; Ozark; Northwest Orient; Air Midwest; Eastern; TWA; AAA Commuter; Republic; Continental; American; America West; Western; GP Express; Iowa Airways; Peoples Express.

3 - POPULATION:
Corp. City 80 Cen. 56,449; E&P 86 Est. 54,831
CZ-ABC. (80) 56,449
RTZ-ABC. (80) 72,305
County 80 Cen. 86,500; E&P 86 Est. 87,681
MSA 80 Cen. 585,907; E&P 85 Est. 606,143
City & RTZ-ABC. (80) 128,754
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,872; E&P 86 Est. 21,212
County 80 Cen. 30,781; E&P 86 Est. 32,599
MSA 80 Cen. 208,746; E&P 86 Est. 225,221
CZ-ABC. (80) 20,872
RTZ-ABC. (80) 24,891
City & RTZ-ABC. (80) 45,763

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$371,013,790
Savings & Loan	2	$205,146,979

6 - PASSENGER AUTOS: County 64,682

7 - ELECTRIC METERS: Residence 20,977

8 - GAS METERS: Residence 20,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans., Commun. & Public Util. 2,100; Mfg. 3,000; Fin., Ins., R.E. 1,100; Whol. Trade 2,300; Ret. Trade 6,000; Gov't 4,800; Constr. 700; Service 6,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, moderately soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Broadway between 1st & 8th Sts.
Neighborhood Shopping Centers-5 blocks on Broadway near 20th & 25th Sts.; Broadway, 28th to 35th St.; 16th Ave. bet. 7th & 8th Sts.; Bluffs Plaza-4 stores; Sundel Plaza-14 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluff Plz.(4)	1	JCPenney, Bluff's, Super Foods
Bluffs Northway(6)	2	Richman-Gordman, Hy-Vee, Drug Town
Madison Mall(4)	2	Drugtown, Hy-Vee
Midlands Mall(57)		Brandeis, Philips, Sears
Sherwood Plz (10)	3	K mart, Payless Shoes, Northwest Fabrics
Sundel Plaza (14)	1	Curtis Mathes
Twin City Shpg. Ctr.(10)	4	
Ogden Place(10)		Sherwin-Williams, Nutri System
Mall of the Bluffs(100)	2	Target, Penney's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon. and Thur.; Midlands Mall every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Richman-Gordman; Sears; Brandeis; Philips.
Discount Stores-K mart.
Chain Drug Stores-Walgreens 2; Osco; Drug Town 2.
Chain Supermarkets-Super Valu 2; Hy-Vee 2.
Other Chain Stores-Firestone; Goodrich; Goodyear; Tractor Supply; Payless Shoes; Kinney; So-Fro Fabrics; Zale's Jewelry; Norman's Shoe Store; Sutherlands; World Radio; Northwest Fabrics; Earl May Garden Center.

14 - NEWSPAPERS: NONPAREIL (e-mon to fri) 17,695; (m-sat) 17,417; (S) 19,662; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kean, Adv. Mgr., NONPAREIL, 117 Pearl St., Council Bluffs, IA 51501; Tel. (712) 328-1811.
National Representatives: Thomson Newspapers; Iowa Newspaper Association.

CRESTON

1 - LOCATION: Union County. E&P Map B-3. County Seat. Farm area in S central Iowa; livestock. 75 mi. SW of Des Moines, 100 mi. E of Omaha. On U.S. Hwy. 34; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 8,429; E&P 86 Est. 8,480
County 80 Cen. 13,858; E&P 86 Est. 13,900

4 - HOUSEHOLDS:
City 80 Cen. 3,403; E&P 86 Est. 3,569
County 80 Cen. 5,314; E&P 86 Est. 5,616

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$100,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 8,332

7 - ELECTRIC METERS: Residence 4,222

8 - GAS METERS: Residence 2,945

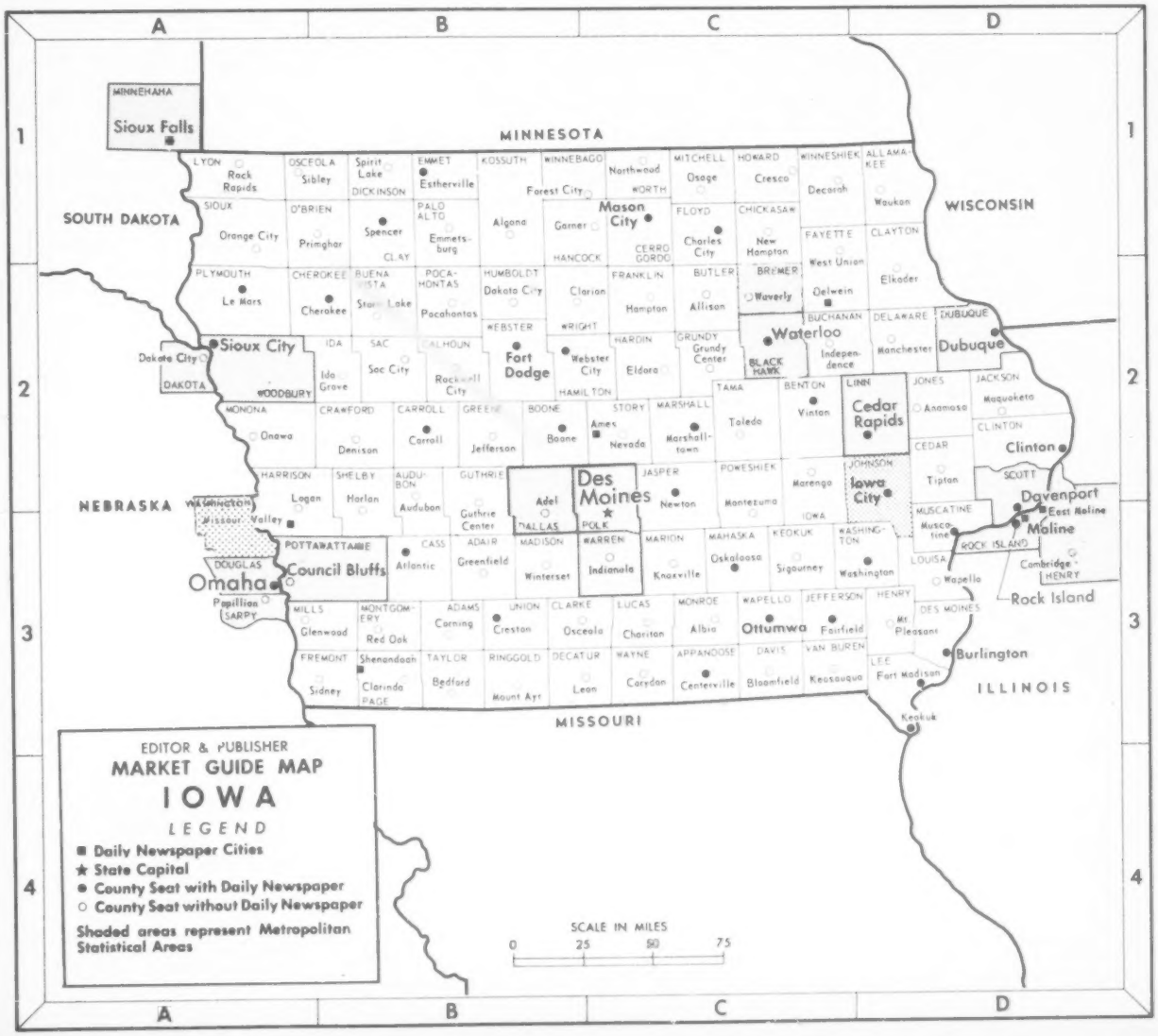
9 - PRINCIPAL INDUSTRIES: RR Shop & Operating Personnel; Light Mach.; Feed Mixing; Concrete Block; Elect. Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Aero-Space Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances.
Principal Industrial Pay Days-Fri., Sat.; 17th and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-101; Summer 47-101; Fall 15-84; Winter 10-55. First killing frost, Oct. 10; last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.
Neighborhood Shopping Centers-Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Summer and Sheldon.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Shopping Centers every evening exc. Sun.

13 - RETAIL OUTLETS: Department Stores-Spurgeon Merc.; Sernett's.
Variety Stores-Ben Franklin; K mart.



Discount Stores-Farm Home & Supply.
Chain Supermarkets-HyVee; Fareway; Super Valu.
Other Chain Stores-Goodyear; Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVERTISER (e-mon to fri) 6,294; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: M.J. Drummey, Adv. Mgr., NEWS-ADVERTISER, 503 W. Adams St., Creston, IA 50801; Tel. (515) 782-2141.
National Representative: Iowa Newspaper Association.

DAVENPORT-BETTENDORF

1 - LOCATION: Scott County, (In Davenport-Rock) Island-Moline, IA-IL MSA) E&P Map D-3. County Seat. Small mfg. On W bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwy. 6, 61, 67; State Hwy. 122, 22 and 74; I-80.

2 - TRANSPORTATION: Railroads-(MSA) Davenport; Rock Island; Northwestern; Burlington Northern; Soo Lines; Iowa Interstate.
Motor Freight Carriers-38.
Intercity Bus Lines-Continental Trailways; Greyhound; River Trails Transit; Scenic Stage; Bettendorf Mass. Transit; Davenport City Lines.
Airlines-United; Ozark; Air Wisconsin; Britt; Republic; TWA; Mesaba; Chicago Air; American Eagle; Air Midwest.

3 - POPULATION:
Corp. Cities 80 Cen. 130,645; E&P 86 Est. 127,909
Davenport 80 Cen. 103,264; E&P 86 Est. 100,251
Bettendorf 80 Cen. 27,381; E&P 86 Est. 27,658
CZ-ABC: (80) 286,405
Iowa CZ-ABC: (80) 131,252
Ill. CZ-ABC: (80) 155,153
RTZ-ABC: (80) 393,441
County 80 Cen. 160,022; E&P 86 Est. 161,638
MSA 80 Cen. 383,958; E&P 86 Est. 383,140
City & RTZ-ABC: (80) 679,846
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 47,357; E&P 86 Est. 48,355
Davenport 80 Cen. 38,024; E&P 86 Est. 38,695
Bettendorf 80 Cen. 9,333; E&P 86 Est. 9,660
County 80 Cen. 56,677; E&P 86 Est. 59,486
MSA 80 Cen. 138,256; E&P 86 Est. 143,614
CZ-ABC: (80) 105,268
Iowa CZ-ABC: (80) 47,583
Ill. CZ-ABC: (80) 57,685
RTZ-ABC: (80) 139,130
City & RTZ-ABC: (80) 244,398

5 - BANKS	NUMBER	DEPOSITS
Savings	36	$2,154,893,000
Savings & Loan	8	$2,555,582,000

6 - PASSENGER AUTOS: County 109,691

7 - ELECTRIC METERS: Residence 111,085

8 - GAS METERS: Residence 161,860

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-(MSA) Total Mfg. Employment 31,445 (Farm & Constr. Equip., Alum. Milling); Non-Mfg. 84,635; Public Sector 27,150. Av. Wkly. Wage $329.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 40-92; Fall 13-42; Winter 7-63. An. rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Davenport-4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison; N. Brady bet. 30th St. & Kimberly Rd. Northpark, between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Spring Vlg. on E. Kimberly & Spring Sts. Bettendorf-State St., from 14th to 19th Sts.; Duck Creek Plz.
Neighborhood Shopping Centers-Davenport-6 blocks on North Harrison St., 8 near Locust & Division Sts. in N.W. Davenport, Midtown Plz., Paul Revere Sq., Kimberly & Jersey Ridge., Brady & Locust Vlg. 27 units; Venture shopping area on N 18th in Bettendorf, Westfair, 9 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N.W. Davenport	3	
W. Locust	5	
Midtown Plz.(15)	2	Walgreens
Northgate	4	Interstate Book Store, Strum
Spring Village	4	Eagles, Walgreens
Northpark(90)	3	JCPenney, Younker's, Montgomery Ward
Cumberland Sq.(40)	4	Jewel, Osco
East Locust	3	Eagles
Venture	3	Jewel, Osco, Venture
Bettendorf Plz.(6)	2	K mart
Old Town Mall(26)	3	Peoples, Playback, Sherwin-Williams
Duck Creek Plaza(38)	5	Younker's, Petersen, Harned Von Maur, K mart, Marshalls
Westfair	4	

Principal Shopping Days-Dept. Stores-Mon., Fri. and Sat.; Food: Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Mon. & Fri. Super Mkts.-Every evng., Mon. through Sun.
Stores Close-Mon. morning and Sat. evngs.
Stores Open Sundays-Discount, Super Mkts., Drug, Shopping Malls.

13 - RETAIL OUTLETS: Department Stores-Younker's 3; Petersen Harned Von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2.
Discount Stores-Venture 2; Target 2; K mart 4.
Variety Stores-Ben Franklin; Kresge; Woolworth 2.
Chain Drug Stores-Peoples 8; Walgreens 5; Osco; Main at Locust Phcy.; Medicine Shoppe; Stewart.
Chain Supermarkets-Eagle 5; HyVee 6; Jewel; 7-Eleven 13; Aldi 2; Convenient 2; Food for Less; County Mkt.
Independent Buying Groups-Royal Blue; Jack & Jill 5; Super Valu 2; Certified.
Other Chain Stores-Fannie May 4; Firestone 2; Thom McAn; Goodyear; Bakers; Kinney 2; Fashion; Singer Co. 2; Seiferts; Paul Harris 2; Waldenbooks 2; Coach House Gifts; So-Fro Fabrics 2; Glidden; Interstate Bookstore; Richman Bros.; Wallpaper to Go; Arden's; Radio Shack 4.

14 - NEWSPAPERS: QUAD-CITY TIMES (all day) 59,752; (S) 83,578; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Rollie Hyde, Display Adv. Mgr., QUAD-CITY TIMES, 124 E. 2nd St., Davenport, IA 52808; Tel. (319) 383-2200.
National Representative: Branham/Newspaper Sales.

DES MOINES

1 - LOCATION: Polk County, (In Des Moines MSA). E&P Map C-2. Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago; 206 mi. from Kansas City; 240 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Norfolk & Western; Burlington Northern; Des Moines Union; Iowa; Amtrak; Norfolk Southern; Sante Fe; Union Pacific.
Motor Freight Carriers-83.
Intercity Bus Lines-Trailways; Greyhound; Jefferson.
Airlines-United; Ozark; Frontier; Republic; TWA; American; Air Midwest; American Central; America West; Great Lakes Aviation; Iowa Airways; Mid-States.

3 - POPULATION:
Corp. City 80 Cen. 191,003; E&P 86 Est. 183,652
CZ-ABC: (80) 291,323
RTZ-ABC: (80) 901,252
MSA 80 Cen. 367,561; E&P 86 Est. 379,254
County 80 Cen. 303,170; E&P 86 Est. 312,864
City & RTZ-ABC: (80) 1,192,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 75,249; E&P 86 Est. 75,865
County 80 Cen. 114,817; E&P 86 Est. 123,853
MSA 80 Cen. 137,018; E&P 86 Est. 147,750
CZ-ABC: (80) 110,855
RTZ-ABC: (80) 329,982
City & RTZ-ABC: (80) 440,837

5 - BANKS	NUMBER	DEPOSITS
Commercial	18	$2,721,039,000
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 237,309

7 - ELECTRIC METERS: 86,126

8 - GAS METERS: 69,798

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 21,400 ($477); Trans. 7,900 (N.A.); Food 3,400 ($393); Printing 6,100 ($552).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 62-83; Fall 41-58; Winter 12-29. First killing frost, Oct. 1; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-E. 7th to W. 12th on Walnut, Locust, and Grand Aves.
Neighborhood Shopping Centers-Highland Park at Sixth and Euclid Ave.; Beaverdale at Beaver and Urbandale Ave.; Valley Junction at Downtown West Des Moines; Roosevelt at Chamberlain and 42nd Sts.; Franklin Plaza, 49th and Franklin Ave.; Indian Hills (35th & University Ave., WDM); Apple Valley I & II (7100 University Ave.); Valley Junction Plaza (63rd & Grand Avenue WDM); Hay Market Mall (4347 Merle Hay Rd.); Cedar Ridge (76th St. & Douglas Ave.); Village Square (5800 Merle Hay Rd.); Sherwood Forest (73rd St. & Hickman Road); Uptown (42nd St. & University Ave.); Wakonda (4200 Fleur Drive); Windsor Heights (66th St. & University Ave.); Airport Plaza (4210 Fleur Drive); Clocktower Sq. (2900 University, West Des Moines); Governor Sq. (2700 University, West Des Moines); Jacobson Plaza (2250 Ave. F M. Hubbell); Normandy Plaza (Railroad Ave. & Grand Ave., West Des Moines); Old Orchard Plaza (1800 86th St.); Park Fair (2nd & Euclid); Stefon Plaza (200 Army Post Rd.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(24)	NA	Younker's
Merle Hay Mall(129)	NA	Mont. Ward, Sears, Younker's
Park Fair(15)	NA	Woolworth
Southridge(127)	NA	Mont. Ward, Sears, Younker's
Valley West Mall(119)	NA	Brandeis, JCPenney

Principal Shopping Days-Dept. Stores-Fri., Sat., Sun.; Food Stores-Thur., Fri., Sat.
Stores Open Evenings-Neighborhood Fri.; Shopping Centers Mon.-Fri.; Food every night until 10 or later and most of Sun.

13 - RETAIL OUTLETS: Department Stores-Younker's 4; Brandeis; Sears 2; JCPenney 2; Montgomery Ward 2; Bond's; Petersen Harned Von Maur; Richman Gordman 3.
Discount Stores-K mart 4; Service Mdse.; Target 3; Ardan's 2; Half Price 2.
Variety Stores-Place's.
Chain Drug Stores-Walgreens 6; Drug Mart 7; Medicap Pharmacy 12; Drug Town 4; Union Prescription Center 2; Sun Drug 2; Dot Drug 2.
Chain Supermarkets-HyVee 2; Super Valu 5; Dahl's 10; Sav-U-More; Food 4 Less 2; Superamerica 2; Aldi's 2.
Other Chain Stores-Kwik Shop 14; Quik Trip 27; Git-N-Go 7; 7-Eleven 9; Casey's 7; Helzberg 3; Plumbs 3; Ginsbergs; Joseph's 2; Zale's 3; Radio Shack 8; Waldenbooks 3; B. Dalton Booksellers 2; Bakers 3; Fanfare 2; Florsheim 2; Kinney 3; Payless Shoes 3; Naturalizers 4; Roosevelt Bootery 3; K-G Mens 2; County Seat 3; The Gap 3; Brooks 3; Casual Corner 3; The Limited 3; Maurice's 3; Paul Harris 3; Seiferts 3; Firestone 5; Goodyear 3; Sherwin-Williams 3; Famous Footwear 2; Burlington Coat Factory; T.J. Maxx 2; Peck & Peck 2; Susie's Casuals 2; Benetton 3; Brauns 4; Mark Henri 2; Jean Nicole 2; Hit or Miss 3; Lerner Shops 3; Foxmoor Casuals 3; TV & Stereo Town; World Radio 4; Menards 2; Payless Cashway 3; True Value 4; Best Buy 2.

14 - NEWSPAPERS: REGISTER (m) 227,796; (S) 370,558; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gordon Black, Adv. Dir., REGISTER, 715 Locust St., PO Box 957, Des Moines, IA 50304; Tel. (515) 284-8070.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Gannett Media Sales.

DUBUQUE, IA-EAST DUBUQUE, IL

1 - LOCATION: Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque, MSA). E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis-St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf; Milwaukee.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Iowa Coaches.
Airlines-American Central; Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 64,515; E&P 86 Est. 62,481
Dubuque, IA 80 Cen. 62,321; E&P 86 Est. 59,533
E. Dubuque, IL 80 Cen. 2,194; E&P 86 Est. 1,948
CZ-ABC: (80) 64,568
RTZ-ABC: (80) 148,505
Counties 80 Cen. 117,265; E&P 86 Est. 114,595
Dubuque, IA 80 Cen. 93,745; E&P 86 Est. 91,568
Jo Daviess, IL 80 Cen. 23,520; E&P 86 Est. 23,327
MSA 80 Cen. 93,745; E&P 86 Est. 91,568
City & RTZ-ABC: (80) 213,073

4 - HOUSEHOLDS:
Cities 80 Cen. 21,862; E&P 86 Est. 21,761
Dubuque, IA 80 Cen. 21,107; E&P 86 Est. 21,118
E. Dubuque, IL 80 Cen. 755; E&P 86 Est. 643
CZ-ABC: (80) 21,862
RTZ-ABC: (80) 48,364
Counties 80 Cen. 38,349; E&P 86 Est. 39,245
Dubuque, IA 80 Cen. 30,021; E&P 86 Est. 30,621
Jo Daviess, IL 80 Cen. 8,328; E&P 86 Est. 8,624
MSA 80 Cen. 30,021; E&P 86 Est. 30,621
City & RTZ-ABC: (80) 70,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$551,197,000
Savings & Loan	2	$149,000,000
Credit Union	4	$109,687,612

6 - PASSENGER AUTOS: Counties: Dubuque, IA 57,520; Jo Daviess, IL 13,218

7 - ELECTRIC METERS: Residence 22,420

8 - GAS METERS: Residence 19,106

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods 7,200; Fab. Metal 700; Non-Durable Goods 3,200; Av. Industrial Wage Per Hour $10.30.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline (pH 8.8); soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Kennedy Mall; Town Clock Plaza; Asbury Square; Inn Plaza; Century Plaza; Warren Plaza.
Neighborhood Shopping Areas-University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza 20(25)	3	K mart, Aldi
Kennedy(75)	5	Armstrong's, Ardan, Younker's, Woolworth, JCPenney
Warren	5	Target, Randalls, Arby's

Principal Shopping Days-Dept. Mon., Fri., Sat.; Food Fri., Sat.
Stores Open Evenings-Central Ave. Stores Mon. through Fri.; Food nightly. Most stores open Sun. noon to 5.

13 - RETAIL OUTLETS: Department Stores-Armstrong's; JCPenney; Sears; Younker's; Theisen.
Discount Stores-K mart; Zayre; Target; Ardan; Factory Outlet Market.
Variety Stores-Woolworth.
Chain Drug Stores-Hartig-Rexall 4; Walgreens; Nabors; Revco, Union Prescription.
Chain Supermarkets-Eagle Food 3; Randall's 2; Oky-Doky 8; Save-U-More; Kopps Foods, Warehouse Market.
Other Chain Stores-Leath Furniture; Goodyear; Firestone; Sherwin-Williams; Shoes; Barker's, Kinney, Tradehome, Payless, Gallenkamp, Country Cobbler; Women's Apparel: Lerner Shops, Seiferts, Maurice's, Fashion Gal, Fashion Crossroads, Brooks; Men's Apparel: Gildner's, A.J. August; Misc.: Singer Co., Zale's Jewelry, Musicland, So-Fro Fabrics, Northwest Fabric.

14 - NEWSPAPERS: TELEGRAPH-HERALD (e-mon to fri) 35,145; (S) 39,316; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Yunt, Adv. Dir. TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 52001; Tel. (319) 588-5768.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

ESTHERVILLE

1 - LOCATION: Emmet County. E&P Map B-1. On W fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2 - TRANSPORTATION: Railroads-Northwestern.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 7,518; E&P 86 Est. 7,227
County 80 Cen. 13,336; E&P 86 Est. 13,059

4 - HOUSEHOLDS:
City 80 Cen. 2,854; E&P 86 Est. 2,803
County 80 Cen. 4,844; E&P 86 Est. 4,886

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$130,000,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 8,067

7 - ELECTRIC METERS: Residence 2,473

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Egg Proc. 170; Produce 110; Livestock Feeds 125.
Principal Pay Days-Tues., Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 Sts.
Neighborhood Shopping Centers-E. Central Ave.; Plaza-7 stores.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Damon's; Anthony's; Spurgeon's.
Variety Stores-Alco; Pamida.
Chain Drug Stores-Hoye Super Rexall 3; Snyder.
Chain Supermarkets-HyVee; Fareway, Inc.; Harold's Red Owl.
Other Chain Stores-Firestone; Coast-to-Coast; Sears (catalog).

14 - NEWSPAPERS: NEWS (m-mon to fri) 2,577; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Richard Myers, Adv. Dir., NEWS, 10 N. 7th St., Estherville, IA 51334; Tel. (712) 362-2622.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

EVANSDALE

See WATERLOO

FAIRFIELD

1 - LOCATION: Jefferson County, E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34, State Hwy. 1.

2 - TRANSPORTATION: Railroads-Burlington.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,428; E&P 86 Est. 9,859
County 80 Cen. 16,316; E&P 86 Est. 16,584

4 - HOUSEHOLDS:
City 80 Cen. 3,311; E&P 86 Est. 3,568
County 80 Cen. 5,716; E&P 86 Est. 6,055

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$58,941,000
Savings & Loan	1	$32,423,000

6 - PASSENGER AUTOS: County 11,442

7 - ELECTRIC METERS: Residence 3,371

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 772; Automotive 310; Heavy Equip. 45; Textiles 200; Plastics 220; Mfg. 150; (Av. Wkly. Wage industrial $329.00; Av. Wkly. Wage all other employment $247.00).

10 - CLIMATE: Min. & Max. Temp. Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Central Square.
Neighborhood Shopping Center-5 blocks on Hwy. 34 W.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida.
Chain Supermarkets-HyVee; AGI; Easter's; Jack and Jill.
Other Chain Stores-Brown Shoe; Western Auto; Gamble's; Coast-to-Coast; TSC; Martha Brown; Seiferts; Orscheln; Farm & Home Supply.

14 - NEWSPAPERS: LEDGER (e) 5,450; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Byron F. Kimble, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556; Tel. (515) 472-4129.
National Representative: Iowa Newspaper Association.

FORT DODGE

1 - LOCATION: Webster County, E&P Map B-2, County Seat. Farming, electronics; 385 mi. to Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central (freight); Chicago Northwestern (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Sioux.
Airlines-Republic; Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 29,423; E&P 86 Est. 27,968
CZ-ABC. (80) 29,423
RTZ-ABC. (80) 99,093
County 80 Cen. 45,953; E&P 86 Est. 43,940
City & RTZ-ABC. (80) 128,506

4 - HOUSEHOLDS:
City 80 Cen. 11,120; E&P 86 Est. 10,952
County 80 Cen. 16,886; E&P 86 Est. 16,849
CZ-ABC. (80) 11,120
RTZ-ABC. (80) 36,277
City & RTZ-ABC. (80) 47,397

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$341,397,398
Savings & Loan	3	$138,472,329

6 - PASSENGER AUTOS: County 27,958

7 - ELECTRIC METERS: Residence 13,237

8 - GAS METERS: Residence 12,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Mach. 212; Gypsum 691; Animal Vaccines 319.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3; last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(70)	NA	Sears, JCPenney, Younker's
Wood Plaza(10)	NA	Target
K mart(1)	NA	K mart
Trolley Center(15)	NA	Bobby Rogers

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun.; Food-Thur., Fri., Sat.
Stores Closed-Downtown Mon. a.m.
Stores Open Evenings-Downtown Mon., Thur.; Shpg. Ctr. 5 nights; Food every night & Sun.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; JCPenney; Fanties.
Variety Stores-Woolworth; Big Bear.
Discount Stores-K mart; Target; Pay Less Cash-way; C.O.M.B.; Wal-Mart.
Chain Drug Stores-Walgreens; Medicine Chest, Drug Town.
Chain Supermarkets-Fareway; Randalls; Ware-house Mkt.; HyVee.
Other Chain Stores-Shoes: Kinney, Payless, Lazy M, Thom McAn, Connies, Firestone; Goodyear; S&H Green Stamps; Sherwin-Williams; Jewelry: Zale's, Gordon; Fabrics: So-Fro, Northwest; Hardware: True Value, OK, Plywood; Earl May Seed; Big Bear; Coast-to-Coast; Foxmoor; Lerners; Country Cob-bler; Hickory Farms; Seiferts; Maurices; The Closet; Radio Shack; Musicland; Brooks Fashions; Chess King; Coach House; County Seat; Spencer Gifts; Stevensons; Susie's Casuals; Aladdin's Castle; General Nutrition Center; Nutrition World.

14 - NEWSPAPERS: MESSENGER (m) 21,316; (S) 21,725; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Schlesinger, Adv. Dir., MESSENGER, 713 Central Ave.; PO Box 659, Fort Dodge, IA 50501; Tel. (515) 573-2141.
National Representatives: Papert Companies; Iowa Newspaper Association.

FORT MADISON

1 - LOCATION: Lee County, E&P Map D-3. County Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61, State Hwy. 103.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington-Northern.

Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,520; E&P 86 Est. 13,070
CZ-ABC: (80) 13,520
RTZ-ABC: (80) 19,066
County 80 Cen. 43,106; E&P 86 Est. 42,786
City & RTZ-ABC: (80) 32,586

4 - HOUSEHOLDS:
City 80 Cen. 5,043; E&P 86 Est. 5,076
CZ-ABC. (80) 5,043
RTZ-ABC. (80) 6,524
County 80 Cen. 15,618; E&P 86 Est. 16,229
City & RTZ-ABC. (80) 11,567

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$107,381,000
Savings & Loan	2	$295,367,000

6 - PASSENGER AUTOS: County 22,370

7 - ELECTRIC METERS: Residence 5,654

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sterile Canned Meat Products 709; Anhydrous Ammonia; Carbon Dioxide; Nitric Acid; Ammonium Nitrate 292; Paper Corrugating Medium 145; Decorating and Protective Finish Paints 315; Van Trailers 247; Wheels, Hand Trucks, Automotive Safety Equip. 149; Pens, Pen-cils, Marking Instruments 1,403; Ammonium Molybdate Products, Molybdic Oxide, Sulfuric Acid, Tungsten 124; Waxpaper Products 63; Alu-minum Cans 81.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Plz.(20)	NA	HyVee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Jack's.
Variety Stores-Woolworth.
Chain Drug Stores-Your Drug; Rashid Rexall; Lampe Drug.
Chain Supermarkets-Greenwald's; Easter Foods; Aldi's; HyVee.
Other Chain Stores-Sears (catalog); Eitman's; Kessler's; Lou Marise; Colony Shoppe; Glasgow, Ltd.; Hesse's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 7,202; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Lewis, Pub., DEMOCRAT, 1226 Ave. H, Ft. Madison, IA 52627; Tel. (319) 372-6421.
National Representatives: Iowa Newspaper Asso-ciation; Landon Associates.

IOWA CITY

1 - LOCATION: Johnson County (MSA). E&P Map D-2. County Seat. Agricultural and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80.

2 - TRANSPORTATION: Railroads-(freight only) Crandic; Iowa Interstate.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways; Kin-caid; Jefferson Lines.
Airlines-Ozark; United; American West; Iowa Air-ways; Air Midwest; Mesaba; Air Wisconsin; Republic; Britt; Frontier; Midstates (Cedar Rapids Air-port 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 50,508; E&P 86 Est. 53,124
CZ-ABC. (80) 59,264
RTZ-ABC. (80) 39,266
County/MSA 80 Cen. 81,717; E&P 86 Est. 88,452
City & RTZ-ABC. (80) 98,470

4 - HOUSEHOLDS:
City 80 Cen. 18,594; E&P 86 Est. 19,080
County/MSA 80 Cen. 30,220; E&P 86 Est. 32,262
CZ-ABC: (80) 22,537
RTZ-ABC. (80) 13,483
City & RTZ-ABC. (80) 36,020

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$770,885,845
Savings & Loan	2	$296,764,097
Credit Union	4	$48,552,684

6 - PASSENGER AUTOS: County 48,663

7 - ELECTRIC METERS: Residence 24,883

8 - GAS METERS: Residence 19,546

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. & Health Servs. 17,000; Vet. Hosp. 978; Printing 270; Contracting 542; Drug Prods. Mfg. 426; Toothbrush Mfg. 566; Feeds 255; Foam Rubber 170; Electronic Equip. 125.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Clinton, Dubuque, Washington College, Iowa & Linn Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Capitol(60)		Younker's, Osco, JCPenney
Sycamore Mall(50)	3	Walgreens, Sears, Petersen's
Lantern Park Plaza(15)	5	HyVee Foods, People's Drug
Towncrest	4	People's Drug
Wardway Plaza(6)	3	Eagle's Mkt., Jack's Discount
K mart	3	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Shopping Centers; Food, every eve. and Sun.
Stores open Sundays-All drug; food; Sycamore Mall; Old Capitol Center; K mart.

13 - RETAIL OUTLETS: Department Stores-Younker's; JCPenney; Sears; Petersen's.
Discount Stores-K mart; Jack's; Paul's.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; People's 3; Pearson's 2; Walgreens; Drug Town 2.
Chain Supermarkets-Randall's Super Valu 2; HyVee 4; Eagle 3; Econo Foods.
Other Chain Stores-Firestone; Goodyear; Quik Trip; Paul Harris; Seiferts; Brooks; Braun's; War-drobe; Kinney Shoes; A.J. August; Musicland; Maurice's; Dean's; Radio Shack; Kirlin's; Radio World; Susie Casuals; Record Bar.

14 - NEWSPAPERS: PRESS-CITIZEN (e) 15,733; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mary P. Stier, Adv. Dir., PRESS-CITIZEN, 319 E. Washington St., Iowa City, IA 52240; Tel. (319) 337-3181.
National Representatives: Iowa Newspaper Asso-ciation; Gannett Media Sales.

KEOKUK

1 - LOCATION: Lee County, E&P Map D-3. County Seat. Diversified mfg. ctr. surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis, 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi; on U.S. Hwys. 61 & 218; Hwy. 136 across MS to IL.

2 - TRANSPORTATION: Railroads-Chicago, Burl-ington & Quincy; Santa Fe; Burlington Northern.
Motor Freight Carriers-20.
Airlines-Non-commercial facilities.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,536; E&P 86 Est. 12,716
CZ-ABC. (80) 13,536
RTZ-ABC. (80) 47,178
County 80 Cen. 43,106; E&P 86 Est. 42,786
City & RTZ-ABC. (80) 60,714

4 - HOUSEHOLDS:
City 80 Cen. 5,224; E&P 86 Est. 5,236
County 80 Cen. 15,618; E&P 86 Est. 16,229
CZ-ABC. (80) 5,224
RTZ-ABC. (80) 17,036
City & RTZ-ABC. (80) 22,260

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$164,853,761
Savings & Loan	2	$311,531,693

6 - PASSENGER AUTOS: County 22,370

7 - ELECTRIC METERS: Residence 10,021

8 - GAS METERS: Residence 5,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Castings 562; Iron Alloys 450; Corn Prods. 600; Rubber Prods. 1300; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-71; Summer 63-84; Fall 36-54; Winter 19-33. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Main; Keosippi Mall (32 stores, including Spurgeon's, Woolworth and JCPenney); Discount Shopping Ctr. 3 blocks, 20th & Main to 23rd & Main includes K mart, Jack's, County Market.
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Food nightly; Mall, discounts & grocers 1/2 day Sun.; shopping ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeons.
Discount Stores-Big Bear; Jack's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Osco; J&S Walgreens; Baker's Rexall.
Chain Supermarkets-HyVee; County Market; Jack & Jill; Aldi Foods.
Other Chain Stores-Sears (catalog); Maurices; Payless Shoes; Endicott & Johnson; Radio Shack; Parts Place; NAPA Auto Parts; McLaughlin True Value; Sherwin-Williams; Chanen's; Goodyear; Stevenson's; Kirlin's Candies.

14 - NEWSPAPERS: GATE CITY (e) 6,315; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Phil Summers, Adv. Dir.; GATE CITY, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.
National Representative: Iowa Newspaper Association.

LE MARS

1 - LOCATION: Plymouth County. E&P Map A-2. County Seat. Agricultural area; in NW Iowa; 25 mi. NE of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Lines; Iowa Coaches.
Airlines-Local airport; charter service available.

3 - POPULATION:
Corp. City 80 Cen. 8,276; E&P 86 Est. 8,241
County 80 Cen. 24,743; E&P 86 Est. 24,700

4 - HOUSEHOLDS:
City 80 Cen. 2,961; E&P 86 Est. 3,060
County 80 Cen. 8,425; E&P 86 Est. 8,781

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$39,185,000
Savings	1	$62,643,000
Savings & Loan	3	$385,525,000

6 - PASSENGER AUTOS: County 16,103

7 - ELECTRIC METERS: Residence 3,113

8 - GAS METERS: Residence 2,624

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Proc. 250 ($300).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Sprine 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral, medium hardness.

12 - RETAILING: Principal Shopping Center-14 blks. on 4 sts.
Neighborhood Shopping Centers-3 on Hwy. 75 S.; 2 on Hwy. 75 N.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur.; Supermarkets Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Chain Supermarkets-HyVee; Fareway; Jack & Jill.
Other Chain Stores-Bomgaars (farms supplies); Fashion Crossroads; Great Plains Supply; Montgomery Ward; Sears; Pamida; Alco.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,245; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Jim Hodgson, Adv. Mgr.; SENTINEL, 41 First Ave. N.E., Le Mars, IA 51031; Tel. (712) 546-7031.
National Representative: Iowa Newspaper Association; American Newspaper Representatives.

MARION
See CEDAR RAPIDS

MARSHALLTOWN

1 - LOCATION: Marshall County. E&P Map C-2. County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; IA 14.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airport-State/Municipal.

3 - POPULATION:
Corp. City 80 Cen. 26,938; E&P 86 Est. 27,486
CZ-ABC: (80) 26,938
RTZ-ABC: (80) 64,025
County 80 Cen. 41,652; E&P 86 Est. 42,122
City & RTZ-ABC: (80) 90,963

4 - HOUSEHOLDS:
City 80 Cen. 10,244; E&P 86 Est. 10,826
County 80 Cen. 15,410; E&P 86 Est. 16,281
CZ-ABC: (80) 10,244
RTZ-ABC: (80) 23,307
City & RTZ-ABC: (80) 33,551

5 - BANKS	NUMBER	DEPOSITS
Savings & State	3	$307,549,737
Savings & Loan	3	$162,838,106

6 - PASSENGER AUTOS: County 26,734

7 - ELECTRIC METERS: Residence 12,237

8 - GAS METERS: Residence 10,404

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Heating Equip. 723; Oil & Gas Controls 2,679; Meatpacking 355; Foundry 80; Die-Casting 213.
Principal Industrial Pay Days-1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65. First killing frost, Oct. 9; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Main St. & intersecting sts., open Mon. evenings; some on Sun. & Thur.
Shopping Centers-N. 13th St.; S. 3rd Ave. and Olive St.; Center & Olive Sts.; Center & Southridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshalltown(53)	NA	JCPenney, Walgreens, Younker's, Sears, Wal-Mart
Meadow Ln.(6)	NA	K mart, HyVee

Principal Shopping Days-Mon., Thur., Sat. & Sun.
Stores Open Evenings-Mon., Thur., Sun. afternoon; supermarkets open each evening.

13 - RETAIL OUTLETS: Department Stores-Younker's; Fantle's; Spurgeon's; JCPenney.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; Drug Town; Gregor's; Walgreens; Medicine Store.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Fareway; Cliftons; Econo-Foods; HyVee.
Other Chain Stores-Kinney Shoes; Sears Roebuck; Firestone; Newton's (jewelry); Seiferts; Matt Furn.; Nichols & Green; Musicland; Stuart's; Baskin-Robbins; Gallenkamp Shoes; Coach House; Waldenbooks; General Nutrition Center; Kay Bee Toys; Maurice's; McGregor Furn.; Flowerama; Hal's; Karmel Korn; Radio Shack; Stevensons; Tobars; Zale's; As You Like It; Gildner's; So-Fro Fabrics; Athlete's Foot; Donutland; Long John Silver; Fanny Farmer; PayLess Shoes; Pearle Vision Center; Jewelry Hut; Sports-A-Foot; Waterbed Boutique; Braun's Women's Fashions.

14 - NEWSPAPERS: TIMES-REPUBLICAN (e) 13,975; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Long, Adv. Dir.; TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 50158; Tel. (515) 753-6611.
National Representative: Papert Companies; Iowa Newspaper Association.

MASON CITY

1 - LOCATION: Cerro Gordo County. E&P Map C-1. County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago Northwestern; Iowa Terminal R.R.
Motor Freight Carriers-31.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Trans.; Public Transit Co.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 30,144; E&P 86 Est. 30,605
CZ-ABC: (80) 38,349
RTZ-ABC: (80) 90,989
County 80 Cen. 48,458; E&P 86 Est. 49,200
City & RTZ-ABC: (80) 129,338

4 - HOUSEHOLDS:
City 80 Cen. 11,884; E&P 86 Est. 11,878
County 80 Cen. 18,694; E&P 86 Est. 19,705
CZ-ABC: (80) 15,064
RTZ-ABC: (80) 33,455
City & RTZ-ABC: (80) 48,519

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$147,285,545
Savings & Loan	2	$115,088,220

6 - PASSENGER AUTOS: County 32,825

7 - ELECTRIC METERS: Residence 12,405

8 - GAS METERS: Residence 11,368

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total: 22,170; Mfg. 3,410; Non-Mfg. 18,760.
Principal Pay Days-Fri.; 3rd, 4th, 5th; 15th through 19th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-99; Summer 40-102; Fall 13-98; Winter 20-64.

11 - TAP WATER: Very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Federal Ave.; 4 each on 6 side streets.
Neighborhood Shopping Centers-1300 to 1500 N. Federal; 1400-1700 S. Federal; Southbridge Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	NA	K mart
Sears Mason City(17)	NA	Sears, Target
Willowbrook(24)	NA	Spurgeon's, HyVee
Regency(20)	NA	Drug Town, HyVee

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-All Mon.; some Thur.; shopping centers every night.
Stores Open Sundays-Supermarkets, Sears, K mart, Target, Wal-Mart, Shopko, JCPenney, Younkers.

13 - RETAIL OUTLETS: Department Stores-Stevenson's; Damon's; Younker's; JCPenney; Sears.
Discount Stores-K mart; Target; Wal-Mart; Shopko.
Chain Drug Stores-Drug Town; Walgreens; Revco.
Chain Supermarkets-Fareway; HyVee; County Market; Cashwise.
Other Chain Stores-Shoes: Tradehome, Merit, Payless, Walkers; Auto: Goodyear, J&L, Aroc; Paint: Iowa Paint, Morris, Diamond, Pittsburgh; Clothing: Gildner's; Misc.: McGregor, Fanny Farmer Candy, Earl May, TSC.

14 - NEWSPAPERS: GLOBE-GAZETTE (m) 20,707; (S) 20,912; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Howard Query, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington, Mason City, IA 50401; Tel. (515) 423-4270.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

MOUNT PLEASANT

1 - LOCATION: Henry County. E&P Map D-3. County Seat. Industrial Whse. Distribution. Agric.; Tourism & Shopping Ctr. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-85 serve city.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,322; E&P 86 Est. 7,497
County 80 Cen. 18,890; E&P 86 Est. 19,326

4 - HOUSEHOLDS:
City 80 Cen. 2,611; E&P 86 Est. 2,807
County 80 Cen. 6,707; E&P 86 Est. 7,194

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$100,000,000
Savings & Loan	1	$200,000,000

6 - PASSENGER AUTOS: County 11,561

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Engineering & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Direct Mail Advertising; Envelope Mfg.; Rubber Hose; Fireplace Inserts; Plastic Moldings; Envelopes; Hybrid Seeds; Commun. Radios; Award Ribbons.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. & Mon.

13 - RETAIL OUTLETS: Department Stores-Spurgeons.
Discount Stores-Wal-Mart; Pamida.
Chain Drug Stores-Valu-Rite; Drug Town; Medicap.
Chain Supermarkets-HyVee; Super-Valu; Beaver's Jack & Jill.

14 - NEWSPAPERS: NEWS (e) 4,350; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Larry Marlow, Mktg. Dir., NEWS, 215 W. Monroe St., Mount Pleasant, IA 52641; Tel. (319) 385-3131.
National Representatives: Landon Associates; Iowa Newspaper Association.

MUSCATINE

1 - LOCATION: Muscatine County. E&P Map D-3. On the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61; State Hwys. 22 & 38.

2 - TRANSPORTATION: Railroads-CMStP&P; Illinois Central Gulf; Milwaukee Road.
Motor Freight Carriers-6.
Intercity Bus Lines-Hawkeye Express; Trailways.
Barge Lines-Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3 - POPULATION:
Corp. City 80 Cen. 23,467; E&P 86 Est. 24,134
CZ-ABC: (80) 23,467
RTZ-ABC: (80) 53,834
County 80 Cen. 40,436; E&P 86 Est. 42,532
City & RTZ-ABC: (80) 77,301
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,517; E&P 86 Est. 9,013
County 80 Cen. 14,214; E&P 86 Est. 15,650
CZ-ABC: (80) 8,517
RTZ-ABC: (80) 18,867
City & RTZ-ABC: (80) 27,384

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$299,299,000
Savings & Loan	2	$64,000,000

6 - PASSENGER AUTOS: County 26,792

7 - ELECTRIC METERS: Residence 8,933

8 - GAS METERS: Residence 9,612

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-54 diversified industries including: Chem. & allied industries 2,500 ($325); Food Proc. 1,000 ($215); Fab. Metal Prods. 1,000 ($325); Heavy Constr.; Util. 200 ($300); Consulting Engin. 300 ($500); Mach. 250 ($240); Button Mfg. 140 ($525); Mining, Sand & Gravel 250 ($200); Grain & Feed Proc. 1,000 ($450).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp.-Spring 61; Summer 74; Fall 54; Winter 26. First killing frost, Oct.; last killing frost, late Apr.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Second St.; 5 on Third St.; 11 on Sts. connecting Second & Third Sts.
Neighborhood Shopping Centers-Muscatine Mall; Wal-Mart on Park Ave. (Walgreens, HyVee Foods); 5 blocks on Mulberry Ave.; 3 on Hershey Ave.; 6 on Grandview Ave.; 2 on Park Ave.; 4 mini malls.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri. Food every evg.
Stores Open Sundays-Some food, drug & hdwe.; Muscatine Mall evenings to 9 & Sun. until 5 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wal-Mart; Petersen's; Spurgeons.
Discount Stores-Pamida.
Chain Supermarkets-Sun-Mart 3; HyVee; Aldi.
Chain Drug Stores-Stiles; Walgreens.
Other Chain Stores-Sieg (auto supplies); Sherwin-Williams; Goodrich; Firestone; Western Auto; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e) 11,045; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kelly, Adv. Sales Mgr.; JOURNAL, 301 E. 3rd St., PO Box 809, Muscatine, IA 52761; Tel. (319) 263-2331.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

NEWTON

1 - LOCATION: Jasper County. E&P Map C-2. County Seat. Residential center. 35 mi. NE of Des Moines; 320 mi. W of Chicago. On I-80.

2 - TRANSPORTATION: Railroads-CRI&P
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,292; E&P 86 Est. 14,682
County 80 Cen. 36,425; E&P 86 Est. 36,151

4 - HOUSEHOLDS:
City 80 Cen. 6,143; E&P 86 Est. 6,078
County 80 Cen. 13,564; E&P 86 Est. 14,007

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$100,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 23,179

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 4,526

9 - PRINCIPAL INDUSTRIES: Washing Machines; Dryers; Heavy Mach.; Advertising; Novelties; Cheese.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Softened.

12 - RETAILING: Principal Shopping Center-Downtown Newton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Newton Plz.(5)	NA	
Newton Ctr.(28)	2	Younker's, Peoples Drug, Spurgeon's

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Dept.-Mon.; Food-Mon. through Sat.; Drug-nightly.
Stores Open Sundays-Grocery, discount & department.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Younker's; K mart; Big Bear; Farm & Home Store; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Powers Rexall; Nollen 3; Drug-town; Peoples.
Chain Supermarkets-HyVee; Fareway.
Other Chain Stores-Goodyear; Earl May Seed; Firestone; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,534; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dave Stonley, Adv. Mgr., NEWS, PO Box 967, Newton, IA 50208; Tel. (515) 792-3121.
National Representative: Iowa Newspaper Association.

OELWEIN

1 - LOCATION: Fayette County. E&P Map C-2. Retail and industrial center (19 industries). NE part of state; 250 mi. to Chicago; 200 to Minneapolis; 350 to Omaha; 400 to Kansas City.

2 - TRANSPORTATION: Railroads-Chicago Northwestern (division point).
Motor Freight Carriers-16.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Blue Lines.

3 - POPULATION:
Corp. City 80 Cen. 7,564; E&P 86 Est. 7,543
CZ-ABC: (80) 7,564
RTZ-ABC: (80) 50,739
County 80 Cen. 25,488; E&P 86 Est. 24,897
City & RTZ-ABC: (80) 58,303

4 - HOUSEHOLDS:
City 80 Cen. 2,890; E&P 86 Est. 2,981
CZ-ABC: (80) 2,890
RTZ-ABC: (80) 17,574
County 80 Cen. 9,093; E&P 86 Est. 9,253
City & RTZ-ABC: (80) 20,464

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$157,429,182

6 - PASSENGER AUTOS: County 14,579

7 - ELECTRIC METERS: Residence 3,570

8 - GAS METERS: Residence 3,083

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-R.R. 84 ($500); Air Cleaners 101 ($500).
Principal Industrial Pay Days-Air Cleaners Thur., Railroad 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-109; Fall 45-83; Winter 36-59. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Frederick; 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.
Neighborhood Shopping Centers-1 block at Frederick & 10th S & N; E Charles at 8th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairbank	7	Cranston Hardware
Maynard	8	Maynard Co-Op
Arlington	18	Arlington Co-Op
Fayette	17	Dahlke IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Connor's; Pamida; K mart, Meyer Lincoln.
Farm Stores-Big Bear; Farm Fleet.
Variety Stores-Ben Franklin.
Chain Supermarkets-Fareway; IGA; Super Valu.
Other Chain Stores-True Value.

14 - NEWSPAPERS: REGISTER (e) 6,254; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Doug Hladky, Adv. Mgr., REGISTER, 25 1st St. SE, Oelwein, IA 50662; Tel. (319) 283-2144.
National Representatives: Iowa Newspaper Association; Thomson Newspapers.

OSKALOOSA

1 - LOCATION: Mahaska County. E&P Map C-3. County Seat. Residential ctr. 60 mi. SE of Des Moines. On U.S. Hwys. 163, 63; Iowa Hwys. 92, 137. 30 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Branch line of Chicago & Northwestern; branch of CRI&P.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Burlington Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,989; E&P 86 Est. 10,673
County 80 Cen. 22,507; E&P 86 Est. 23,676

4 - HOUSEHOLDS:
City 80 Cen. 4,294; E&P 86 Est. 4,422
County 80 Cen. 8,447; E&P 86 Est. 9,361

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$171,825,932
Savings & Loan	2	$63,076,143

6 - PASSENGER AUTOS: County 13,701

7 - ELECTRIC METERS: County Residence 10,500; City 5,090

8 - GAS METERS: County Residence 10,000; City 4,365

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-1,240.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown District; Atpic Mall, 18 blocks E of downtown district-14. Penn Central Regional Mall, downtown-24.
Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Alsop's; JCPenney; Spurgeon's; Sernett's.
Discount Stores-Pamida; K mart.
Chain Drug Stores-People's 2.
Chain Supermarkets-HyVee; Easters Super Valu; Fareway; Econo Foods; Aldi's.
Chain Food Stores-McDonald's; Wendys; Taco John; Pizza Hut; Happy Joe's Pizza; Kentucky Fried Chicken; Bonanza; Happy Chef; Country Kitchen; Dominos Pizza; Dairy Queen.
Other Chain Stores-Firestone; Goodyear; Western Auto; Coast-to-Coast; Brown Shoe Fit; Big Bear; Siefert's; Earl May; Maurice's; Orschlien; Radio Shack; Gamble's; Sherwin-Williams; McGregor Furn.; World of Fabrics; Nobil Shoes; Sears (catalog); Stevenson's; The Closet, Merle Norman; Regis; Tradehome Shoes.

14 - NEWSPAPERS: HERALD (e) 6,086; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Frank Kerr, Adv. Dir., HERALD, 123 N. Market, Oskaloosa, IA 52577; Tel. (515) 672-2581.
National Representatives: Iowa Newspaper Association; Papert Companies.

OTTUMWA

1 - LOCATION: Wapello County. E&P Map C-3. SE Iowa. Industrial and agricultural center. 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

2 - TRANSPORTATION: Railroads-Burlington Northern; Milwaukee.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Missouri Transit; Continental Trailways.
Airlines-American Central.

3 - POPULATION:
Corp. City 80 Cen. 27,381; E&P 86 Est. 26,560
CZ-ABC: (80) 27,381
RTZ-ABC: (80) 95,627
County 80 Cen. 40,241; E&P 86 Est. 39,958
City & RTZ-ABC: (80) 123,008

4 - HOUSEHOLDS:
City 80 Cen. 10,914; E&P 86 Est. 10,840
County 80 Cen. 15,436; E&P 86 Est. 15,810
CZ-ABC: (80) 10,914
RTZ-ABC: (80) 35,229
City & RTZ-ABC: (80) 46,143

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	3	$278,401,000

6 - PASSENGER AUTOS: County 24,125

7 - ELECTRIC METERS: Residence (City) 10,556

8 - GAS METERS: Residence (City) 11,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meats 950; Farm Mach. 1,500; Gen. Constr. 120; Auto Parts 500; Bathroom Fixt. 100; Grain & Livestock Feed Proc. 240.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Downtown shopping center, 26 blocks in area of Main and Second; Church St., 8 blocks.
Neighborhood Shopping Areas-Jefferson & Pennsylvania, Southgate Shopping Center (Hwy. 34), Richmond-Albia Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ottumwa Mall(34)	NA	JCPenney, Ben Franklin, Maurice's, Seifert's
Ottuma Plz.(10)	NA	Easter Foods, K mart
Northgate	4	Target, HyVee

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department-Mon., Thur., Fri.; Food, supermarkets & discount-every night.
Stores Open Sundays-Supermarkets, drug & discount.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog & auto appl.); JCPenney; Big Bear.
Chain Drug Stores-Revco; McWilliams.
Discount Stores-Target; Pamida; K mart.
Variety Stores-Ben Franklin.
Chain Supermarkets-Aldi's; Cal's Jack & Jill; HyVee 2; Easters; Fareway; Warehouse Market.
Other Chain Stores-Goodyear; Kaybee; Sherwin-Williams; McGregor Furn.; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone; Maurice's; Payless Shoes.

14 - NEWSPAPERS: COURIER (e) 15,506; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tony Marroni, Adv. Mgr., COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

SHENANDOAH

1 - LOCATION: Page County. E&P Map B-3. Agricultural center. 65 mi. SE of Omaha, 95 mi. N of St. Joseph, MO, 145 mi. SW of Des Moines. On State Hwys. 2, 48; U.S. Hwy. 59.

2 - TRANSPORTATION: Railroads-On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,274; E&P 86 Est. 6,309
County 80 Cen. 19,063; E&P 86 Est. 18,927
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,616; E&P 86 Est. 2,690
County 80 Cen. 7,317; E&P 86 Est. 7,566

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	2	$74,339,000
Savings & Loan	1	$19,172,804

6 - PASSENGER AUTOS: County 11,286

7 - ELECTRIC METERS: Residence 2,698

8 - GAS METERS: Residence 2,560

9 - PRINCIPAL INDUSTRIES: Industry-Seeds; Nurseries; Hybrid Corn; Farm Equip.; Agric. Chem.; Aluminum & Steel Gates; Eaton Corp. (Trans. Div.) 700.

10 - CLIMATE: Min. & Max. Temps.-An. 25-105.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Orchard Corners, Hwy. 59 (8 stores).
Stores Open Evenings-Thur.
Stores Open Sunday-Discount, Grocery; Woolworth; Alco; JCPenney; Spurgeon; Pamida.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; Spurgeon's.
Discount Stores-Farm Supply; Pamida.
Variety Stores-Woolworth; Alco.
Chain Supermarkets-Super Valu; HyVee.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 3,267; sworn Sept. 26, 1985.
Local Contact for Advertising and Merchandising Data: Louise Tinley, Pub.; John Tinley, Jr., Adv. Mgr., SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

SIOUX CITY

1 - LOCATION: Woodbury County. (In Sioux City IA-NE MSA) E&P Map A-2. Trading center of 20 county agricultural areas. 494 mi. from Chicago, 96 mi. from Omaha, 188 mi. from Des Moines, 282 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern; Chicago Central Pacific.
Motor Freight Carriers-1,293.
Intercity Bus Lines-Arrow; Greyhound; Jackrabbit.
Airlines-Ozark; Eastern Air Midwest; United; America West; Republic.
River Barge Lines-3 Sioux City; New Orleans; Huffman Towing Co.; Blaske Marine Co.

3 - POPULATION:
Corp. City 80 Cen. 82,003; E&P 86 Est. 79,622
CZ-ABC: (80) 97,190
RTZ-ABC: (80) 241,450
County 80 Cen. 100,884; E&P 86 Est. 99,692
MSA 80 Cen. 117,457; E&P 86 Est. 116,718
City & RTZ-ABC: (80) 338,640
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,098; E&P 86 Est. 30,486
County 80 Cen. 36,632; E&P 86 Est. 37,800
MSA 80 Cen. 42,348; E&P 86 Est. 43,972
CZ-ABC: (80) 35,459
RTZ-ABC: (80) 84,726
City & RTZ-ABC: (80) 120,185

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 63,420

7 - ELECTRIC METERS: 37,633 (Sioux City, S. Sioux City)

8 - GAS METERS: 32,814 (Sioux City, S. Sioux City)

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 4,600 (N.A.); Food Proc. 1,100 (N.A.); Durable Goods 2,200 ($338); Other Mfg. 1,600 (N.A.).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27; last killing frost, Apr. 27.

11 - TAP WATER: Fluoridation, disinfection, removal of iron manganese.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4th and 5th Sts.; 6 on 6th St.; and 6 on West 7th St.; Southern Hills Mall; Marketplace; Mayfair.
Neighborhood Shopping Areas-S. St. Aubin and Morningside Ave.; 27th and Pierce Sts.; 20th and Pierce Sts.; Riverside Blvd. and Military Road; Floyd Blvd. & 41 St.; Indian Hills Shpg. Ctr.; Transit Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southern Hills(135)	5	Target, Sears, Younker's
Marketplace(25)	5	Shopko, Boulevard Foodstore, Scheels
K mart Plaza(1)	5	K mart
Downtown	NA	JCPenney, Younker's, Bomgaars

Peters Park(25) 4
Transit Plz.(12) 3 Ardan's, Half-Price

Principal Shopping Days-Department: Fri., Sat., Sun., Mon.; Food: Fri., Sat.
Stores Open Evenings-Food Mon. through Sat.; Downtown Mon.; Shopping Centers Mon. through Sat.; Furniture Mon.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; JCPenney.
Discount Stores-Shopko; K mart; Half-Price; Target.
Chain Drug Stores-Walgreens 2.
Chain Supermarkets-Sunshine Food 4; Fareway 2; IGA 4; HyVee 2; Food 4 Less.

Other Chain Stores-Barker's Shoe; Firestone; Goodyear; Kinney Shoes; Walker's (shoes); Zale's Jewelers; Radio Shack; Northwest Fabrics; National Payless Shoes; Ardan's; Team Electronics; So-Fro Fabrics; Braun's Fashions; GNC; Nobil Shoes; Athlete's Foot; Pay 'n Pak; Payless Cashways; Earl May; Musicland; B. Dalton Booksellers; Footlocker; GiGi's; Closet; Chess King; Waldenbooks; Thom McAn; World Radio; Scheels; Stevenson's.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 52,487; (m-sat; hols) 51,812; (S) 46,813; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Arvid Huisman, Adv. Mgr., JOURNAL, 6th & Pavonia, Sioux City, IA 51102; Tel. (712) 279-5032.
National Representative: Branham/Newspaper Sales.

SPENCER

1 - LOCATION: Clay County. E&P Map B-1. County Seat. Distributing point of NW Iowa; S edge of Iowa's Great Lakes; 180 mi. NW of Des Moines; 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

2 - TRANSPORTATION: Railroads-Milwaukee Road.

Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,726; E&P 86 Est. 12,034
County 80 Cen. 19,576; E&P 86 Est. 19,243

4 - HOUSEHOLDS:
City 80 Cen. 4,550; E&P 86 Est. 4,721
County 80 Cen. 7,377; E&P 86 Est. 7,572

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$230,681,000
Commercial	3	$152,512,120

6 - PASSENGER AUTOS: County 10,138

7 - ELECTRIC METERS: Residence 3,540

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hydrostatic Engines 325 ($250); Metal Fab. 275 (N.A.); Metal Assembly 125 ($154); Wood Fab. 150 (N.A.); Apparel 135 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3; last killing frost, May 9.

11 - TAP WATER: Softness-16 PPM.

12 - RETAILING: Shopping Center-7 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway North(18)	NA	Younker's
Southpark Mall(40)	NA	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All stores Mon.; Shopping Center, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younker's; Sernett's.
Discount Stores-K mart;
Chain Drug Stores-White.
Chain Supermarkets-HyVee; Super Valu; Fareway.
Other Chain Stores-Sears; Kinney Shoes; Brown's Shoe Fit; Sieferts.

14 - NEWSPAPERS: DAILY REPORTER (m) 3,622; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Vern Brown, Pub., DAILY REPORTER, 416 1st Ave. W, PO Box 5068, Spencer, IA 51301; Tel. (712) 262-6610.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association; Branham/Newspaper Sales.

VINTON

1 - LOCATION: Benton County. E&P Map C-2. County Seat. Agricultural center; 32 mi. NW of Cedar Rapids; 34 mi. SE of Waterloo. On U.S. Hwy. 218.

2 - TRANSPORTATION: Railroads-CRI&P.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 5,040; E&P 86 Est. 4,921
County 80 Cen. 23,649; E&P 86 Est. 22,981

4 - HOUSEHOLDS:
City 80 Cen. 1,991; E&P 86 Est. 2,067
County 80 Cen. 8,561; E&P 86 Est. 8,672

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$64,854,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,413

7 - ELECTRIC METERS: Residence 2,011

8 - GAS METERS: Residence 1,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 60 ($180).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Stores open Thur. evenings.
Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Theissen.
Chain Supermarkets-Fareway; Family Food.
Other Chain Stores-Western Auto; Goodyear; True Value; Coast-to-Coast; Hamlet High Fashion.

14 - NEWSPAPERS: CEDAR VALLEY TIMES (e-mon to fri) 3,099; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
National Representative: American Newspaper Representatives.

WASHINGTON

1 - LOCATION: Washington County. E&P Map D-3. County Seat. In SE part of state; 248 rail mi. from Chicago.

2 - TRANSPORTATION: Railroads-Soo-Lines.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,584; E&P 86 Est. 6,594
County 80 Cen. 20,141; E&P 86 Est. 20,384
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,618; E&P 86 Est. 2,706
County 80 Cen. 7,213; E&P 86 Est. 7,586

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$60,000,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 12,414

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 2,751

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Valves Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Square and 8 blocks surrounding, Strip Hwy. 92 E.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-7 days; Discount-daily.

13 - RETAIL OUTLETS: Department Stores-Spurgeons; JCPenney.
Discount Stores-Oershlein Distributing; Pamida.
Chain Supermarkets-Farewa,; HyVee; Jack & Jill.

14 - NEWSPAPERS: EVENING JOURNAL (e) 5,288 sworn Sept. 28, 1985.
Local Contact for Advertising and Merchandising Data: Darwin Sherman, Pub., JOURNAL, 111 N. Marion Ave., Washington, IA 52353; Tel. (319) 653-2191.
National Representative: Iowa Newspaper Association.

WATERLOO-CEDAR FALLS-EVANSDALE

1 - LOCATION: Black Hawk County (In Waterloo-Cedar Falls MSA). E&P Map C-2. Agriculture, manufacturing and dairy center. NE part of state. 300 mi. to Chicago; U.S. Hwys. 63, 218, 20; State Hwys. 57 & 58.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago & North Western; Waterloo.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Jefferson; Iowa Coach; Waterloo & Cedar Falls.
Airlines-Ozark; American Central; Midstate; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 117,105; E&P 86 Est. 115,213
Waterloo 80 Cen. 75,985; E&P 86 Est. 73,348
Cedar Falls 80 Cen. 36,322; E&P 86 Est. 37,400
Evansdale 80 Cen. 4,798; E&P 86 Est. 4,465
CZ-ABC: (80) 118,946
RTZ-ABC: (80) 231,874
County 80 Cen. 137,961; E&P 86 Est. 135,932
MSA 80 Cen. 162,781; E&P 86 Est. 160,874
City & RTZ-ABC: (80) 350,820
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 41,683; E&P 86 Est. 42,248
Waterloo 80 Cen. 28,349; E&P 86 Est. 28,584
Cedar Falls 80 Cen. 11,712; E&P 86 Est. 12,107
Evansdale 80 Cen. 1,622; E&P 86 Est. 1,557
County 80 Cen. 48,194; E&P 86 Est. 49,568
MSA 80 Cen. 56,659; E&P 86 Est. 58,466
CZ-ABC: (80) 42,235
RTZ-ABC: (80) 81,483
City & RTZ-ABC: (80) 123,718

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$420,131,684
Savings & Loan	4	$493,843,529

6 - PASSENGER AUTOS: County 84,727

7 - ELECTRIC METERS: Residence 32,603

8 - GAS METERS: Residence 28,565

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 13,300; Ordnance 325.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Crossroads, SE edge of Waterloo; College Square Shopping Center, Cedar Falls.
Neighborhood Shopping Centers-W. 9th and Mitchell; La Porte Rd. and Mitchell; Kimball and Ridgeway; Logan Ave. and Donald.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads Center(80)	NA	Sears, JCPenney, Donaldsons
College Sq.(64)	2	Younker's
Kimball(8)	NA	Ben Franklin, S&S Meats
Logan Plz.(7)	NA	Revco, Eagle Food
Villa(12)	NA	Ben Franklin

Principal Shopping Days-Department: Mon., Thur., Fri., Sat.; Shopping Centers: daily; Food: Thur., Fri., Sat.
Stores Open Sundays-Shopping centers, drug, discount and food.
Stores Open Evenings-Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Donaldsons; Younker's; Petersen Harned Von Maur.
Discount Stores-K mart 2; Target; Wal-Mart.
Variety Stores-Woolworth 2; Ben Franklin 4.
Chain Drug Store-Osco 3; May 2; Walgreens 2.
Chain Supermarkets-Super-Valu 6; HyVee 5; Jack & Jill; Food for Less; County Market.
Other Chain Stores-Endicott Johnson Shoes; Kinney Shoes 2.

14 - NEWSPAPERS: COURIER (e-mon to fri) 48,795; (S) 52,226; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tansey, Adv. Dir., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 291-1400.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

WEBSTER CITY

1 - LOCATION: Hamilton County. E&P Map B-2. County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State 17; 9 mi. to U.S. 69; 12 mi. to I-35.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,572; E&P 86 Est. 8,432
CZ-ABC: (80) 8,572
RTZ-ABC: (80) 22,529
County 80 Cen. 17,862; E&P 86 Est. 17,124
City & RTZ-ABC: (80) 31,101

4 - HOUSEHOLDS:
City 80 Cen. 3,243; E&P 86 Est. 3,258
County 80 Cen. 6,623; E&P 86 Est. 6,607
CZ-ABC: (80) 3,243
RTZ-ABC: (80) 8,433
City & RTZ-ABC: (80) 11,676

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$151,136,786
Savings & Loan	2	$82,000,000

6 - PASSENGER AUTOS: County 11,283

7 - ELECTRIC METERS: Residence 3,410

8 - GAS METERS: Residence 3,165

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Washer Mfg. 900 ($320); Metal Castings 100 ($175); Packing Plant 125 ($200); Printing ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 70-95; Fall 40-78; Winter 20-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 2nd St., 4 blocks along side streets.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Discount-nightly except Sun.
Stores Open Sundays-Discount and Food.

13 - RETAIL OUTLETS: Department Stores-Osweilers; Lubbers; Home Appliance.
Variety Stores-Ben Franklin.
Discount Stores-K mart.
Chain Drug Stores-Williams; Snyder; Olson Pharmacy.
Chain Supermarkets-Fareway; HyVee Foods; Steve's Super Value.
Other Chain Stores-Hunter Oil & Gas; Derby Oil & Gas; Spurgeon's (ready-to-wear); Goodyear; Coast-to-Coast; OK Hardware; Casey's; McDonald's; Hardees.

14 - NEWSPAPERS: FREEMAN-JOURNAL (e) 4,056; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Grandstaff, Pub., FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350.
National Representatives: Papert Companies; Iowa Newspaper Association.

KANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Kansas City, MO-KS-Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, MO; Johnson, Leavenworth, Miami, Wyandotte Counties, KS.
Lawrence-Douglas County.
Topeka-Shawnee County.
Wichita-Butler and Sedgwick Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	175	181	192
5-14 Years	441	344	365
15-24 Years	406	451	477
25-44 Years	502	624	661
45-64 Years	460	457	482
65 and Over	266	306	322
TOTAL	2,249	2,363	2,499

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdw	517	624	1,009
General Mdse	991	1,280	1,664
Food	1,522	2,335	2,664
Automobiles	1,839	2,186	3,442
Gasoline Stations	661	1,069	953
Apparel	369	503	688
Furniture	365	446	736
Eat-Drink Places	596	931	1,200
Drugs	192	286	336
TOTAL SALES	7,696	10,842	13,826

ABILENE

1 - LOCATION: Dickinson County. E&P Map C-2. County Seat. Milling, screen printing, agriculture and tourist center. 160 mi. W of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,572; E&P 86 Est. 6,528
County 80 Cen. 20,175; E&P 86 Est. 20,341

4 - HOUSEHOLDS:
City 80 Cen. 2,654; E&P 86 Est. 2,740
County 80 Cen. 7,716; E&P 86 Est. 8,184

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$96,563,000

6 - PASSENGER AUTOS: County 11,559

7 - ELECTRIC METERS: Residence 2,800

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Milling 100; Machine Shop 200.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 sts.
Neighborhood Shopping Centers-N. Buckeye; S. Cedar; S. First St. & W. Third; S. Buckeye.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Hamburg's; Add-A-Touch of Furn.; Pinkham's; Shockey and Landes Furn. & Hdwe.; Kansas Home Furnishings; Steinhauser's; Banker's.
Variety Stores-Ben Franklin.
Discount Stores-Alco.
Chain Supermarkets-Zey's; IGA; Boogaarts; Cummings Jack & Jill.
Other Chain Stores-Montgomery Ward; Sears; True-Value; Gambles.

14 - NEWSPAPERS: REFLECTOR-CHRONICLE (e-mon to fri; m-sat) 4,892; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: V.L. Sadowski, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway; PO Box 8, Abilene, KS 67410; Tel. (913) 263-1000.
National Representative: Kansas Press Service.

ARKANSAS CITY

1 - LOCATION: Cowley County. E&P Map C-3. S central part of state on Arkansas River. 285 mi. SW of Kansas City. U.S. Hwys. 166, 77; I-35.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 13,201; E&P 86 Est. 13,421
County 80 Cen. 36,824; E&P 86 Est. 38,747

4 - HOUSEHOLDS:
City 80 Cen. 5,346; E&P 86 Est. 5,723
County 80 Cen. 13,897; E&P 86 Est. 15,287

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$104,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 20,282

7 - ELECTRIC METERS: City 5,942

8 - GAS METERS: Residence 6,085

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 345 ($300); Flour Milling 220 ($200); R.R. 300 ($250); Jet Engine Overhaul 750 ($250); Mobile Homes Mfg 152 ($200).
Principal Industrial Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Av. Annual Temp. 58; Jan. 33; July 80; Av. an. precipitation 33 in.; snow 9 in.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Summit St.; 2 on 6 cross streets.
Neighborhood Shopping Centers-The Plaza, 2 mi. N on Summit St.; TG&Y Family Ctr.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Newman Dry Goods; JCPenney; Sears; C.R. Anthony's; Litwin's.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Graves; Petersons; Taylor's.
Chain Supermarkets-Safeway; Dillon; Food Fair; Boogaarts.
Other Chain Stores-Oklahoma Tire; Mode O'Day; Cato.

14 - NEWSPAPERS: TRAVELER (e) 6,189; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Linda Neal, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
National Representative: Papert Companies.

ATCHISON

1 - LOCATION: Atchison County. E&P Map D-1. County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73; State Hwys. 4, 7, 9, 45.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri/Union Pacific; Burlington-Northern.
Motor Freight Carriers-13.
Freight Steamship Lines-2.

3 - POPULATION:
Corp. City 80 Cen. 11,407; E&P 86 Est. 11,998
County 80 Cen. 18,397; E&P 86 Est. 20,108

4 - HOUSEHOLDS:
City 80 Cen. 3,901; E&P 86 Est. 4,275
County 80 Cen. 6,225; E&P 86 Est. 7,186

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$117,085,000
Savings & Loan	2	$125,404,245

6 - PASSENGER AUTOS: County 9,217

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 4,608

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18; last killing frost, May 11.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Commercial and Main Sts. (3 1/2 blocks, Mall area); W. Main St., E. Atchison, MO; 10th & Sky Way; TG&Y Family Center.
Shopping Center-Atchison Mall (43 stores-Sears; TG&Y; Litwin's Dept.; Coast-to-Coast; Domann Drug).
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-TG&Y.
Discount Stores-Pamida.
Chain Supermarkets-Safeway; Arensberg Foods 2; Price Chopper.
Other Chain Stores-Litwin's; Firestone; Goodrich.

14 - NEWSPAPERS: GLOBE (e-mon to fri) 5,726; (S) 5,990; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Terry Horne, Pub., GLOBE, 1015 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
National Representative: Thomson Newspapers.

AUGUSTA

1 - LOCATION: Butler County. E&P Map C-3 (In Wichita MSA). Residential center; 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers.

2 - TRANSPORTATION: Railroads-Burlington-Northern, Santa Fe.
Intercity Bus Lines-Continental; Greyhound; KMO.

3 - POPULATION:
City 80 Cen. 6,968; E&P 86 Est. 7,738
County 80 Cen. 44,782; E&P 86 Est. 49,715
MSA 80 Cen. 411,313; E&P 86 Est. 455,945

4 - HOUSEHOLDS:
City 80 Cen. 2,603; E&P 86 Est. 2,967
County 80 Cen. 16,087; E&P 86 Est. 18,563
MSA 80 Cen. 153,831; E&P 86 Est. 178,096

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$77,000,000

6 - PASSENGER AUTOS: County 28,667

7 - ELECTRIC METERS: Residence 3,455

8 - GAS METERS: Residence 2,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 300; Aircraft Inst. 95; Plastics Mfg. 32; Petro. Prods. 35.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Center-Augusta Plaza (12 stores, IGA).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All on Thur.

13 - RETAIL OUTLETS: Department Stores-C.R. Calverts.
Chain Drug Stores-Walgreens; Healthmart.
Chain Supermarkets-IGA; Dillon's.
Other Chain Stores-Mode O'Day; Jack's Mens Wear; The Style Shop; Wal-Mart.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,211; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Carter J. Zerbe, Adv. Mgr., GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218.
National Representative: None.

BELOIT

1 - LOCATION: Mitchell County. E&P Map B-1. County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24, State Hwys. 9, 14.

2 - TRANSPORTATION: Railroads-Union Pacific and Missouri Pacific branches.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,367; E&P 86 Est. 4,737
County 80 Cen. 8,117; E&P 86 Est. 8,568

4 - HOUSEHOLDS:
City 80 Cen. 1,691; E&P 86 Est. 1,903
County 80 Cen. 3,148; E&P 86 Est. 3,499

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,400,000
Savings & Loan	3	$186,200,000

6 - PASSENGER AUTOS: County 4,591

7 - ELECTRIC METERS: Residence 1,961

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Agric.; Poultry; Dairy Prods.; Livestock Feed Mill; Cement Block Plant; Concrete Prods.; Farm Implement Mfg.; Photography Development.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-110; Winter-10-75.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mill Street Emporium.
Variety Stores-Beloit 5 & 10; TG&Y.
Chain Drug Stores-Bunch; S&S.
Chain Supermarkets-Boogaarts; Beloit IGA; Torr's Hy-Clas.
Other Chain Stores-Western Auto; Sears (catalog); Greif Jewelers; Cook Jewelry; Montgomery Ward; Zachary Ace Hardware; Ackerman's True Value; Coast-to-Coast.

14 - NEWSPAPERS: CALL (e) 2,922; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: B. Colby, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-5728.
National Representative: Landon Associates.

CHANUTE

1 - LOCATION: Neosho County. E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

2 - TRANSPORTATION: Railroads-AT&SF; MKT (freight only).
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,506; E&P 86 Est. 10,904
CZ-ABC (80) 10,506
RTZ-ABC: (80) 14,554
County 80 Cen. 18,967; E&P 86 Est. 19,595
City & RTZ-ABC: (80) 25,060

4 - HOUSEHOLDS:
City 80 Cen. 4,183; E&P 86 Est. 4,511
CZ-ABC: (80) 4,183
RTZ-ABC: (80) 5,420
County 80 Cen. 7,241; E&P 86 Est. 7,798
City & RTZ-ABC: (80) 9,603

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,300,000
Savings & Loan	1	$52,400,000

6 - PASSENGER AUTOS: County 10,409

7 - ELECTRIC METERS: Residence 6,200

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Plant 150; Heavy Equip. Mfg. 375; Garment Mfg. 230; Satellite Comm. 250; Oil Servs. 650.
Principal Industrial Pay Days-Every other week.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.
Neighborhood Shopping Centers-14th and Santa Fe; and on West Cherry.
Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins.
Discount Stores-Wal-Mart; Revco Drug.
Chain Supermarkets-Self-Service Town & Country; Rooster's Thriftway; Plaza IGA.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Coast-to-Coast.

14 - NEWSPAPERS: TRIBUNE (e) 5,415; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Harris, Pub., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.
National Representative: Papert Companies.

CLAY CENTER

1 - LOCATION: Clay County. E&P Map C-2. County Seat. NE part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,948; E&P 86 Est. 4,967
County 80 Cen. 9,802; E&P 86 Est. 9,795

4 - HOUSEHOLDS:
City 80 Cen. 2,111; E&P 86 Est. 2,136
County 80 Cen. 3,830; E&P 86 Est. 3,980

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,065,228
Savings & Loan	1	$354,835,782

6 - PASSENGER AUTOS: County 5,425

7 - ELECTRIC METERS: Residence 2,124

8 - GAS METERS: Residence 2,175

9 - PRINCIPAL INDUSTRIES: Farming; Farm Equip.; Feed Mfg.; House Bldg. (Av. Wkly. Wage): Skilled-$452; Semi-skilled-$406; Unskilled-$351. Total Employment: 5,080.
Principal Pay Days-1st, 15th; Sat.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 4th, 5th, 6th; Grant; Lincoln; Court; Dexter.
Neighborhood Shopping Centers-West Crawford; Clay Ctr. Plz.
Stores Open Evenings-Thur.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Browne's; JCPenney; Mayo's.
Variety Stores-Banner; Gibson's; TG&Y.
Chain Supermarkets-Thriftway; Boogaart's; Clay Ctr. IGA.
Other Chain Stores-Plainsman Supply.

14 - NEWSPAPERS: DISPATCH (e) 3,728; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Ginger Jensen, Adv. Dir., DISPATCH, 805 5th St., Clay Center, KS 67432; Tel. (913) 632-2127.
National Representative: Landon Associates.

COFFEYVILLE

1 - LOCATION: Montgomery County. E&P Map D-3. Mfg. ctr. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from Tulsa; 171 mi. from Kansas City. On Hwys. 166, 169.

2 - TRANSPORTATION: Railroads-MK&T; MP; AT&SF.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Greyhound; M. K. & O. Trailways; Kansas Trails.

3 - POPULATION:
Corp. City 80 Cen. 15,185; E&P 86 Est. 15,306
CZ-ABC: (80) 17,252
RTZ-ABC: (80) 30,743
County 80 Cen. 42,281; E&P 86 Est. 44,401
City & RTZ-ABC: (80) 47,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,981; E&P 86 Est. 5,254
County 80 Cen. 16,388; E&P 86 Est. 17,970
CZ-ABC: (80) 6,738
RTZ-ABC: (80) 11,618
City & RTZ-ABC: (80) 18,356

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$186,284,572
Savings & Loan	1	$138,027,801

6 - PASSENGER AUTOS: County 22,417.

7 - ELECTRIC METERS: Residence 8,376.

8 - GAS METERS: Residence 6,463.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Power Transmissions 600; Pattern Shops & Foundries 655; Refinery 425; Oil Field Equip. 971; Recreational Vehicles & Furnishings 51; Printing & Pub. 53; Machine Shops 110; Riding Mowers 90; Printed Assembly 250; Flour Mills 69.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on Walnut. (105 units).
Neighborhood Shopping Centers-7 on 11th St. Mall; 16 on East 8th Shop Area; 6 on Centerville.
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Thur.
Stores Open Sundays-Grocery, Variety and Discount.

13 - RETAIL OUTLETS: Department Stores-H.W. Read's; JCPenney; Westco.
Discount Stores-Wal-Mart; TG&Y; Gibson.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Nu Way; Safeway; Elmore's IGA.
Other Chain Stores-Otasco; Litwins; Singer Co.; Firestone; Bailly Farm; Sears; Goodyear; Coast-to-Coast; Bynum's; B.F. Goodrich.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 7,246; (S) 8,428; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Mullins, Adv. Dir., JOURNAL, PO Box 849, Coffeyville, KS 67337; Tel. (316) 251-3300.
National Representative: Gannett Media Sales.

COLBY

1 - LOCATION: Thomas County. County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. Colby Community College. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Union Pacific; Kyle.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,544; E&P 86 Est. 6,118
County 80 Cen. 8,451; E&P 86 Est. 9,068

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,034; E&P 86 Est. 2,259
County 80 Cen. 3,072; E&P 86 Est. 3,433

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 5,192.

7 - ELECTRIC METERS: Residence 2,085.

8 - GAS METERS: Residence 2,237.

9 - PRINCIPAL INDUSTRIES: Farm Mach.; Grain Elevator (distribution); Oil Field Supplies.
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Average annual temperature-51; Jan.-28; July-77.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main, Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

13 - RETAIL OUTLETS: Department Stores-Conrad's; Caldwells.
Discount Stores-TG&Y.
Chain Drug Stores-Rexall; Health Mart.
Chain Supermarkets-IGA; AG; Boogaart's.
Other Chain Stores-Goodyear; Coast-to-Coast; Firestone; Gamble's; Western Auto; Loves; Butterfields; Stop 'N Shop; Radio Shack; Sears; Big A; Napa; Car Quest.

14 - NEWSPAPERS: FREE PRESS (m-tues to sat) 3,050; sworn Sept. 24, 1985.
Local Contact for Advertising and Merchandising Data: Donna Benett, Adv. Mgr., FREE PRESS, 155 W. 5th, Colby, KS 67701; Tel. (913) 462-3963.
National Representative: None.

COLUMBUS

1 - LOCATION: Cherokee County. E&P Map D-3. County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69; State Hwys. 7, 96.

2 - TRANSPORTATION: Railroads-Burlington Northern; MKT.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,426; E&P 86 Est. 3,455
County 80 Cen. 22,304; E&P 86 Est. 22,726

4 - HOUSEHOLDS:
City 80 Cen. 1,435; E&P 86 Est. 1,524
County 80 Cen. 8,550; E&P 86 Est. 9,138

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$85,256,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,420.

7 - ELECTRIC METERS: Residence 1,450.

8 - GAS METERS: Residence & Comm. 1,550.

9 - PRINCIPAL INDUSTRIES: Bldg. Constr.; Recreation Vehicles; Chem.; Auto Parts Mfg.; Form Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Central sq. & adjoining sts.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-Adam's; Dollar General; Evans Health Mart; Fiedlers by Daugherty; Steppin Out; True Value; Ace Hdwe.
Chain Supermarkets-Town & Country; IGA.
Other Chain Stores-Sears (catalog); Itco; Westco Furniture.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri) 2,806; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Micki Murdock, Adv. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 66725; Tel. (316) 429-2773.
National Representative: Kansas Press Service.

CONCORDIA

1 - LOCATION: Cloud County. E&P Map C-1. County Seat. Agricultural, wholesale & ret. health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State 9, 28.

2 - TRANSPORTATION: Railroads-AT&SF; Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,847; E&P 86 Est. 6,757
County 80 Cen. 12,494; E&P 86 Est. 12,139
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,624; E&P 86 Est. 2,599
County 80 Cen. 4,758; E&P 86 Est. 4,876

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,000,000
Savings & Loan	3	$224,000,000

6 - PASSENGER AUTOS: County 6,781.

7 - ELECTRIC METERS: Residence 3,409.

8 - GAS METERS: Residence 3,900.

9 - PRINCIPAL INDUSTRIES: Industry No. of Employees-Food 192; Feed N.A.; Concrete Prods. 9; Brick 60; Metal 200; Hospital 200; Playground Equip. 27.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plaza	NA	Alco, Boogaart's
Concordia Plz.(4)	NA	TG&Y, Meller's

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JC Penny; Dreilings; Bon Marche.
Variety Stores-Alco; TG&Y.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Boogaarts 2; Affiliated Foods.
Other Chain Stores-True Value; Fashion Crossroads; Goodyear; Loves Country Store; E-Z Shop; Ace Hardware; Sears; Browns Shoes; Radio Shack; Sherwin-Williams; Hardee's.

14 - NEWSPAPERS: BLADE-EMPIRE (e-mon to fri) 3,374; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Brad Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.
National Representative: None.

COUNCIL GROVE

1 - LOCATION: Morris County. E&P Map C-2. County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56; State Hwys. 13, 57.

2 - TRANSPORTATION: Railroads-Missouri Pacific.

3 - POPULATION:
City 80 Cen. 2,381; E&P 86 Est. 2,688
County 80 Cen. 6,419; E&P 86 Est. 7,308

4 - HOUSEHOLDS:
City 80 Cen. 1,008; E&P 86 Est. 1,015
County 80 Cen. 2,560; E&P 86 Est. 3,005

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$24,080,875

6 - PASSENGER AUTOS: County 3,551.

7 - ELECTRIC METERS: Residence 840.

8 - GAS METERS: Residence 796.

9 - PRINCIPAL INDUSTRIES: R.R. Milling; Dairying; Sporting Goods; Concrete Prods.; Plastic Items; Sheetmetal Prods.

10 - CLIMATE: Average Annual Temp.-52; Jan.-28; July-97.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Blims.
Variety Stores-Duckwall's.
Chain Supermarkets-IGA; Thriftway; Super Saver.
Other Chain Stores-Western Auto; True Value; Rexall; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,830; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, Co-Publishers, REPUBLICAN, 208 W. Mail St., Council Grove, KS 66846; Tel. (316) 429-2773.
National Representative: None.

DODGE CITY

1 - LOCATION: Ford County. E&P Map B-3. County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, MO and same E of Denver, CO.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Continental; Bickel; Green Diamond.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,001; E&P 86 Est. 22,466
CZ-ABC: (80) 18,885
RTZ-ABC: (80) 81,145
County 80 Cen. 24,315; E&P 86 Est. 28,278
City & RTZ-ABC: (80) 100,030

4 - HOUSEHOLDS:
City 80 Cen. 6,590; E&P 86 Est. 8,548
County 80 Cen. 8,776; E&P 86 Est. 10,775
CZ-ABC: (80) 6,917
RTZ-ABC: (80) 28,704
City & RTZ-ABC: (80) 35,621

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$165,401,232
Savings & Loan	4	$457,345,282
Fed. Credit Union	1	$16,000,000

6 - PASSENGER AUTOS: County 15,278.

7 - ELECTRIC METERS: Residence 6,282.

8 - GAS METERS: Residence 6,194.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Food 600 ($180); Mach. 250 ($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25; last killing frost, Apr. 15.

11 - TAP WATER: Hard; not fluoridated; chlorinated.

12 - RETAILING: Principal Shopping Center-Wyatt Earp Blvd. W from Central 5 blocks; 2nd Ave. from river bridge 6 blocks N; Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge(4)	NA	Long's Dept.
Village Sq.(42)	NA	JCPenney, Woolworth
Comanche Plz.	NA	TG&Y, Revco, Otasco, IGA, Hardees
High Plains	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Kline's; JCPenney; Anthonys.
Discount Stores-Gibson's; Alco; TG&Y; Revco; Wal-Mart.
Variety Stores-Woolworth; TG&Y.
Chain Drug Stores-Palace Rexall; Prescription Center.
Chain Supermarkets-Dillons 2; Safeway; Pay Day; IGA 2.
Other Chain Stores-Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GLOBE (e) 8,713; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE, 705 Second; Box 820, Dodge City, KS 67801; Tel. (316) 225-4151.
National Representative: None.

EL DORADO

1 - LOCATION: Butler County. E&P Map C-3 (In Wichita MSA). County Seat. Agric., oil, small mfg. 166 mi. from Kansas City; 21 mi. from Wichita on Tpke. On U.S. Hwys. 54, 77; State Hwys. 13, 196; Kansas Tpke.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-15; interstate carriers 15.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 10,510; E&P 86 Est. 9,600
MSA 80 Cen. 411,313; E&P 86 Est. 455,945
County 80 Cen. 44,782; E&P 86 Est. 49,715

4 - HOUSEHOLDS:
City 80 Cen. 4,261; E&P 86 Est. 4,105
County 80 Cen. 16,087; E&P 86 Est. 18,563
MSA 80 Cen. 153,831; E&P 86 Est. 178,096

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,670,693
Savings & Loan	3	$749,212,061

6 - PASSENGER AUTOS: County 28,667.

7 - ELECTRIC METERS: Residence 8,942.

8 - GAS METERS: Residence 4,761.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Refinery 956 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225).
Principal Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 6 streets.
Neighborhood Shopping Centers-600 N Main; 2300-2600 W Central.
Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Dept. Thur.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins; Farm n' Home.
Discount Stores-TG&Y; Wal-Mart.
Variety Stores-Family Center.
Chain Drug Stores-Graves; Revco.
Chain Supermarkets-Thriftway; Safeway; Dillon's; Boogaart's.

Other Chain Stores-Sears (catalog); Western Auto; Arrow Assoc.

14 - NEWSPAPERS: TIMES (e) 5,779; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: John A. Tracy, Adv. Dir., TIMES, 114 N. Vine, El Dorado, KS 67042; Tel. (316) 321-1120.
National Representative: None.

EMPORIA

1 - LOCATION: Lyon County. E&P Map C-2. County Seat. On Cottonwood and Neosho Rivers. 50 mi SW of Topeka; 100 mi SW of Kansas City.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,287; E&P 86 Est. 27,557
CZ-ABC: (80) 25,287
RTZ-ABC: (80) 27,713
County 80 Cen. 35,108; E&P 86 Est. 38,459
City & RTZ-ABC: (80) 53,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,524; E&P 86 Est. 10,782
County 80 Cen. 13,009; E&P 86 Est. 14,894
CZ-ABC: (80) 9,524
RTZ-ABC: (80) 10,374
City & RTZ-ABC: (80) 19,898

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$221,677,166
Savings & Loan	3	$2,976,517,426

6 - PASSENGER AUTOS: County 18,366

7 - ELECTRIC METERS: Residence & Bus. 11,567

8 - GAS METERS: Residence & Bus. 9,083

9 - PRINCIPAL INDUSTRIES: Mfg.; Food Proc.; Hospitals; Banking; Meat Packing; Educ.; Trans.; Agric.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on Sixth Ave. and Hwy 50; 13 on Commercial St.; 2 on Merchant St.; 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.
Shopping Centers-Flint Hills Mall, 23 stores; Emporia West Plaza, 14 stores.
Principal Shopping Day-Fri.
Stores Open Evenings-Wed.; Flint Hills-nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Newman's; JCPenney.
Variety Stores-Wal-Mart; K mart; TG&Y; Alco; Bluestem Farm & Ranch.
Drug Stores-Berg & Frost; Graves; Prescription Center; Hill's Apothcary; Revco; Wal-Mart; Dillon's.
Chain Supermarkets-Reeble's 2; Safeway; Dillon's 2; Price Chopper.

14 - NEWSPAPERS: GAZETTE (e) 10,890; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R. Bruce Knaak, Natl. Adv. Mgr., GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4803.
National Representative: Landon Associates.

FORT SCOTT

1 - LOCATION: Bourbon County. E&P Map D-3. County Seat. Agricultural center & small manufacturing center; SE part of state. 96 mi S of Kansas City, MO. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Kansas-Texas.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,893; E&P 86 Est. 9,127
CZ-ABC: (80) 8,893
RTZ-ABC: (80) 15,247
City & RTZ-ABC: (80) 24,140
County 80 Cen. 15,969; E&P 86 Est. 17,017

4 - HOUSEHOLDS:
City 80 Cen. 3,794; E&P 86 Est. 3,899
CZ-ABC: (80) 3,794
RTZ-ABC: (80) 5,770
County 80 Cen. 6,388; E&P 86 Est. 7,136
City & RTZ-ABC: (80) 9,564

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$134,066,779
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 8,588

7 - ELECTRIC METERS: Residence 3,774

8 - GAS METERS: Residence 3,832

9 - PRINCIPAL INDUSTRIES: Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution; Rubber Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five sts.
Shopping Center-Wal-Mart (Wal-Mart Discount); Harold's Supermarket.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Groceries, Drugs & Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Litwin's; Ace Hdwe.; True Value Hdwe.; Pro Hdwe.; Big Sugar Lumber.
Discount Stores-Wal-Mart.
Chain Supermarkets-Quik Trip; 7-Eleven; Harold's; Consumers; Whitesides 2; Hall's Food Markets 2.
Other Chain Stores-Sherwin-Williams; Otasco; Save Mart.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; m-sat) 5,737; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ann Emerson, Gen. Mgr., TRIBUNE, 6 E. Wall St., Fort Scott, KS 66801; Tel. (316) 223-1460.
National Representative: Papert Companies.

GARDEN CITY

1 - LOCATION: Finney County. E&P Map A-2. 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 156, 83.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak; Garden City Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Continental.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,256; E&P 86 Est. 23,447
CZ-ABC: (80) 18,256
RTZ-ABC: (80) 40,587
County 80 Cen. 23,825; E&P 86 Est. 30,924
City & RTZ-ABC: (80) 58,843
Demographic Information available from Newspaper. See paragraph 14.

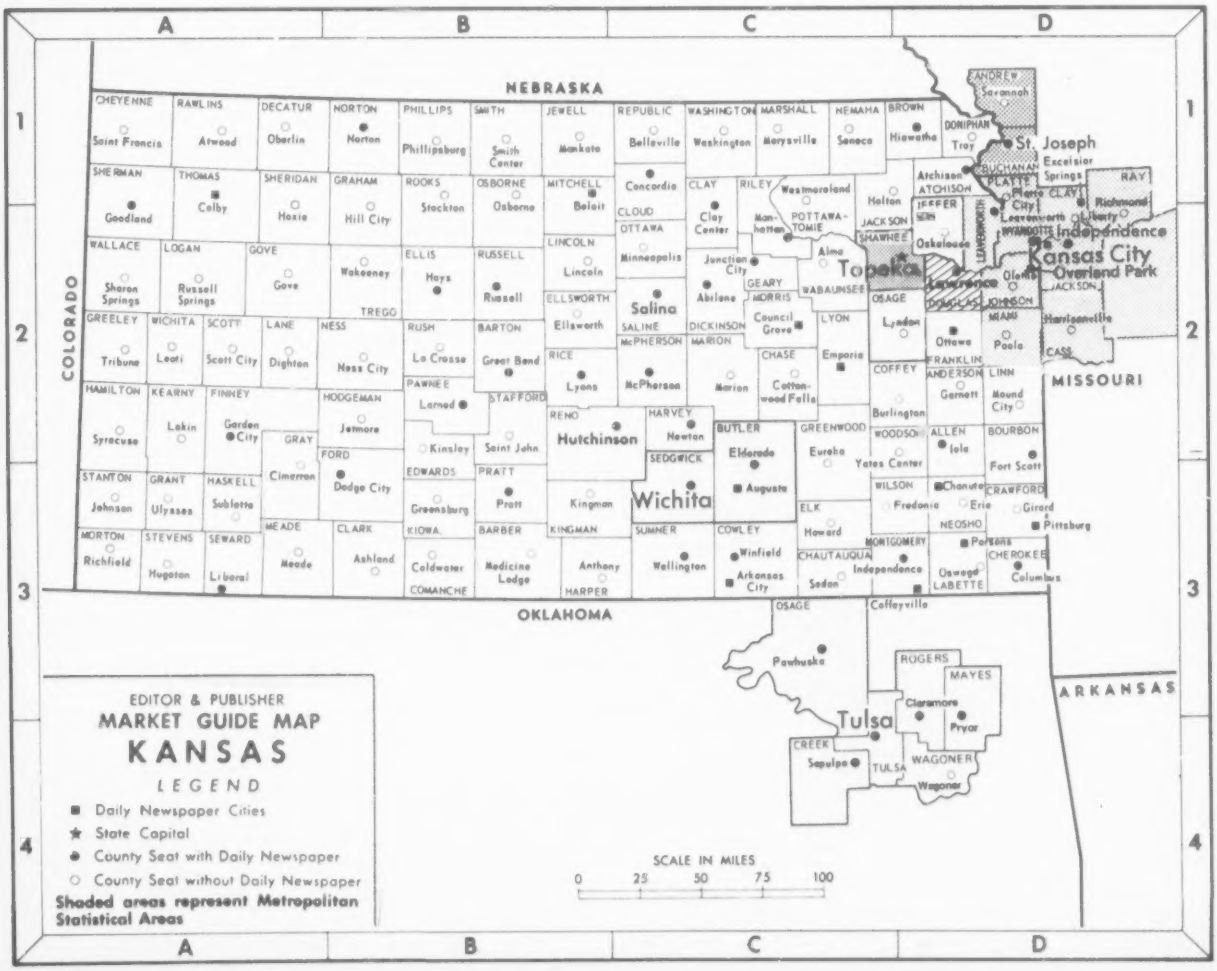
4 - HOUSEHOLDS:
City 80 Cen. 6,305; E&P 86 Est. 8,175
County 80 Cen. 8,104; E&P 86 Est. 11,024
CZ-ABC: (80) 6,305
RTZ-ABC: (80) 14,122
City & RTZ-ABC: (80) 20,427

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$200,800,000
Savings	NA	(incl. above)

6 - PASSENGER AUTOS: County 16,940

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 9,100



9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 675; Beef Packing 350; Irrigation 210; Agricultural Mach. 150; Cattle Feeding 200; Plastic Pipe 70.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most on Thur.

13 - RETAIL OUTLETS: Department Stores-Anthony; JCPenney; Sears.
Discount Stores-Gibson's.
Variety Stores-Alco; Woolworth; K mart; Wal-Mart.
Chain Drug Stores-Prescription Center; Revco.
Chain Supermarkets-Dillon's 2; Wall's IGA; Dart 12; Dart-In 3; Kwik Shop 2; Loves 2; 7-Eleven 2; Garden City; IGA.
Other Chain Stores-Mode O'Day; Dairy Queen; Coast-to-Coast; Otasco; Firestone; Baillys Big R.

14 - NEWSPAPERS: TELEGRAM (e) 11,162; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: LeRoy Allman, Adv. Dir., TELEGRAM, 310 N. Seventh, Garden City, KS 67846; Tel. (316) 275-7105.
National Representative: Landon Associates; Kansas Press Service.

GOODLAND

1 - LOCATION: Sherman County. E&P Map A-2. County Seat. Residential Center. 200 mi. E of Denver; State 27; I-70.

2 - TRANSPORTATION: Railroad-Kyle.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Air Midwest.
Motor Freight Carriers-4.

3 - POPULATION:
City 80 Cen. 5,708; E&P 86 Est. 5,640
County 80 Cen. 7,759; E&P 86 Est. 7,481

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,708; E&P 86 Est. 5,640
County 80 Cen. 2,861; E&P 86 Est. 2,852

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$57,669,000

6 - PASSENGER AUTOS: County 4,391

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Sugar; R.R. Shops; Building Materials; Laundry; Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Constr.; 4 Livestock Feedlots.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schneider's; Goodland Clothing; Elliott's; Collage; Gamble's; Aten.
Discount Stores-Alco; Gibson's; TG&Y.
Chain Supermarkets-Safeway; Boogaart's; IGA.
Other Chain Stores-Mode O'Day; Twila's; Fabric Shop; Sears; Fitz Gibbons Hdwe.; Jacobs Appliance; Malper Drug; Plainsman Supply; Fixsen's TV-Appliance; Price Right Meat Mkt.; Caldwell's; J&L Drug.

14 - NEWSPAPERS: NEWS (e-mon to fri- S) 3,183, sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Raymond McCants, Gen. Mgr., NEWS, 1205 Main, Goodland, KS 67735; Tel. (913) 899-2338.
National Representative: None.

GREAT BEND

1 - LOCATION: Barton County. E&P Map B-2. County Seat. Industrial, oil and wheat center. 120 mi. NW of Wichita. On U.S. Hwys. 56, 281, 156; State Hwy. 96.

2 - TRANSPORTATION: Railroads-Atchison, Topeka; Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Tri-State.
Airlines-Eastern Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,608; E&P 86 Est. 18,412
CZ-ABC: (80) 16,608
RTZ-ABC: (80) 38,556
County 80 Cen. 31,343; E&P 86 Est. 34,561
City & RTZ-ABC: (80) 55,164

4 - HOUSEHOLDS:
City 80 Cen. 6,379; E&P 86 Est. 7,284
County 80 Cen. 11,797; E&P 86 Est. 13,556
CZ-ABC: (80) 6,379
RTZ-ABC: (80) 14,781
City & RTZ-ABC: (80) 21,160

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$216,293,897
Savings & Loan	3	$327,917,302

6 - PASSENGER AUTOS: County 21,347

7 - ELECTRIC METERS: Residence City 8,157

8 - GAS METERS: Residence 8,907

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production 2,580 ($300); GB Mfg. 74 ($260); Fuller Brush 500 ($250).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Bend(8)	2	IGA
Westgate(10)	4	Water's True Value
Zarah Mall(10)	NA	Brass Buckle
Village Mall(8)	4	
Mini Mall(7)	NA	West Ltd.

Neighborhood Shopping Centers-Washington; Crescent Park; West Tenth; Westgate (West Broadway); Village Mall Plaza.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Reisbigs; Sears.
Discount Stores-Gibson; Wells Furniture Whse.; TG&Y; K mart; Wal-Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Dillon's 2; Jack & Jill; Boogaart's; Payday IGA; Food-For-Less.
Other Chain Stores-McCoy's Shoes; Otasco; Goodyear Tire Center; Brown's Shoes; Gibson Hallmark Gifts; Dollar General; Mode O'Day; True Value Hdwe.; BF Goodrich.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 11,579; (S) 11,943; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Marsh, Adv. Mgr., TRIBUNE, 2012 Forest St.; PO Box 228, Great Bend, KS 67530; Tel. (316) 792-1211.
National Representative: Landon Associates.

HAYS

1 - LOCATION: Ellis County. E&P Map B-2. County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

2 - TRANSPORTATION: Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,301; E&P 86 Est. 19,140
CZ-ABC: (80) 16,301
Bal. in NDM-ABC: (80) 50,740
Total NDM-ABC: (80) 67,041
County 80 Cen. 26,098; E&P 86 Est. 30,605

4 - HOUSEHOLDS:
City 80 Cen. 6,225; E&P 86 Est. 7,626
CZ-ABC: (80) 6,225
County 80 Cen. 9,200; E&P 86 Est. 11,392
Bal. in NDM-ABC: (80) 18,961
Total NDM-ABC: (80) 25,186

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$195,463,237
Savings & Loan	4	$611,326,512

6 - PASSENGER AUTOS: County 16,523

7 - ELECTRIC METERS: Residence 12,824

8 - GAS METERS: Residence 8,442

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trade Constr., Gov't., Mining. 6,000; University payroll over $18,000,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-18 blocks on Main and adjoining streets.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial(13)	NA	Boogaarts Groc.
Country Club Plz.	NA	The Kiddie Shop
Hillcrest	NA	Dillon's
The Mall(32)	NA	Klines Dept., K mart, JCPenney, Midwest Drug
Alco Plaza(2)	NA	Alco Discount, Food Bonanza

Principal Shopping Days-Thur.
Stores Open Evenings-Downtown-Thur. Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Wiesner's; Klines; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Alco; K mart; Wal-Mart.
Chain Supermarkets-Dillon's; Mammel's; Boogaart's; Food Bonanza; Mini Mkts.
Other Chain Stores-Sears (catalog); Firestone; Brown Shoe Fit Co.; Western Auto; Oklahoma Tire; K.G. Men's Wear; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,402; (S) 15,129; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael H. Haas, Adv. Mgr., NEWS, PO Box 857, Hays, KS 67601; Tel. (913) 628-1081.
National Representative: None.

HIAWATHA

1 - LOCATION: Brown County. E&P Map D-1 County Seat. Residential center. 100 mi. from Kansas City. 45 mi. from St. Joseph, MO. Hwys. 36, 73, 159.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-6.
Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,702; E&P 86 Est. 3,756
County 80 Cen. 11,955; E&P 86 Est. 11,594

4 - HOUSEHOLDS:
City 80 Cen. 1,517; E&P 86 Est. 1,557
County 80 Cen. 4,612; E&P 86 Est. 4,694

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$55,000,000
Savings & Loan	1	$11,000,000

6 - PASSENGER AUTOS: County 6,287

7 - ELECTRIC METERS: Residence 1,901

8 - GAS METERS: Residence 1,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Mfg. 360 ($190); Hand Tools 137 ($180); Egg Prods. 35 ($180); Tool and Die 21 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-100; Fall 40-75; Winter 1-60. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Between 1st and 10th St. on Oregon St. (45 stores) and 16 blocks on 1st St. (17 stores). Wal-Mart one mile west on Oregon St.
Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Discount until 9 PM; Grocery until 9 PM.

13 - RETAIL OUTLETS: Department Stores-Family Fashions.
Discount Stores-Wal-Mart.
Chain Supermarkets-Lindys Thriftway; Casey's Gen. Store; Dave's IGA.
Other Chain Stores-Coast-to-Coast; Sonic; Sears (catalog); Montgomery Ward; Bailly's Farm and Home; Dairy Queen; Adventureland Video; Radio Shack; Hallmark Cards.

14 - NEWSPAPERS: DAILY WORLD (e-mon to fri) 3,527; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Barry Stokes, Ed / Pub., DAILY WORLD, 607 Utah St.; PO Box 160, Hiawatha, KS 66434; Tel. (913) 742-2111.
National Representative: Landon Associates.

HUTCHINSON

1 - LOCATION: Reno County. E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Amtrak; Santa Fe.
Motor Freight Carriers-28.
Intercity Bus Lines-Continental Trailways. Hutchinson Shuttle Service.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 40,244; E&P 86 Est. 41,616
County 80 Cen. 64,983; E&P 86 Est. 67,132
CZ-ABC: (80) 48,528
RTZ-ABC: (80) 142,609
City & RTZ-ABC: (80) 191,137
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,514; E&P 86 Est. 16,978
County 80 Cen. 24,448; E&P 86 Est. 26,386
CZ-ABC: (80) 18,604
RTZ-ABC: (80) 53,892
City & RTZ-ABC: (80) 72,496

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$403,322,493
Savings & Loan	3	$495,983,941

6 - PASSENGER AUTOS: County 39,077

7 - ELECTRIC METERS: Residence 28,198

8 - GAS METERS: Residence 19,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,808 ($378); Mining 224 ($409); Contract Constr. 971 ($315); Trans., Electric, Gas, etc. 1,144 ($520).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
Neighborhood Shopping Centers-13th & Main Sts.; 27th & Main Sts.; 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hutchinson Mall	2	Dillards, JCPenney, Wal-Mart
Alco Plz.(3)	NA	Alco
Larkland(11)	NA	Interstate Elect.
Northgate(12)	NA	Dillon's
Sears Plz.(4)	NA	Sears

Principal Shopping Days-Dept. Mon., Thur. Food Wed., Fri., Sat.; Food open nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Wiley's; Pegues; Anthony's; Meschke (men's); Long's; Sears; JCPenney; Calhoun's; Biles & Long (men's); L. Wilson & Co. (men's).
Discount Stores-Gibson's; Alco 2; Osco; K mart.
Variety Stores-Ben Franklin 3.
Chain Drug Stores-Coberly; Fraese; Self-Service; Medicine Shoppe; Dillon.
Chain Supermarkets-Dillon's 10; Jack & Jill; Safeway; Risley's IGA; Warehouse Mkt.
Other Chain Stores-Firestone; Goodrich; Otasco; Western Auto; Zale's Jewelers; Sweetbriar; Seifert's; Burl's Tires; Maurice's Fashions (women's).

14 - NEWSPAPERS: NEWS (all day) 42,612; (S) 45,879; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frederick G. Hipp, Adv. Dir., NEWS, 300 W. Second St., Hutchinson, KS 67501; Tel. (316) 662-3311.
National Representative: Papert Companies.

INDEPENDENCE

1 - LOCATION: Montgomery County. E&P Map D-3. County Seat. Agricultural, manufacturing, oil and gas area; SE part of state; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Lines-11.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 10,598; E&P 86 Est. 10,819
CZ-ABC: (80) 10,598
RTZ-ABC: (80) 30,522
County 80 Cen. 42,281; E&P 86 Est. 44,101
City & RTZ-ABC: (80) 41,120

4 - HOUSEHOLDS:
City 80 Cen. 4,323; E&P 86 Est. 4,705
County 80 Cen. 16,388; E&P 86 Est. 17,970
CZ-ABC: (80) 4,323
RTZ-ABC: (80) 11,868
City & RTZ-ABC: (80) 16,191

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$115,326,000
Savings & Loan	1	$86,154,359

6 - PASSENGER AUTOS: County 22,417

7 - ELECTRIC METERS: Residence 4,407

8 - GAS METERS: Residence 4,127

9 - PRINCIPAL INDUSTRIES: Oil Products and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Mtr. Mfg. 385; Farm Machinery Mfg. 52; Automotive Electrial Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Well Pumps 40.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-68; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Gibson. 2 blocks, 5 stores plus medical ctr. K mart 20 blocks west on Hwy. 160.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-C R Caivert; JCPenney; Litwin's; Westco Home Ctr.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Defever-Osborn Rexall.
Chain Supermarkets-Safeway; Nu-Ways.
Other Chain Stores-Firestone; Okla. Tire.

14 - NEWSPAPERS: REPORTER (e-mon. to fri) 7,207; (S) 8,023; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kent Eikenberry, Adv. Mgr., REPORTER, 320 N 6th St.; PO Box 869, Independence, KS 67301; Tel. (316) 331-3550.
National Representative: Papert Companies.

IOLA

1 - LOCATION: Allen County. E&P Map D-2. County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita; at intersection of U.S. Hwys. 169 and 54.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Kansas Trails System; Continental Trailways; Southern Kansas; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,938; E&P 86 Est. 7,307
County 80 Cen. 15,654; E&P 86 Est. 16,249

4 - HOUSEHOLDS:
City 80 Cen. 2,716; E&P 86 Est. 2,842
County 80 Cen. 5,997; E&P 86 Est. 6,492

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$82,538,800
Savings & Loan	2	$77,467,029

6 - PASSENGER AUTOS: County 8,237.

7 - ELECTRIC METERS: Residence 4,060.

8 - GAS METERS: Residence 2,954.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 220; Rubber 312; Mfg. 535; Printing & Pub. 90; Metals 38; Boat Mfg. 197.
Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-110; Fall 40-75; Winter -10-65. First killing frost, Nov. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Public Square & 2 Shopping Centers north edge of city.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; Litwin's; TG&Y; McGinty-Whitworth; Dollar General; Saturday's; Town & Country Western.
Chain Drug Stores-Iola Pharmacy; Knorp.
Chain Supermarkets-Farm Fresh; IGA; Greave's Market.
Other Chain Stores-Western Auto; Otasco; Agri Farm & Home Supply; Comstock Lbr. & Home Center.

14 - NEWSPAPERS: REGISTER (e) 4,952; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S. Washington, Iola, KS 66749; Tel. (316) 365-2111.
National Representative: None.

JUNCTION CITY

1 - LOCATION: Geary County. E&P Map C-2. County Seat. N central part of state, 100 air mi. from Kansas City and Wichita. Mfg., farming, shipping, wholesale distributing ctr., adjacent to Fort Riley. On U.S. Hwys. 40 & 77; State Hwys. 18 & 57; I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Overland & Southwest Greyhound; Continental Motor Trails.
Airlines-Capitol, Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 19,305; E&P 86 Est. 18,310
CZ-ABC: (80) 20,494
RTZ-ABC: (80) 36,470
County 80 Cen. 29,852; E&P 86 Est. 29,143
City & RTZ-ABC: (80) 56,964
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,328; E&P 86 Est. 7,357
County 80 Cen. 10,075; E&P 86 Est. 10,225
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 8,876
City & RTZ-ABC: (8C) 16,651

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$142,971,000
Savings & Loan	2	$61,000,000

6 - PASSENGER AUTOS: County 19,754.

7 - ELECTRIC METERS: Residence 10,559.

8 - GAS METERS: Residence 9,594.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fort Riley 22,616 ($280); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($230); Auto Electronic Mfg. 300 ($235); Railcar N.A. ($240); F.W. Woolworth Distrib. Ctr. 200 ($250).
Principal Pay Days-Fri.; Military: 1st & 15th; Govt.: 1st and 15th; Industrial: Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 60-100; Fall 20-90; Winter 15-60. First killing frost, Oct. 15; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.
Neighborhood Shopping Centers-North Washington, 1200 block to 1700 block; Grant Ave.; W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.
Principal Shopping Days-Sat., Thur.
Stores Open Evenings-Thur., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Longs; Montgomery Ward.
Discount Stores-Gibsons; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.
Variety Stores-Woolworth.
Chain Supermarkets-Dillon's; Safeway; Falley's; Food for Less.
Other Chain Stores-Firestone; Sears (mail order); Goodyear; Payless Shoes; Sherwin-Williams; Western Auto.

14 - NEWSPAPERS: UNION (e-mon to fri) 8,308; (S) 8,877; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hellinger, Adv. Mgr., UNION, 814 N. Washington St., Junction City, KS 66441; Tel. (913) 762-5000.
National Representative: Landon Associates.

KANSAS CITY

1 - LOCATION: Wyandotte County (In Kansas City, MO-KS MSA). E&P Map D-2. County Seat. In NE corner of state. Varied industry. 508 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

2 - TRANSPORTATION: Railroads-AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.
Motor Freight Carriers-204 Common Carriers.
Intercity Bus Lines-Greyhound; Trailways; ATA.
Airlines-TWA; Delta; United; Continental; Ozark; Central; Frontier; Midwest; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 161,148; E&P 86 Est. 163,594
County 80 Cen. 172,335; E&P 86 Est. 174,950
MSA 80 Cen. 1,433,372; E&P 86 Est. 1,505,485
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,655; E&P 86 Est. 63,446
County 80 Cen. 63,392; E&P 86 Est. 67,414
MSA 80 Cen. 536,800; E&P 86 Est. 580,985

5 - BANKS	NUMBER	DEPOSITS
Commercial	21	$641,151,000
Savings & Loan	6	$334,273,000

6 - PASSENGER AUTOS: County 91,401.

7 - ELECTRIC METERS: Residence 54,924.

8 - GAS METERS: Residence 44,885.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 3,400; Glass, Clay, Stone 4,200; Equipment Mfg. 15,750; Chem. 5,400; Steel Fab. 1,650.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 68-87; Fall 48-67; Winter 10-40. First killing frost, Oct. 2; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Indian Springs 87 stores.
Neighborhood Shopping Centers-6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave.; 3 on 8th to 10th on Southwest Blvd.; 1 on S. 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd; Sunset Plaza, 6000 Leavenworth Rd. 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 shops.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward; JCPenney; Sears.
Discount Stores-Venture; K mart; TG&Y.
Variety Stores-Ben Franklin.

Chain Drug Stores-Walgreens; De Goler's 2; ECO Discount 2; Treasury; Skagg's 2; Revco 3.
Chain Supermarkets-Milgram's 6; A&P 5; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Foodbarn 2; Sav Mart 2; C. Balls 2; Price Chopper; Aldi's.

Other Chain Stores-Auto: Western Auto, P.N. Hirsch, Firestone; Furniture: Falconers, ABC, Economy, L.A., Singer; Paints: Rickeys, Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co.

14 - NEWSPAPERS: KANSAN (e-mon to fri; S) 16,734; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Coleen Ball, Adv. Dir., KANSAN, 901 N. Eighth St., Kansas City, KS 66101; Tel. (913) 371-4300.
National Representative: Landon Associates.

LARNED

1 - LOCATION: Pawnee County. E&P Map B-2. County Seat. On State Hwy. K-19; U.S. Hwys. 56 & 156.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Trans-State.
Airlines-Air Midwest (at Great Bend; 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 4,811; E&P 86 Est. 5,603
County 80 Cen. 8,065; E&P 86 Est. 8,841

4 - HOUSEHOLDS:
City 80 Cen. 2,005; E&P 86 Est. 2,406
County 80 Cen. 3,066; E&P 86 Est. 3,590

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$107,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 4,948.

7 - ELECTRIC METERS: Residence 1,986.

8 - GAS METERS: Residence 1,775.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prods. 104 ($250); Combine Canvasses & Parts; Farming, Ranching, Feedlots; Oil, Natural Gas; Farm Equip. 20 ($275); State Hospital 700 (Avg. monthly wage $1,000-$2,000); Doctors & Psychiatrists (2) 500-$5,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 2 on Main.
Principal Shopping Days-Tues., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-A.A. Doerr; Montgomery Ward.
Discount Stores-Alco.
Chain Supermarkets-Dillon's; Mammel; Uncle Bill's AG; D's; Jack & Jill.

14 - NEWSPAPERS: TILLER & TOILER (e-mon to fri) 2,762; sworn Sept. 28, 1985.
Local Contact for Advertising and Merchandising Data: Pat Walton, Adv. Mgr., TILLER & TOILER, 115 W. 5th, Larned, KS 67550; Tel. (316) 285-3111.
National Representative: None.

LAWRENCE

1 - LOCATION: Douglas County (MSA). E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke.; I-70.

2 - TRANSPORTATION: Railroads-AT & SF; Union Pacific; Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 52,738; E&P 86 Est. 55,888
CZ-ABC: (80) 52,738
RTZ-ABC: (80) 43,097
County/MSA 80 Cen. 67,640; E&P 86 Est. 72,147
City & RTZ-ABC: (80) 95,835

4 - HOUSEHOLDS:
City 80 Cen. 18,773; E&P 86 Est. 20,953
County/MSA 80 Cen. 23,817; E&P 86 Est. 26,634
CZ-ABC: (80) 18,773
RTZ-ABC: (80) 14,497
City & RTZ-ABC: (80) 33,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$280,937,121
Savings & Loan	4	$279,477,644

6 - PASSENGER AUTOS: County 37,160.

7 - ELECTRIC METERS: Residence 22,500.

8 - GAS METERS: Residence 18,575.

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Corrugated Box Plant and Paper Mill 300; Food Prods. 17; Univ. of KS 6,700; Fertilizers 274; Chem. 212; Dehydrating 85; Organ Factory 30; Greeting Cards Ribbon 1,048; Distributing 410; Electronics 300; Printing 440; Plastics 500; Movie Film 25; Pharmacy Research 60; Haskell Indian Junior College 200; Brakes-Gaskets 225; Electricity 225; Paper Prods. 230; Petroleum Wire Cable 121; Pet Food 160.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Massachusetts St.; 5 blocks on 2 parallel sts.
Neighborhood Shopping Centers-19th & Massachusetts; 9th & Iowa Sts.; 23rd & Louisiana; 25th & Iowa; 23rd & Iowa; Sixth & Kasold; 23rd & Ousdahl.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plz (10)	1	Dillon's
Hillcrest(30)	3	Hillcrest IGA
The Malls(21)	3	Westlake Hardware
Westridge(10)	4	Westridge IGA
SW Plaza(15)	4	Food Barn
Holiday Plz (30)	5	Keifs Discount Records & Stereo Supply
Southern Hills(12)	4	A.J. Cromer's

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Downtown Thur.; Supermarkets, Gibsons, Wal-Mart, SupeRx, K mart, JCPenney, A.J. Cromer's nightly.

13 - RETAIL OUTLETS: Department Stores-Weaver's; JCPenney; Sears (catalog).
Discount Stores-Gibsons; K mart; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Raney's 3; Gibson Pharmacy; SupeRx Medicine Shoppe; Wal-Mart Pharmacy; K mart Pharmacy; Dillon Pharmacy.
Chain Supermarkets-Rusty's IGA 4; Kroger Food Barn; Dillon's 3; Food-4-Less; Aldi.
Other Chain Stores-Singer Co.; Goodrich; Litwin's (gen. mdse.); Sherwin-Williams; McCrory; Otasco; Coast-to-Coast; Wickes; McCalls Shoes; Radio Shack 2; Mr. Guy Men's Wear; House of Fabrics; So-Fro Fabrics; Whelan Lumber Co.; Briman's Jewelers; Gregg Tires (Goodyear); Ed Martings; Town Crier; Village Set Ladies; Zercher Photo; Co-op Farm Store; Seifert's; Diamond International; Maupintour Travel; Pier 1 Imports; Ace Hardware; 84 Lumber; Kopp's Interiors; Scot's Ladies Wear; Mode O'Day; Maurices Ladies Wear; Carousel; Computerland; Robinson Shoe; Western Auto; Westlakes Hardware.

14 - NEWSPAPERS: JOURNAL-WORLD (e) 18,996; (S) 19,415; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dolph C. Simons, Jr., Pub., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
National Representative: Landon Associates.

LEAVENWORTH

1 - LOCATION: Leavenworth County. (In Kansas City PMSA). E&P Map D-2. County Seat. 34 mi. NW of Kansas City. Extreme E part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Santa Fe.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 33,656; E&P 86 Est. 40,611
CZ-ABC: (80) 33,656
RTZ-ABC: (80) 38,310
County 80 Cen. 54,809; E&P 86 Est. 59,319
PMSA 80 Cen. 1,433,372; E&P 86 Est. 1,505,485
City & RTZ-ABC: (80) 71,960

4 - HOUSEHOLDS:
City 80 Cen. 10,480; E&P 86 Est. 13,400
County 80 Cen. 17,030; E&P 86 Est. 19,431
PMSA 80 Cen. 184,920; E&P 86 Est. 580,965
CZ-ABC: (80) 10,480
RTZ-ABC: (80) 12,384
City & RTZ-ABC: (80) 22,864

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$250,043,000
Savings & Loan	2	$159,600,000

6 - PASSENGER AUTOS: County 31,294

7 - ELECTRIC METERS: Residence 15,703

8 - GAS METERS: Residence 11,667

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Batteries 170 ($420); Steel Fab. 76 ($375); Greeting Cards 900 ($400); Fed. Prison 420 ($440); State Prison 545 (N.A.); Ft. Leavenworth Civ. Emp. 2,384 (N.A.); Ft. Leavenworth Army Pers. 3,930 (N.A.); Veterans Adm. 1,100 ($440).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown: 30 blocks on 3 parallel sts. Leavenworth Plaza-1 block long enclosed mall; Westside Village, 1 block long.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Leavenworth Plz.	NA	JCPenney, Sears

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Sundays-Leavenworth Plz.: Food; Some Drug & Discount.
Stores Open Evenings-Leavenworth Plz.: Food; All Drug & Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bohm's; Bakers.
Variety Stores-Woolworth; Duckwall.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Russell's Pharmacies.
Chain Supermarkets-Waymire's IGA 2; 7-Eleven 2; E-Z Shop; Food-4-Less; Ball's; Aldi.
Other Chain Stores-Firestone; Goodrich; Gallenkamp Shoes; Goodyear; Sears (catalog); Radio Shack 2; Payless Shoes; Whelan's Home Center.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,095; (S) 9,822; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Johnston, III, Gen. Mgr., TIMES, 416-22 Seneca, PO Box 144, Leavenworth, KS 66048. Tel. (913) 682-0305.
National Representative: Thomson Newspapers.

LIBERAL

1 - LOCATION: Seward County. E&P Map A-3. County Seat. 200 mi. SW of Wichita; 170 mi. N of Amarillo, TX; 200 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Continental; Mid-Continent Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,911; E&P 86 Est. 16,042
County 80 Cen. 17,071; E&P 86 Est. 18,425

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,407; E&P 86 Est. 6,062
County 80 Cen. 6,125; E&P 86 Est. 6,964

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$202,400,000
Savings & Loan	2	$196,040,000

6 - PASSENGER AUTOS: County 11,686

7 - ELECTRIC METERS: Residence 7,620

8 - GAS METERS: Residence 6,800

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Whol. Grocers 152; Aircraft 305; Beef Packing 1,450; Oil & Gas 1,300; Tradewind Industry 385.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Alco Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Western Center; Southgate Mall; Liberal Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(26)	NA	Gibson's, IGA, K mart
Plaza(13)	NA	Alco, Boogaart's
New Liberal Plaza(10)	NA	Wal-Mart, Revco, JCPenney

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Wood's; Long's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Duckwall; Alco; K mart; Wal-Mart.
Chain Drug Stores-Gibson's; H&R; Revco.
Chain Supermarkets-Ideal, Safeway Super Store; Jack & Jill; Boogaarts; Food Bonanza.
Other Chain Stores-Sweetbriar's; Mode O'Day; Jo-Le Shop; Casual Shop; Anna Trahern; Tucker's; Kelley's; Western Sizes; Kiddie Korner; Cinderella Shop; Brown's Shoe; Olliver's Shoes; Payless Shoes; Montgomery Ward; Sears; Otasco; Firestone; Uniroyal; Goodyear; Maurices; Brass Buckle; Hallmark.

14 - NEWSPAPERS: SOUTHWEST DAILY TIMES (e) 9,075; (S) 9,075; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: James S. Head, Pub., SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901. Tel. (316) 624-2451.
National Representative: Papert Companies.

LYONS

1 - LOCATION: Rice County. E&P Map B-2. County Seat. 30 mi. E of Great Bend; 32 mi. NW of Hutchinson on U.S. Hwy. 56; State Hwys. 14, 96.

2 - TRANSPORTATION: Railroads-AT&SF; MP.
Motor Freight Carriers-4.
Intercity Bus Lines-Trans-State.

3 - POPULATION:
Corp. City 80 Cen. 4,134; E&P 86 Est. 4,040
County 80 Cen. 11,900; E&P 86 Est. 11,779

4 - HOUSEHOLDS:
City 80 Cen. 1,679; E&P 86 Est. 1,708
County 80 Cen. 4,525; E&P 86 Est. 4,688

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$44,300,000
Savings & Loan	1	$50,000,000

6 - PASSENGER AUTOS: County 6,851

7 - ELECTRIC METERS: Residence 1,995

8 - GAS METERS: Residence 1,700

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Oil, Salt 300 ($300); Airplane Parts 40 ($400); Concrete 10 ($300); Foundry 50 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 25-80; Winter 10-70. First killing frost, Oct. 15; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Duckwall.
Chain Supermarkets-Jack & Jill; IGA; Boogaarts.
Other Chain Stores-Gamble's; Otasco; Coast-to-Coast; Ace Hardware.

14 - NEWSPAPERS: NEWS (e) 3,179; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Paul E. Jones, Pub., NEWS, 210 W. Commercial, PO Box 560, Lyons, KS 67554. Tel. (316) 257-2368.
National Representative: Kansas Press Service.

MANHATTAN

1 - LOCATION: Riley County (County Seat). Pottawatomie County. E&P Map C-2. Home of Kansas State Univ. Permanent military reservation; 125 mi. W of Kansas City. On U.S. Hwy. 24; State Hwys. 177, 18, 29; 5 mi. from Tuttle Creek Dam and Reservoir; 6 mi. from I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Capitol Air Service; Midwest Air.

3 - POPULATION:
Corp. City 80 Cen. 32,644; E&P 86 Est. 33,825
CZ-ABC: (80) 41,568
RTZ-ABC: (80) 37,834
Counties 80 Cen. 78,287; E&P 86 Est. 79,664
Riley 80 Cen. 63,505; E&P 86 Est. 63,869
Pottawatomie 80 Cen. 14,782; E&P 86 Est. 15,795
City & RTZ-ABC: (80) 79,402
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,821; E&P 86 Est. 13,235
Counties 80 Cen. 24,670; E&P 86 Est. 25,845
Riley 80 Cen. 19,269; E&P 86 Est. 19,811
Pottawatomie 80 Cen. 5,401; E&P 86 Est. 6,034
CZ-ABC: (80) 14,660
RTZ-ABC: (80) 10,401
City & RTZ-ABC: (80) 25,061

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$335,000,000
Savings & Loan	4	$310,000,000

6 - PASSENGER AUTOS: Riley County 24,044; Pottawatomie County 9,314

7 - ELECTRIC METERS: Residence 16,219

8 - GAS METERS: Residence 10,961

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Constr. 700; Mfg. 1,050; Trans. 325; Whol. & Ret. 14,100; Trade 4,350; Fin., Ins. & R.E. 1,025; Servs. 2,925; Gov't (incl. schools) 7,750; All Other 1,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-77; Summer 63-92; Fall 32-82; Winter 18-47. First killing frost, Oct. 12; last killing frost, Apr. 24.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: Principal Shopping Center-3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets.
Neighborhood Shopping Centers-Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plz. (Anderson Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aggieville	NA	Ballards, Woody's
Blue Hills	3	Blue Hills Mkt.
Village Plz.	5	Alco, Safeway, Revco
West Loop	5	Dillon's, Water's
Wal-Mart	1	Wal-Mart, Dillon's, K mart, Food 4 Less

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Chain Grocery, Drug, Dept., K mart, Wal-Mart, Alco, Revco, Sears, JCPenney.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Browne's.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Norton Rexall 2; Barry's; Revco.
Chain Supermarkets-Safeway 2; Dillon 2; Dutch Maid 2; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Firestone; Brown Shoe Fit; Burke's Shoes; McCall's Shoes; Seiferts; Waters Hardware.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 12,598; (S) 13,554; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James Findley, Natl. Adv. Mgr., MERCURY, 318 N. 5th, Manhattan, KS 66502. Tel. (913) 776-8805.
National Representative: Landon Associates.

McPHERSON

1 - LOCATION: McPherson County. E&P Map C-2. County Seat. 51 mi. NW of Wichita. U.S. Hwys. 56 and 81 intersect here; State Hwy. 61. I-35.

2 - TRANSPORTATION: Railroads-Cotton Belt AT&SF; Missouri Pacific; UP (freight only).
Motor Freight Carriers-6.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,753; E&P 86 Est. 12,396
County 80 Cen. 26,855; E&P 86 Est. 28,320

4 - HOUSEHOLDS:
City 80 Cen. 4,491; E&P 86 Est. 4,914
County 80 Cen. 9,807; E&P 86 Est. 10,779

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$200,000,000
Savings & Loan	3	$375,000,000

6 - PASSENGER AUTOS: County 16,272

7 - ELECTRIC METERS: Residence 4,656

8 - GAS METERS: Residence 4,798

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglas Insulation 400; Welding Industries 110; Plastics 2,050; Concrete Prods. 25; Misc. Mfg. 285; Sterling Drug 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16; last killing frost, Apr. 22.

11 - TAP WATER: Neutral; hard.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main and 12th just off Main.
Neighborhood Shopping Center-5 blocks North Main, 3 blocks on South Main. Plz. Shpg. Ctr. (3 stores, 1200 W. Kansas); Dillions Shpg. Ctr. (1300 N. Main, 5 stores.)
Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Dillon's; Wal-Mart.
Chain Supermarkets-J.S. Dillon; Buy for Less.
Other Chain Stores-Firestone; Radio Shack; Sherwin-Williams; Penney's; Becker Tire; Payless Shoes; Brown's Shoes; Popingo.

14 - NEWSPAPERS: SENTINEL (e) 6,050; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Dir., SENTINEL, 301 S. Main St., McPherson, KS 67460. Tel. (316) 241-2422.
National Representative: None.

NEWTON

1 - LOCATION: Harvey County. E&P Map C-2. County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & publication headquarters. Just E & S of center of state, 27 mi. N of Wichita; 200 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 & 196.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.
Airlines-Municipal airport-charter service.

3 - POPULATION:
Corp. City 80 Cen. 16,332; E&P 86 Est. 16,859
County 80 Cen. 30,531; E&P 86 Est. 32,632
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,233; E&P 86 Est. 6,742
County 80 Cen. 10,947; E&P 86 Est. 12,286

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$125,394,000
Savings & Loan	2	$363,198,272

6 - PASSENGER AUTOS: County 18,557

7 - ELECTRIC METERS: Residence 7,644

8 - GAS METERS: Residence 6,722

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-R.R. 705 ($200); Milling 100 ($150); Mobile Homes 1,050 ($175); Aircraft 150 ($200); Agricultural Implements 3,150 ($175).
Principal Industrial Pay Days-R.R., 1st & 15th; Mfg., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral; hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St., 1 block each way off Main, third to Broadway (5 blocks).
Neighborhood Shopping Centers-S. 12th & Washington Rd.; 1100 block N. Main; Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy. 50).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plaza	1	Dillon's
Alco Plaza	2	Boogaarts, Alco
Meridian	1	Gibson's, K mart

Principal Shopping Days-Thur., Sat., 1st & 15th.
Stores Open Evenings-Dept. Thur.; Food nightly; Shpg. ctrs. and food stores open Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cunningham's.
Variety Stores-Woolworth; Davis Paint; Dillon's.
Discount Stores-Alco (Duckwall's); Gibson's; K mart.
Chain Drug Stores-Carter; Walgreens.
Chain Supermarkets-Dillon's 2; Safeway; IGA 2.
Other Chain Stores-Goodrich; Firestone; Sears (catalog); Sherwin-Williams; Bailly's.

14 - NEWSPAPERS: KANSAN (e) 8,183; sworn Sept. 25, 1985.
Local Contact for Advertising and Merchandising Data: Dennis Garrison, Adv. Mgr., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.
National Representative: Kansas Press Service.

NORTON

1 - LOCATION: Norton County, E&P Map B-1, County Seat. 300 mi. E of Denver; 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

2 - TRANSPORTATION: Railroads-Burlington Northern; Kyle.
Motor Freight Carriers-3.
Intercity Passenger Bus Lines-Interstate.

3 - POPULATION:
Corp. City 80 Cen. 3,400; E&P 86 Est. 3,496
County 80 Cen. 6,689; E&P 86 Est. 6,779
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,412; E&P 86 Est. 1,437
County 80 Cen. 2,589; E&P 86 Est. 2,748

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,000,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 3,868

7 - ELECTRIC METERS: Residence 1,814

8 - GAS METERS: Residence 1,821

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Supply N.A.; Water Well Pipe N.A. ($125); Ptg. N.A.; Contracting 100 ($150); Truck Trans. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Mach. Mfg. N.A. ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-64; Summer 64-98; Fall 34-56; Winter 30-50. First killing frost, Oct. 13; last killing frost, Apr. 30.

11 - TAP WATER: Soft from Bureau of Rec. Lake.

12 - RETAILING: Principal Shopping Centers-3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N. First; 4 on N. Second; 1 on W. Lincoln; 1 on S. First; 2 on S. Second; 1 on N. Norton.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Browne; Lu Jon's; Hall's.
Variety Stores-A.L. Duckwall.
Chain Drug Stores-Rexall; Stapleton.
Chain Supermarkets-Kelling Bestyet; Shop & Save; Sure Fine.
Other Chain Stores-Auto Parts; Sidles Auto Supply; Wheeler's Farm Supply; Pamida Discount; Coast-to-Coast; Napa; Radio Shack.

14 - NEWSPAPERS: TELEGRAM (e) 3,436; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM, 215 S. Kansas St., Norton, KS 67654; Tel. (913) 877-3361.
National Representative: Landon Associates.

OLATHE

1 - LOCATION: Johnson County, E&P Map D-2 (In Kansas City, MO-KS MSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth. 55 mi. SE of Topeka. Hwys.: U.S. 50, 56, 169, 69; State 7, 58, 150; I-35.

2 - TRANSPORTATION: Railroads-AT&SF; St. Louis & San Francisco.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 37,258; E&P 86 Est. 48,882
CZ-ABC: (80) 37,258
Bal. in NDM-ABC: (80) 16,275
MSA 80 Cen. 1,433,372; E&P 86 Est. 1,505,485
County 80 Cen. 270,269; E&P 86 Est. 318,896
Total NDM-ABC: (80) 53,533

4 - HOUSEHOLDS:
City 80 Cen. 12,021; E&P 86 Est. 16,912
County 80 Cen. 96,927; E&P 86 Est. 119,591
MSA 80 Cen. 529,800; E&P 86 Est. 580,985
CZ-ABC: (80) 12,021
Bal. in NDM-ABC: (80) 5,397
Total NDM-ABC: (80) 17,418

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$55,000,000
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: County 225,648

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,793

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Boots 58; Batteries 460; Wood Prods. 75; Farm Mach. 100; Aircraft Radio 1,250; Misc. Light Industry 500; Petroleum 200. Av. Wkly. Wage-$250.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19; last killing frost, Apr. 15.

11 - TAP WATER: 10-17 grains, hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks around Square; 5 off Square.
Neighborhood Shopping Centers-4 blocks on S. Kansas Ave.; 1 on U.S. 56; 1 on U.S. 56 and K7; 1 on Old KC Road; 10 blocks on Santa Fe; Dennis West Shops; Doubletree; Rolling Ridge; Crossroads; Townsquare I.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Supermarkets every night and Sun.; Others-Fri.

13 - RETAIL OUTLETS: Variety Stores-Wal-Mart.
Discount Stores-Gibson's; K mart.
Chain Supermarkets-Thriftway; Dillon's; Food Barn; Savemart; Food For Less.
Other Chain Stores-Western Auto; Firestone; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS (m-tues to sat) 8,684; (S) 9,761; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hurd, Pub., NEWS, 514 S. Kansas; PO Box 130, Olathe, KS 66061; Tel. (913) 764-2211.
National Representative: None.

OTTAWA

1 - LOCATION: Franklin County, E&P Map D-2. County Seat. College ctr. (Ottawa Univ.) 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

2 - TRANSPORTATION: Railroads-Sante Fe; Missouri Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Ottawa Flying (30 min. to Kansas City Intl.).

3 - POPULATION:
Corp. City 80 Cen. 11,016; E&P 86 Est. 11,071
County 80 Cen. 21,813; E&P 86 Est. 23,180
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,259; E&P 86 Est. 4,413
County 80 Cen. 8,051; E&P 86 Est. 8,927

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$102,250,000
Savings & Loan	2	$2,025,817,163

6 - PASSENGER AUTOS: County 12,602

7 - ELECTRIC METERS: Residence 5,235

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Prods.; Nursery Stock; Clothes; Plastic Frames for Work Glasses; Hwy. Signs; Mobile Homes; Sign Erection Cranes; Dog Food; Plastic Prods.; Electronics; Misc. Mfg.; Agric.; Avionics; Yard Tractors.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45; First killing frost, Oct. 27; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main St.
Neighborhood Shopping Centers-4 blocks on S. Main St.; 3 blocks on N. Main St.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wed.

13 - RETAIL OUTLETS: Department Stores-Litwin's; Sears; Montgomery Ward; JCPenney; Town & Country.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Alegre's Health Mart.
Chain Supermarkets-Safeway; Pence IGA 2; Waymire's Food Stores; Aldi Food Stores.
Other Chain Stores-Firestone; Oklahoma Tire & Supply; Davis Paint; Brown's Shoe Fit.

14 - NEWSPAPERS: HERALD (e) 5,885; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S. Cedar St., Ottawa, KS 66067; Tel. (913) 242-4700.
National Representative: None.

PARSONS

1 - LOCATION: Labette County, E&P Map D-3. In SE Kansas; 137 mi. from Kansas City; 143 mi. from Wichita; 125 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Frisco.
Motor Freight Carriers-12.
Intercity Passenger Bus Lines-Viking.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 12,898; E&P 86 Est. 13,146
CZ-ABC: (80) 12,898
RTZ-ABC: (80) 29,526
County 80 Cen. 25,682; E&P 86 Est. 26,254
City & RTZ-ABC: (80) 42,424

4 - HOUSEHOLDS:
City 80 Cen. 4,995; E&P 86 Est. 5,318
County 80 Cen. 9,702; E&P 86 Est. 10,436
CZ-ABC: (80) 4,995
RTZ-ABC: (80) 11,087
City & RTZ-ABC: (80) 16,082

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$107,166,000
Savings & Loan	2	$207,469,000

6 - PASSENGER AUTOS: County 13,276

7 - ELECTRIC METERS: Residence 9,369 (RTZ)

8 - GAS METERS: Residence 9,281 (RTZ)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ammunition Plant 1,250 ($336); State Hospital & Training Ctr. 606 ($251); R.R. 480 ($450); Tec Tank 166 ($287).
Principal Pay Days-R.R. and State, 1st.

10 - CLIMATE: First killing frost, Oct. 26; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-5 blocks of Parsons Plz.; Wal-Mart Ctr.; Belmont Sq.
Principal Shopping Days-Wed., Thur., S.
Stores Open Evenings-Thur., Shopping Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins.
Discount Stores-Wal-Mart.
Chain Drug Stores-Revco; Wal-Mart.
Chain Supermarkets-Rooster's Thriftway; Safeway; Consumers Discount; Greaves NuWay IG.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Westco.

14 - NEWSPAPERS: SUN (e-mon to fri) 8,199; (m-sat) 8,260; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ann Kennett, Adv. Dir., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000.
National Representative: Landon Associates.

PITTSBURG

1 - LOCATION: Crawford County. E&P Map D-3, 127 mi. S of Kansas City. On U.S. Hwys. 69, 160; State Hwys. 57, 126.

2 - TRANSPORTATION: Railroads-K.C. Southern; SF; Missouri Pacific; Burlington-Northern.
Motor Freight Carriers-6.
Bus Lines-Continental Trailways.
Airlines-Commercial-25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,770; E&P 86 Est. 18,809
County 80 Cen. 37,916; E&P 86 Est. 39,944

4 - HOUSEHOLDS:
City 80 Cen. 7,737; E&P 86 Est. 8,099
County 80 Cen. 15,212; E&P 86 Est. 16,847

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$192,000,000
Savings & Loan	2	$243,000,000
Credit Union	1	$22,400,000

6 - PASSENGER AUTOS: County 20,055

7 - ELECTRIC METERS: Residence 13,566

8 - GAS METERS: Residence 9,512

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Pub. & Printing 408; Durable Goods 1,113; Nondurable Goods 439; Ret. Sales 420; Public Adm. 228; Educ. 650; Health Servs. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. Av. Annual Temp-59; Av. Annual Rainfall-42 in.; First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall-25 stores; Wal-Mart Discount Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(25)	2	JCPenney, Newman's, Brass Buckle

Principal Shopping Days-Downtown Thur.; Shopping Centers every night except Sun.
Stores Open Sunday-Supermarkets, Drug, Discounts, Mall.

13 - RETAIL OUTLETS: Department Stores-Ramsay's; JCPenney; Sears (catalog); Newman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart.
Chain Drug Stores-Green Cross; Crowell 2; Scottie; Vista; Dillon's; Wal-Mart.
Chain Supermarkets-Consumer's; Dillons; IGA; Aldi's; Ramey's.
Other Chain Stores-Sherwin-Williams; True Value Home Ctr.; Norman Cosmetics; Baskin-Robbins; Lumberjack; Carpet & More; Quiktrip; Otasco; Sutherland Lumber; Bailly's of Kansas; Convenient Foods; 7-Eleven; Bob's Shoes; Ace Hdwe.; Radio Shack; Save-Mart; Popingo Video; Fashion Crossroads; Dairy Queen; Hardee's; McDonald's; Taco Bill; Long John Silver's; Western Sizzlin; Domino's; Bonanza; Pizza Hut; Kentucky Fried Chicken; Sonic; Wendy's; Mr. Quick.

14 - NEWSPAPERS: SUN (mS) 12,082; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: James P. Ward, Adv. Mgr., SUN, 701 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.
National Representative: Papert Companies.

PRATT

1 - LOCATION: Pratt County, E&P Map B-3, County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54.

2 - TRANSPORTATION: Railroads-Main line Rock Island (Sante Fe Spur).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,885; E&P 86 Est. 7,857
County 80 Cen. 10,275; E&P 86 Est. 11,690

4 - HOUSEHOLDS:
City 80 Cen. 2,824; E&P 86 Est. 3,319
County 80 Cen. 4,078; E&P 86 Est. 4,878

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$80,654,000
Savings & Loan	1	$11,278,263

6 - PASSENGER AUTOS: County 6,711

7 - ELECTRIC METERS: Residence 2,665

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum Prods. & Equip. 85; Rock Island Div. Point 65; Farm Equip. Mfg. 98; Dairying 50; Mining Gypsum 55; Oil Feed Tanks 40; 35,000 Animal Capacity Feed Lot 45; Furn. N.A.; Area Hospital 66; State Headquarters, Forestry, Fish & Game 75.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-76. First killing frost, Nov. 1-10; last killing frost, Mar. 20-30.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-11 blocks on 3 streets.
Neighborhood Shopping Centers-N. Main; E. First and W. First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East End	1	Gibson's
West End	1	Drive Inn

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Jett's; JCPenney; Litwins.

Discount Stores-Gibson's; Alco.
Chain Supermarkets-Dillon's; Safeway; Discount Food Ctr.; Drive Inn.
Other Chain Stores-Gamble's; Western Auto; Woolwines Auto Supply; Goodrich; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e) 3,721; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE, 319 S. Ninnescah; PO Box 909, Pratt, KS 67124; Tel. (316) 672-5511.
National Representative: Landon Associates.

RUSSELL

1 - LOCATION: Russell County, E&P Map B-2, County Seat. 75 mi. from Salina; on U.S. Hwys. 40, 281; I-70.

2 - TRANSPORTATION: Railroads-UP.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,427; E&P 86 Est. 5,996
County 80 Cen. 8,868; E&P 86 Est. 9,400

4 - HOUSEHOLDS:
City 80 Cen. 5,427; E&P 86 Est. 2,448
County 80 Cen. 3,612; E&P 86 Est. 3,982

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$100,000,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,074

7 - ELECTRIC METERS: Residence 2,919

8 - GAS METERS: Residence 2,435

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Pipeline Constr.; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80, Summer 65-115; Fall 50-85; Winter 10-55.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-L. Banker Mercantile; JCPenney; Kiltzke's; Anthony's.
Variety Stores-TG&Y.
Chain Supermarkets-IGA 2; Boogaart's.
Other Chain Stores-Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,238; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 Maple St., Russell, KS 67665; Tel. (913) 483-2116.
National Representative: Landon Associates.

SALINA

1 - LOCATION: Saline County, E&P Map C-2, County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40; Interstate Hwys. 70 & 135.

2 - TRANSPORTATION: Railroads-Union Pacific; Missouri Pacific; Santa Fe.
Motor Freight Carriers-15.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Air Midwest; Capital.

3 - POPULATION:
Corp. City 80 Cen. 41,843; E&P 86 Est. 46,906
CZ-ABC: (80) 41,843
RTZ-ABC: (80) 112,767
County 80 Cen. 48,905; E&P 86 Est. 53,300
City & RTZ-ABC: (80) 154,610

4 - HOUSEHOLDS:
City 80 Cen. 16,216; E&P 86 Est. 18,957
County 80 Cen. 18,613; E&P 86 Est. 21,249
CZ-ABC: (80) 16,216
RTZ-ABC: (80) 43,755
City & RTZ-ABC: (80) 59,971

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$329,803,000
Savings & Loan	4	$222,461,000

6 - PASSENGER AUTOS: County 31,237

7 - ELECTRIC METERS: Residence 20,107

8 - GAS METERS: Residence 17,174

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electricity 213; Sheet Metal 150; Constr. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 300; Fluorescent Lamps 800; Food Proc. 2,100; Battery Mfg. 500; Agricultural Equip. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmore Ctr.(4)	NA	Ashtons, Elmore's
Kraft Manor(20)	NA	Electronics, Popingo Video, Headley's, Fashion Shop
Mid-State Mall(29)	NA	Wal-Mart, Walgreens, Maunce's, Zale's, Musicland
Sears Ctr.(7)	NA	Sears
Southview(2)	NA	Food Barn, Alco
Sunset Plz.(17)	NA	Rexall, Dillon's, Otasco, Long's Dept.
Southgate(3)	NA	Rexall, Dillon's
Park West	NA	K mart

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Thur.-Downtown, Kraft Manor; Mon., Sat.-Mid-State Mall, Sunset Plz.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; JCPenney; Long's.
Discount Stores-Gibson's; Alco; K mart; Wal-Mart.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Dillon's 3; Food-4-Less 2; Ashton's 2; Food Barn; Skaggs; Alpha Beta.
Other Chain Stores-Firestone; Zale's; Goodyear; Western Auto; Otasco; Tractor Supply; Payless Cashways.

14 - NEWSPAPERS: JOURNAL (m) 29,119; (S) 32,790; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jane Glenn, Adv. Mgr., JOURNAL, 333 4th St.; PO Box 779, Salina, KS 67401; Tel. (913) 823-6363.
National Representative: Branham/Newspaper Sales.

TOPEKA

1 - LOCATION: Shawnee County (In Topeka MSA) E&P Map D-2, State Capital, County Seat. U.S. Hwys. junction 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpke. (I-70), 70 mi. W of Kansas City; 175 mi. NE of Wichita.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific; Missouri Pacific; Rock Island.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Capitol; United; Eastern; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 115,266; E&P 86 Est. 114,887
CZ-ABC: (80) 154,916
RTZ-ABC: (80) 395,620
County/MSA 80 Cen. 154,916; E&P 86 Est. 163,249
City & RTZ-ABC: (80) 550,536

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 46,256; E&P 86 Est. 48,363
County/MSA 80 Cen. 58,832; E&P 86 Est. 64,901
CZ-ABC: (80) 58,832
RTZ-ABC: (80) 141,014
City & RTZ-ABC: (80) 199,846

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$987,845,000
Savings & Loan	4	$2,303,400,000

6 - PASSENGER AUTOS: County 98,823

7 - ELECTRIC METERS: 55,861

8 - GAS METERS: Residence 49,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 20,500; Servs. 18,000; Mfg. 9,500; Fin., Ins. & R.E. 5,800; Contract Constr. 3,200; Whol. & Ret. 18,400.
Principal Industrial Pay Days-1st, 15th, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 3 sts.
Neighborhood Shopping Centers-20 neighborhood centers spread throughout city.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrington Vlg.(10)	7	Swenson's
Brookwood(27)	6	Dillons
Campus North(14)	5	
Eastboro(18)	3	Falleys
Fairlawn Plz.	6	Bensons, Venture, Ben Franklin, Dibbles
Gage Ctr.(48)	4	
Gage Vlg.(30)	4	Rosies Show Off
Highland Crest(40)	4	K mart, IGA
Highland Vlg.(25)	6	Alco, IGA
Hillsdale(20)	6	Midwestern Music
Holliday Sq.(29)	4	IGA, Pelletier's
Huntoon & Wannamaker	5	K-mart
Indian Hills	5	Food Barn, Westlake Hdwe.
Market Pl.(8)	5	Dibbles
North Plz.(4)	5	Suttons, Alco
N. Topeka Bus. District	5	Safeway
Northland(11)	8	Falleys, Northland's
Seabrook(4)	4	Falleys
South City Plz.(12)	2	Save More Foods
Southwest Ctr.	5	S.W. Bowl
University Vlg.(6)	4	
Villa West	8	IGA, Clara's
Washburn View(13)	3	Roachs, Suttons
Westboro	3	Billies, Potterfields
White Lakes(63)	3	Sears, Woolworth, Walgreens, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. & Thur. Supermarkets-Every evening.
Stores Open Sundays-Grocery, supermarkets, discount houses, dept. stores.

13 - RETAIL OUTLETS: Department Stores-J. Bensor; Pelletier's; Sears; Montgomery Ward; JCPenney; P.N. Hirsch; Dillard's; Calhouns; Richman-Gordman; Seiferts; Northland.
Discount Stores-Skagg's; Ardan's; K mart 3; Alco 2; Venture.
Variety Stores-Woolworth 2; Duckwall's 2.
Chain Drug Stores-Walgreens 3; Blaylock 4; Jacquith 2; Medical Arts 2; Super D; Northside Family RX; Revco.
Chain Supermarkets-IGA 11; Falley's 4; Safeway 3; Sutton's 2; Dillon's 3; Tilton's 2; Thriftway 3; Super Saver 4; Save More; Food For Less 4; EZ Shops 6; Kwik Shops 3; 7-Eleven 3; Town & Country 4.
Other Chain Stores-American Handicrafts; Athletes Foot; B. Dalton; Bumper to Bumper; Caldwells; Carpet Center; Casual Aire, Inc.; Cloth World; Color Tile; Cook Paint; Extension One; Firestone; First Serve; Floweramа; Foot Locker; Glidden Paint; Goodyear Service; Hancock Fabrics; Harding Glass; Jenkins Music; Kaybee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Litwins; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Pamt; Pier I Imports; Pro Am Partstop; Radio Shack; Robinsons Shoes; Sherwin-Williams; Singer; So-Fro Fabrics; Russell Stover; Susie's Casuals; Sutherland Lumber; Tandy Leather; Team Electronics; Topps & Trowsers; Wolfe's Jewelry; Zale's Jewelry; The Gap; Foxmoor; Fashion Conspiracy; Extension I; World Radio.

14 - NEWSPAPERS: CAPITAL-JOURNAL (m) 67,079; (S) 76,905; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William Osborne, III, Adv. Dir., CAPITAL-JOURNAL, Sixth & Jefferson Sts., Topeka, KS 66607; Tel. (913) 295-1111.
National Representative: Branham/Newspaper Sales.

WELLINGTON

1 - LOCATION: Sumner County, E&P Map C-3, County Seat. S central Kansas near Oklahoma. 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpke.

2 - TRANSPORTATION: Railroads-Oklahoma; Kansas; Texas; Sante Fe.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-13.

3 - POPULATION:
Corp. City 80 Cen. 8,212; E&P 86 Est. 8,541
County 80 Cen. 24,928; E&P 86 Est. 26,553

4 - HOUSEHOLDS:
City 80 Cen. 3,332; E&P 86 Est. 3,557
County 80 Cen. 9,413; E&P 86 Est. 10,451

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$103,000,000
Savings & Loan	1	$35,000,000

6 - PASSENGER AUTOS: County 14,761

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Railroad; Aircraft Parts; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 81; Fall 57; Winter 21. Annual Precip.-32 in.

11 - TAP WATER: Slightly acid, fluoridated; Hardness 162 ppm.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-Wal-Mart.
Chain Supermarkets-Dillon's; IGA.
Other Chain Stores-Oklahoma Tire & Supply; B.F. Goodrich; Revco; Pizza Hut; Big Cheese Pizza.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,024; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Bill Newland, Adv. Mgr., NEWS, 113 W. Harvey; PO Box 368, Wellington, KS 67152; Tel. (316) 326-3326.
National Representative: Landon Associates.

WICHITA

1 - LOCATION: Sedgewick County, E&P Map C-3 (MSA), County Seat. 161 mi. SE of the geographical center of the continental U.S.; 190 mi. SW of Kansas City, MO. On I-35, 135, 235; Kansas Tpke.; U.S. Hwys. 54, 81; State Hwys. 15, 42, 96, 254.

2 - TRANSPORTATION: Railroads-(Freight service only) Santa Fe; Missouri Pacific; Burlington-Northern; Oklahoma; Kansas; Texas.
Motor Freight Carriers-38 regular, 74 special commodity servs.
Intercity Bus Lines-Trailways.
Airlines-TWA; American; America West; Frontier; Continental; Air Midwest; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 282,135; E&P 86 Est. 306,419
County 80 Cen. 366,531; E&P 86 Est. 406,230
MSA 80 Cen. 411,313; E&P 86 Est. 455,945
NDM-ABC: (80) 574,381
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 110,306; E&P 86 Est. 125,633
County 80 Cen. 137,744; E&P 86 Est. 159,533
MSA 80 Cen. 153,831; E&P 86 Est. 178,096
NDM-ABC: (80) 215,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$2,643,433,000
Savings & Loan	15	N.A.

6 - PASSENGER AUTOS: County 241,226

7 - ELECTRIC METERS: Residence 151,682

8 - GAS METERS: Residence 147,336

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Labor Force 220,198; Constr. 9,400; Aircraft 28,700; All Mfg. 56,100 ($379).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Soft.

12 - RETAILING: Downtown Shopping Area-8 blocks on Douglas Ave.; 1 N and 1 S on Water St.; Topeka Ave.; Empona Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amidon Plz.(5)	4	Safeway, TG&Y
Blvd. Plz.(16)	2	IGA
Brittany Ctr.(32)	6	Safeway, Revco
Cedar Cove Plz.(12)	6	ABC Baby Furn.
Central Hgts.(19)	6	Toys Plus, Hancock Fabrics
Clifton Sq.(19)	3	Butler's Pantry
Crossroads(21)	6	Alco, Food 4 Less, Revco
Eastgate(26)	5	Dillon, T.J. Maxx, Osco Drugs
Happiness Plz.(9)	3	Gragg Furs
Indian Hills(12)	3	Cummings Pharmacy
Ken-Mar(20)	4	Woolworth, IGA
Lincoln Hgts.(10)	3	Gessler Drugs
Mini Mall(12)	3	Jerry Leonard, Sound Whse.
Morris Town(10)	4	Carl Bell's
Normandie(28)	4	Gessler's Drugs, Safeway
Northwest Ctr.(12)	8	Skaggs Alpha Beta
Oxford Sq.(17)	6	Tempo Fashions, Spangles
Parklane(36)	4	Cloth World, Michael's Hobby
Plaza del Sol(17)	4	Chi Chi's, Computerland
Plaza West(20)	3	IGA, TG&Y
Prairie Vlg.(18)	5	Dillon
Sweetbriar(36)	4	IGA, Osco, Alco
Tallgrass Ctr.(10)	8	Skaggs Alpha Beta

The Market Place (12)	4	Safeway, Revco
Towne East Square(124)	5	Dillard's, Sears, JCPenney
Towne West Square(118)	3	Dillard's, Mont. Ward, JCPenney
Twin Lakes(57)	4	Sears, Winston
Westlink(28)	6	Dillons, Gessler Drugs
Westway(18)	4	Food Barn, Alco
Wichita Mall(40)	3	Osco, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Ctrs. every evening to 9; Dillard's (downtown)-Mon., Thur. to 8.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward 2; Sears 2; JCPenney 2; Dillard's 3.
Discount Stores-Alco 4; K mart 4; TG&Y Family Ctrs. 5; Target 2; T.J. Maxx; Winston's; Comb 2.
Variety Stores-Woolworth 2.
Chain Drug Stores-Hart 2; Osco 5; Gessler's 4; Cummings 6; Revco 8.
Chain Supermarkets-Dillons 16; Safeway 5; Food Barn 6; Associated Grocers 10; IGA 12; Bestyet 2; Skaggs; Alpha Beta 3.
Convenience Stores-Quick Trip 41; Town & Country 23; Kwik Shops 13; Johnson's 6; 7-Eleven 6.
Other Chain Stores-Ardan; A.J. August; Baker's Shoes 2; Bernina Sewing Ctrs. 3; Casual Corner 2; Cloth World 3; Cricket Alley 4; Gallenkamp 2; Gallery Shoes 3; Garnett Auto Supply 8; Gordon's Jewelers 2; Hanover Shoes 2; Heaven Cent 2; Helzberg's 3; Jo-Ann Fabrics 2; Kinney Shoes 3; Lerner 2; National Video 9; Otasco 7; Payless Shoe Source 8; Royal Optical 3; Russell Stover 2; Radio Shack 12; Shirt Shacks Unlimited 3; Whitlock Auto Supply 3; Service Mdse. 2; World Bazaar 2; Zales 3; Yale's; Woman's World 2.

14 - NEWSPAPERS: EAGLE-BEACON (m) 125,316; (S) 193,722; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Cindy Kelley, Natl. Adv. Mgr., EAGLE-BEACON, PO Box 820, Wichita, KS 67201; Tel. (316) 268-6241; Telecopier (316) 268-6234.
National Representative: Knight-Ridder Newspaper Sales.

WINFIELD

1 - LOCATION: Cowley County. E&P Map C-3. County Seat. Educ., medical ctr. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State Hwy. 15.

2 - TRANSPORTATION: Railroads-AT&SF; Frisco.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,736; E&P 86 Est. 10,491
CZ-ABC: (80) 11,877
RTZ-ABC: (80) 24,206
County 80 Cen. 36,824; E&P 86 Est. 38,747
City & RTZ-ABC: (80) 36,083

4 - HOUSEHOLDS:
City 80 Cen. 4,172; E&P 86 Est. 4,142
County 80 Cen. 13,897; E&P 86 Est. 15,287
CZ-ABC: (80) 4,172
RTZ-ABC: (80) 8,592
City & RTZ-ABC: (80) 12,764

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$84,347,000
Savings & Loan	3	$85,000,000

6 - PASSENGER AUTOS: County 20,282

7 - ELECTRIC METERS: Residence 5,708

8 - GAS METERS: Residence 4,521

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 500 ($400); Food Proc. 250 ($270); Metal Prods. 450 ($350); Aircraft 600 ($300); Medical 200 ($275); Plastics 550 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 20, last killing frost, Apr. 15.

11 - TAP WATER: Lake water, fairly soft.

12 - RETAILING: Principal Shopping Center-7 blocks on 2 sts.
Shopping Centers-Wal-Mart; Winfield Plz.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Centers 7 days.

13 - RETAIL OUTLETS: Department Stores-Kerr-Calvert; JCPenney; Litwin's; C.R. Anthony; Montgomery Ward.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Dillons; Boogaarts; Wheeler's IGA.
Other Chain Stores-Oklahoma Tire; Western Auto.

14 - NEWSPAPERS: COURIER (e) 6,138; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd Craig, Adv. Mgr., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.
National Representative: Landon Associates.

KENTUCKY SURVEYS

METROPOLITAN STATISTICAL AREAS

Clarksville-Hopkinsville, Tenn.-KY-Montgomery County, Tenn.; Christian County, KY
Evansville, IN-KY-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Lexington-Fayette-Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.
Louisville, KY-IN-Bullit, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN
Owensboro-Daviess County.

PRIMARY METROPOLITAN STATISTICAL AREA

Cincinnati, OH-KY-IN-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton OH-KY-IN CMSA: includes Cincinnati, OH-KY-IN PMSA Hamilton-Middletown, OH PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	271	283	299
5-14 Years	651	591	603
15-24 Years	585	700	716
25-44 Years	732	991	1,016
45-64 Years	645	686	703
65 and Over	336	410	421
TOTAL	3,220	3,661	3,748

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	656	729	1,271
General Mdse.	1,192	1,743	2,444
Food	2,490	3,521	4,332
Automobiles	2,292	2,434	4,133
Gasoline Stations	1,021	1,553	1,493
Apparel	438	619	861
Furniture	456	494	878
Eat-Drink Places	772	1,222	1,699
Drugs	354	534	676
TOTAL SALES	10,492	14,572	19,622

ASHLAND

1 - LOCATION: Boyd County. E&P Map F-1 (In Huntington-Ashland, WV-KY-OH MSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52. State Hwys. 168, 5.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk & Western; Barge Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tri-State Airport, 10 mi. from Ashland; USAir, Piedmont; Tri-State Aviation.

3 - POPULATION:
Corp. City 80 Cen. 27,064; E&P 86 Est. 23,714
CZ-ABC: (80) 55,213
RTZ-ABC: (80) 148,343
MSA 80 Cen. 336,410; E&P 86 Est. 336,300
County 80 Cen. 55,513; E&P 86 Est. 53,260
City & RTZ-ABC: (80) 203,556

4 - HOUSEHOLDS:
City 80 Cen. 10,620; E&P 86 Est. 9,798
County 80 Cen. 19,960; E&P 86 Est. 19,996
MSA 80 Cen. 119,007; E&P 86 Est. 124,068
CZ-ABC: (80) 20,270
RTZ-ABC: (80) 48,527
City & RTZ-ABC: (80) 68,797

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$328,220,588
Savings & Loan	4	$124,346,576

6 - PASSENGER AUTOS: County 26,664

7 - ELECTRIC METERS: Residence 18,874

8 - GAS METERS: Residence 9,420

9 - PRINCIPAL INDUSTRIES: Steel Sheets; Mine Equip.; Chems.; Brick; Air Prods.; Activated Carbon; Nickel Prods.; Leather; Garments; Oil Refining; Railroading; R.R. Car Repair; Coke Mfg.; Show Case and Store Fixt.
Principal Industrial Pay Days-Fri.; 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.
Neighborhood Shopping Centers-Winchester Ave., 25th to 30th Sts.; 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks; 13th St., Lexington to Oakview 3 blocks; 17th St. at Blackburn Ave.; 13th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenup Mall(16)	4	Murphy Mart, K mart, Heck's
Ashland Plz.(10)	4	Hill's
Midtown Mall(12)	NA	
Oakview	NA	Thrift Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon., Thur.; Food every night.

13 - RETAIL OUTLETS: Department Stores-C.H. Parsons; Sears; JCPenney; Star Store; K mart.
Variety Stores-McCrory's; Murphy Mart.
Discount Stores-Heck's; Hill's; Hart's.
Chain Drug Stores-Revco 2; Thrift 2; SuperRx; Begley.
Chain Supermarkets-Kroger 2; Co-ops; Gateway 2; Key Mkts.; Foodland 6; Cardinal 4; Piggly Wiggly 2.
Other Chain Stores-Walker's; Goodrich; Firestone; Pic-Way Shoes.

14 - NEWSPAPERS: INDEPENDENT (e) 23,635; (S) 25,928; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: H. Kelly Voiers, Ret. Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.
National Representative: Branham/Newspaper Sales.

BOWLING GREEN

1 - LOCATION: Warren County. E&P Map C-3. County Seat. Agricultural section. University town; tourist center; 60 mi. N of Nashville; 115 mi. S of Louisville; 40 mi. S of Mammoth Cave Natl. Park. On U.S. Hwys. 31W, 68 & 231. State Hwys. 67, 71, 80, 234; I-65 and Green River Pkwy.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; freight & piggyback service.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 40,450; E&P 86 Est. 44,017
CZ-ABC: (80) 40,450
RTZ-ABC: (80) 154,754
County 80 Cen. 71,828; E&P 86 Est. 82,951
City & RTZ-ABC: (80) 195,204

4 - HOUSEHOLDS:
City 80 Cen. 14,313; E&P 86 Est. 16,191
County 80 Cen. 24,833; E&P 86 Est. 30,210
CZ-ABC: (80) 14,313
RTZ-ABC: (80) 54,355
City & RTZ-ABC: (80) 68,668

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$406,579,465
Savings & Loan	2	$195,371,327

6 - PASSENGER AUTOS: County 36,778

7 - ELECTRIC METERS: Residence 15,396

8 - GAS METERS: Residence 14,722

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 998; Auto Parts 2,115; Laundry Equip. 235; Controls 649; Crane and Excavator Mfg. 565; Auto Assembly 1,930; Bakery 268; Portable Heaters 206; Heavy Equip. Parts 155; Lead Wheel Weights 73; Directors Chairs 67; Bonded Rubber 142; Polyethylene Bags 75; Twist Tobacco 99; Automatic Welding Wire 166; Corrugated Shipping Containers 113.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 20; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Parts of State, College and Main Sts. & Public Sq.; 31 W. Bypass, Nashville, Russellville & Scottsville-Louisville Rds.; Fairview Ave., Broadway.
Neighborhood Shopping Centers-Broadway; Bypass-31 W. Alternate; Russellville Rd.; Scottsville Rd., 31 W. South, Fairview Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bowling Green Sq.	NA	Sears, Woolworth
Fairview Plaza(19)	NA	Super Key, K mart
Western Gtwy.(15)	NA	Rose's, Houchen's, Taylor Drug
Bowling Green Center(11)	NA	Kroger
Kings Plaza(15)	NA	Revco, Winn-Dixie, Hancocks
Northgate Ctr.	NA	Gibson's, Super Key
Greenwood	NA	JCPenney, Osco, Caster-Knott, Snyders, Wal-Mart
Brite Center	NA	Winn-Dixie

Principal Shopping Days-Mon., Fri. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Caster-Knott; Rose's; K mart; Snyder's; Wal-Mart.
Discount Stores-Gibson; Dollar General; Sportswear Mart; Family Dollar.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Osco; Begley's; Revco.

The midwest test market
You'll keep on testing!
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The Topeka Capital-Journal
Serving Northeast Kansas
Morning & Sunday
913-295-1247

Chain Supermarkets-Kroger's; Houchins 6; Key Markets; Tucker's Minit Mkts. 2; Jr. Foods. Winn-Dixie 2; Big Star 2.
Other Chain Stores-Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams; Pittsburgh Paint; S&H Green Stamps; Goodyear; Zale's Jewelers; Radio Shack; Western Auto; Adams Shoes; Hancock Fabric; Payless; Golden Farley; Behr's; Connie Shoes; B. Dalton Bookseller; Naturalizer; B&B Service Center; Hallmark; Merle Norman; Casual Corner; Dairy Queen; Chick-fil-A; General Nutrition Center; Ormand; Musicland; Gallenkamp Shoes; Clifford's Jewelry; Brook; Command Performance; Kinney Shoes; Earring Tree; Waldenbooks; World Bazaar; Embrys; Clifford's Keepsake; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Baskin Robbins; Piecegoods; Riherd's; Kay's Jewelry; C&H Rausch; Stevensons; Chop Sticks; Bresslers; Zanderman's; Lovemotes; Auto Shack; Computerland; JoAnn Fabrics; Smokestop; Winners; NutriSystem; Regis Hair Salon; Petland; Royal Optical; Thom McAn; Video Squares; Record Bar; Audio Center; El Bee Shoes; Clothes Works; Claire's Boutique; The Pierced Ear; Long John Silvers; Wendys; Peanut Shack; Pic 'A Pair; The Junction.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 21,126; (S) 24,715; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Julie Myers, Natl. Adv. Mgr.; DAILY NEWS, 813 College St., Bowling Green, KY 42101; Tel. (502) 781-1700.
National Representative: Branham Newspaper Sales.

CORBIN

1 - LOCATION: Whitley & Knox Counties, E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N Knoxville, TN, 100 mi. S On U.S. Hwys. 25, 25-E, 25-W; State Hwys. 6, 90, 26, 312; Interstate 75.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tennessee Air.

3 - POPULATION:
Corp. City 80 Cen. 8,075; E&P 86 Est. 8,029.
Counties 80 Cen. 63,635; E&P 86 Est. 67,881
Whitley 80 Cen. 33,396; E&P 86 Est. 37,095
Knox 80 Cen. 30,239; E&P 86 Est. 30,786

4 - HOUSEHOLDS:
City 80 Cen. 3,211; E&P 86 Est. 3,366
Counties 80 Cen. 21,283; E&P 86 Est. 23,697
Whitley 80 Cen. 11,338; E&P 86 Est. 13,150
Knox 80 Cen. 9,945; E&P 86 Est. 10,547

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$151,000,000

6 - PASSENGER AUTOS: Knox Co. 9,471; Whitley Co. 14,569.

7 - ELECTRIC METERS: Residence 3,192.

8 - GAS METERS: Residence 5,009.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Elect. Prods. 325 ($189); Woven Wire Prods. 279 ($210); Greeting Cards 1,157 ($201); Cash Registers N.A. ($223).
Principal Industrial Pay Days-Sat., 14th & 29th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-90; Fall 30-70; Winter 20-60. First killing frost, Oct. 3; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.
Neighborhood Shopping Centers-In East, North and West Corbin.
Principal Shopping Days-Sat., Mon., Fri., and Railroad pay days, twice monthly.
Stores Open Sundays-Drug, Grocers, Department, Discount Stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Simpson; Daniel's; Rose's. Heavy Equipment: Whayne Supply.
Variety Stores-Dollar Stores, Southern Dollar Stores.
Discount Stores-Howard Bros.; K mart; Lowe's.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-IGA 2; Convenient Super 2; Piggly Wiggly; Kroger's; Pic Pac; Winn-Dixie.

14 - NEWSPAPERS: TIMES-TRIBUNE (e-mon to fri, S) 8,000; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Charles F. De Vane, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Corbin, KY 40701; Tel. (606) 528-2464.
National Representative: Thomson Newspapers.

COVINGTON

1 - LOCATION: Kenton County. E&P Map D-1 (In Cincinnati, OH-KY-IN PMSA). N Kentucky across Ohio River from Cincinnati, OH. U.S. Hwys. 25, 27, 42, 127, I-75, I-71. Manufacturing & agricultural center.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Louisville & Nashville; Southern.
Airlines-American; Delta; Eastern; North Central; Piedmont; TWA; United; USAir.
Bus Lines-Greyhound; Trailways; Transit Authority of Northern Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 49,013; E&P 86 Est. 44,706
County 80 Cen. 137,058; E&P 86 Est. 136,029
PMSA 80 Cen. 1,401,403; E&P 86 Est. 1,425,379
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,505; E&P 86 Est. 18,073
County 80 Cen. 48,062; E&P 86 Est. 49,814
PMSA 80 Cen. 498,649; E&P 86 Est. 528,185

5 - BANKS	NUMBER	DEPOSITS
Savings	40	N.A.
Savings & Loan	35	N.A.

6 - PASSENGER AUTOS: County 70,240.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Kenton County: Covington 15 blocks; Erlanger & Elsemere 6 blocks; Ludlow 4 blocks; Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crestview Mall	NA	McAlpins
Edgewood(8)	9	K mart, SupeRx
Expressway(11)	7	Kroger
Florence Mall	12	JCPenney, Sears, Pogues, SupeRx, Lerner, Shillito's
Latonia(10)	4	Meijer Sq., Value City, Walgreens
Newport(42)	1	JCPenney, Kroger, Walgreens
Newport Mall(9)	1	Thriftway Mkt., Becker Drugs
Zayre	5	Zayre, Walgreens, McHales

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All in shpg. ctrs., Mon. through Sat. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue & Dayton open Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; McAlpins; Covington & Newport; Shillito's; Pogues; Sears.
Discount Stores-Van Leunenhs; Meijer Sq.; K mart; Zayre; Value City; Gold Circle.
Variety Stores-Kresge; Woolworth; Ben Franklin.
Chain Drug Stores-SupeRx; Walgreens; Becker Sav-All.
Chain Supermarkets-Kroger 8; Thriftway 3; IGA 7; Food Mart; Stop-N-Go 9; Remke's 3; King Kwik 8; U-Tote-M Foods 7.
Other Chain Stores-Goodrich; Goodyear; Firestone; Western Auto; Richman Bros.; Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Harolde's; Gallenkamp Shoes.

14 - NEWSPAPERS: KENTUCKY POST (e) 46,218, sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: George McIlveen, Adv. Dir., KENTUCKY POST, 421 Madison Ave., Covington, KY 41011; Tel. (606) 292-2600.
National Representative: Gannett Media Sales.

DANVILLE

1 - LOCATION: Boyle County. E&P Map D-2. County Seat. 36 mi. SSW of Lexington.

2 - TRANSPORTATION: **Railroads**-Southern; L&N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,942; E&P 86 Est. 13,560
CZ-ABC. (80) 12,942
RTZ-ABC. (80) 66,718
County 80 Cen. 25,066; E&P 86 Est. 27,089
City & RTZ-ABC. (80) 79,660

4 - HOUSEHOLDS:
City 80 Cen. 4,750; E&P 86 Est. 5,145
County 80 Cen. 8,816; E&P 86 Est. 10,019
CZ-ABC. (80) 4,750
RTZ-ABC. (80) 23,441
City & RTZ-ABC. (80) 28,191

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$149,185,000
Savings & Loan	2	$63,742,068

6 - PASSENGER AUTOS: County 13,081.

7 - ELECTRIC METERS: Residence 8,984.

8 - GAS METERS: Residence County 6,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage of all mfg. employees $258). Textile 650; Glass 350; Shoe 215; Furn. 146; Distribution 1,006; Appliance 873; Auto 1,064; Conveyor 355; Plastic 36.
Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Downtown Shopping Center**-4 blocks on Main; 1 on N. 4th; 1 on S. 4th; 1 on N. 3rd; 1 on S. 3rd.
Neighborhood Shopping Centers-1 block on S. 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenleaf	2	Super Key Mkt., Greenleaf Furn.
Danville Manor	2	Rose's, Winn-Dixie, Watson's, Begley's
Danville Sq.	2	Wal-Mart, Radio Shack
Ridgefield	3	Kroger, K mart, Taylor Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Danville Manor, Danville Sq. & Ridgefield every weekday night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hub-Frankels; Louisville; Rose's; Heck's; Wal-Mart; K mart; Watson's.
Chain Supermarkets-Kroger; Pic Pac; Super Key; Winn-Dixie; Foodtown.
Other Chain Stores-Goodyear; Sherwin-Williams; Devoe Paint; Pic 'N Pay Shoes; Behr's; Cato; Adams Shoes; Lowe's; Sears (catalog); Montgomery Ward; JCPenney (catalog).

14 - NEWSPAPERS: ADVOCATE-MESSENGER (e-mon to fri) 11,844; KENTUCKY-ADVOCATE (S) 12,531. Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Elliott, Adv. Mgr., ADVOCATE-MESSENGER, 325 W. Walnut, Danville, KY 40422; Tel. (606) 236-2551.
National Representative: Landon Associates.

ELIZABETHTOWN

1 - LOCATION: Hardin County. E&P Map C-2. County Seat. Military (Fort Knox); indust., agric. and tourist area; in central Kentucky at crossroads, I-65 (N & S) and Bluegrass and Western Pkwy. (Hwy. 62-E & W).

2 - TRANSPORTATION: **Railroads**-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-All major lines at Louisville (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 15,380; E&P 86 Est. 16,360
NDM-ABC. (80) 98,737
County 80 Cen. 38,917; E&P 86 Est. 94,584

4 - HOUSEHOLDS:
City 80 Cen. 5,788; E&P 86 Est. 6,419
County 80 Cen. 24,010; E&P 86 Est. 27,754
NDM-ABC. (80) 28,098

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$100,000,000
Commercial	7	$200,000,000

6 - PASSENGER AUTOS: County 39,363.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: 4,588 (City).

9 - PRINCIPAL INDUSTRIES: Rubber Belts; Elect. Cable; Magnets; Sealants; Ice Cream; Clothing; Business Forms; Printers Ink; Car Brakes.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Nearby Shopping Center** (No. of Stores)-Helmwood Plz. (23); Elizabethtown Plz. (22); North Mulberry (6); Redmar Plz. (20); Radcliff Plz. (15); Towne Mall (53); Governors Manor (16).
Principal Shopping Days-Thur., Fri., Sat.
Best Food Days-Mon., Thur.
Stores Open Evenings/Sundays-Discount and most Supermarkets open until 9 p.m. (Major discounters & SuperMkts. open until 6 p.m. Sun.). Major Shpg. Ctrs. until 9 every evening. Some Supermkts. 24 hrs.

13 - RETAIL OUTLETS: **Department Stores**-The People's Store 2; Sears; JCPenney; Snyder's; Dawahares.
Discount Stores-Rose; K mart; Heck's; Wal-Mart; Big Lots.
Variety Stores-TG&Y; Murphy's Mart; Sears Surplus Store; Family Dollar; Dollar General.
Chain Drug Stores-Taylor; SupeRx; Begley's; Walgreens.
Chain Supermarkets-IGA; Kroger 2; Winn-Dixie 2; Houchein's 4; Convenient 2; Kwik Shop 4; Piggly Wiggly; Junior Food Stores 6; Minit Mart 3.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Ethan Allen Gallery; Montgomery Ward; True Value Hardware; Coast-to-Coast Hardware.

14 - NEWSPAPERS: NEWS-ENTERPRISE (e-mon to fri) 15,410; (S) 15,702; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabethtown, KY 42701; Tel. (502) 769-2312.
National Representative: Landon Associates.

FRANKFORT

1 - LOCATION: Franklin County. E&P Map D-2. State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects most of city. On U.S. Hwys. 60, 421, 127 & I-64.

2 - TRANSPORTATION: **Railroads**-L&N; F&C.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Piedmont; Delta; Frontier; all at Bluegrass Field, Lexington (17 miles from Frankfort).

3 - POPULATION:
Corp. City 80 Cen. 25,973; E&P 86 Est. 27,643
County 80 Cen. 41,830; E&P 86 Est. 45,068
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,392; E&P 86 Est. 11,525
County 80 Cen. 15,681; E&P 86 Est. 17,635

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$483,000,000
Savings & Loan	2	$127,000,000

6 - PASSENGER AUTOS: County 22,808.

7 - ELECTRIC METERS: Residence 12,740.

8 - GAS METERS: Residence 9,461.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Distilling 700 ($210); State Gov't 10,200 ($224); Underwear 900 ($200); Auto Mach., Gauges, Brakes, Appliances, Wheels (Auto) 850 ($304).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-80; Summer 65-95; Fall 47-80; Winter 20-42.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Sq.(15)	3	Kroger, JCPenney, Taylor Drug
Century Plaza(9)	3	Wal-Mart, Behr's
Eastwood(18)	3	Sears, Gateway, Begley Drug
Frankfort Plaza(8)	1	Radio Shack, Yagel Hdwe.
Winn-Dixie(6)	3	
Capital Center(6)	3	Winn-Dixie, K mart, Rite Aid
Brighton Park Mall(15)	4	Taylor Drug, Kroger, Ace Hdwe.

Ridgeview(1)	3	Heck's
Mare Manor (2)	3	Winn-Dixie, Revco

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney.
Variety Stores-Wal-Mart.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Walgreens; Rexall; Taylor 2; Begley; Rite Aid; Revco.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; Gateway; Jordans; Pic Pac.
Other Chain Stores-Singer; Goodyear; Sherwin-Williams; LeRoy's; Adams Shoes; Midas; Firestone; Lowes; Family Dollar; Dollar General; Behr's; Sportsweat Mart; Fashion Big; Big "O" Tires.

14 - NEWSPAPERS: STATE JOURNAL (e-mon to fri) 10,366; (S) 10,817; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: C.A. McClain, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556.
National Representative: Landon Associates.

FULTON, KY-
SOUTH FULTON, TN

1 - LOCATION: Fulton County (KY) and Obion County (TN). E&P Map A-3. 45 mi. SE of Paducah; 125 mi. N of Memphis, TN On U.S. Hwys. 51, 45; State Hwys. 94, 307 and Purchase Parkway.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 5,872; E&P 86 Est. 5,453
Fulton, KY 80 Cen. 3,137; E&P 86 Est. 3,076
S. Fulton, TN 80 Cen. 2,735; E&P 86 Est. 2,377
Counties 80 Cen. 41,752; E&P 86 Est. 41,384
Fulton, KY 80 Cen. 8,971; E&P 86 Est. 8,300
Obion, TN 80 Cen. 32,781; E&P 86 Est. 33,084

4 - HOUSEHOLDS:
Cities 80 Cen. 2,401; E&P 86 Est. 2,324
Fulton, KY 80 Cen. 1,308; E&P 86 Est. 1,354
S. Fulton, TN 80 Cen. 1,093; E&P 86 Est. 970
Counties 80 Cen. 15,463; E&P 86 Est. 16,122
Fulton, KY 80 Cen. 3,384; E&P 86 Est. 3,329
Obion, TN 80 Cen. 12,079; E&P 86 Est. 12,793

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$90,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: Counties: Fulton, KY 3,846; Obion, TN 21,983.

7 - ELECTRIC METERS: Residence: Fulton, KY 1,794; S. Fulton, TN 1,229.

8 - GAS METERS: Residence: Fulton, KY 1,081; S. Fulton, TN 945.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 837; Dairy 150; Seed Pkg. 350; R.R. 250; Printing 110; Misc. 175.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

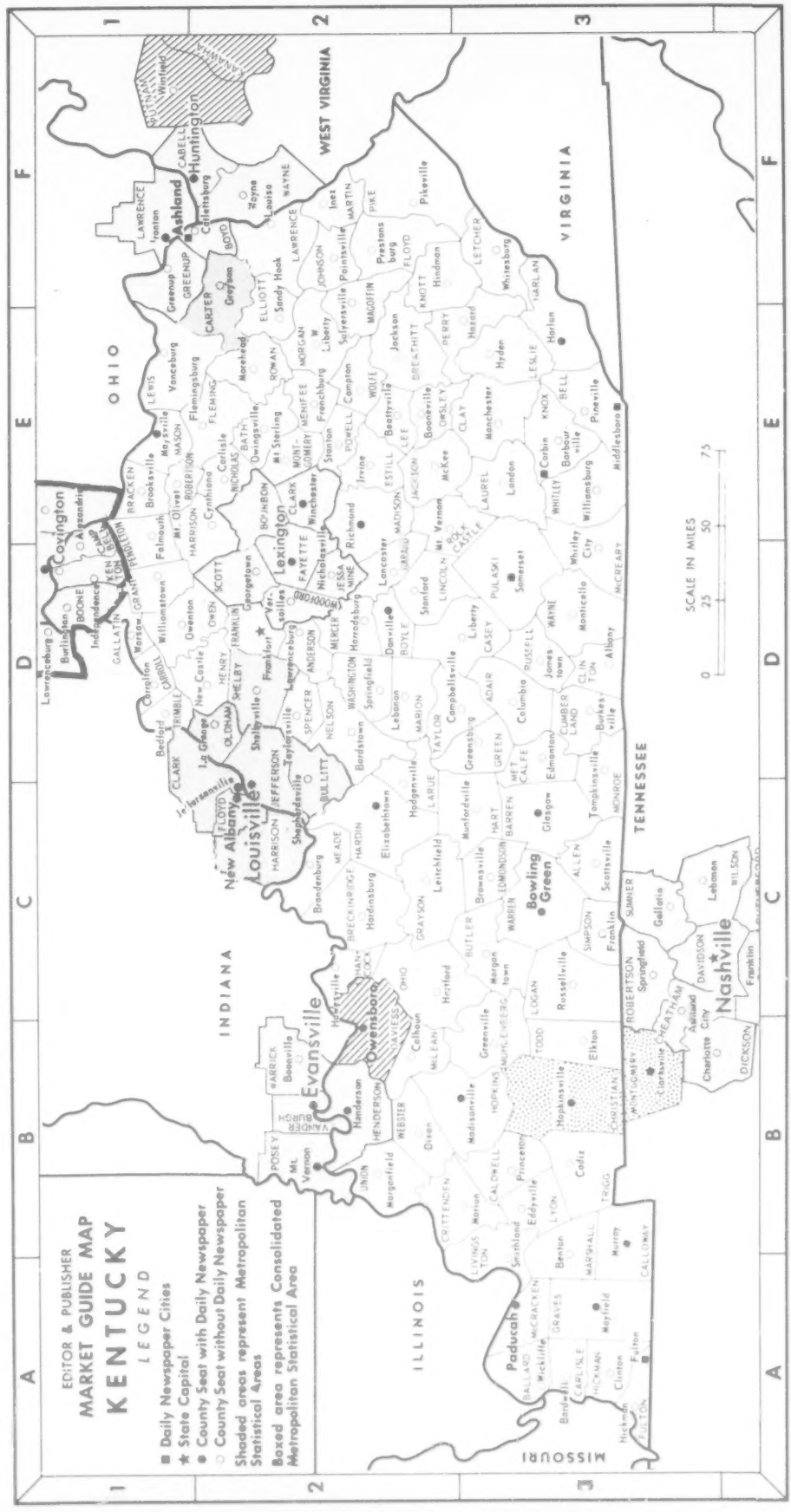
Name (No. of stores)	Miles from Downtown	Principal Stores
Carr Plaza(3)	3	Big John, Wal-Mart, SupeRx
So. Fulton(11)	1	Otasco
Southern Vlg (8)	1	Southside Drugs

13 - RETAIL OUTLETS: Department Stores-Leader Store; Kasnow; K. Homra.
Variety Stores-Ben Franklin.
Discount Stores-Wal-Mart, Dollar General.
Chain Drug Stores-City; Southside; Evan's Rexall; SupeRx.
Chain Supermarkets-Big John; Pic Pac.
Other Chain Stores-Noffel's; Family Shoes; Goodyear; Sherwin-Williams; Roper Television; Wood Television; Irene's Women's Apparel; Huddleston's Electrical & Hdwe.; Fulton Hdwe.; Graham Furn.; Wade Television; Otasco.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,034; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: William Mitchell, Pub., LEADER, State Line & Washington Sts., Fulton, KY 42041; Tel. (502) 472-1121.
National Representative: Landon Associates.

GLASGOW

1 - LOCATION: Barren County. E&P Map C-3. County Seat. Agricultural & manufacturing area. S central portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90 & 249. 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.



2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,958; E&P 86 Est. 13,210
NDM-ABC: (80) 34,009
County 80 Cen. 34,009; E&P 86 Est. 35,279
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,964; E&P 86 Est. 4,906
NDM-ABC: (80) 12,267
County 80 Cen. 12,267; E&P 86 Est. 13,314

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$155,612,000
Savings	5	$155,612,000
Savings & Loan	3	$53,828,550

6 - PASSENGER AUTOS: County 16,045

7 - ELECTRIC METERS: Residence 4,632

8 - GAS METERS: Residence 3,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Automotive 1,450; Axle 335; Bldg. Materials 70; Electronics 620; Feed, Meal, Fertilizers 62; Food Proc. 218; Printing 400; Textiles 575; Woodworking 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct.; last killing frost, late March.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Happy Valley(65)	2	Houchen's
Park Ave.(12)	1	S&H Stamps, Houchen's
Central	3	K mart, Houchen's, Watsons
Grinstead's(7)	2	Begley Drug, Cato
Glasgow Sq.(6)	2	Wal-Mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri., downtown; nightly at shpg. ctrs.

13 - RETAIL OUTLETS: Department Stores-National; JCPenney; Lerman Bros.; Bernards; Ira Watson Stores.
Variety Stores-Newberry's; Dollar General; Family Dollar.
Discount Stores-Heck's; Wal-Mart; K mart.
Chain Drug Stores-Ely's Walgreens 4; Begley's; Geo. J. Ellis Riteway Drugs; Glasgow Prescription; Towne & Country.
Chain Supermarkets-Houchen's 4; IGA; Jr. Foods; Mint Mart.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,870; (S) 8,857; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 100 Commerce Dr., Glasgow, KY 42141; Tel. (502) 678-5171.
National Representative: Papert Companies.

HARLAN

1 - LOCATION: Harlan County, E&F Map E-3. County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On State Hwys. 72, 38; U.S. Hwys. 119, 421.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Bristol-Jenkins.

3 - POPULATION:
Corp. City 80 Cen. 3,024; E&P 86 Est. 2,667
CZ-ABC: (80) 4,234
RTZ-ABC: (80) 37,655
County 80 Cen. 41,889; E&P 86 Est. 42,150
City & RTZ-ABC: (80) 41,889
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,191; E&P 86 Est. 1,119
CZ-ABC: (80) 1,607
RTZ-ABC: (80) 12,242
County 80 Cen. 13,849; E&P 86 Est. 14,552
City & RTZ-ABC: (80) 13,849

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$74,120,000

6 - PASSENGER AUTOS: County 15,086

7 - ELECTRIC METERS: Residence, 1,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,000 ($400); Lumber 1,650 ($150); R.R. 400 ($250).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.
Shopping Centers-3 mi. S. of town on U.S. 421, Shopping Center 4 miles S. on U.S. 421, Kroger, K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mack's Family Center(7)	2	Mack's, Ben Franklin
Village Ctr.	3	Radio Shack, K mart, Kroger, Belk's, Magic Mart
Woodland Plz.(15)	1	A&P, Sears, TG&Y

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's; K mart.
Discount Stores-Dixie; Dollar General; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.
Variety Stores-TG&Y; Newberry; Majic Mart.
Chain Drug Stores-Lee (Rexall); Creech (Walgreens); SupeRx.
Chain Supermarkets-A&P; Mack's; Cas Walker's; Kroger.
Other Chain Stores-Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; McComb Supply Co.; Lee Furniture; Cato's.
Cato's.
14 - NEWSPAPERS: ENTERPRISE (e) 7,326; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Kennedy, Adv. Dir., ENTERPRISE, PO Drawer E, Harlan, KY 40831; Tel. (606) 573-4510.
National Representative: Landon Associates.

HENDERSON

1 - LOCATION: Henderson County (In Evansville IN-KY MSA). E&P Map B-2. County Seat. 300 mi. from Chicago, 140 mi. from Louisville, 160 mi. from St. Louis.

2 - TRANSPORTATION: Railroads-L&N and IC.
Intercity Bus Lines-Greyhound; Evansville and Ohio Valley.
Airlines-Eastern; USAir; Evansville, Loc. Airport for pvt. planes.

3 - POPULATION:
Corp. City 80 Cen. 24,834; E&P 86 Est. 25,132
CZ-ABC: (80) 24,834
RTZ-ABC: (80) 34,904
MSA 80 Cen. 276,252; E&P 86 Est. 282,601
County 80 Cen. 40,849; E&P 86 Est. 42,505
City & RTZ-ABC: (80) 59,738

4 - HOUSEHOLDS:
City 80 Cen. 9,453; E&P 86 Est. 10,090
County 80 Cen. 14,688; E&P 86 Est. 16,015
MSA 80 Cen. 101,528; E&P 86 Est. 108,249
CZ-ABC: (80) 9,453
RTZ-ABC: (80) 10,879
City & RTZ-ABC: (80) 20,332

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$210,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 20,777

7 - ELECTRIC METERS: Residence 9,950

8 - GAS METERS: Residence 7,643

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. Mfg. 317; Needles 30; Plastics 900; Aluminum Rendering 1,276 ($185); A-le Assembly 312 ($165) Steel Prods. (wheel rims) 970 ($165); Av. wkly. wage for all mfg.-$428.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 block sq. bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Old Orchard Shpg. Ctr.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food, Supermarkets-Daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hicks Dollar.
Variety Stores-Ben Franklin.
Discount Stores-Big G; K mart; Wal-Mart.
Chain Drug Stores-People's; Revco.
Chain Supermarkets-Sureway 3; Keith's Key Market.
Other Chain Stores-Goodyear; Audubon Tire Ctr.; Ewing Tire Ctr.; Mac's Apparel; Valley Firestone; Big G (home improvement); Young's Family Ctr. (clothing).

14 - NEWSPAPERS: THE GLEANER (m-tues to sat) 10,488; (S) 13,303; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Leslie Hall, Adv. Dir., THE GLEANER, 455 Klutey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000.
National Representative: Branham/Newspaper Sales.

HOPKINSVILLE

1 - LOCATION: Christian County, E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY MSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41, 41A; State Hwys. 80, 91, 107, 109.

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Bowling Green-Hopkinsville.

3 - POPULATION:
Corp. City 80 Cen. 27,318; E&P 86 Est. 26,483
CZ-ABC: (80) 27,318
RTZ-ABC: (80) 73,722
County 80 Cen. 66,878; E&P 86 Est. 64,968
MSA 80 Cen. 150,220; E&P 86 Est. 154,663
City & RTZ-ABC: (80) 101,040
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,955; E&P 86 Est. 9,822
County 80 Cen. 19,646; E&P 86 Est. 19,807
MSA 80 Cen. 46,344; E&P 86 Est. 50,473
CZ-ABC: (80) 9,955
RTZ-ABC: (80) 22,047
City & RTZ-ABC: (80) 32,002

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$304,605,988
Savings & Loan	2	$1,137,646,014

6 - PASSENGER AUTOS: County 23,090

7 - ELECTRIC METERS: Residence 23,497

8 - GAS METERS: Residence 9,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lighting 400; Clothing 800; Milling 65; Springs 150; Wire 400; Plastic 128; Rivets 107; Bowling Balls 223; Furn.-Hardware 150; Synthetic Graphite 30; Non-Woven Textiles 78; Metal Extrusion 25; Furn. 35; Auto Fascias 100; Paper Prods. 50; Hydraulics 20.

10 - CLIMATE: Av. Temp.-Winter 32-40; Summer 74-79.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Nearby Shopping Areas-Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall; Brick Yard Plaza.
Stores Open Evenings-Mon. through Sat. 9-9; Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Harvey's; JCPenney; Cayce Yost; Dollar Store.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Woolworth; Kress; Dollar Store 3.
Chain Drug Stores-Walgreens; Thrif-T 2; Rite-Aid; Wood's Rexall; Revco 2; Medicine Shoppe; Begley; Sav-More.
Chain Drug Stores-Walgreens; Thrif-T 2; Rite Aid; Houchen's; Drury Bros.; Minit-Mkts. 7; Sav-A-Lot; Martins Cee Bee; Winn-Dixie; Giles.
Other Chain Stores-Auto: Firestone; Furniture: Herb Hays, Keach, Edna's, Boulevard, Furniture Outlet; Women's Wear: Thrifty Shop, Klein's, Arnolds, Carothers, Stuart's, Unicorn, Buck's, Brooks, That's All, Social Butterfly, Jackson Purchase, Occasions, Ky Miss; Men's Wear: Wade's, Boyd's, Marshall's 2, Golden-Farley, Suit City; Shoes: Burnett, Nobil, Butler's, Pic-Way; Other: Sears (catalog), Singer, Jo Ann Fabrics, Paper Mill, Radio Shack, Sherwin-Williams, Waldenbooks.

14 - NEWSPAPERS: KENTUCKY NEW ERA (e) 15,948; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark Lee, Gen. Adv. Mgr., KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.
National Representative: Landon Associates.

LEXINGTON

1 - LOCATION: Fayette County, E&P Map D-2. (In Lexington-Fayette MSA). County Seat. Second largest city in KY. Shipping and wholesale center for central and E Kentucky. Livestock and general farming; horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956; I-64 & 75; Blue Grass Parkway.

2 - TRANSPORTATION: Railroads-Seaboard System; Southern Railway.
Motor Freight Carriers-53.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Piedmont; USAir; ComAir; Tennessee Airways; Allegheny; United; American Eagle; Britt; Eastern Metro.

3 - POPULATION:
City/County 80 Cen. 204,165; E&P 86 Est. 209,600
CZ-ABC: (80) 204,165
RTZ-ABC: (80) 318,961
MSA 80 Cen. 318,136; E&P 86 Est. 327,415
City & RTZ-ABC: (80) 523,126
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 75,440; E&P 86 Est. 80,148
CZ-ABC: (80) 75,440
RTZ-ABC: (80) 109,345
MSA 80 Cen. 113,924; E&P 86 Est. 121,720
City & RTZ-ABC: (80) 184,785

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$2,027,834,000
Savings & Loan	5	$325,439,947

6 - PASSENGER AUTOS: County 113,003

7 - ELECTRIC METERS: Residence 83,041

8 - GAS METERS: Residence 46,353

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services and Mining 39,300; Mfg. 28,400; Constr. 9,000; Commun., Util. 4,000; Agric. 8,100; Gov't 34,800.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade.
Neighborhood Shopping Centers-3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. & Tates Creek Pike; 1 block on Harrodsburg Pike Lafayette Centers; 5 blocks on Winchester Pike; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Pike at old city limits; 3 blocks on Zandale; 1 block on Versailles Pike; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Pike; 5 blocks on Eastland, New Circle Rd. & Winchester Pike; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Broadway	2	Begley, Winn-Dixie
Landsdowne(30)	3	Pic Pac, Begley
Southland(125)	3	Welgo, Kroger, Foodtown, Begley
Chevy Chase(40)	1	Kroger
Meadowthorpe(40)	2	Winn-Dixie
Idle Hour	3	Winn-Dixie
Eastland(62)	2	Woolworth, Kroger, Winn-Dixie, Begley
Lakeview Plz.(15)	3	K mart, Kroger
Zandale(21)	4	Begley Drug
Gainesway Mall(8)	4	Foodtown, Taylor Drugs
Gardenside(32)	4	Heck's, Kroger
Imperial(12)	3	Begley Drug
Hi-Acres(7)	4	Gateway
Turfland(44)	3	Mont. Ward, McAlpin, JCPenney
Romany Rd.(12)	2	Randall's
Lexington(53)	2	McAlpin, Randall's
Fayette(78)	4	Shillito's, Sears, Stewarts
Crossroads Plaza(19)	4	Randall's, Begley Drug
N. Park(26)	3	Hills, Kroger, SupeRx
S. Park(25)	4	Hills, Kroger, Begley

Woodhill(30)	4	Foodtown, Service Merchandise, Steinmart
Park Hills(20)	6	Foodtown, Begley
Chinoe Vlg.(15)	4	Winn-Dixie
Stonewall Ctr.(16)	5	Foodtown, Rite Aid
Regency Ctr.(15)	3	Childrens Palace, Kroger

Principal Shopping Days-Dept. Stores: Mon. & Sat.; Food: Wed., Fri. & Sat.
Stores Open Evenings-Downtown: Mon. & Fri.; Eastland: Mon., Thur. & Fri.; Southland: Fri.; Chevy Chase: Fri.; Meadowthorpe: every night; Zandale: Fri.; Turfland, Fayette and Lexington Civic Center: every night ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Wolf Wile; Stewarts; Snyders; Montgomery Ward; Sears; Welgo 3; Shillito's; McAlpin 2; Meyer's; JCPenney; Hill's 2.
Discount Stores-K mart 3; Heck's 3; Gold Circle; Service Merchandise 2; Hill's 2.
Variety Stores-Woolworth 2; Southern Dollar 3; Ben Franklin; TG&Y.
Chain Drug Stores-Walgreens 2; SupeRx 2; Heck's 3; Begley 10; Rite Aid 3; Taylor Drugs 4.
Chain Supermarkets-Kroger 7; Winn-Dixie 6; Mini-Marts 3; Buy-Low 2; Convenient 23; Randall's 6; Gateway; Foodtown 5; Kentucky Food Store 11; PDQ 2; Bestway; Pic Pac 2.
Other Chain Stores-Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Shackleton's (musical supplies); Porter Paint Service; Sherwin-Williams; Firestone; Lerner's; Midas; Richman Bros. (clothing); S&T Stores; Florsheim Shoes; Piece Goods Shop, Inc. 3.

14 - NEWSPAPERS: HERALD-LEADER (m) 110,411; (S) 134,468; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Fred Hull, Adv. Dir., HERALD-LEADER, Main & Midland, Lexington, KY 40507; Tel. (606) 231-3100.
National Representative: Knight-Ridder Newspaper Sales.

LOUISVILLE

1 - LOCATION: Jefferson County. (In Louisville KY-IN MSA). E&P Map C-2, and D-2. Industrial and wholesale ctr. Fort Knox (Army) Training Ctr., and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W, 42, 69, 62, 150, 460, I-64, I-65 (Kentucky Tpke.), I-71, I-264.

2 - TRANSPORTATION: Railroads-Seaboard System; Southern; B&O; C&O; Illinois Central; Conrail.
Freight Carriers-Ohio River Freight (Tonnage 150,390,666); Port of Louisville (Tonnage 6,978,224).
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Eastern, TWA, Piedmont, Delta, United, USAir, Florida Express, Ozark, Allegheny Commuter, Comair, Britt.

3 - POPULATION:
Corp. City 80 Cen. 298,840; E&P 86 Est. 258,398
CZ-ABC. (80) 781,065
RTZ-ABC. (80) 587,604
County 80 Cen. 684,793; E&P 86 Est. 671,764
MSA 80 Cen. 956,844; E&P 86 Est. 957,879
City & RTZ-ABC. (80) 1,368,669
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 117,178; E&P 86 Est. 107,864
County 80 Cen. 250,478; E&P 86 Est. 255,733
MSA 80 Cen. 340,989; E&P 86 Est. 355,027
CZ-ABC. (80) 285,758
RTZ-ABC. (80) 190,986
City & RTZ-ABC. (80) 476,744

5 - BANKS	NUMBER	DEPOSITS
Banks	8	$6,769,825,115
Savings & Loan	4	$2,516,258,939

6 - PASSENGER AUTOS: County 359,134

7 - ELECTRIC METERS: 305,972

8 - GAS METERS: 234,752

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Food Prods. 9,400; Fab. Metal Prods. 8,600; Mach. Elect. & Non-Elect. 21,200; Tobacco Prods. 5,600; Chem. Prods. 7,400; Constr. 19,400; Trans. Commun. & Util. 24,700; Trans. Equip. 7,800; Whol. & Ret. Trade 103,000; Printing & Pub. 7,500; Lumber & Wood Prods. 3,900.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway, Chestnut, Muhammed Ali, Liberty, Jefferson, Market, Main, Shelbyville Rd., betw. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. betw. Waterson X-way & Page's Lane.
Neighborhood Shopping Areas-Beechmont; Bonnycastle; Churchill Downs; Crescent Hill; Dixie Hwy.; Fairgrounds; Highlands, St. Matthews; Shelby St.; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Pky.; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd.; Preston; Bardstown Rd.; Taylorsville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Algonquin Manor		Winn-Dixie, McCrory
Auburndale(9)	NA	Kroger, SupeRx
Bacon's Shively(18)	8	Bacon's, Winn-Dixie
Bashford Manor(70)	7	Bacon's, Target, Warehouse of Groceries, Snyder's
Bittersweet(20)	NA	Winn-Dixie, U.S. Dollar
Bluegrass Manor(5)	8	Designer Depot, Lowes
Bon Air Manor(21)	NA	Melton Mkt., Drug Emporium
Breckinridge	NA	Winn-Dixie
Brownsboro Rd.(39)	NA	Winn-Dixie
Camelot(14)	NA	Winn-Dixie
Chenoweth Plz.	NA	
Charleston	NA	Goodyear
Cliftboro	NA	Kroger, SupeRx
Colonial Manor	NA	Kroger, Taylor's
Crestwood Station	NA	Winn-Dixie, Begley's, Wal-Mart
Dahlem(12)	NA	
Dixie Manor(41)	8	Stewart's, Snyder's, Winn-Dixie, Walgreens, Service Mdse., Designer Depot
DuPont Village	NA	Buy Low Grocery, Levy Lumber
Eastland(16)	NA	Pic-Pac
Galleria(60)	NA	Bacon's, Byck's, SupeRx
Gardiner Lane(22)	5	Kroger, Cloth World, Woolworth, Pic Pac, Taylor Drugs
Gateway Plaza	NA	Gateway Supermarket
Glengarry	NA	Key Mkt., Dollar General
Grantline Plaza	NA	K mart, Winn-Dixie
Green Tree Mall(78)	5	JCPenney, Sears, Snyder's
Hikes Point Plz.(13)	7	Woolworth, T.J. Maxx
Holiday Manor(31)	7	Kroger, SupeRx
Hurstbourne(36)	NA	Valu, Walgreens
Indian Trail(33)	8	Winn-Dixie, Kroger, Snyder's, Zayre, Designer Depot
Iroquois Manor(48)	6	Kresge, Walgreens, Warehouse of Groceries, Winn-Dixie
J-Town Center(30)	14	Gateway, Winn-Dixie, Target
Jeffersontown Vlg.	NA	Kroger, K mart
Jefferson Mall(106)	12	JCPenney, Sears, Shillito, Rike's, Stewart's, Walgreens
K mart Plaza	5	K mart, Buy Low
Knob View(11)	NA	Kroger
LaGrange Sq.	NA	Gateway, Key Mkt.
Louisville's First	NA	Kroger, Walgreens
Lynnview(24)	NA	Gateway
The Mall(74)	8	Dawahares, JCPenney, Stewart's
Maryville(15)	NA	Dollar General
McMahan Ctr.(18)	NA	Gateway Supermarket, Radio Shack
McMahan Plz.	NA	Kroger
Medical Plaza(19)	NA	
Mid-City Mall(32)	3	Zayre, Winn-Dixie
Middletown Plaza	NA	Gateway Supermarket, Dollar General
New Albany Plz.	NA	Winn-Dixie, Taylor Drugs
Okolona(9)	NA	IGA
Outerloop(30)	NA	
Outlets Ltd. Mall(35)	NA	Linens 'N Things, Handmacher, Famous Footwear
Oxmoor Ctr.(126)	8	Stewart's, Sears, Shillito Rike's
Plainview Center	NA	Kroger, Taylor Drugs
Plantation(9)	NA	
Poplar Level(24)	NA	
Poplar Plaza(9)	NA	Buy Low Foods
Preston Center(7)	NA	Dollar General
Preston Manor	NA	
Preston Park	NA	Target
Prospect Point	NA	Winn-Dixie
Raceland Mall(34)	9	
Rockford Plaza(10)	NA	Key Mkt.
Rolling Hills Plaza(7)	NA	Kroger, Hancock Fabric
St. Denis(5)	NA	Winn-Dixie
St. Matthews Triangle(12)	NA	Woolworth
Shaker Heights	NA	Gateway Supermarket
Shawnee(5)	NA	Winn-Dixie, Taylor's
Shelbyville Rd.(25)	7	Evans Furniture, Gateway
Silver Hts.(14)	NA	Key Mkt., Walgreens
Southland Terr.(24)	8	JCPenney, Kroger, Walgreens, Woolworth,
Southwick	NA	
Stonefield Sq.	NA	Winn-Dixie
Tradewinds(12)	NA	Kroger
Tradewinds West	NA	Kroger
Tymberwood	NA	SupeRx, T.J. Maxx, Kroger
Value City(4)	3	Walgreens, Winn-Dixie
Value Mall	NA	
Watts(8)	NA	
Westchester(8)	NA	Winn-Dixie
Westland Mall(45)	10	Target
Valley Station	NA	Winn-Dixie, Sears
Village Sq.(8)	NA	Kroger
Village West(10)	NA	Gateway
Westport(50)	NA	K mart
Youngtown Ctr.	2	Bacon's, Austin's, Woolworth

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department: Mon.-Sat., Downtown: Mon.

13 - RETAIL OUTLETS: Department Stores-Outlets Ltd. Mall 35; Stewart's 5; Snyder's 4; Bacon's 5; JCPenney 4; Sears 4; Shillito Rike's 2.
Discount Stores-Target 5; K mart 12; Value City 2; Zayre 3; Consolidated Sales; Wal-Mart 2.
Variety Stores-Woolworth 4; Kresge; McCrory; Ben Franklin 2; Dollar General 14; Thrift 6.
Catalog Showroom Stores-Service Merchandise 2.
Chain Drug Stores-Taylor 32; Walgreens 20; SupeRx 16; Otto 13; Rouben's Drug World; Wish's 2; Harding; Cox's 3; Jones Apothecary 8; Louisville Apothecary 3; Oak 2; Zegart 2; Mill Discount 4; Drug Emporium 2.
Chain Supermarkets-Kroger 29; Melton's Food Marts 8; Winn-Dixie 24; Pic Pac 10; Corvenient 91.
Voluntary Chain Supermarkets-Key 20; Gateway 4; Majik 24; Valu Supermarkets 4; Buy Low Foods 4.
Other Chain Stores-Men's Apparel and Furnishings: Loevenhart's, Richman Bros. 2; Schupp & Snyder; Fashion Post 2; Levy Bros.; Martin's, Rodes 2; Strauss 3; Shoes: Hardy 2; Payless 8; Fayva Family Shoes 6; Boston Shoe Co. 2; Knotts 3; Lady Slipper 3; Pix Sample 3; Wenneker's 2; Florsheim 3; Thom McAn 2; Kinney 4; Boston 2; Women's Apparel: Fashion Bug 3; Casual Corner 3; Behr Stores 2; Women's World 2; Foxmoor 2; Modern Ms. 2; Brooks 4; Embry's 3; Tempo Fashions 2; Lerner 4; Lane Bryant 2; Joy Shop; Fashion Shop 7; Hytken's, Byck's 4; She; Donlevys; Designer Depot 3; T.J. Maxx; Sportswear Mart 2; Paint: Sherwin-Williams 7; Devoe 8; DeHart 3; Porter 13; Jefferson Wallpaper; Auto Supplies: Firestone 11; Goodyear 9; B.F. Goodrich 11; Michel Tires 5; Dean's Tires 4; Midas Muffler 7; Big O Tires 14; Gil Mueller 4; Fleenor's 4; Toohey's 5; Home Furnishing: Hubbuch in Kentucky; Bensinger's 2; Carriage House; Crossroads 3; Evans 4; Furn. Liquidators 3; Furn. Showrooms: Helerinnger's, Kinnaird & Francke 3; Rhodes-Burford 2; Smith 5; Candy: Russell Stover 2; Rebecca Ruth; Other: Spiegel (catalog) 2; Radio Shack 22; Circuit City 3; Toys: Toys 'R' Us 2; Children's Palace 2; Thornbury's 4; Kay Bee Toys 2; Home Improvement: Levy's 3; Wickes; Lowe's 3; Cleveland Home Supply; Furrows 3.

14 - NEWSPAPERS: COURIER-JOURNAL (m) 170,721; TIMES (e) 125,244; COURIER-JOURNAL (S) 323,328; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. Dir., COURIER-JOURNAL & TIMES, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4088.
National Representative: Sawyer-Ferguson-Walker.

MADISONVILLE

1 - LOCATION: Hopkins County. E&P Map B-2. County Seat. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY Tpke. & Pennyrile Parkway. On U.S. Hwys. 41, 41-A, 62; State Hwy. 85; 50 mi. S of Evansville; 100 mi. N of Nashville; 150 mi. SW of Louisville.

2 - TRANSPORTATION: Railroads-P&L; Seaboard / L & N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 16,979; E&P 86 Est. 16,511
CZ-ABC. (80) 16,979
RTZ-ABC. (80) 33,898
County 80 Cen. 46,174; E&P 86 Est. 47,053
City & RTZ-ABC. (80) 50,877
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,498; E&P 86 Est. 6,562
County 80 Cen. 16,552; E&P 86 Est. 17,656
CZ-ABC. (80) 6,498
RTZ-ABC. (80) 11,881
City RTZ-ABC. (80) 18,379

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$312,531,209
Savings & Loan	2	$85,241,263

6 - PASSENGER AUTOS: County 21,609

7 - ELECTRIC METERS: Residence 7,297

8 - GAS METERS: Residence County 9,530

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 375; Cml. Clothes Dryers 150; Coal Mining 3,741; Medical Center 1,410; Agric. 1,150; Aircraft Engines 800; Canning; Air Conditioning 1,100; Paper Filters 80.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Square(26)	1	Winn-Dixie, Revco, K mart, Watsons
Madisonville(5)	2	SupeRx, Wal-Mart
Brairwood(11)	NA	Kroger, SupeRx
Parkway(43)	1	Roses, JCPenney, Harvey's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Shopping Center-every night.
Stores Open Sundays-Supermarkets, drug, shopping centers.

13 - RETAIL OUTLETS: Department Stores-Harvey's; Baker & Hickman; JCPenney; Jere's; P.N. Hirsch; Young's; Watson's; T.B.A. Service Store; Furniture: Jordan's, McGary Bros., Price, Legate.
Chain Drug Stores-Robard's Walgreens; SupeRx; Revco.
Discount Stores-Wal-Mart; Revco; K mart; Roses.
Chain Supermarkets-Kroger; Big Star; Sureway 2; Shop-Rite; IGA 3; Pantry 19; Winn-Dixie.
Other Chain Stores-Goodyear; Singer Co.; Baynhams (shoes); Dollar General; W.H. Arnold; The Vogue; Pic-Way Shoes; Papermill; Sears (catalog); Kuesters.

14 - NEWSPAPERS: MESSENGER (e) 11,575; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David A. Clevenger, Adv. Dir., MESSENGER, 221 S. Main; PO Box 529; Madisonville, KY 42431; Tel. (502) 821-6833.
National Representative: Landon Associates.

MAYFIELD

1 - LOCATION: Graves County. E&P Map A-3. 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky. 25 mi. W of Lake Tabacco; Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-5.
Passenger Bus Lines-Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,705; E&P 86 Est. 9,832
County 80 Cen. 34,049; E&P 86 Est. 33,265
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,425; E&P 86 Est. 4,224
County 80 Cen. 12,775; E&P 86 Est. 13,032

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$108,443,265
Savings & Loan	2	$121,730,098

6 - PASSENGER AUTOS: County 16,052

7 - ELECTRIC METERS: Residence 4,839

8 - GAS METERS: Residence 5,352

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 700; Rubber 1,100; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days-Clothing Manufacturers-Wed. Others-Fri.

10 - CLIMATE: First killing frost, Oct. 22; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks around court house sq. and 4 W. on Broadway; 1 S. on 8th St.; At South End 4 S. on Paris Hwy.; Mayfield Plaza, South Mayfield; East Slipg. Ctr., East Broadway.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anderson & Son; Vincent's; Wal-Mart; Gibson's; K mart; General Dollar; Wholesale Store; Finkel's.
Discount Stores-Gibson; Young Blood.
Chain Drug Stores-Gibson's; Wilson Rexall; SupeRx.
Chain Supermarkets-Smith's 2; Watson's; Rogers; Burgess; Young-Bloods; Sureway 2; Smith's No Frills.
Other Chain Stores-Michelson's; P & H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (catalog); Lindsey's; Goodyear; Firestone; Mayfield Tire Center; Myers Lumber Co.; Dunn Furn.; Creative Interiors; Wendy's; Arby's; Captain D's.

14 - NEWSPAPERS: MESSENGER (e) 7,375; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Eric Hoffman, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.
National Representative: Papert Companies.

MAYSVILLE

1 - LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati, OH. On State Hwys. 8, 10, 11; U.S. Hwys. 68, 62, 52; 60 mi. NW of Lexington.

2 - TRANSPORTATION: Railroads-T.T.I.; Chesapeake & Ohio; Amtrak.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,983; E&P 86 Est. 8,243
County 80 Cen. 17,760; E&P 86 Est. 17,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,120; E&P 86 Est. 3,331
County 80 Cen. 6,360; E&P 86 Est. 6,637

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$170,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 8,100

7 - ELECTRIC METERS: Residence County 6,150

8 - GAS METERS: Residence 3,451

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 289 (N.A.); Pulleys, Power Trans. 1,100 ($350); Bicycle, Auto Parts 290 ($275); Milk Condenser, Canning ($100); Limestone Mining 200 ($325); Power Plants 600 ($400); Hospital 230 ($350); Garment 275 (200).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway Plaza	3	K mart, Revco Super Valu
Bluegrass Center(12)	2	Kroger, Sears
Forest Ave.	4	Murphy Mart
Maysville Downtown(100)	1	Clyde's, Super Valu, Begley's JCPenney, G.C. Murphy, Sundry Store

Principal Shopping Days-Sat., Mon., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Klines; JCPenney.
Variety Stores-Dollar General.
Discount Stores-Heck's; K mart; Murphy Mart.
Chain Drug Stores-Begley's; Sundry; Revco
Chain Supermarkets-Kroger; Clyde's Super Valu 5; IGA.

14 - NEWSPAPERS: LEDGER-INDEPENDENT (m) 8,328; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Don Mathews, Adv. Mgr., LEDGER-INDEPENDENT, 41-43 W. Second St.; PO Box 518, Maysville, KY 41056; Tel. (606) 564-9091.
National Representative: Landon Associates.

MIDDLESBORO

1 - LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states-KY, VA and TN. Center for light mfg., coal, lumber, tobacco and cattle. Rich agric. section. 230 mi. from Cincinnati; 110 mi. from Bristol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park. 20,000 acre Cumberland Gap Historical National Park.

2 - TRANSPORTATION: Railroads-Southern (freight); Seaboard.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,251; E&P 86 Est. 11,795
CZ-ABC: (80) 12,251
RTZ-ABC: (80) 73,800
County 80 Cen. 34,330; E&P 86 Est. 34,442
City & RTZ-ABC: (80) 86,051

4 - HOUSEHOLDS:
City 80 Cen. 4,452; E&P 86 Est. 4,512
County 80 Cen. 11,407; E&P 86 Est. 11,960
CZ-ABC: (80) 4,452
RTZ-ABC: (80) 24,487
City & RTZ-ABC: (80) 28,939

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$165,000,000
Savings & Loan	3	$195,000,000

6 - PASSENGER AUTOS: County 11,119

7 - ELECTRIC METERS: Residence 6,252

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tanning 250 ($225); Mining 1,500 ($450); Garments 215; Food 150 ($225); Elastic 150 ($175); Plastic 100; Tourist 200; Metal Fab. 125 ($300); Bottling 115 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-25 E- mile section N of downtown and 4 block section of Cumberland Ave., downtown.
Neighborhood Shopping Centers-Cumberland Sq.; Vig. Sq.; Manor; Middlesboro Mall.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Rose's; Wal-Mart; Belk's; K mart; John's Store.
Variety Stores-Dollar General; Hallmark.
Chain Drug Stores-Lee's (Rexall); SupeRx; Kroger; K mart.
Chain Supermarkets-Kroger; A&P; Battles; Piggly Wiggly; Schneider's Food Basket.
Other Chain Stores-Sterchi's (furn.); Pic 'N Pay Shoes; Cato's; Radio Shack; Ball Bros. (furn.); Clifford's (jewelers); Shoe Show; C & H Rauch (jewelry); Fashion Bug (clothes); Goody's (clothes); Caylor Music; Fotol; Curtis-Mathes; B&H Shoes; Toys-R-Us; Kinneys Shoes; Bally's Videos.

14 - NEWSPAPERS: DAILY NEWS (e) 8,747 Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Earl Burchfield, Pub., DAILY NEWS, 120 N. 11th St.; PO Box 579, Middlesboro, KY 40965; Tel. (606) 248-1010.
National Representative: Landon Associates.

MURRAY

1 - LOCATION: Calloway County, E&P Map B-3. In W part of state, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Parkway (toll road). Southern gateway to land between the Lakes Federal recreation area.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Intercity Bus Lines-Brooks Bus Lines; Greyhound.
Motor Freight Carriers-Paschall Overnight.

3 - POPULATION:
Corp. City 80 Cen. 14,427; E&P 86 Est. 14,642
NDM-ABC: (80) 36,119
County 80 Cen. 30,031; E&P 86 Est. 31,421

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,873; E&P 86 Est. 4,984
County 80 Cen. 10,766; E&P 86 Est. 11,694
NDM-ABC: (80) 13,144

5 - BANKS	NUMBER	DEPOSITS
Banks	2	$276,255,713
Savings & Loan	3	$734,766,100

6 - PASSENGER AUTOS: County 13,424

7 - ELECTRIC METERS: Residence 5,610; County 8,481

8 - GAS METERS: Propane 2,425; Natural Gas 3,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Toys 800 ($215); Women's Designer Clothes 250 ($160); Textiles, Popcorn Proc.; Tobacco; Adhesives; Oil Filters; Educ. Center; Original Stock and Stockingnettes; Specialty Work Gloves 200 ($165); Engines 750 (N.A.); Food Prods. 120 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

11 - TAP WATER: Alkaline, very soft, abundant.

12 - RETAILING: Principal Shopping Areas-7 block area in downtown business district (around court square); 9 blocks along S. 12th St. (U.S. 641); 10 block area extending from intersection of N. 12th St. (U.S. 641) and Chestnut St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(13)	NA	Storey's Food Giant, Sears
Central(8)	NA	Wal-Mart, Kroger, Payless
Dixieland(20)	NA	Buckingham-Ray
Northside(6)	NA	Adams IGA, Murray Home & Auto
Southside(8)	NA	Auto Shack, Adams IGA

Principal Shopping Days-Mon., Thur., Fri.
Stores Open-Fri. evenings and Sun. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Brights; Behrs; JCPenney.
Discount Stores-K mart; Wal-Mart; Uncle Jeffs.
Variety Stores-Murray Home & Auto Supply; Bold Liquidators.
Chain Drug Stores-Revco; Begley's; Payless.
Chain Supermarkets-Kroger; Big John; Jim Adams; IGA.
Other Supermarkets-Storey's Food Giant; Parker's Market; Owens Food Market; D&T Warehouse; Sav-A-Lot.
Other Chain Stores-Goodyear; Payless Shoe Source; Lindsey Jewelry; Michelson's Jewelry; Bookmark; Cherry's; Singer Sewing Center; Big B Cleaners; Coast-to-Coast; Radio Shack; Auto Shack; Dennison-Hunt Sporting Goods.

14 - NEWSPAPERS: LEDGER & TIMES (e) 6,852; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Walter L. Apperson, Pub., LEDGER & TIMES, 1001 Whitnell Ave.; Box 1040, Murray, KY 42071; Tel. (502) 753-1916.
National Representative: Papert Companies.

OWENSBORO

1 - LOCATION: Daviess County, E&P Map B-2. (In Owensboro MSA). County Seat. 4 Colleges. Farming, manufacturing, and industrial center in W Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, IN. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56, 81; Audubon & Green River Pkwys.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Evansville & Ohio Valley Bus; Delta Coach (charter); Audubon Trails Coach Lines.
Airlines-Allegheny Commuter.
Water-American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid-America Terminals of Kentucky; Owensboro River Rail Terminal.

3 - POPULATION:
Corp. City 80 Cen. 54,450; E&P 86 Est. 56,513
CZ-ABC: (80) 55,411
RTZ-ABC: (80) 189,817
County/MSA 80 Cen. 85,949; E&P 86 Est. 89,168
City & RTZ-ABC: (80) 245,228

4 - HOUSEHOLDS:
City 80 Cen. 20,118; E&P 86 Est. 21,872
County/MSA 80 Cen. 30,208; E&P 86 Est. 32,722
CZ-ABC: (80) 20,557
RTZ-ABC: (80) 65,879
City & RTZ-ABC: (80) 86,436

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$330,005,419
Commercial	3	$436,824,000

6 - PASSENGER AUTOS: County 44,876

7 - ELECTRIC METERS: Residence 20,817

8 - GAS METERS: (City total) 23,667

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Fab. 152; Bakery 128; Bottling 106; Brick & Tile 102; Chem. 269; Distilleries 501; Elect. Util. 309; Electronics 302; Lamps & Tubes 1,206; Furn. Mfg. 390; Food Proc. 267; Grain Proc. 105; Hospitals 1,615; Meat Packing 513; Natural Gas 787; Plastics 135; Pub. & Printing 177; Small Electric Motors 500; Steel Fab. 1,016; Telephone Servs. 435; Tobacco 503.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 26; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-3 blocks on Main St.; 2 on Frederica St.; 1 on Allan St.; 1 on St. Ann St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Audubon Plaza(6)	2	Kroger, Peoples Drug, K mart
Commerce Plaza(4)	2	Kroger, SupeRx
Gabe's(9)	1	Wyndall's Mkt., Star Furn., Peoples Drug
Lincoln Mall(11)	2	Winn-Dixie
Shawnee Park(7)	3	Wyndall's Mkt., Taylor Drug
Sherwood Plaza(2)	3	Wetzel's Mkt.
S. Frederica(10)	2	IGA
Stop-N-Shop(6)	1	Wyndall's Mkt.
The Thatch(10)	1	Little Old Gift Shoppe, Hubbards
Towne Sq. Mall(60)	3	Sears, JCPenney, Bacon's, Andersons
Towne Sq. North	NA	Service Merchandise, Wal-Mart
Village West(10)	2	Wetzel's Mkt., Ashley's, Kuesters, Dollar General
Villa Point(3)	3	Wyndall's, Hook's
Wesleyan Park(40)	2	Kroger, SupeRx, K mart, C.H. Rauch, Radio Shack
Williamsburg Sq.(12)	2	Baptist Book Store
Wyndall's(9)	2	Wyndall's Mkt., Dollar General

Neighborhood Shopping Centers-2 blocks on Frederica St. at 10th; 2 on E 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores).
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers open 6 nights a week and Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-Anderson's; Sears; JCPenney; Bacon's.
Variety Stores-Dollar General.
Discount Stores-Ashley's; Wal-Mart; K mart.
Chain Drug Stores-Peoples 2; Hook's; Taylor's; SupeRx 2; Osco.
Chain Supermarkets-Winn-Dixie; Kroger 3; Wyndall's 5; Taylor (IGA) 2; Wetzel's 4; Convenient 5; Key 3; Ray's IGA; Stop'n Go 6; Kwik-Pik 7.
Other Chain Stores-Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Zale's; Kay Jewelry; Hancock Fabrics; Singer Co.; Radio Shack; Goodyear; Young's; Shoe World; Ben Franklin; Lowe's; Central Tractor; Jaccard's Jewelry; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Swiss Colony; Sherwin-Williams; Regis Beauty Salon; Waldenbooks; Thom McAn; Kinney Shoes; Barkers Shoes; Brooks; Jean Nicole; Foxmoor; S&T Store; Spencer Gifts.

14 - NEWSPAPERS: MESSENGER-INQUIRER (m) 32,624; (S) 33,848; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roger Past, Adv. Mgr., MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.
National Representative: Branham/Newspaper Sales.

PADUCAH

1 - LOCATION: McCracken County, E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi, 185 mi. from Memphis, 175 mi. S of St. Louis. On U.S. Hwys. 45, 60, 62, 68; I-24; State Hwys. 284, 358.

2 - TRANSPORTATION: Railroads-Gulf; CB&Q; Paducah and Illinois; L&N.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Brooks; Southern Trailways.
Airlines-Allegheny Commuter; American Eagle; Britt; Ozark; Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,315; E&P 86 Est. 26,855
CZ-ABC: (80) 48,700

RTZ-ABC: (80) 194,411
County 80 Cen. 61,310; E&P 86 Est. 61,149
City & RTZ-ABC: (80) 243,111

4 - HOUSEHOLDS:
City 80 Cen. 12,050; E&P 86 Est. 11,597
County 80 Cen. 23,459; E&P 86 Est. 24,399
CZ-ABC: (80) 19,135
RTZ-ABC: (80) 71,457
City & RTZ-ABC: (80) 90,592

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$480,000,000
Savings & Loan	2	$185,000,000

6 - PASSENGER AUTOS: County 34,323

7 - ELECTRIC METERS: Residence 17,195

8 - GAS METERS: Residence 18,158

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Uranium Separation 1,400; Shoes 487; Dresses 120; Barges 566; TVA 545; Textile Mach. 120; Milk Prods. 113; Soft Drink Bottling 152; Aluminum and Zinc Castings 150; Wire Mfg. 149; Plastic Prods. 153.

10 - CLIMATE: First killing frost, Oct. 24; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 6 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal Point(8)	NA	Rexall
Hannan Plaza(5)	NA	Kroger, SupeRx
Paducah Mall(28)	NA	K mart, Excell, Radio Shack
Paducah Square(5)	NA	Wal-Mart
Kentucky Oaks Mall(60)	6	Sears, Meis, JCPenney, Snyder's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Finkel's Fair; Meis; Snyder.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx; Pay Less 8; Rite Aid.
Discount Centers-K mart; Wal-Mart; Service Merchandise.
Chain Supermarkets-Kroger; Food Giant 3; Bigg's; Myrick's; Big Star; Big John's; Super Value.
Other Chain Stores-Goodyear; Pittsburgh Paint Glass; Sherwin-Williams; Singer Co.; Lowe Bros.; S&H Green Stamps; Pic-Way.

14 - NEWSPAPERS: PADUCAH SUN (e-mon to fri) 30,203; (S) 33,895; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Talmadge Martin, Adv. Mgr., PADUCAH SUN, 408 Kentucky Ave., Paducah, KY 42001; Tel. (502) 443-1771.
National Representative: Branham/Newspaper Sales.

RICHMOND

1 - LOCATION: Madison County. E&P Map E-2. County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

2 - TRANSPORTATION: Railroads-L & N (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,705; E&P 86 Est. 22,443
County 80 Cen. 53,352; E&P 86 Est. 55,674

4 - HOUSEHOLDS:
City 80 Cen. 6,359; E&P 86 Est. 7,028
County 80 Cen. 16,809; E&P 86 Est. 18,397

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$238,302,997
Savings & Loan	1	$81,570,362

6 - PASSENGER AUTOS: County 22,495

7 - ELECTRIC METERS: Residence 19,100

8 - GAS METERS: Residence 6,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry Equip. 113 ($275); Batteries 180 ($340); Tool & Stamping 136 ($220); Paint Coating 184 ($320); Army Depot 518 ($378); Miniature Lamps 365 ($325); Drugs & Dry Cleaning 130 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64, Summer 72-90; Fall 44-68; Winter 0-35.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main, First, Second and Third Sts.
Neighborhood Shopping Centers-Big Hill Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(20)	1	Begley, Winn-Dixie, Rose's
Shopper's Village(15)	1	Wal-Mart, IGA, Pic-N-Pay
Waco	10	A&B Market
Kirksville	10	Click's Groc.
Berea	12	Purkeys, IGA, Heck's, TG&Y
Richmond Plaza(6)	2	Super-Valu, Begley, K mart, S&T Hdwe.
College Park	2	Convenient, Singer

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rose's.
Discount Stores-Furniture City; Heck's; K mart; Wal-Mart; TG&Y.
Chain Drug Stores-Begley 2; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; Super Valu; IGA; Gateway; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Sears (catalog); Leroy's; Montgomery Ward; C&H Rauch; Radio Shack; Napa; Pic'N Pay; Convenient; Minit Mart; Singer.

14 - NEWSPAPERS: REGISTER (e) 8,807; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Harry Johnson, Mktg. Dir., REGISTER, 380 Big Hill Ave., Richmond, KY 40475; Tel. (606) 623-1669.
National Representative: General Advertising Service.

SOMERSET

1 - LOCATION: Pulaski County. E&P Map D-3. Agricultural, resort, manufacturing area; S central portion of state; On Lake Cumberland, 75 mi. S of Lexington; On U.S. Hwy. 27, Cumberland Parkway (toll road); Kentucky Hwy. 80, 26 mi. to I-75.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 10,649; E&P 86 Est. 10,087
CZ-ABC: (80) 10,649
RTZ-ABC: (80) 35,154
County 80 Cen. 45,803; E&P 86 Est. 49,495
City & RTZ-ABC: (80) 45,803

4 - HOUSEHOLDS:
City 80 Cen. 3,943; E&P 86 Est. 3,489
County 80 Cen. 16,126; E&P 86 Est. 18,167
CZ-ABC: (80) 3,943
RTZ-ABC: (80) 12,183
City & RTZ-ABC (80): 16,126

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$225,100,443
Savings & Loan	2	$264,048,668

6 - PASSENGER AUTOS: County 22,799

7 - ELECTRIC METERS: County Residence 26,311

8 - GAS METERS: Residence 2,753

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Plant 230 ($340); Clothing 1,150 ($240); Auto Parts 100 ($240); Plumbing Fixt. 235 ($325); Furn. 251 ($250); Coal 80 ($350); Groceries 75 ($200); Houseboats 100 ($250); Charcoal 168 ($260); Dairy Prods. 96 ($265); Air Conditioners 800 ($340).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: An. Min. & Max. Temp.-28-88.

11 - TAP WATER: Soft, lake water.

12 - RETAILING: Principal Shopping Centers-Downtown Somerset Food Fair, True Value Hardware, Midway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Square(4)	NA	K mart, Kroger, SupeRx
Somerset Mall(50)	NA	JCPenney, Belk
Somerset Plz.(12)	NA	Wal-Mart, Watson's
Tradewind(27)	NA	Rose's, Winn-Dixie

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tradewind Shopping Ctr., Somerset Mall, Somerset Plaza, Cumberland Square every night.

13 - RETAIL OUTLETS: Department Stores-Rose's; Watson's; JCPenney; Belk-Simpson.
Discount Stores-Paul's Discount; Wal-Mart; Midway Discount; K mart.
Variety Stores-Rose's; Dollar General.
Chain Drug Stores-SupeRx; Begley 3; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Food Fair 4; Convenient Mart 4; Mac's Village Pantry 4; IGA; Minit Mart.
Other Chain Stores-Goodyear; Sears; Montgomery Ward; S&T Hardware; Kentucky Food Stores; Singer Co.; Sherwin-Williams; Pic 'N Pay Shoes.

14 - NEWSPAPERS: COMMONWEALTH-JOURNAL (e-mon to fri) 7,832; (S) 7,356; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Renfro, Sales Mgr., COMMONWEALTH-JOURNAL, 110 E. Mt. Vernon St., Somerset, KY 42501; Tel. (606) 678-8191.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Clark County. (In Lexington-Fayette MSA). E&P Map E-2. County Seat. Agricultural center. 8 mi. N of Kentucky River; On U.S. Hwy. 60; I-64, I-75.

2 - TRANSPORTATION: Railroads-C&O; L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,216; E&P 86 Est. 15,451
County 80 Cen. 28,322; E&P 86 Est. 29,295
MSA 80 Cen. 318,136; E&P 86 Est. 327,415

4 - HOUSEHOLDS:
City 80 Cen. 5,704; E&P 86 Est. 6,091
County 80 Cen. 9,893; E&P 86 Est. 10,727
MSA 80 Cen. 113,924; E&P 86 Est. 121,720

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$153,704,001
Savings & Loan	2	$39,142,409

6 - PASSENGER AUTOS: County 14,549

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 388; Mfg. 4,144; Ins., R.E. 306; Textiles 500; Fertilizers 100; Trans., Commun. & Public Util. 1,127; Whol., Ret. Trade 2,114; Servs. 1,963; Gov't 1,753; Tobacco 1,500.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: First killing frost, Oct. 11; last killing frost, Apr. 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boonesboro Plz.(2)	NA	IGA, Day Drugs
Meadowbrook(1)	NA	U-Save
Winchester Plaza(16)	NA	Winn-Dixie, Rose's, Watson's, Begley's
Shopper's Village(12)	3	Wal-Mart, Foodtown, Pic & Pay Shoes
Town & Country	3	K mart, Kroger

13 - RETAIL OUTLETS: Department Stores-Vic Bloomfield & Son; Belk-Simpson; Watson's.
Variety Stores-Newberry; Dollar General; Rose's; Wal-Mart; K mart.
Chain Drug Stores-Begley; SupeRx; Revco.
Chain Supermarkets-Kroger; IGA; Pic-Pac; U-Save; Winn-Dixie; Gaunce Maxi Mart; Foodtown; Convenient Food Mart; Jr. Food Mkt.; Super America.
Other Chain Stores-Firestone; Goodyear; Pic & Pay Shoes; Leroy's Jewelers; C & H Rauch; Video Lib.

14 - NEWSPAPERS: SUN (e) 7,179; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Cathy Shipp, Adv. Dir., SUN, PO Box 747, Winchester, KY 40391; Tel. (606) 744-3123.
National Representative: Landon Associates.

LOUISIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Alexandria-Rapides Parish.
Baton Rouge-Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes.
Houma-Thibodaux-Lafourche and Terrebonne Parishes.
Lafayette-Lafayette and St. Martin Parishes.
Lake Charles-Calcasieu Parish.
Monroe-Ouachita Parish.
New Orleans-Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes.
Shreveport-Bossier and Caddo Parishes.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	349	361	396
5-14 Years	809	717	787
15-24 Years	677	846	925
25-44 Years	827	1,131	1,238
45-64 Years	677	745	815
65 and Over	305	404	442
TOTAL	3,644	4,204	4,603

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	663	1,147	1,812
General Mdse.	1,669	2,314	2,940
Food	3,079	4,919	5,486
Automobiles	2,707	3,706	5,702
Gasoline Stations	858	1,538	1,340
Apparel	675	1,128	1,422
Furniture	553	895	1,443
Eat-Drink Places	997	1,797	2,264
Drugs	405	730	838
TOTAL SALES	12,417	19,986	24,995

ABBEVILLE

1 - LOCATION: Vermilion Parish. E&P Map B-4. Parish Seat. Oil & gaswells. Rice mills, sugar & syrup factories. Trapping, agriculture & livestock. On Vermilion River, 65 mi. SW of Baton Rouge; 20 mi. S of Lafayette.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-SAIA; Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 12,391; E&P 86 Est. 13,943
CZ-ABC: (80) 12,391
RTZ-ABC: (80) 36,067
Parish 80 Cen. 48,458; E&P 86 Est. 54,456
City & RTZ-ABC: (80) 48,458

4 - HOUSEHOLDS:
City 80 Cen. 4,415; E&P 86 Est. 5,033
Parish 80 Cen. 16,170; E&P 86 Est. 18,951
CZ-ABC: (80) 4,415
RTZ-ASC: (80) 11,755
City & RTZ-ABC: (80) 16,170

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	7	$259,564,000

6 - PASSENGER AUTOS: Parish 25,796

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Rice Mills; Farming; Oil Producers; Textile Plant; Fishing Port.
Principal Industrial Pay Days- 1st & 15th Mthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan.; last killing frost, Mar.

11 - TAP WATER: Soft (City).

12 - RETAILING: Principal Shopping Centers-Abbeville By-Pass & Lyman St.; Washington St.; Veterans Memorial Dr.; By-Pass Hwy. 14; Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Abbeville(2)	NA	Winn-Dixie, Family Dollar, K&B Drugs
Lafitte(6)	NA	Eckerd, Allied, Robies, Curtis Mathis
Lastarnco(4)	NA	Sears, Movie Mart
Oaklawn	NA	Wal-Mart
Tiffany Plaza	NA	Delchamps, Otasco, Anthony's, Beall-Ladymon, Cato
Westgate(4)	NA	National, Burger Chef

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Ctrs.

13 - RETAIL OUTLETS: Department Stores-Allied; Beall-Ladymon; Anthonys; TG&Y; Wal-Mart; Otasco.
Discount Stores-Family Dollar.
Variety Stores-Vee's.
Chain Drug Stores-Eckerd; K&B; Thrift-T-Way; Cashway.
Chain Supermarkets-Winn-Dixie; National; IGA; AG; Delchamps.
Other Chain Stores-Green Light; Sears; 7-Eleven; Stop & Shop.

14 - NEWSPAPERS: MERIDIONAL (e-tues to fri) 4,035; (S) 4,656; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hebert, Adv. Mgr., MERIDIONAL, PO Box 400, Abbeville, LA 70510; Tel. (318) 893-4223.
National Representative: Papert Companies.

ALEXANDRIA-PINEVILLE

1 - LOCATION: Rapides Parish. (In Alexandria MSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River; 200 mi. NW

of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167. State Hwys. 1, 28.

2 - TRANSPORTATION: Railroads-L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental Trailways; Harlan.
Airlines-Royale; American Eagle; Republic Express.

3 - POPULATION:
Corp. Cities 80 Cen. 63,599; E&P 86 Est. 64,497
Alexandria 80 Cen. 51,565; E&P 86 Est. 51,835
Pineville 80 Cen. 12,034; E&P 86 Est. 12,662
CZ-ABC. (80) 68,702
RTZ-ABC. (80) 232,708
Parish/MSA 80 Cen. 135,282; E&P 86 Est. 135,584
City & RTZ-ABC. (80) 301,410

4 - HOUSEHOLDS:
Cities 80 Cen. 29,559; E&P 86 Est. 23,802
Alexandria 80 Cen. 18,291; E&P 86 Est. 19,036
Pineville 80 Cen. 4,376; E&P 86 Est. 4,766
Parish/MSA 80 Cen. 44,759; E&P 86 Est. 46,688
CZ-ABC. (80) 24,452
RTZ-ABC. (80) 73,961
City & RTZ-ABC. (80) 98,413

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$754,339,000
Savings & Loan	4	$435,684,839

6 - PASSENGER AUTOS: Parish 70,674

7 - ELECTRIC METERS: Residence & Bus. 39,562

8 - GAS METERS: Residence & Bus. 27,573

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bakery Products 450; Bottlers 175; Concrete Prods. 190; Lumber and Creosote Prods. 1,150; Furn. and Fixt. 300; Meat and Poultry Prods. 600; Steel and Metal Prods. 900; Wood Prods.-Millwork 300; Gov't Agencies 3,500; Detergents 200; Liner Board 500; Printing, Pub. and Allied 300.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-94; Summer 57-98. Fall 30-93; Winter 11-92. First killing frost, Dec. 1; last killing frost, Mar. 1.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on Main, Third and Fourth St.; Garden District Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alexandria(60)	NA	JCPenney, Sears, Wellan's, Dillards, Mervyn's
MacArthur Vlg.(29)	NA	TG&Y, Eckerd, Kroger
Southgate Mall(3)	NA	Wal-Mart, Winn-Dixie, Mont. Ward
Southside(11)	NA	Food Mart
Westgate(17)	NA	A&P, K mart
Edgewood Plaza	NA	Piggly Wiggly, Ben Franklin, Pearson Drug
Pineville Plaza	NA	Kroger, Wackers, Eckerd
Ingrams	NA	Nichols, Ingram Supermkt.
Kings Country	NA	Wal-Mart, Delchamp's, K&B

Principal Shopping Days-Sat., Thur., Mon.
Stores Open Evenings-Every night.

13 - RETAIL OUTLETS: Department Stores-Wellan's; Weiss & Goldring; Sears; JCPenney; Green's, Montgomery Ward; Gus Kaplan; Beall's; Dillard's; D.H. Holmes.
Discount Stores-Howard Bros.; Wal-Mart; K mart; H.J. Wilson; Target; Mervyn's.
Variety Stores-C.G. Murray; TG&Y; Ben Franklin.
Chain Drug Stores-Red Cross; Pearson's 8; K&B 2; Eckerd 3.
Chain Supermarkets-A&P 3; Kroger 2; F&F 2; The Food Mart 3; Food Service 6; Salley's 3; Winn-Dixie 2; Piggly Wiggly; Delchamp's 2.
Other Chain Stores-Auto: Firestone, Goodyear, Goodrich; Sewing: Singer Co; Shoes: Edison Brothers, Hardy, Kinney, Gallenkamp; Jewelers: Gem, Gordon, Sweeney; Women's Apparel: Lerner's; Music: Radio Shack, Newsom, Musicland; Building Materials: Lowe's; Nutrition: General Nutrition Centers.

14 - NEWSPAPERS: TOWN TALK (m) 39,926; (S) 41,091. Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: W. Richard Chapman, Natl. Adv. Mgr., TOWN TALK, PO Box 7558, Alexandria, LA 71306; Tel. (318) 487-6397.
National Representative: Branham/Newspaper Sales.

BASTROP

1 - LOCATION: Morehouse Parish. E&P Map B-1. Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N and W of Baton Rouge; 120 mi. E of Shreveport; 125 mi. W of Jackson, MS; 183 mi. S and E of Little Rock, AR. On U.S. Hwy. 165; State Hwys. 2 & 139.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Arkansas; Louisiana and Missouri.
Motor Freight Carriers-Red Ball; Steve Thompson; Great Western; Vernen Sawyer.
Airlines-Delta; Republic; Royal (Airport, 23 mi. at edge of Monroe, LA).

3 - POPULATION:
Corp. City 80 Cen. 15,527; E&P 86 Est. 15,450
CZ-ABC. (80) 15,527
RTZ-ABC. (80) 38,587
Parish 80 Cen. 34,803; E&P 86 Est. 34,942
City & RTZ-ABC. (80) 54,114

4 - HOUSEHOLDS:
City 80 Cen. 5,454; E&P 86 Est. 5,608
Parish 80 Cen. 11,611; E&P 86 Est. 12,164
CZ-ABC. (80) 5,454
RTZ-ABC. (80) 12,868
City & RTZ-ABC. (80) 18,322

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$125,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: Parish 21,421

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Making & Converting 1,200 ($293); Also Chem.; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Men's Pants 350 ($148).
Principal Industrial Pay Days-Thur., 1st & 15th.

10 - CLIMATE: Av. Min. & Max. Temp.-Winter 21-75; Summer 68-98.

11 - TAP WATER: Natural, soft.

12 - RETAILING: Principal Shopping District-3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Magnolia(13)	NA	Big Star
Washington Sq.(10)	NA	Safeway, K&B, Otasco

Neighborhood Shopping Centers-7 blocks W of Center on W. Madison; 8 N. of center on N. Washington; 10 E of center on E. Madison; 18 N & E at Cherry; Ridge & McCreight; 18 S. on S. Washington; 25 W on Hwy. 165.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Seligman's.
Discount Stores-Howard Bros.; Fred's; Wal-Mart; K&B.
Chain Supermarkets-Big Star; Dixie Dandy; Safeway.
Other Chain Stores-Western Auto; Otasco; Bastrop Tire (Goodrich); Goodyear.

14 - NEWSPAPERS: ENTERPRISE (e-tues to sat) 5,300. Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Chapman, Vice Pres., ENTERPRISE, 119 E. Hickory, PO Box 311, Bastrop, LA 71220; Tel. (318) 281-4421.
National Representative: None.

BATON ROUGE

1 - LOCATION: East Baton Rouge Parish (MSA). E&P Map C-3. State Capital and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico; lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

2 - TRANSPORTATION: Railroads-Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.
Motor Freight Carriers-43.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Continental; Republic; American; Royale; Flight-Line.

3 - POPULATION:
Corp. City 80 Cen. 240,986; E&P 86 Est. 249,894
NDM-ABC. (80) 366,191
RTZ-ABC. (80) 317,840
Parish 80 Cen. 366,191; E&P 86 Est. 382,542
MSA 80 Cen. 493,973; E&P 86 Est. 537,351
NDM & RTZ-ABC. (80) 684,031

4 - HOUSEHOLDS:
City 80 Cen. 78,595; E&P 86 Est. 83,397
NDM-ABC. (80) 124,346
RTZ-ABC. (80) 97,437
Parish 80 Cen. 124,337; E&P 86 Est. 133,602
MSA 80 Cen. 164,040; E&P 86 Est. 183,972
NDM & RTZ-ABC. (80) 221,783

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$8,556,050,000
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: Parish 256,304

7 - ELECTRIC METERS: Residence 175,542

8 - GAS METERS: Residence 85,060

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. & Petroleum 11,500 ($666); Mfg. 20,100 ($520); Constr. 20,900; Trans., Commun., Util. 10,400; Trade 50,900; Gov't 54,200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-5 blocks on Third; 6 on Main; 4 on N. Blvd.; Main Suburban; Florida Blvd.
Neighborhood Shopping Area-Choctaw & Planks Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plank Rd. from 2,500 to 4,000; Government St. from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr., 7,100 to 7,500 Florida St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Marche Mall(103)	5	D.H. Holmes, Mont. Ward
Forest-McCall	3	A&P, Rexall
Hammond-Aire(65)		Marshalls, Steinmart
Delmont Vlg.(19)	NA	D.H. Holmes, JCPenney
Broadmoor(20)	5	National, TG&Y
University(15)	3	A&P
Choctaw(13)	3	A&P, TG&Y
Twin Cedars	3	Winn-Dixie, TG&Y
Laurel Lea(18)	6	Laurel Lea Mkt.
Tynes	5	B.R. Furn.
Acadian Plaza	3	Rexall, National
Foster	4	National
Mid-City	4	7-Eleven
Goodwood	4	Sleep Shop
Greenway	8	TG&Y
Plank Road Mall(4)	6	Morgan & Lindsey, A&P
Rebel	4	
Southdowns(15)	5	Duby Furn.
Central(16)	NA	TG&Y
Claitors	NA	TG&Y
Cloverleaf(19)	NA	Howard Bros.
Coles Plaza	NA	Coles Florist
Colonial	NA	Natl. Food
Esplanade	NA	Todd Garland
Cortana Mall (140)	7	Sears, Dillards, Goudchaux
Drusilla(7)	NA	Drusilla Seafood
Florida Plaza(10)	NA	Red Wing Shoes
Broadwood	NA	New Generation
Highland South	NA	TG&Y
Interstate	NA	TG&Y, Winn-Dixie
Jefferson Plaza	NA	A&P
Merrydale	NA	A&P
Monterrey Vlg.(9)	NA	A&P
Northpark	NA	Eckerd
Ogden Park	NA	
Perkins Road	NA	Natl. Food
Prescott	NA	TG&Y
Rebel(4)	NA	
Quick and Handy	NA	Stop & Go
Scenic	NA	Natl. Food,
Seneca(10)	NA	Phil-A-Sak
Sherwood Forest(11)	NA	Delchamps
Sherwood Plz	NA	K&B
Sherwood South(11)	NA	A&P, Eckerd, TG&Y
Stanford Ave.	NA	Lil General
Village Green(6)	NA	Winn-Dixie
Village Sq.(83)	NA	K&B, A&P, Service Mdse.
Westmoreland(15)	NA	A&P, D.H. Holmes, K&B

13 - RETAIL OUTLETS: Department Stores-Holmes 3; Goudchaux 2; Sears; Montgomery Ward; JCPenney; Dillards.
Discount Stores-Service Mdse.; Howard Bros.; K mart 6; Wal-Mart.
Variety Stores-Woolworth; Murphy's; McCrory; TG&Y.
Chain Drug Stores-Rexall 9, K&B 12; Eckerd 13; Griffon's 3; Kare 5; Medicine Shoppe 2.
Chain Supermarkets-A&P 17; Winn-Dixie 14; National Food 6; Delchamps 6; 7-Eleven 56; Community 2; Cracker Barrel 15; Phil-A-Sak 14; Stop & Go 10; Albertsons 3; Acadiene; Schwegmanns; IGA 3; Assoc. Grocers 50; Blue Ribbon 8.
Other Chain Stores-Shoes: Thom McAn, Baker; Women's Apparel: Lerner; Jewelry: Gordon's, Ryders, Zale's.

14 - NEWSPAPERS: ADVOCATE (m) 85,108; STATE TIMES (e) 35,495; ADVOCATE (S) 139,246; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Nola, Natl. Adv. Mgr., STATE TIMES and ADVOCATE, 525 Lafayette St., Baton Rouge, LA 70821; Tel. (504) 383-1111.
National Representative: Branham/Newspaper Sales.

BOGALUSA

1 - LOCATION: Washington Parish. E&P Map D-3. 71 mi. NE of New Orleans. On State Hwys. 10, 21, 60 & 1075; 30 mi. to Lake Pontchartrain Causeway to New Orleans.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-4.
Waterway-Pearl River Canal to Gulf of Mexico.

3 - POPULATION:
Corp. City 80 Cen. 16,976; E&P 86 Est. 16,193
CZ-ABC. (80) 21,772
RTZ-ABC. (80) 125,500
Parish 80 Cen. 44,207; E&P 86 Est. 46,088
City & RTZ-ABC. (80) 147,272

4 - HOUSEHOLDS:
City 80 Cen. 6,331; E&P 86 Est. 6,285
Parish 80 Cen. 15,399; E&P 86 Est. 16,820
CZ-ABC. (80) 7,995
RTZ-ABC. (80) 41,305
City & RTZ-ABC. (80) 49,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$306,000,000

6 - PASSENGER AUTOS: Parish 24,290

7 - ELECTRIC METERS: Residence 8,426

8 - GAS METERS: Residence 8,518

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Papermaking, Box & Bag Mfg. 1,000 ($345); Lumbering 600 ($220); Agric. (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Foundry; Whol. Nursery; Freshwater Catfish Raising; Elect. Assembly Plant; Garment Factory; Pump-Valve Mfg.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pine Tree Plz.(12)	1	Winn-Dixie, Sears, Eckerd, Radio Shack
Pleasant Hill	2	Bogalusa Home Super, White Auto
Northgate(12)		Piggly Wiggly, TG&Y, Bill's Dollar Store
Shopyard Square(9)	1	A&P, Katz & Besthoff, Payless Shoes
Eastgate	20	Winn-Dixie, McCrory's, Goodyear
Riverside	22	National Mkt., Sears, TG&Y

13 - RETAIL OUTLETS: Department Stores-Berenson's; Goldman's; JCPenney; Case Shoes; Diana Shop; Cato's.
Discount Stores-Ashley's; Fred's; Dollar General.
Variety Stores-TG&Y; Bill's Dollar; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall 2; Eckerd; Starns; Katz & Besthoff.
Chain Supermarkets-A&P; National Tea; Winn-Dixie; Piggly Wiggly; Bogalusa Home Super 3; Delchamps.
Other Chain Stores-Sears (catalog); Rosenblum's (ready-to-wear); Western Auto; Goodyear; Goodrich; Montgomery Ward; Dixie Auto-Lec; Townsend Music; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,570; (S) 8,697; sworn Sept. 22, 1985.
Local Contact for Advertising and Merchandising Data: J.J. Kennon, Adv. Dir., NEWS, 525 Ave. V; PO Box 820, Bogalusa, LA 70427; Tel. (504) 732-2565.
National Representative: None.

CROWLEY

1 - LOCATION: Acadia Parish. E&P Map B-3. Midway between New Orleans and Houston, TX. Baton Rouge 98 mi.; Alexandria, 80 mi. N Of U.S.

Hwy. 90, Old Spanish Trail; State Hwy. 26.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Texas International; La Gros Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,036; E&P 86 Est. 15,923
CZ-ABC: (80) 16,036
RTZ-ABC: (80) 104,499
Parish 80 Cen. 56,427; E&P 86 Est. 59,100
City & RTZ-ABC: (80) 120,535
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411; E&P 86 Est. 5,560
Parish 80 Cen. 18,117; E&P 86 Est. 19,872
CZ-ABC: (80) 5,411
RTZ-ABC: (80) 33,744
City & RTZ-ABC: (80) 39,155

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$145,702,000
Commercial	3	$53,000,000

6 - PASSENGER AUTOS: Parish 34,936

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Food Proc. 869; Ret. 1,669; Personal Servs. 981; Gov't 881; Trans. & Util. 550; Oil Prods. & Refining 515; Agric. 3,050; Garment Mfg. 420.

10 - CLIMATE: Min. & Max. Temp.-10 year average, year-round Min. 57; Max. 85.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
A&P(6)	NA	A&P, Ben Franklin
Gateway	NA	
Northpark(9)	NA	Winn-Dixie
Wager's(4)	NA	Wager's Phcy., Sears

Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Nichols; Beall; West Bros.; Mervine Kahn; Sears (catalog).
Variety Stores-Ben Franklin.
Discount Stores-Howard's; Wal-Mart; Murphy Mart.
Chain Drug Stores-Eckerd 2.
Chain Supermarkets-National Food; A&P; Winn-Dixie; Shop Rite 2.
Other Chain Stores-Goodyear; Western Auto.

14 - NEWSPAPERS: POST-SIGNAL (e-tues to fri) 5,654; (S) 6,205; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Milo A. Nickel, Pub., POST-SIGNAL, 602 N. Parkerson Ave., Crowley, LA 70526; Tel. (318) 783-3450.
National Representative: None.

EUNICE

1 - LOCATION: St. Landry Parish, E&P Map B-3. On South central part of state.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-Several.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,489; E&P 86 Est. 13,000
County 80 Cen. 84,128; E&P 86 Est. 88,009

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. N.A.
County 80 Cen. 26,823; E&P 86 Est. 29,401

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$270,000,000

6 - PASSENGER AUTOS: County 42,908

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gas; Farming.
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Av. Annual Temp.-80.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Acadienne(9)	NA	Delchamps, Howard Bros.
Westgate	NA	Winn-Dixie

13 - RETAIL OUTLETS: Department Stores-Beall-Ladymon.
Discount Stores-Dollar General; Wal-Mart; Howard Bros.
Variety Stores-K mart; TG&Y.
Chain Drug Stores-Eckerd.
Chain Supermarkets-A&P; Winn-Dixie; Delchamps.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 6,000; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Gary Miller, Adv. Dir., NEWS, 251 N. Second St.; PO Box 989, Eunice, LA 70535; Tel. (318) 457-3061.
National Representative: Papert Companies.

FRANKLIN

1 - LOCATION: St. Mary Parish, E&P Map C-4. County Seat. S part of state.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 9,584; E&P 86 Est. 9,446
Parish 80 Cen. 64,395; E&P 86 Est. 64,685

4 - HOUSEHOLDS:
City 80 Cen. 3,062; E&P 86 Est. 3,117
Parish 80 Cen. 20,096; E&P 86 Est. 21,061

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$123,000,000
Savings & Loan	1	$41,000,000

6 - PASSENGER AUTOS: Parish 28,794

7 - ELECTRIC METERS: Residence 3,290

8 - GAS METERS: Residence 3,762

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Carbon Black Mfg.; Steel Fab.; Salt Mining; Gas & Oil Proc.; Elect. Pur. Plant; Water Trans.

10 - CLIMATE: Av. Min.-Max.-Summer 60-100; Winter 25-70; Av. Rainfall 66 in. an.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Blakesley-Main St. St Brown Castille.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Louis Wormser's; Marx Silverman; A. Friedman; Allied;

Hill-Behan; Sears (catalog); Acme; Montgomery Ward; Murphy Mart.
Variety Stores-Wal-Mart.
Chain Drug Stores-Eckerd; Cashway.
Chain Supermarkets-A&P; National; Gus's Big Star; IGA; Ledet's.
Other Chain Stores-White Bros.; Western Auto; Auto-Lec.

14 - NEWSPAPERS: BANNER-TRIBUNE (e-mon to fri) 3,126; sworn Jan. 20, 1986.
Local Contact for Advertising and Merchandising Data: Allan Von Werder, Pub., BANNER-TRIBUNE, 111 Wilson St.; PO Box 566, Franklin, LA 70538; Tel. (318) 828-3707.
National Representative: None.

HAMMOND

1 - LOCATION: Tangipahoa Parish. E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center, home of Southeastern Louisiana University. SE portion of state, 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190; I-12 and I-55.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Southern Greyhound; Elderidge's.

3 - POPULATION:
Corp. City 80 Cen. 15,043; E&P 86 Est. 16,965
NDM-ABC. (80) 83,156
Parish 80 Cen. 80,698; E&P 86 Est. 92,246

4 - HOUSEHOLDS:
City 80 Cen. 4,507; E&P 86 Est. 5,271
Parish 80 Cen. 25,963; E&P 86 Est. 30,760
NDM-ABC. (80) 26,674

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$490,323,254
Savings & Loan	4	$92,106,792

6 - PASSENGER AUTOS: Parish 47,129.

7 - ELECTRIC METERS: Residence 4,587.

8 - GAS METERS: Residence 3,537.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,394; Ret. & Whol. Trade 5,318; Gov't 2,440; Agricultural 2,969; Constr. 651; Trans. 440; Mining 74; Fin., Ins. & Real Estate 475; Servs. & Misc. 952.

10 - CLIMATE: Ozone Belt-Av. low temp. 51; Av. high 82. First killing frost, Nov. 21; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very soft; 99.8 pure; not fluoridated.

12 - RETAILING: Neighborhood Shopping Center-1100 W Thomas to 1900 W Thomas St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponchatoula(15)	6	TG&Y
Channel(20)	1	Sunflower
Hammond Sq. Mall (73)	1	Sears, D.H. Holmes, JCPenney
Town & Country Plaza(31)	NA	Winn-Dixie, TG&Y, Beall's
West Gate(3)	1	Natl. Food, Freds
Seville Plaza	NA	Wal-Mart, Albertsons
Westside	NA	K mart, K&B Drugs, Delchamps

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All major dept. stores.
Principal Industrial Pay Days-1st & 15th.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rosenblum's; Sears; Anthony's; D.H. Holmes.
Discount Stores-Direct Factory; K mart; Wal-Mart.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Walgreens; Eckerd; K&B.
Chain Supermarkets-A&P; Winn-Dixie; National Food; Handi-Pak 2; Sunflower; Delchamps; Albertsons; Schwegmann.
Other Chain Stores-Auto Accessories: Goodrich, Goodyear, Firestone, General Tire; Bill's Dollar Stores (Walker Variety); Wickes Lumber; Montgomery Ward; United Dollar; Smart & Thrifty; Otasco; Radio Shack; Zale's Jewelry; Sherwin-Williams; Lowe's.

14 - NEWSPAPERS: STAR (e-mon to fri) 13,280; (S) 13,608; Mar. 31, 1986 ABC.
Note: SUNDAY STAR figure is from Mar. 2, 1986 to Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Chris Bond, Adv. Dir., STAR, 725 Hwy 51 Bypass; PO Box 1149, Hammond, LA 70401; Tel. (504) 345-2333.
National Representative: Papert Companies.

HOUMA

1 - LOCATION: Terrebonne Parish. (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans), oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 32,602; E&P 86 Est. 32,330
Parish 80 Cen. 94,393; E&P 86 Est. 102,358
NDM-ABC. (80) 94,393
MSA 80 Cen. 176,876; E&P 86 Est. 193,953
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,013; E&P 86 Est. 11,377
Parish 80 Cen. 29,285; E&P 86 Est. 33,130
NDM-ABC. (80) 29,285
MSA 80 Cen. 54,676; E&P 86 Est. 62,479

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$800,606,108
Savings & Loan	4	$169,092,976

6 - PASSENGER AUTOS: Parish 50,520.

7 - ELECTRIC METERS: Residence 39,545.

8 - GAS METERS: Residence 25,514.

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Gas & Oil Proc.; Agric.; Seafood. Average employment 34,500; Av. Wkly. Wage-$295.

10 - CLIMATE: Av. Temp. 69. Av. Rainfall 5.16 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Downtown, 8 blocks on E. Main, 6 blocks off Main.
Neighborhood Shopping Centers-Grand Caillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sundberry(4)	NA	Natl. Foods, Dollar General
Colonial Acres(17)	NA	Dollar General, Howard's Shoetown
Lynn Park(9)	NA	Winn-Dixie, West Bros., Bealls, K&B, TG&Y
Tunnel Blvd (5)	NA	TG&Y, Winn-Dixie
Grand Caillou	NA	A&P, Murphy
Southland(45)	3	Sears, Woolworth, Holmes, Shainberg's, JCPenney, Zale's
Concord Plaza	3	Winn-Dixie, Bealls K&B, Shoetown
Southland Plaza	3	Delchamps, Revco
Caillou Plaza	4	Delchamps, Revco

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Southland Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; West Bros.; Montgomery Ward; Holmes; Godchaux's; Western Auto; Goodyear; Howard Bros.; TG&Y; Beall's.
Discount Stores-Dollar General; Wilson's; Murphy's Mart; Handy City; Hill Behan; K mart; Zayre; TG&Y; Family Dollar; West Lumber.
Variety Stores-Woolworth; TG&Y; Leonard Krower.
Chain Drug Stores-K&B 3; Eckerd 2; Kare Pharmacy.
Chain Supermarkets-A&P 3; Winn-Dixie 4; National 2; IGA; Big Star 6; La Food Store 2.
Other Chain Stores-Lerner's; Gordon's Jewelry; Singer Co.; Kinney Shoes; Butler Shoes; Shainberg's; Miller-Whol.; Thom McAn; Radio Shack; Hausmann's Jewelers; Kay Jewelers; Zale's; Service Merchandise.

14 - NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-mon to fri) 21,839; (S) 24,209; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gerald P. Lancon, Adv. Dir., COURIER AND TERREBONNE PRESS, PO Box 2717, Houma, LA 70361; Tel. (504) 879-1557.
National Representative: Papert Companies.

JENNINGS

1 - LOCATION: Jefferson Davis Parish. E&P Map B-3. Parish Seat. Agriculture, wholesale and oil center. SW portion of state, 200 mi. W of New Orleans; 120 mi. SW of Baton Rouge; 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State 99, 108, I-10.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-ITA; (Lake Charles Terminal).

3 - POPULATION:
Corp. City 80 Cen. 12,401; E&P 86 Est. 12,605
CZ-ABC. (80) 12,401
RTZ-ABC. (80) 49,893
Parish 80 Cen. 32,168; E&P 86 Est. 33,337
City & RTZ-ABC. (80) 62,294

4 - HOUSEHOLDS:
City 80 Cen. 4,148; E&P 86 Est. 4,318
Parish 80 Cen. 10,392; E&P 86 Est. 11,242
CZ-ABC. (80) 4,148
RTZ-ABC. (80) 16,170
City & RTZ-ABC. (80) 20,318

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$97,006,934
Savings & Loan	1	$30,133,192

6 - PASSENGER AUTOS: Parish 15,680.

7 - ELECTRIC METERS: Residence 5,000.

8 - GAS METERS: Residence 3,840.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; flouridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 5 on N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piggly Wiggly(4)	NA	Piggly Wiggly, Sears
Zigler(5)	NA	TG&Y
Jennings(5)	NA	Weill Dept., TG&Y, Winn-Dixie, Eckerd
Jennings Vlg.(4)	NA	A&P, K&B, Shoe Towne

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-West Bros.; Weills; Silvermans; Nichols; Gervais Smart Shop.
Variety Stores-TG&Y; Wal-Mart; Allied; Dollar General.
Chain Drug Stores-Phenix Rexall; Eckerd; K&B; Thrifty Way.
Chain Supermarkets-A&P; Piggly Wiggly; Daleys; Winn-Dixie; IGA; Fontenot's.
Other Chain Stores-Western Auto; Swifts Shoe; Sears (catalog).

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,867; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Oberst, Pub., NEWS, 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.
National Representative: None.

LAFAYETTE

1 - LOCATION: Lafayette Parish. (In Lafayette MSA). E&P Map B-3. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; I-49, I-10; State Hwys. 92, 93, 94, 96, 98, 182; 160 mi. W of New Orleans.

2 - TRANSPORTATION: Railroads-So. Pacific; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Lafayette; Trailways.
Airlines-Royale; Continental; Metro; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 81,961; E&P 86 Est. 92,330
CZ-ABC. (80) 109,465
RTZ-ABC. (80) 140,663
Parish 80 Cen. 150,017; E&P 86 Est. 176,202
MSA 80 Cen. 190,231; E&P 86 Est. 223,465
City & RTZ-ABC. (80) 250,128

4 - HOUSEHOLDS:
City 80 Cen. 28,479; E&P 86 Est. 32,453
Parish 80 Cen. 50,497; E&P 86 Est. 61,284
MSA 80 Cen. 62,503; E&P 86 Est. 76,237
CZ-ABC. (80) 37,439
RTZ-ABC. (80) 45,331
City & RTZ-ABC. (80) 82,770

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$545,793,590
Commercial	9	$1,568,872,000

6 - PASSENGER AUTOS: Parish 170,022.

7 - ELECTRIC METERS: Residence (City) 39,201.

8 - GAS METERS: Residence (City) 26,699.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Oil 5,350; Cordage 250; Corrugated Boxes 250; Heat Treating 50; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days-Fri., Sat., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Oil Center, Johnston St., Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acadian Vlg.(7)	NA	Winn-Dixie, Old America Store, Eckerd
Acadiana Mall(83)	NA	Sears, Goudchaux, D.H. Holmes
Four Corners	NA	National Foods
Fiesta Vlg.(11)	NA	Bed & Bath
Univ. Sq.	NA	Beall's, Piggly Wiggly, Radio Shack
Grande Marche(14)	NA	Wal-Mart, Piggly Wiggly
La Promenade(26)	NA	
Northgate(34)	NA	JCPenney, TG&Y, Mont. Ward
Oil Center(20)	NA	The Fair, Bealls, Piggly Wiggly, A&P
South College(15)	NA	Landry's Young Fashions
Winn Wood(12)	NA	Hancock, Conn's
Woodland Village(9)	NA	Elle's, Rattan Arts
Boulevard(20)	NA	Kroger
Ambassador Row	NA	Delchamps, Toys R Us, Marshalls

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Abdalla's; Heymann's; Montgomery Ward; JCPenney; Sears; The Fair; Beall's; Ester Wolf; Goudchaux; Selber Bros.; D.H. Holmes.
Variety Stores-Woolworth; Murphy's; Michael's; TG&Y; Old America Store; Katz & Bestoff.
Discount Stores-Wal-Mart; Kroger's Family Center; K mart; Howard's; Target.
Chain Drug Stores-Eckerd 6; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff 5; Albertson; Wal-Mart 2; Thrifty Way 3.
Chain Supermarkets-A&P; National 2; National Brand 15; Winn-Dixie 2; Heymanns; IG Foods 14; Kroger 2; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-Eleven stores); Delchamps 3; The Superstore; Piggly Wiggly 3.

14 - NEWSPAPERS: ADVERTISER (m) 32,495; (S) 40,854; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Meche, Adv. Mgr., ADVERTISER, PO Box 3268, Lafayette, LA 70502; Tel. (318) 235-8511.
National Representatives: Thomson Newspapers; Papert Companies.

LAKE CHARLES

1 - LOCATION: Parish seat of Calcasieu Parish (MSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico; 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165; State Hwys. 14, 27; I-10, 210.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific Systems; Kansas City Southern.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Freight Steamship Lines-81 Call at Port.
Airlines-Royale; Metro Transit Aviation of Lake Charles.

3 - POPULATION:
Corp. City 80 Cen. 75,051; E&P 86 Est. 71,759
CZ-ABC. (80) 116,650
RTZ-ABC. (80) 176,410
Parish/MSA 80 Cen. 167,048; E&P 86 Est. 177,801
City & RTZ-ABC. (80) 293,060
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,463; E&P 86 Est. 25,816
Parish/MSA 80 Cen. 56,339; E&P 86 Est. 62,070
CZ-ABC. (80) 40,331
RTZ-ABC. (80) 57,199
City & RTZ-ABC. (80) 97,530

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$700,602,624
Commercial	6	$1,146,989,000

6 - PASSENGER AUTOS: Parish 112,787.

7 - ELECTRIC METERS: Residence 37,148.

8 - GAS METERS: Residence 29,171.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Non-Farm Employees 57,900; Mining

2,100; Constr. 3,300; Mfg. 9,000; Trade 14,400; Fin. & Ins. 2,700; Services 10,900; Gov't 11,200.
Principal Pay Day-Fri.

10 - CLIMATE: Mean Annual Av. Temp. of last 10 years, 68.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Mall; Ryan St.; Prien Lake Mall; Southgate, Ryan St.; 14 Park Plaza, Hwy. 14.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central City	NA	TG&Y
Downtown Mall(68)	NA	Sears, Muller's
East Town(6)	NA	
G.T. Northgate	NA	
Gulfway(5)	NA	Kroger
K mart Plz.	NA	K mart, Bealls
Mid City	NA	Pak-A-Sak Mkt.
Oak Park(6)	NA	Market Basket
Park Plz.(9)	NA	Safeway, Howard's, TG&Y
Prien Lake(46)	NA	JCPenney, Mont. Ward
Second Ave.	NA	
Southgate(21)	NA	The Fair, TG&Y, Safeway
Ryan St. Hwy. 14(13)	NA	Kroger, Sel-Mart

Principal Shopping Days-Tues., Thur., Sat.
Stores Open Evenings-Thur. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Muller's; Sears; The Fair 2; JCPenney; Beall-Ladymon, Inc.; White House; Montgomery Ward.
Discount Stores-Sel-Mart; Men's Discount Shop; Howard Bros. 2; Shoe Town; K mart; Wal-Mart.
Variety Stores-Perry's 2; TG&Y 2; Woolworth; Cost Plus.
Chain Drug Stores-Walgreens 2; Eckerd 3; K&B; Revco.
Chain Supermarkets-Safeway; Market Basket 4; Kroger 3; Thenot's 11; Abe's 3; Delchamp's 3; Winn-Dixie 2.
Other Chain Stores-Gordon's Jewelers; Thom McAn; Gem Jewelry; Western Auto; S&H Green Stamps; Shoe Town; Newstadt's; Jean's, United Jewelers; Firestone; Uniroyal; Goodyear; White's Auto; A-V Wilson.

14 - NEWSPAPERS: AMERICAN PRESS (m) 40,534; (S) 45,016; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Delaney, Adv. Dir., AMERICAN PRESS, 327 Broad St.; PO Box 2893, Lake Charles, LA 70602; Tel. (318) 439-2781.
National Representative: None.

LEESVILLE

1 - LOCATION: Vernon Parish; E&P Map A-3. County Seat. Leesville is called the "Gateway to the Toldeo Bend Reservoir" (a lake betw. the LA and TX borders with many Fishing camps and marinas).

2 - TRANSPORTATION: Railroads-KCS.

3 - POPULATION:
Corp. City 80 Cen. 9,300; E&P 86 Est. 10,263
County 80 Cen. 53,475; E&P 86 Est. 60,614

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. 3,867
County 80 Cen. 14,000; E&P 86 Est. 18,628

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 34,622

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fort Polk; Timber; Dairy; Cattle; Poultry. Egg Farming. Total No. of Wage Earners 20,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 72-98; Fall 50-80; Winter 25-60. First killing frost, Dec.; last killing frost, Mar.

12 - RETAILING: Principal Shopping Center-Berry Town, Leesville Sq. and Lee Hills Shpg. Ctr.
Neighborhood Shopping Centers-Nichols; Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz.(20)	15	Wal-Mart
K mart	15	K mart

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Weekends.

13 - RETAIL OUTLETS: Department Stores-Beall-Ladymon; Wal-Mart; Nichols.
Discount Stores-Wal-Mart; Nichols.
Variety Stores-Wal-Mart; Family Dollar.
Chain Supermarkets-Piggly-Wiggly; James Red & White; Stanley's Super D; Price-Lo.
Other Chain Stores-Lowe's.

14 - NEWSPAPERS: LEESVILLE DAILY LEADER (m-tues to fri; S) 8,011; sworn Sept. 9, 1985.
Local Contact for Advertising and Merchandising Data: Charlie Bowman, Adv. Dir., LEADER, 206 E. Texas St., Leesville, LA 71446; Tel. (318) 239-3444.
National Representative: Papert Companies.

MINDEN

1 - LOCATION: Webster Parish. E&P Map B-1. County Seat. 30 mi. E of Shreveport.

2 - TRANSPORTATION: Railroads-LA & AR.
Intercity Bus Lines-Continental Trailways; Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 15,074; E&P 86 Est. 15,801
Parish 80 Cen. 43,631; E&P 86 Est. 46,146
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,523; E&P 86 Est. 5,668
Parish 80 Cen. 15,692; E&P 86 Est. 17,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$260,000,000
Bldg.	2	$25,000,000

6 - PASSENGER AUTOS: Parish 25,967

7 - ELECTRIC METERS: Residence Est. 15,830

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Wells; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Rubber; Paper; Logging Equip.; Fishing Tackle; Portable Comm. Bldgs.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-6 blocks downtown on Main and Broadway; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Homer Road(22)	NA	Shuler Dixie Dandy, Piggly Wiggly
Park City(12)	NA	Safeway, Beall's, Otasco, Eckerd
West Plz.(3)	NA	
East Union(12)	NA	Piggly Wiggly

13 - RETAIL OUTLETS: Department Stores-Beall's; TG&Y; Sears; Otasco; West.
Discount Stores-Wal-Mart; Dollar General; Cato; Shoe-Town; Payless Shoes; Sherwin-Williams.
Chain Drug Stores-Eckerd; City Rexall; K&B; Wal-Mart.
Chain Supermarkets-Dixie Dandy; Piggly Wiggly; Safeway.
Other Chain Stores-Goodyear; Hers Unique; Pay Less Shoes; Western Auto; Kenwin Ladies; Radio Shack; Toledo Tackle.

14 - NEWSPAPERS: PRESS-HERALD (e-mon to fri) 4,630; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Bill Specht, Asst. Pub., PRESS-HERALD, 203 Gleason St., Minden, LA 71055; Tel. (318) 377-1866.
National Representative: Papert Companies.

MONROE

1 - LOCATION: Ouachita Parish, (In Monroe MSA). E&P Map B-2. Parish Seat. Northeast LA on Ouachita River; 74 mi. W of Vicksburg, MS; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165, I-20; State Hwy. 15.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf; A&LM; Missouri Pacific; Union Pacific.
Motor Freight Carriers-18.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Republic Express; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 57,597; E&P 86 Est. 53,638
CZ-ABC: (80) 78,604
RTZ-ABC: (80) 264,226
Parish/MSA 80 Cen. 139,241; E&P 86 Est. 142,611
City & RTZ-ABC: (80) 342,830

4 - HOUSEHOLDS:
City 80 Cen. 19,639; E&P 86 Est. 18,702
Parish/MSA 80 Cen. 47,322; E&P 86 Est. 49,972
CZ-ABC: (80) 27,716
RTZ-ABC: (80) 87,196
City & RTZ-ABC: (80) 114,912

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,322,060,000
Savings & Loan	4	$432,000,000

6 - PASSENGER AUTOS: Parish 77,606

7 - ELECTRIC METERS: Monroe and W. Monroe 28,671

8 - GAS METERS: Monroe and W. Monroe 28,382

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 7,900; Servs. 7,900; Whol. 4,125; Constr. 3,775; Ret. 8,900; Fin., Ins. & R.E. 3,500; Trans., Commun. & Util. 2,550; Mining 425; Gov't 9,875.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-50; First killing frost, Nov. 2; last killing frost, Feb. 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-5 blocks on DeSiard.
Neighborhood Shopping Centers-No. of Blocks: DeSiard Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W. Monroe 2; Jackson St., 3; Louisville Ave., 24; McGuire, W. Monroe, 2; Westgate, W. Monroe 1; Plum St. 1; Cypress St., W. Monroe 10; McMillian Mall 3; North; 18th St. 6; Oliver Rd. 3; N. 7th St.; W. Monroe 4; Thomas Rd. 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(18)		Safeway, K&B, Fair
Northgate(12)	NA	Ackel Jewelers
Murray Pl. 18th St.(8)	NA	Quick Print, Goldring Jewelers
Sunshine Heights (7)	NA	K mart, Eckerd, Radio Shack
18th St.(4)	NA	A&P, Eckerd
Twin City Mall(33)	NA	Mont. Ward, Field's, Radio Shack
Louisville(7)	NA	County Mkt., Service Mdse.
Mid-City Plz.(4)	NA	Sears, Beall's
Lakeshore Plz.(8)	NA	A&P, Revco, Radio Shack
Pecanland Mall	NA	Dillard's, JCPenney, Mervyn's
Southside Plum St. (2)	NA	Safeway, West's
Southgate(3)	NA	Family Dollar
Highland(2)	NA	Otasco
Glenwood Mall(25)	NA	K&B, A&P, Beall-Ladyman

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; The Fair; Selber's; Wellan's; Dillard's; McRae's; Mervyn's; Beall-Ladymon.
Discount Stores-Howard Bros. 4; Dollar General; K mart; Geneva's 2; Wal-Mart; Service Mdse.
Chain Drug Stores-K&B 3; Howard Bros.; Rexall 2; D&E 3; Eckerd 3; Revco.
Chain Supermarkets-A&P; Safeway 6; Piggly Wiggly 2; Brookshire's 3; County Mkt.; Big Star 3; Budget Saver.
Other Chain Stores-Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; Rhealee Millinery; Binswanger Glass; Singer; Color Tile; Otasco 3; Pittsburgh Plate Glass; Hiller's; Baker's Shoes; Cloth World; Wickes; Lowe's; Goldring Jewelers; The Pipe Shop; Ormond; Casual Corner; O.G. Wilson; Record Bar; Pier 1; General Nutrition Ctr.; Footlocker; Chess King; B. Dalton Bookseller; The Ltd.; Miller's Outpost; Kay-Bee Toys; Radio Shack 2; Waldenbooks; Hallmark; Helen's Artscrafts.

14 - NEWSPAPERS: NEWS-STAR-WORLD (m) 37,037; (S) 46,658; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jimmy Skeen, Adv. Dir., NEWS-STAR-WORLD, 411 N. 4th St.; PO Box 1502, Monroe, LA 71201; Tel. (318) 362-0214.
National Representative: Gannett Media Sales.

MORGAN CITY

1 - LOCATION: St. Mary Parish. E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge. On U.S. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Perry's Flying Service; Hammond Air.

3 - POPULATION:
Corp. City 80 Cen. 16,114; E&P 86 Est. 15,297
Parish 80 Cen. 64,395; E&P 86 Est. 64,685

4 - HOUSEHOLDS:
City 80 Cen. 5,353; E&P 86 Est. 5,255
Parish 80 Cen. 20,096; E&P 86 Est. 21,061

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$426,000,000
Savings & Loan	3	$515,000,000

6 - PASSENGER AUTOS: Parish 28,794

7 - ELECTRIC METERS: Residence 5,396

8 - GAS METERS: Residence 5,176

9 - PRINCIPAL INDUSTRIES: Industry (No. of Plants)-Chem. 6; Food 17; Pub. & Printing 4; Lumber Prods. 4; Furn., Metal Working 2; Mach. 12; Trans. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fab. Yards 6. Av. wkly. wage $400 (all industries compete with offshore oil and base pay is constant)

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Guarisco-Evans (14)		Sears, Family Dollar, Nationals
Colonial Plz.(8)		TG&Y, Anthony's
Business Prof.(5)	NA	
Eastgate(8)	1	Winn-Dixie, Bealls, Shoe Town
Inglewood Mall	1	

Other Shopping Centers-Cannata's Shopping Ctr., Bay on Vista Pl.; Norman Shopping Vlg., Patterson; St. Mary Plz. Shpg. Ctr., Bayou Vista.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Wal-Mart; TG&Y 2; Kroger; C.R. Anthony 2.
Chain Supermarkets-Kroger; National; Winn-Dixie 2; Delchamps.
Variety Stores-Morgan & Lindsey.
Chain Drug Stores-Eckerd; K&B 2.
Other Chain Stores-JCPenney (catalog); Sears (catalog); Singer Co.; Merle Norman Cosmetics; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Payless; Cato; Firestone; Eleanor; Sherwin-Williams.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 6,953; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Ed./Pub., REVIEW, PO Box 948; 1014 Front St., Morgan City, LA 70381; Tel. (504) 384-8370.
National Representative: None.

NEW IBERIA

1 - LOCATION: Iberia Parish (Gov't Seat). E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 150 mi. from New Orleans; 110 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; LaPorte.
Airlines-Continental; Royal; Metro.

3 - POPULATION:
Corp. City 80 Cen. 32,766; E&P 86 Est. 35,473
CZ-ABC: (80) 32,766
RTZ-ABC: (80) 64,065
Parish 80 Cen. 63,752; E&P 86 Est. 69,891
City & RTZ-ABC: (80) 96,831
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,685; E&P 86 Est. 11,982
CZ-ABC: (80) 10,585
RTZ-ABC: (80) 19,053
Parish 80 Cen. 19,915; E&P 86 Est. 22,847
City & RTZ-ABC: (80) 29,738

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$374,885,757
Savings & Loan	5	$1,361,281,880

6 - PASSENGER AUTOS: Parish 41,586

7 - ELECTRIC METERS: City Residence 11,600; Parish 18,000

8 - GAS METERS: City Residence 11,873; Parish 16,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 2,100 ($320); Food 1,465 ($210); Supply House (Oil) 721 ($215); Sugar Mills 800 ($160); Salt Mines 500 ($275); Pepper Sauce Plants 425; Port of New Iberia 3,500

($275); Airport & Industrial Park 800 ($250). Total laborers 32,350.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29; last killing frost, Apr. 3.

11 - TAP WATER: Slightly alkaline; hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.; 6 blocks on S. Lewis St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jeanerette	10	Wormser, Weill's Ben Franklin, Robie Star, Winn-Dixie
Shoptown	1	National, Hancock's, Western Auto, Broussard's
Torrido(31)	1	Beall's, Mont. Ward, Radio Shack, Sears, Sherwin-Williams
Iberia Mall(16)	1	A&P, Eckerd
K mart	2	K mart
Kroger	1	Kroger
West Park	1	Howards, Eckerd, Winn-Dixie
Town & Country	1	A&P, Katz & Bestoff
Iberia Plz (19)	2	Wal-Mart, Delchamps

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: Department Stores-Abdalla's; Monsieur's; Gulotta's; Oubre Furniture; Home Furniture; Anthony's; Broussard's; West; Beall's; Wormser.
Discount Stores-Howard Bros.; Wicke's; West; K mart; Wal-Mart; Kroger; Otasco.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Eckerd 4; Kare's; Kroger Phcy.; Medicine Shoppes; K&B.
Chain Supermarkets-I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; Kroger; Family Store; IGA; Delchamps.

14 - NEWSPAPERS: DAILY IBERIAN (e) 16,252; (S) 17,138; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Will Chapman, Adv. Dir., DAILY IBERIAN, 926 E. Main St., New Iberia, LA 70561; Tel. (318) 365-6773.
National Representative: Papert Companies.

NEW ORLEANS

1 - LOCATION: Orleans Parish (In New Orleans MSA). E&P Map D-4. Parish Seat. Seaport. Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi; 70 mi. to Gulf of Mexico via Mississippi River-Gulf Outlet channel, lying between river and Lake Pontchartrain; 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi. On U.S. Hwys. 61, 51, 91, 11, 90; State Hwys. 1, 2, 30, 31, 33; I-10.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Illinois Central; Kansas City Southern; Louisiana Southern; Southern; Missouri Pacific; Missouri; Kansas, Texas; Santa Fe; Southern Pacific; Union Pacific.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-120.
Airlines-Air New Orleans; American; Aviateca; Continental; Delta; Eastern; LACSA; TranStar; Ozark; New York Air; Piedmont; Republic; Royale; Sahsa-Honduras; Southwest; TACA Intl.; TWA; United; USAir.
Steamship Lines-107 regularly scheduled lines. Approx. 15 common carrier barge lines; numerous others on charter.

3 - POPULATION:
Corp. City/Parish 80 Cen. 557,927; E&P 86 Est. 541,948
NDM-ABC: (80) 1,282,717
MSA 80 Cen. 1,256,353; E&P 86 Est. 1,299,054
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/Parish 80 Cen. 206,435; E&P 86 Est. 208,991
MSA 80 Cen. 439,079; E&P 86 Est. 471,629
NDM-ABC: (80) 446,948

5 - BANKS	NUMBER	SST. DEP.
Commercial	52	$8,900,000,000
Savings & Loan	51	$5,692,136,000

6 - PASSENGER AUTOS: Parish 254,448

7 - ELECTRIC METERS: Residence 195,591

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 600 (N.A.); Durable Goods 23,000 ($393); Stone, Clay & Glass Prods. 2,000 ($435); Fabric Metal 3,100 ($462); Mach. 3,000 (N.A.); Trans. Equip. 13,400 (N.A.); Ship & Boat Bldg. 8,000 ($381); Other Durable Goods 1,800 (N.A.); Nondurable Goods 22,900 ($465); Food Prods. 6,500 ($309); Apparel & Textile Prods. 1,700 ($173); Paper Prods. 1,000 ($445); Printing & Pub. 3,700 ($365); Chemical Prods. 4,500 ($708); Petroleum Prods. 4,600 (N.A.); Other Nondurable Goods 500 (N.A.); Non-Mfg. 488,800 (N.A.).

10 - CLIMATE: Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks adjacent to Canal Street.
Neighborhood Shopping Centers-Atlantic Thrift; Aurora Mall; Canal Center; Carolyn Park; Claiborne & Washington; Colonial; Continental Plaza; Crescent Airline; Lake Terrace; Lake Vista; Lakeshore; Metairie; Mid-City; Oak Street; Oaksides; Parkchester; K mart; Trading Post; Village Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airline Park	8	Woolworth, Winn-Dixie
Airline Village	4	Lionel Playworld
Bague Falaya Plaza(40)	NA	West, Beall's, National/Canal Villere
Belle Promenade	13	D.H. Holmes, JCPenney
Carrollton	1	JCPenney, Gus Mayer
Clearview	8	Sears, Maison Blanche
Donna Villa	7	TG&Y, Winn-Dixie
The Esplanade	15	Holmes, Mervyn's, Godahauk's, Macy's
Elmwood	10	K mart, Levitz, A&P, Home Solo Depot, Marshall's,
East Lake	8	Solo, Marshall's
Gentilly-Elysian Fields	3	A&P, Maison Blanche, Gaylord's, True Value
Gentilly Woods Mall	4	Labiches, Gaylord's, Walgreens, National/Canal Villere
M.A. Green	10	TG&Y, Western Auto
Harrison Ave.	5	Winn-Dixie, K&B
Kenilworth Mall	6	A&P, K&B
Kenner Plz.	12	Gaylord's
Lakeside	7	Holmes, Goudchaux, JCPenney
North Side Plz.	45	Beall's, Eckerd, Winn-Dixie
North Shore	25	P.H. Hulmes, Sears, Mervyn's
Oakwood	2	Sears, Holmes, Goudchaux
One Canal Place	NA	Gucci, Brooks Bros., Kreeger's, Saks 5th Ave.
Plaza Lake Forest	8	Maison Blanche, Holmes, Sears, Leonard Krower
Plaza La Place	26	K mart, K&B, Delchamps
Plaza "190"	45	Roses, K&B
Ponchartrain Plz.	30	K mart
Riverlands Ctr.	26	K mart, TG&Y, Eckerd, Beall's, Winn-Dixie
St. Charles Plz.	20	K mart, K&B, Delchamps
St. Tammany Sq.	40	K mart, K&B, Delchamps
South Clairborne	1	Kents, TG&Y
Uptown Sq.	5	D.H. Holmes, Goudchaux, Kreegers
Village Aurora	4	Walgreens
Westside	2	Maison Blanche, Marshall's

Principal Shopping Days-Thur., Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Maison Blanche; D.H. Holmes; Sears; Krauss; JCPenney; Labiches; Gus Mayer; Bealls; Howards; J.A. West; Goudchaux; Kreegers; Brooks Bros.; Saks 5th Ave.; Rubenstein Bros.; Porter-Stevens; Mervyn's; Macy's.
Variety Stores-McCrory's; Murphy's 5; Woolworth 9; TG&Y 15; Kresge; Wal-Mart.
Discount Stores-K mart; Zayre's; Kent's; Leonard Krower; Service Merchandise; Wal-Mart.
Chain Drug Stores-Katz & Betshoff 38; Walgreens Louisiana 18; Rexall 2; Fasullo 4; Eckerd 26.
Chain Supermarkets-Breux Mart 4; Winn-Dixie 35; A&P 15; Schwegmann 11; National/Canal-Villere 19; 7-Eleven 31; Tenneco 7; Lil General 11; Time-Saver 82; Delchamps 9.
Other Chain Stores-Goodrich; Firestone; Goodyear; Mangels; Singer Co.; Pittsburgh Plate Glass; Home Depot; Houseworks; Solo; Marshall's; J. Brannam; Western Auto; Thom McAn; Sherwin-Williams; National Shirts; Lerner's; S&H Green Stamps; Top Value Stamps; One-Hour Martinizing; Gordon's; Zale's; Kinney; Chess King; The Limited; Bakers; Butler's; T.J. Maxx.

14 - NEWSPAPERS: TIMES-PICAYUNE/STATES-ITEM (all day-mon to fri) 280,889; (m-sat) 258,720; THE TIMES-PICAYUNE (S) 351,575; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel.(504) 826-3300.
National Representative: Newhouse Newspapers Metro Suburbia.

OPELOUSAS

1 - LOCATION: St. Landry Parish, E&P Map B-3, Parish Seat. Shipping, wholesale and small manufacturing center. South-central part of state; 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwys. 167, 190; State Hwys. 5, 7, 22, 45, 40, 219; I-49.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific; Texas & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways; Greyhound; Opelousas.
Airlines-Charter Service; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 18,903; E&P 86 Est. 18,242
Parish 80 Cen. 84,128; E&P 86 Est. 88,009
NDM-ABC: (80) 113,843

4 - HOUSEHOLDS:
City 80 Cen. 6,438; E&P 86 Est. 6,226
Parish 80 Cen. 26,823; E&P 86 Est. 29,401
NDM-ABC: (80) 36,580

5 - BANKS	NUMBER	DEPOSITS
City	3	$325,810
Parish	9	$211,290

6 - PASSENGER AUTOS: Parish 42,908

7 - ELECTRIC METERS: Residence 7,200

8 - GAS METERS: Residence 6,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 800 ($160); Lumber & Wood Prods. 300 ($160); Drug Mfg. 200 ($160); Chem. (Fertilizer) 100 ($160); Natural Gas Refinery 125 ($200); Pipe Fittings & Valves 300 ($200); Oil 800 ($300).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Nov. 29; last killing frost, Mar. 17.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy. 167 & Heather; Hwy. 167 & Creswell.
Neighborhood Shopping Centers-3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indian Hill(7)	NA	Dixieland IGA
St. Landry	NA	Wal-Mart, K&B, Delchamps
Vista Vlg.(20)	NA	Winn-Dixie, TG&Y, West Brothers, A&P

Principal Shopping Days-Department Stores: Fri., Sat.; Food: Sat., Mon., Wed.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Abdalla's; Anthony's; Allied; W.F. Beall-Ladymon.
Variety Stores-Vee's; TG&Y.
Discount Stores-Dollar General; Howard Bros.; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd 3; Thrif-t-way; K&B.
Chain Supermarkets-A&P; Winn-Dixie; Delchamps.
Other Chain Stores-Mangel's (women's); Dimmick Auto Supply; Pope Auto Supply; Otasco.

14 - NEWSPAPERS: WORLD (e-mon to fri) 16,076; (S) 17,110; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy. 167 South; PO Box 1179, Opelousas, LA 70570; Tel. (318) 942-4971.
National Representative: Papert Companies.

PINEVILLE

See ALEXANDRIA

RUSTON

1 - LOCATION: Lincoln Parish. E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20; U.S. 80, 167.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; Salter.

3 - POPULATION:
Corp. City 80 Cen. 20,585; E&P 86 Est. 23,028
Parish 80 Cen. 39,763; E&P 86 Est. 44,361
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,557; E&P 86 Est. 7,438
Parish 80 Cen. 12,280; E&P 86 Est. 14,082

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$115,477,663
Commercial	5	$335,090,000

6 - PASSENGER AUTOS: Parish 22,290

7 - ELECTRIC METERS: Residence 6,717

8 - GAS METERS: Residence 6,238

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Saw Mill & Related 155; Wood Proc. 320; Constr. 1,200; Petroleum Prods. 240; Gas & Oil 200; Glass 300; Soft Drink 60; Trans. 140; Agric. Prods. 54; Whol. Trade 250; Ret. Trade 2,300; Colleges 2,000; Ins. 300.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Centers-2 blocks along W. Calif. Ave.; Vlg. Plz. Shopping Ctr. (15 stores); North Park Mall; I-20 Shopping Ctr.; Ruston Shopping Ctr. (11 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Vlg. Plz. Ctr. (Mon.-Fri.); North Park Mall & Safeway (Mon.-Sat.); Drive in Groceries; Safeway; A&P (Mon.-Sun.); Wal-Mart; K mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lewis; Beall's; Fred's.
Variety Stores-Murphys.
Discount Stores-Wal-Mart; Value Mart; K mart.
Chain Drug Stores-Rexall; Walgreens; K&B; Gibson.
Chain Supermarkets-Piggly Wiggly 2; A&P; Safeway 2; Jiffy Mart; Handee Mart 6; 7-Eleven; Dixie Dandy; County Market.
Other Chain Stores-Rose Oil; Sears (catalog); Goodyear; Montgomery Ward; Goodrich; Otasco; Ollinger Co.; Wickes Lumber; Sherwin-Williams; Radio Shack; Cato's.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,467; (S) 7,900; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jimmy Watson, Adv. Mgr., LEADER, 208 W. Park Ave.; PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353.
National Representative: None.

SHREVEPORT

1 - LOCATION: Caddo Parish (In Shreveport MSA). E&P Map A-2. Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River, 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Mid-South; Kansas City Southern.
Airlines-American; Delta; Republic; Royale.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 207,615; E&P 86 Est. 216,507
CZ-ABC: (80) 305,397
RTZ-ABC: (80) 571,341
MSA 80 Cen. 333,015; E&P 86 Est. 351,616
Parish 80 Cen. 252,294; E&P 86 Est. 263,100
City & RTZ-ABC: (80) 876,738
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 74,649; E&P 86 Est. 81,018
Pansh 80 Cen. 90,694; E&P 86 Est. 98,808
MSA 80 Cen. 117,391; E&P 86 Est. 129,213
CZ-ABC: (80) 107,920

RTZ-ABC: (80) 196,700
City & RTZ-ABC: (80) 304,620

5 - BANKS:

	NUMBER	EST. DEP.
Savings & Loan	4	$421,000,000
Commercial	12	$5,888,000,000

6 - PASSENGER AUTOS: Parish 171,065

7 - ELECTRIC METERS: Residence 123,000

8 - GAS METERS: Residence 108,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric.; Oil; Gas; Lumber; Ret. Trade; Mfg.; Food Prods. 2,000 ($300); Apparel 900 ($250); Lumber 2,500 ($275); Printing 1,100 ($300); Chem. & Petrol. 1,600 ($325); Metal Prod.; Mach. 27,000 ($350); Other 4,500 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11 - TAP WATER: Slightly alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Texas St., 4 on Milam, 1 each on McNeil, Marshall & Edwards, 3 on Market.
Neighborhood Shopping Centers-(Shreveport & Bossier)-Centenary, 5 on E. Kings Hwy.; Bossier City's main dist., 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. & Sunnybrook; Lakeshore at Lakeshore Dr. & Jewella Rd.; Greenwood Rd.; Heart O'Bossier at Barksdale Blvd. & Benton Rd.; Southfield, 1 sq. block at Youree Dr. & Southfield Rd.; Uptown, 5,800 on Line Ave.; Portico Shopping Ctr. Hwy. 18 Best Kouvis; Mall St. Vincent; Madison Park, 3,800 Gilbert, Fairway, 2700 Benton Rd., Bossier City, Greenwood Plaza, Greenwood Rd. & Westwood Dr., Westwood, Jewella & Greenwood Rd.; Freestate, Unit 1, North Market Plaza, 3 on North Mkt. St.; 2 on Old Minden Rd. & Highway 80, Bossier City; Shreve City Regional Center; Shreveport-Barksdale Highway; Southside Village, Mansfield Rd. & Jewella; South Park Mall, Jewella Rd. & Mackley Ln.; Mid Town Plaza, Kings Hwy. & Mansfield Rd.; K mart Plaza, Mansfield & Flournoy-Lucas Rds. in Shreveport; Eastgate Ctr., Hwy. 1 & 70th St.; Mall St. Vincent, Kings Hwy. & St. Vincent; Pierremont Mall, Line Ave. at Southfield; Quail Creek, Shreveport-Barksdale Hwy.; TG&Y Airline Dr. & Hwy. 80 in Bossier City, 1 mi. distant Heart O'Bossier Center; Pierre Bossier Mall, Airline & Hwy. 80; Outlets Mall, I-20 at Industrial loop.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears 3; JCPenney 2; Rubenstein's 4, Hearne 2; Selbers 2; Beall's 6; Palais Royal 3; Dillard 3; Montgomery Ward.
Variety Stores-Woolworth; TG&Y 2.
Discount Stores-United Jewelers 2; Service Mdse.; K mart 3; Wal-Mart 3.
Chain Drug Stores-Lewis; Walgreens 2; Barksdale; Chuck Snyder's 3; Rexall; Plaza; Tri-State; Medic 14; Mitchell's; Eckerd 10; Albertsons-Southco 2; K&B 7; Drug World 2; Drug Emporium.
Chain Supermarkets-Safeway 3; Kroger 8; Brookshire 11; Piggly Wiggly 2; 7-Eleven 50; Albertsons-Southco 2; County Market; Price-Lo 2.
Other Chain Stores-Goldrings; Male Shop; Jordan & Booth; Rosenblath's; The Ranch Casual Corner; Western Auto 2; Firestone; Goodrich; Goodyear; Otasco; Florsheim; Singer; Necchi; Zale's Jewelers; DuPont Paint; Sherwin-Williams; Pittsburgh Plate Glass; Russell Stover Candies; Jarman Shoes; The Glidden Co.; S&H Green Stamps; Kinney Shoes; Naturalizer Shoes.

14 - NEWSPAPERS: TIMES (m) 76,636; JOURNAL (e) 22,847; TIMES (S) 109,647; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Benoit Lynn, Gen. Adv. Mgr., JOURNAL and TIMES, 222 Lake St., Shreveport, LA 71130; Tel. (318) 459-3364.
National Representative: Gannett Media Sales.

SLIDELL

1 - LOCATION: St. Tammany Parish. (In New Orleans MSA). E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstates 10, 12, 59; State Hwy. 433.

2 - TRANSPORTATION: Railroads-SOU; GM&O
Intericty Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,718; E&P 86 Est. 32,695
Parish 80 Cen. 110,554; E&P 86 Est. 144,681
MSA 80 Cen. 1,256,353; E&P 86 Est. 1,299,054

4 - HOUSEHOLDS:
City 80 Cen. 8,295; E&P 86 Est. 9,702
Parish 80 Cen. 35,576; E&P 86 Est. 48,802
MSA 80 Cen. 439,079; E&P 86 Est. 471,629

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Parish 97,259

7 - ELECTRIC METERS: City 4,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15; last killing frost, Mar. 2.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northside Plz.(22)	NA	Winn-Dixie, TG&Y, Beall's
Plaza 190(17)	NA	A&P, Rose's, K&B
Brown's Vlg. Sq.	NA	County Market, Eckerd, Howard Brandiscounts
Country Club Plz.	NA	Delchamps, Revco
Lauren Plz.	NA	Delchamps, TG&Y, Eckerd
Tammany Mall (26)	NA	A&P, Mont. Ward, Allied
Sunflower(4)	NA	Sunflower, K mart
Midtown(15)	NA	Wal-Mart, Shoetown

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Allied.
Discount Stores-K mart; Wal-Mart; Howard Brandiscount; TG&Y; Walgreens.
Chain Supermarkets-A&P; Sunflower Mkt.; Winn-Dixie; National; Delchamps; County Mkt.; IGA.
Other Chain Stores-Radio Shack; Shoetown.

14 - NEWSPAPERS: SENTRY-NEWS (m) 6,746; (S) 7,107; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Steve Krehl, Adv. Dir., SENTRY-NEWS, 3648 Pontchartrain Dr., Hwy. 11 South; PO Box 910, Slidell, LA 70459; Tel. (504) 643-4918.
National Representative: U.S. Suburban Press.
TIMES (e) 6,590; (S) 16,592; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jo Newman, Adv. Dir., TIMES, 1441 Short Cut Rd.; PO Box 490, Slidell, LA 70459; Tel. (504) 643-5224.
National Representative: Papert Companies.

THIBODAUX

1 - LOCATION: Lafourche Parish. (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Agriculture, commercial fishing and oil and gas production center; light industry. SE portion of state, 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2 - TRANSPORTATION: Railroads-Southern Pacific, Texas and Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Teche-Greyhound Lines.

3 - POPULATION:
Corp. City 80 Cen. 15,810; E&P 86 Est. 16,328
NDM-ABC: (80) 50,065
Parish 80 Cen. 82,483; E&P 86 Est. 91,595
MSA 80 Cen. 176,876; E&P 86 Est. 193,953

4 - HOUSEHOLDS:
City 80 Cen. 5,119; E&P 86 Est. 5,397
NDM-ABC: (80) 15,491
Parish 80 Cen. 25,391; E&P 86 Est. 29,349
MSA 80 Cen. 54,676; E&P 86 Est. 62,479

5 - BANKS:

	NUMBER	DEPOSITS
Commercial	7	$698,258,634
Savings & Loan	4	$216,640,381

6 - PASSENGER AUTOS: Parish 47,027

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,832.

9 - PRINCIPAL INDUSTRIES: Industry-Steel Fab.; Agric. Mach.; Univ. Educ. Candy; Fertilizer; Oil, Gas And Related Industries; Cml. Fishing; Sugar Cane; Shipbuilding.

10 - CLIMATE: Annual mean temp. 68. Highest av. temp. June-96; lowest av. temp. Dec.-27.

11 - TAP WATER: Alkaline; hard.

12 - RETAILING: Principal Shopping Centers-8 blocks on West 3rd St.; 3 blocks on Green and St. Philip Sts. (35 Stores).
Neighborhood Shopping Centers-Food Town 4; Johnson 5; Nicholls 7; Peltier 11; Rienzi 12, Lafourche Plaza 2.
Nearby Shopping Centers-Southland Mall-Holmes; Godchaux's; Kirschmann's; Sears; Woolworth; JCPenney; Miller-Wohl; Katz & Besthoff; Sugarland-TG&Y; Family Center; Winn-Dixie; Eckerd; Bill's Dollar Stores.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Arthur Coplon; Jake's, Weill's; Sears (catalog); JCPenney (catalog).
Discount Stores-Howard; TG&Y; K mart; Wal-Mart.
Variety Stores-National Dollar; TG&Y.
Chain Drug Stores-D&M 2; Lafourche; Eckerd; Katz & Besthoff; Southland Walgreens 2.
Chain Supermarkets-Rouses; L&N Food Stores, St. Charles Super Mkt.; A&P; Winn-Dixie 2; IGA; Delchamps; Audubon 3.
Other Chain Stores-Goodyear; Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Lowes Lumber; Radio Shack; West Lumber.

14 - NEWSPAPERS: COMET (e-mon to fri) 12,584; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Lancon, Adv. Mgr., COMET, 705 W 5th St.; PO Box 5238, Thibodaux, LA 70302; Tel. (504) 447-4055.
National Representative: None.

MAINE SURVEYS

METROPOLITAN STATISTICAL AREAS

Bangor-Bangor, Brewer and Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.
Lewiston-Auburn-Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns in Androscoggin County.
Portland-Portland, South Portland and Westbrook cities; Cape Elizabeth, Cmberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns in Cumberland County; Buxton, Hollis and Old Orchard Beach towns in York County.
Portsmouth-Dover-Rochester, NH-ME-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	85	79	84
5-14 Years	201	178	188
15-24 Years	170	206	218
25-44 Years	219	302	321
45-64 Years	205	219	233
65 and Over	114	141	149
TOTAL	994	1,125	1,193

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	248	304	586
General Mdse.	393	462	717
Food	872	1,275	1,737
Automobiles	724	914	1,719
Gasoline Stations	244	387	412
Apparel	132	210	323
Furniture	116	133	262
Eat-Drink Places	261	411	633
Drugs	103	161	225
TOTAL SALES	3,616	5,332	7,880

AUBURN

See LEWISTON

AUGUSTA

1 - LOCATION: Kennebec County. E&P Map B-4. Capital of the state. County Seat. On Kennebec River, 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 201, 202, 200, 11, 104, 105, 17; Maine Tpke.; I-95.

2 - TRANSPORTATION: Railroads-Maine Central.
Intercity Bus Lines-New England Transit.
Motor Freight Carriers-10.
Airlines-Bar Harbor; Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 21,819; E&P 86 Est. 16,383
CZ-ABC: (80) 24,321
RTZ-ABC: (80) 224,174
County 80 Cen. 109,889; E&P 86 Est. 114,163
City & RTZ-ABC: (80) 248,495

4 - HOUSEHOLDS:
City 80 Cen. 8,405; E&P 86 Est. 5,965
County 80 Cen. 38,579; E&P 86 Est. 41,916
CZ-ABC: (80) 9,378
RTZ-ABC: (80) 76,983
City & RTZ-ABC: (80) 86,361

5 - BANKS:

	NUMBER	DEPOSITS
Savings	3	$122,576,000
Commercial	5	$211,576,000

6 - PASSENGER AUTOS: County 60,829

7 - ELECTRIC METERS: Residence 53,528

8 - GAS METERS: Residence 27,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage N.A.)-Cotton 1,202; Paper Products 635; Publishers & Printers 225; Food Proc. 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots & Shoes 1,038; Elect. 267; Iron Fab. 245; Telephone 156; IRS 175.

10 - CLIMATE: Av. Temp.-Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Plz.(15)	NA	K mart
Capitol(13)	NA	Service Mdse., Shaw's
Turnpike Mall(12)	NA	Sears, Zayre's, Shop 'N Save

Neighborhood Shopping Centers-Cony St., State St., Western Ave., Bangor St.
Principal Shopping Days-Wed., Thur., Fri.
Principal Shopping Night-Thur., Shpg. Ctrs. open every evening.

13 - RETAIL OUTLETS: Department Stores-Sears, JCPenney; Chernowsky's; Frank X. Pomerleau; Farrell's.
Variety Stores-McLellan's.
Discount Stores-Zayre; K mart, Service Merchandise.
Chain Drug Stores-LaVerdiere's 2; CVS; Brooks Super Drug; Welby's.
Chain Supermarkets-Shop 'N Save 3; Mister Market; Barden's 2; Shaw's; Bernards; Maine Pride.
Other Chain Stores-Firestone; Goodrich; Bass Shoe; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss; Grossman's VIP.

14 - NEWSPAPERS: KENNEBEC JOURNAL (m) 18,546; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Russell F. Webster, Adv. Dir., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.
National Representative: Landon Associates.

BANGOR

1 - LOCATION: Penobscot County (MSA). E&P Map C-4. On Penobscot River; 30 mi. NE of Augusta; connected with city of Brewer by 3 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2; I-95; State Hwys. 9, 15, 100, 178, 222.

2 - TRANSPORTATION: Railroads-Maine Central; Bangor & Aroostook.
Motor Freight Carriers-28.
Intercity Bus Lines-Cyr; Citibus; New England Transit.
Airlines-Delta; Eastern Express; Federal Express; Trans America (Charters); United; Valley.

3 - POPULATION:
Corp. City 80 Cen. 31,643; E&P 86 Est. 30,252
CZ-ABC: (80) 72,009
RTZ-ABC: (80) 357,132
County 80 Cen. 137,015; E&P 86 Est. 142,968
MSA 80 Cen. 83,919; E&P 86 Est. 86,171
City & RTZ-ABC: (80) 429,141

4 - HOUSEHOLDS:
City 80 Cen. 11,772; E&P 86 Est. 11,079
County 80 Cen. 45,974; E&P 86 Est. 50,448
MSA 80 Cen. 28,362; E&P 86 Est. 30,557
CZ-ABC: (80) 24,343
RTZ-ABC: (80) 122,272
City & RTZ-ABC: (80) 146,615

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$340,288,000
Commercial	6	$334,181,000

6 - PASSENGER AUTOS: County 72,919

7 - ELECTRIC METERS: Residence 23,015

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather/Leather Prods. 1,230; Paper & Allied Prods. 1,430; Mach./Elect. & Non-elect. 710; Food Proc. 330; Printing & Publishing 470; Textiles 300; Other Misc. Mfg. 100; Total Mfg. 4,570; Gov't 11,020; Services 9,370; Ret. & Whol. 11,590; Trans. & Public Util. 2,660; Fin. & Ins. 1,590; Contracting & Constr. 1,880; Total Non-mfg. 38,110; Total Non-Farm Labor Force 42,680 (Greater Bangor Area)

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-70; Winter -20-44. First killing frost, Sept. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 3 on Hammond; 6 on State; 4 on Harlow St.; 2 on Exchange; Central; Broad; Bangor Mall; Bangor Shopping Center; Westgate Mall; Airport Mall Shopping Plaza; K mart; Shaw's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bangor Mall(80)	5	Sears, Porteous, JCPenney, Doug's
Broadway(13)	3	Zayre, T.J. Maxx, Doug's Shop 'N Save
Westgate Mall(9)	2	Mars, Westgate IGA
Airport Mall(28)	3	Rich's, Almy's
Maine Sq. Plz.(10)	5	Bass Shoe, Goldsmith's
Shaw's Plz.	5	Shaw's
K mart	5	K mart
Outer Broadway	4	Trustworthy Hdwe., Varney's
North Brewer(3)	3	Marden's, IGA, LaVerdiere's
Brewer Mall(18)	4	Doug's, Bob's Hdwe.
Twin City Plz.(17)	4	Wellby's
Stillwater Ave. Plz.	6	
University Mall(6)	10	Ames, Doug's
Ellsworth(11)	23	Zayre
Ellsworth Mill Mall	9	Body Shop, Brown's
Maine Coast Mall(21)	23	Ames, IGA
Belfast(3)	35	JCPenney, IGA

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Principal Stores, Sun. & major holidays.
Stores Open Evenings-Shpg. Ctrs. evenings till 9.

13 - RETAIL OUTLETS: Department Stores-Almy's; Sears; Porteous; JCPenney.
Chain Drug Stores-Brooks, Miller, Ohmart & Hinkley 2; La Verdiere's 4; Wellby 4; CVS 2.
Discount Stores-K mart; Rich's; Zayre; Mars.
Outlets-Bass Shoe 2; Brand Name Fashion; Dexter Shoe; Hathaway Shirt; Emple Knitting; Quoddy Shoes; Ship 'n Shore; Eastland Shoes.
Chain Supermarkets-IGA Foodliner 2; Shop 'N Save (Doug's) 7; Shaw's; Yankee Grocer 2.
Other Chain Stores-Thom McAn; Fayva Shoe; Standard Shoe; Kinney Shoe; Baker Shoe; Anderson-Little; Benoits; Ward Bros.; The Gap; Hit or Miss; Spencer Gifts; Radio Shack; Zale's Jewelry; G.M. Pollack & Son; Days; Gordon Jewelers; So-Fro Fabrics; T.J. Maxx; Marianne's; Baskin Robbins; Brooks Fashion; B. Dalton; Designs by Levi; Fields Hosiery; Foxmoor Casuals; Mothercare; The Weathervane; Chess King; Hickory Farms; GNC; Colortile Nutri-System; Service Mdse.; Sherwin-Williams; Trustworthy 2; Steego Auto Parts; CAP Auto; Goodyear.

14 - NEWSPAPERS: NEWS (m-mon to fri) 77,502; (wknd) 91,488; Mar. 31, 1986 ABC.
Local Contact for Advertising and Marketing Data: Kenneth L. MacMannis, Mktg. Dir., NEWS, 491 Main St., Bangor, ME 04401; Tel. (800) 432-7964.
National Representative: Sawyer-Ferguson-Walker.

BIDDEFORD-SACO

1 - LOCATION: York County. E&P Map B-5. Residential ctr. on Saco River, 6 mi. from its mouth; 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2 - TRANSPORTATION: Railroads-B & M.
Motor Freight Carriers-13.
Intercity Bus Lines-Biddeford & Saco; Vermont Transit; Maine Trailways; Brunswick Trans.

3 - POPULATION:
Corp. Cities 80 Cen. 32,559; E&P 86 Est. 31,852
Biddeford 80 Cen. 19,638; E&P 86 Est. 18,638
Saco 80 Cen. 12,921; E&P 86 Est. 13,214
CZ-ABC: (80) 32,559
RTZ-ABC: (80) 15,530
City & RTZ-ABC: (80) 48,089
County 80 Cen. 139,666; E&P 86 Est. 152,489

4 - HOUSEHOLDS:
Cities 80 Cen. 13,140; E&P 86 Est. 9,891
Biddeford 80 Cen. 7,950; E&P 86 Est. 5,803
Saco 80 Cen. 5,190; E&P 86 Est. 4,088
County 80 Cen. 66,833; E&P 86 Est. 56,748
CZ-ABC: (80) 11,633
RTZ-ABC: (80) 5,796
City & RTZ-ABC: (80) 17,429

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$1,000,000,000
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 89,184

7 - ELECTRIC METERS: Residence: Biddeford and Saco 14,670.

8 - GAS METERS: Bottled gas used.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Precision Prods. 1,307 ($328); Textiles 974 ($240); Leather 240 ($224); Fab. Metal Prods. 1,040 ($341); Aerospace 380 ($346); Apparel 396 ($211); Building Fabricators 222 (N.A.); Cardboard Boxes 50 (N.A.).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6; last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shop 'n' Save Plz.(11)	1	Shop 'n' Save
Saco Valley(13)		Zayre, Shaw's
5 Points(11)	2	Rich's
Maine Mall(130)	15	Jordan M., Sears

Principal Shopping Days-Downtown-Sat.; Shopping Ctrs.-6 nights.

13 - RETAIL OUTLETS: Department Stores-R.H. Reny.
Variety Stores-Bookland.
Chain Drug Stores-Laverdiere 2; Brooks 2; Wellby 2.
Discount Stores-Zayre; Rich's; Stuarts.
Chain Supermarkets-Shop 'N Save 2; Shaw's.
Other Chain Stores-Shoes: Dexter, Colonial, Goodyear; Sherwin-Williams; Diamond Natl.; The Men's Shop.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e) 14,773; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, Alfred Rd., Biddeford, ME 04005; Tel. (207) 282-1535.
National Representative: Landon Associates.

BRUNSWICK

1 - LOCATION: Cumberland County. E&P Map B-5. 27 mi. E of Portland. Harbor. Port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Intercity Bus Lines-Coastal Trans.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 17,366; E&P 86 Est. 18,381
CZ-ABC: (80) 35,352
RTZ-ABC: (80) 20,671
County 80 Cen. 215,789; E&P 86 Est. 234,517
City & RTZ-ABC: (80) 56,023

4 - HOUSEHOLDS:
City 80 Cen. 5,843; E&P 86 Est. 5,540
County 80 Cen. 78,704; E&P 86 Est. 89,519
CZ-ABC: (80) 12,137
RTZ-ABC: (80) 7,395
City & RTZ-ABC: (80) 19,532

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$105,060,840
Savings & Loan	2	$79,700,000
Savings	6	$180,000,000
Credit Unions	5	$23,000,000

6 - PASSENGER AUTOS: County 127,384

7 - ELECTRIC METERS: Residence 6,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipbuilding; Sportswear; Papermaking; Children's Clothing; Artist's Brushes; Wiring Devices.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Cook's Corner, 17 stores (Sears, Stuart's); Bath Rd.-Zayre; Topsham Fair Mall (Bradlees, Shop 'N Save).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat. 9 a.m. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Senter's; JCPenney; Sears; Grand City; Bradlees.
Chain Drug Stores-General Sales; Combined Sales; Welby Super Drug; CVS; Drapeau's; LaVerdiere's; Brooks.
Variety Stores-Grand City; Newberry.
Discount Stores-Ames; Stuarts.
Chain Supermarkets-Shaws; Shop 'N Save 2.
Other Chain Stores-G.M. Pollack & Sons; Day's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; L&A Tire; Lamey-Wellehan; So-Fro Fabrics; Radio Shack; Fayva; Bookland; Poore Simons; Perkin's Hallmark; Fashion Bug.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 13,954; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Daniel H. Snow, Vice Pres., TIMES-RECORD, Industry Rd., Brunswick, ME 04011; Tel. (207) 729-3311.
National Representative: Landon Associates.

LEWISTON-AUBURN

1 - LOCATION: Androscoggin County. (MSA). E&P Map B-5. County Seat. Industrial, wholesale and agricultural center. SW inland ME, 135 mi. from Boston, MA; 350 mi. from New York City, NY.

2 - TRANSPORTATION: Railroads-Maine Central.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Hudson.
Airlines-Bar Harbor.

3 - POPULATION:
Corp. Cities 80 Cen. 63,609; E&P 86 Est. 59,100
Lewiston 80 Cen. 40,481; E&P 86 Est. 37,718
Auburn 80 Cen. 23,128; E&P 86 Est. 21,382
CZ-ABC: (80) 63,609
RTZ-ABC: (80) 199,529
County 80 Cen. 99,657; E&P 86 Est. 100,267
MSA 80 Cen. 84,690; E&P 86 Est. 83,175
City & RTZ-ABC: (80) 263,138
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 23,451; E&P 86 Est. 22,264
Lewiston 80 Cen. 14,960; E&P 86 Est. 14,213
Auburn 80 Cen. 8,491; E&P 86 Est. 8,051
County 80 Cen. 35,233; E&P 86 Est. 37,024
MSA 80 Cen. 30,325; E&P 86 Est. 31,197
CZ-ABC: (80) 23,451
RTZ-ABC: (80) 69,281
City & RTZ-ABC: (80) 92,732

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$165,514,614
Commercial	4	$73,099,000

6 - PASSENGER AUTOS: County 50,800

7 - ELECTRIC METERS: Residence 40,082

8 - GAS METERS: Residence 4,288

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Shoe Mfg. 3,000; Textiles 1,600; Electronics 1,500; Graphic Arts 1,000; Bakery Prods. 1,200; Paper Boxes 250; Carbonated Beverages 200; Metal Stamping 750; Plastics 1,500; Printing 1,500; Milk Proc. 150; Hospitals 2,000; Insurance 1,000; Plastic & Plastic Molding 2,000; Metal Fabrication 2,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8; last killing frost, May 2.

11 - TAP WATER: Slightly acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers
Lewiston-Approx. 2 mi. on Lisbon St.; 2 mi. on Main St.; Lewiston Mall; Promenade Mall; Northwood Park; Bonneau's; Mini Mall; Mean St.
Auburn-Main; N. Main; Court, Turner; Center St. Plaza; Auburndale Ctr.; K mart Ctr.; Auburn Mall.
Principal Shopping Days-Dept.-Mon., Fri., Sat. Food-Wed., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Sat.; Food-Thur., Fri.; some Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, Bradlees; JCPenney; Porteous, Mitchell & Braun; Ward Bros.; Zayre's; K mart.
Variety Stores-Kresge; Mac's; Laverdieres 2.
Discount Stores-K mart; Bradlees; Zayre; Marden's; Service Mdse.
Chain Drug Stores-CVS 2; Clark's 2; Lovell; Welby.
Chain Supermarkets-Shop-N-Save 3; Shaw's 2.
Other Chain Stores-Dodge (men's clothing); Lamey-Wellehan (shoes) 2; Evergreen; Footloose; Fayva; Dexter; Thom McAn; Fanny Farmer; Owen Moore 2; Deering Ice Cream; Friendly Ice Cream; Baskin-Robbins; So-Fro Fabrics 2; Bookland 2; Waldenbooks; Radio Shack; Hit or Miss; Athletic Attic; Brooks Fashion (women's clothing); Carlyle Jewelry; Chess King (men's clothing); Earring Tree; Fields Hosiery; Foxmoor (women's clothing); The Gap (m./w. clothing); General Nutrition; Hickory Farms; Kay-Bee Toys; Kinney Shoes; Lowrey Piano/Organ; Marianne (women's clothing); Merle Norman Cosmetics; Mothercare (maternity); Musicland; Ormond (women's clothing); Pearl Vision; G.M. Pollack (jewelry); Spencer Gifts; Weathervane (women's clothing); Zale's Jewelry; Carriage House 3; Benoits (m./w clothing); Brass Rail (men's clothing); Anderson-Little (m./w); DeOrsey's (home entertainment); Poore Simon's (m./w clothing); Deb (women's clothing); Wild Tops; Upstage; Strumboli's; The Dog House; JoAnn's Nut House; Gifts from the Heart (jewelry).

14 - NEWSPAPERS: SUN (m) 34,498; JOURNAL (e) 11,935; SUN-JOURNAL (S) 39,919; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gerald P. Michaud, Mktg. Dir., SUN/JOURNAL, 104 Park St., Lewiston, ME 04240; Tel. (207) 784-5411.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Cumberland County. E&P Map B-5 (MSA). County Seat. 108 mi. E of Boston, MA. On U.S. Hwy. 1; Interstate Hwys. 9, 26, 100 and 302.

2 - TRANSPORTATION: Railroads-Boston & Maine; Maine Central; Grand Trunk.
Motor Freight Carriers-(Interstate) 20.
Freight Steamship Lines-7.
Intercity Bus Lines-Vermont Transit.
Airlines-Delta; Air New England; Bar Harbor Airlines; People Express; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 61,572; E&P 86 Est. 60,045
CZ-ABC: (80) 113,951
RTZ-ABC: (80) 270,372
County 80 Cen. 215,789; E&P 86 Est. 234,517
MSA 80 Cen. 193,831; E&P 86 Est. 209,675
City & RTZ-ABC: (80) 384,323
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,419; E&P 86 Est. 24,427
County 80 Cen. 78,704; E&P 86 Est. 89,519
MSA 80 Cen. 71,266; E&P 86 Est. 82,233
CZ-ABC: (80) 44,222
RTZ-ABC: (80) 94,166
City & RTZ-ABC: (80) 138,388

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$1,059,363,000
Savings & Loan	1	$197,915,000
Credit Union	NA	$245,059,000
Commercial	6	$926,637,000

6 - PASSENGER AUTOS: County 127,384

7 - ELECTRIC METERS: Residence 69,000

8 - GAS METERS: Residence 6,782

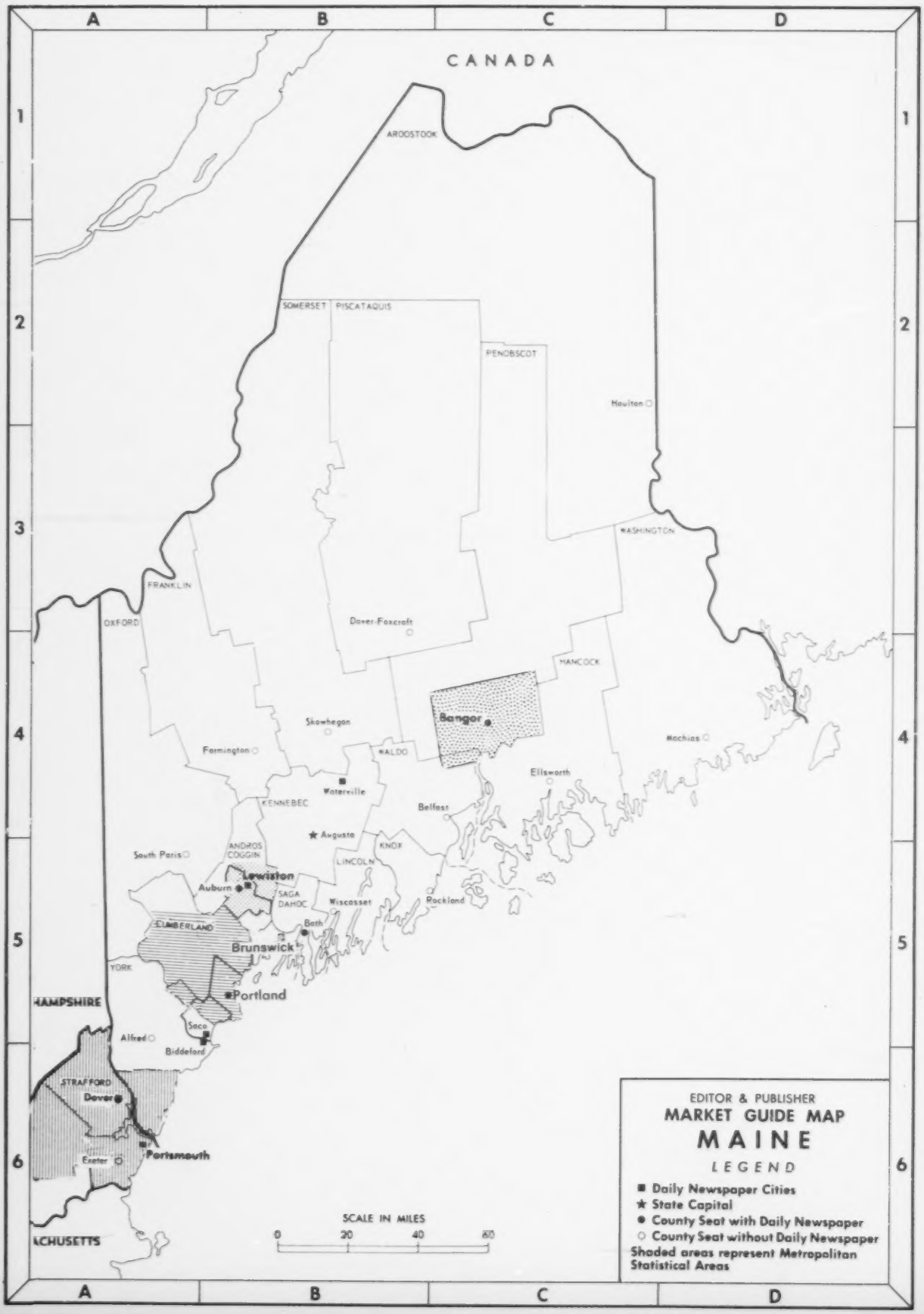
9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-Metals & Mach. 4,800; Food Prods. 2,500; Paper 2,600; Leather Prods. 1,400; Lumber & Wood Prods. 800.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Between Longfellow and Monument Squares; Maine Mall.

Neighborhood Shopping Areas-Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook.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CANADA
AROOSTOOK
SOMERSET
PISCATAQUIS
PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
Dover-Foxcroft
HANCOCK
Bangor
Skowhegan
Farmington
WALDO
Machias
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
South Paris
ANDROS
COGGIN
KNOX
LINCOLN
Lewiston
Auburn
SAGA
DAHOC
Wiscasset
Rockland
CUMBERLAND
Bath
Brunswick
YORK
Portland
HAMPSHIRE
Saco
Alfred
Biddeford
STRAFFORD
Dover
Exeter
Portsmouth
ACHUSETTS
SCALE IN MILES
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20
40
60
EDITOR & PUBLISHER
MARKET GUIDE MAP
MAINE
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Ave. Plz.(6)	1	
Lunt's Plz.(5)	NA	Shop 'N Save
Maine Mall(120)	5	Sears, JCPenney, Jordan Marsh, Filenes
North Gate(11)	2	Shaw's Mkt., Wellwood
Northport(6)	2	
Pine Tree(19)	4	Zayre, Shaw's
West Gate(9)	3	Shaw's Mkt., Wellwood 5&10
Mill Creek	4	Shaw's Mkt., Mars
Falmouth	8	Shaw's Mkt., Riches
K mart(2)	8	K mart
Westbrook(6)	4	Bradlee's, Shop 'N Save

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thur.; Supermarkets-nightly.

13 - RETAIL OUTLETS: Department Stores-Benoit's; Sears; Owen Moore; Rines Bros.; Porteous Mitchell & Braun; Jordan Marsh; Ward Bros.
Variety Stores-Woolworth; Wellwood; Newberrys.
Discount Stores-Zayre; Bradlee's; Foder's; Romanow's; K mart; Child World; Marshall's; Toys 'R Us.
Chain Drug Stores-Welby's 3; Dudley-Weed 2; LaVerdiere's 5; Lovell's.
Chain Supermarkets-Shop 'N Save 7; Geo. C. Shaw 7; IGA 2.
Other Chain Stores-Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; CVS; Lerner's; Baker Shoes; Stowell's Jewelry; Foxmore Casuals; Hanover Shoes; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale's Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

14 - NEWSPAPERS: PRESS-HERALD (m) 59,559; EXPRESS (e) 26,697; TELEGRAM (S) 134,713; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., PRESS-HERALD, EXPRESS and TELEGRAM, 390 Congress St.; PO Box 1460, Portland, ME 04104; Tel. (207) 775-5811.
National Representative: Landon Associates.

SACO

See BIDDEFORD

WATERVILLE

1 - LOCATION: Kennebec County. E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137, I-95, 18 mi. N of Augusta; 56 mi. E of Bangor.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-New England Transit.
Airlines-Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 17,779; E&P 86 Est. 16,430
CZ-ABC: (80) 26,851
RTZ-ABC: (80) 87,899
County 80 Cen. 109,889; E&P 86 Est. 114,163
City & RTZ-ABC: (80) 114,750

4 - HOUSEHOLDS:
City 80 Cen. 6,201; E&P 86 Est. 5,429
County 80 Cen. 38,579; E&P 86 Est. 41,916
CZ-ABC: (80) 9,456
RTZ-ABC: (80) 29,678
City & RTZ-ABC: (80) 39,134

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 60,829

7 - ELECTRIC METERS: Residence 13,990

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Pulp & Paper 1,325; Molded Wood Fibre Prods. 800; Woolen Fabric Mfg. 250; Shirt Makers 1,000; R.R. Repair Shop 100; Medical Ctr. 1,100; Two colleges 585.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 54-100; Fall 33-78; Winter 30-42.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Main St.; Silver St.; College Ave.; Kennedy Memorial Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Plz.(10)	NA	Shop 'N Save, K mart, JCPenney
Concourse(17)	NA	Zayre, Shop 'N Save
JFK Mall(14)	NA	A&P, Blake Hdwe., Rich's

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri., Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Butler's; Sterns; Levine's.
Discount Stores-K mart; Zayre; Rich's; JCPenney.
Chain Drug Stores-LaVerdiere's; CVS 2.
Chain Supermarkets-Shop 'N Save; A&P; IGA; Price Kutter.
Other Chain Stores-Radio Shack; Mr. Paperback; Consumer Auto Parts; Steego; So-Fro Fabrics; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (m) 25,965; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Daigle, Adv. Mgr., SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.
National Representative: Landon Associates.

MARYLAND SURVEYS

METROPOLITAN STATISTICAL AREAS

Baltimore-Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's Counties.
Cumberland, MD-WV-Allegany County, MD; Mineral County, WV
Hagerstown-Washington County.
Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, DE-NJ-MD-New Castle County, DE; Cecil County, MD; Salem County, NJ

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD-includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	345	272	293
5-14 Years	815	649	688
15-24 Years	662	797	851
25-44 Years	997	1,252	1,337
45-64 Years	787	850	906
65 and Over	298	396	423
TOTAL	3,924	4,216	4,503

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdw.	531	777	1,589
General Mdse.	2,037	2,452	3,997
Food	3,198	4,624	6,941
Automobiles	2,825	3,743	7,523
Gasoline Stations	1,210	2,000	2,306
Apparel	687	1,115	1,946
Furniture	628	929	2,005
Eat-Drink Places	1,257	1,917	3,431
Drugs	516	737	1,191
TOTAL SALES	14,377	20,983	34,628

ANNAPOLIS

1 - LOCATION: Anne Arundel County (In Baltimore MSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Baltimore & Annapolis; Trailways; Greyhound.
Airlines-Delta; Eastern; American; TWA; Texas Intl.; USAir; United; British Airways.

3 - POPULATION:
Corp. City 80 Cen. 31,740; E&P 86 Est. 31,238
CZ-ABC: (80) 62,398
RTZ-ABC: (80) 40,789
County 80 Cen. 370,775; E&P 86 Est. 395,526
MSA 80 Cen. 2,199,531; E&P 86 Est. 2,237,499
City & RTZ-ABC: (80) 103,187

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,430; E&P 86 Est. 12,946
County 80 Cen. 121,028; E&P 86 Est. 135,135
MSA 80 Cen. 765,830; E&P 86 Est. 811,191
CZ-ABC: (80) 21,261
RTZ-ABC: (80) 12,988
City & RTZ-ABC: (80) 34,249

5 - BANKS	NUMBER	EST. DEP.
Savings	N.A.	$522,200,000
Savings & Loan	N.A.	$386,700,000

6 - PASSENGER AUTOS: County 252,354

7 - ELECTRIC METERS: County Res. 126,880

8 - GAS METERS: County Res. 49,399

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fort Meade 16,000; Radar & Electronics 15,000; USNA (including Middies) 6,000; U.S. Naval Station; U.S. Naval Security over 10,000; U.S. Dept. of Motor Vehicles over 1,000; U.S. Coast Guard; MD State Gov't; Synthetic Fibers 227; Undersea Warfare Equip. 950; Communications Research & Development 600; Copper Refining 163.
Principal Industrial Pay Days-Gov't 15th & 30th; Wkly. Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov.; last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 on West St.; 1 on Maryland Ave.; 1 on State Circle; Parole Plaza; Forest Plaza.
Neighborhood Shopping Centers-4 blocks on West St.; Stores in Eastport, W. Annapolis, Hillsmere.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis(85)	NA	Hecht, Mont. Ward, JCPenney
Colonial Parole(10)	NA	Kaleidoscope Fabric, Garfinkle
Eastport(12)	NA	Safeway, Drugfair
Forest Plz.(16)	NA	Hechinger's, Giant Food
Parole(30)	NA	Sears, K mart, Woodward & Lothrop, W. Blair, Magruder's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.
Stores Open Sundays-Discount.

13 - RETAIL OUTLETS: Department Stores-Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkels; JCPenney; Caldor.
Discount Stores-Murphy Mart; K mart.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Kitchin's; Rite Aid 2; Nationwide; Homewood; Giant Food Phcy.; Revco; Leader Drugfair.
Chain Supermarkets-A&P 2; Acme 3; Safeway 3; Food Fair; Giant 4; 7-Eleven 2; Convenient 3; Magruder's; Shoppers; Grauls.

Other Chain Stores-Firestone; Goodyear; Western Auto; Hi-Gear; Radio Shack; Best; Entre Corp; Ralph Lauren Polo Shop; Singer; Penn Jersey.

14 - NEWSPAPERS: CAPITAL (e) 38,742; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr., CAPITAL, 213 West St.; PO Box 911, Annapolis, MD 21404; Tel. (301) 268-5000.
National Representative: Landon Associates.

BALTIMORE

1 - LOCATION: Independent City in Baltimore MSA which includes Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's counties. E&P Map C-1. Nation's eleventh city. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest port on the Atlantic Coast, and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York; 95 mi. S of Philadelphia; and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking, financial and insurance community. Nationally ranked as a certified test market.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Canton (freight); Western Maryland; Conrail (freight).
Motor Freight Carriers-160 (Interstate).
Freight Steamship Lines-110 (Scheduled liner services).
Intercity Bus Lines-MTA (with bus lines); Greyhound; Trailways; Baltimore Motor Coach; Clyde's Charter; Baltimore & Annapolis; Rohrbaugh.
Airlines-American; Delta; Eastern; TWA; United; USAir; Ozark; Piedmont; Air Virginia; British Airways; People Express; World Airways; Republic; Northeastern; Air Jamaica; Icelandic Air; Western; and 15 other airlines.

3 - POPULATION:
Corp. City 80 Cen. 786,775; E&P 86 Est. 735,599
County 80 Cen. 655,615; E&P 86 Est. 665,974
MSA 80 Cen. 2,199,531; E&P 86 Est. 2,237,499
SUN:
NDM-ABC: (80) 2,173,989
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 281,414; E&P 86 Est. 273,537
County 80 Cen. 237,371; E&P 86 Est. 251,911
MSA 80 Cen. 765,830; E&P 86 Est. 811,191
SUN:
NDM-ABC: (80) 756,980

5 - BANKS	NUMBER	DEPOSITS
Commercial	25	$18,303,487,000
Savings & Loan	85	N.A.

6 - PASSENGER AUTOS: 282,667

7 - ELECTRIC METERS: Residence 839,681

8 - GAS METERS: Residence 481,686

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 21,893 ($545); Food Prods. 12,350 ($377); Apparel & Textile 9,567 ($235); Trans. Equip. 8,251 ($529); Elect. Equip. 24,152 ($528); Printing & Pub. 13,000 ($346); Mach. 10,669 ($405); Chem. & Allied Prods. 10,123 ($456); Trans. & Public Util. 58,000 ($428); Whol. Trade 58,000 ($401); Ret. Trade 174,000 ($177); Fin., Ins. & R.E. & Mining 63,000 ($326); Services, Fed. Gov't 54,000 ($431); State Gov't 58,045 ($284); Local Gov't 80,678 ($267).
Principal Pay Days-Thur., Fri.; 1st, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Harborplace: Two pavilions with 60 retail shops, 50 over-the-counter and take-out food shops, and 10 restaurants and cafes. Downtown: Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from North to South, and 4 blocks East to West.
Shopping Centers-Village of Cross Keys, Mondawmin Mall, Reisterstown Road Plaza.
Principal MSA Shopping Areas and Shopping Centers-
Anne Arundel County: Major shopping areas-Annapolis, Glen Burnie, Pasadena, Laurel.
Shopping Centers-Annapolis Mall, Glen Burnie Mall, Harundale Mall, Jumper's Mall, Laurel Centre, Parole Plz., Marley Station.
Baltimore County: Major Shopping Areas-Baltimore, Dundalk, Reisterstown, Towson, White Marsh, Owings Mills.
Shopping Centers-Dundalk Shopping Ctr., Eastpoint Mall, Towson Market Place, Golden Ring Mall, Hunt Valley Mall, Kenilworth Bazaar, Loch Raven Plz., North Plaza Mall, Parkville, Reisterstown, Security Square Mall, Towson Towne Center, Westview Mall, White Marsh Mall.
Carroll County: Major Shopping Areas-Westminster, Eldersburg, Hampstead.
Shopping Centers-Carrolltowne Towne Center, Crossroad Square, 140 Village, Westminster.
Harford County: Major Shopping Areas-Edgewood, Bel Air, Fallston, Joppatowne.
Shopping Centers-Campus Hills, Edgewood, Harford Mall, Toligate.

Howard County: Major Shopping Areas-Ellicott City, Columbia.
Shopping Centers-Chatham Mall, Columbia Mall, Golden Triangle, Normandy, Oakland Mills Village Center, Owen Brown Village Center, Saint John's Plaza, Wilde Lake Village Green.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis Mall	15	Garfinckel's, Hecht, Mont. Ward, JCPenney
Carrolltowne	17	K mart
Chatham Mall	12	K mart, Caldor, Giant
Columbia Mall	15	Hecht's, Sears, Woodward & Lothrop
Eastpoint Mall	6	Hutzler's, JCPenney, Hochschild-Kohn
Towson Market Pl.	7	Mont. Ward, Marshalls
Glen Burnie Mall	9	A&P, Mont. Ward
Marley Station	NA	Bamberger's, Hecht's, JCPenney
Glen Burnie Ctr.	8	Sears, Giant
Owings Mills	15	Anchor's, Saks, Bamberger's, Hecht's
Golden Ring Mall	9	Mont. Ward, Hecht's, Caldor
Harford Mall	30	Mont. Ward, Hutzler's
Harundale Mall	8	Hutzler's
Hunt Valley	15	Bamberger's, Sears
Jumper's Mall	9	K mart
Kenilworth Bazaar	8	
Laurel Centre	25	Hecht's, JCPenney, Mont. Ward
Northwood	4	
Reisterstown Rd.	8	Caldor
Security Sq. Mall	8	Hutzler's, Sears, JCPenney, Hecht's
Towsontowne Ctr.	8	Hutzler's, Hecht's
Westview Mall	6	Hutzler's, Caldor
White Marsh	15	Bamberger's, Hutzler's, Sears, Woodward & Lothrop

Stores Open Evenings-Downtown-Mon. & Thur. Most suburban stores open six evenings. Some food chains open 24 hours.

13 - RETAIL OUTLETS: Department Stores-Bamberger's 4; Hecht's 9; Hochschild's 4; Hutzler's 9; JCPenney 5; Montgomery Ward 10; Sears 6; Woodward & Lothrop 3; Caldor 7; Bradlees 4; Marshall's 2; Saks.
Chain Discount Stores-Aid 28; Ames 4; Epstein's 7; K mart 12; Murphy's Mart 12.
Variety Stores-Ben Franklin 6; G.C. Murphy 10; S.S. Kresge 5; Woolworth 14.
Chain Drug Stores-Drug Fair 27; Giant 28; Howard and Morris 6; Revco 21; Rite Aid 95; People's 13.
Chain Supermarkets-A&P 31; Brown's 7; Food-A-Rama 34; Giant 31; Mars 8; Safeway 19; 7-Eleven 84; Valu Food 5; Kash 'N Carry 6; Farm Fresh 3; Santoni's 5.
Other Chain Stores-Auto Supplies: Firestone/Ezrine 24, Goodyear 11, Ili-Gear 4, Kimmel 9, Merchant's Tire 17, Midas Muffler 13, Pep Boys 7, Penn-Jersey 5, RPS 17, Western Auto 8; Furniture: Garon's Ethan Allen 4, Levenson & Klein 3, Scan 3, Shaivitz 3, Shiller's 3, This End Up 5, Towne & Country 2, Unclaimed Freight Co. 7; Appliances: Ash Himelfarb 3, G.E.-Hotpoint 4, Luskin's 11, Ritchie Lumber & Building Supply 3; Jewelry: Edward Arthur 3, Bailey, Banks & Biddle, Oscar Caplan & Sons 3, S & N Katz-Castelberg's 12, Kay Jewelers 8, Shaw's Keepsake Jewelers 4, Stieff-D.P. Paul 7; Shoes: Florsheim 7, Hahn 7, Hanover 11, Hess 15, Selwyn 4, Shoe World 7, Thom McAn 17; Health Clubs: Holiday Spas 5, Metro Nautilus Fitness Centers 6; Misc. Clothing Stores: Cushner's, Farbers, Finkelstein's, Hamburger's, Jos A. Bank, Kuppenheimer, Lane Bryant, Linda Lynn, Pants Corral, Pat Arnolde's Talls, Princess Shops, Webster's, Young Men's Stores 56, Briggs.

14 - NEWSPAPERS: SUN (m-mon to fri) 204,774; (e-mon to fri) 152,153; (m-sat) 339,066; (S) 427,785; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter L. Stegner, Adv. Dir., SUN, 501 N. Calvert St., Baltimore, MD 21278; Tel. (301) 332-6000.
National Representative: Million Market Newspapers.

CAMBRIDGE

1 - LOCATION: Dorchester County. E&P Map C-2. County Seat. Electronics, agric., sea food, timber, mfg. area. On Choptank River near Chesapeake Bay; U.S. Hwy. 50; State Hwy. 16.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Waterways-Cambridge Port Authority for deep-water import-export traffic.

3 - POPULATION:
Corp. City 80 Cen. 11,703; E&P 86 Est. 11,511
County 80 Cen. 30,623; E&P 86 Est. 30,742
CZ-ABC: (80) 11,703
RTZ-ABC: (80) 18,920
City & RTZ-ABC: (80) 30,623

4 - HOUSEHOLDS:
City 80 Cen. 4,446; E&P 86 Est. 4,302
County 80 Cen. 11,329; E&P 86 Est. 11,860
CZ-ABC: (80) 4,446
RTZ-ABC: (80) 6,883
City & RTZ-ABC: (80) 11,329

5 - BANKS	NUMBER	EST. DEP.
Saving & Loan	3	$80,000,000
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 16,663

7 - ELECTRIC METERS: Residence 10,750

8 - GAS METERS: Residence, 1,581

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Electronics 2,000 ($185); Wire Cloth 325 ($175); Shirts 600 ($195); Food Proc. 1,200 ($185); Printing 350 ($280); Total Co. Av. Wkly. Wage ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown-4 blocks on one st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(20)	1	Super Safeway, Ames, Drug Fair
Shoal Creek(10)	1	Mont. Ward, Ames, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri. to 8 p.m.; Shopping Ctrs.-every night to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Sears.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Drug Fair.
Discount Stores-Ames.
Chain Supermarkets-Super Safeway; Quick Shops 5; Acme; 7-Eleven; Meatland.
Other Chain Stores-Revco; Mor-Value; Fashion Bug; Accurate Optical.

14 - NEWSPAPERS: BANNER (e-mon to fri) 7,541; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Marty White, Adv. Mgr., BANNER, 320 High St., PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.
National Representative: Landon Associates.

CUMBERLAND

1 - LOCATION: Allegany County (In Cumberland, MD-WV MSA). E&P Map A-1. County Seat. Railroad and indust. ctr. of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40, 48; Horseshoe Trail U.S. 220.

2 - TRANSPORTATION: Railroads-Chessie; Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Allegany County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 25,933; E&P 86 Est. 23,486
CZ-ABC: (80) 45,296
RTZ-ABC: (80) 122,790
County 80 Cen. 80,548; E&P 86 Est. 77,834
MSA 80 Cen. 107,782; E&P 86 Est. 105,602
City & RTZ-ABC: (80) 168,086

4 - HOUSEHOLDS:
City 80 Cen. 10,669; E&P 86 Est. 10,224
County 80 Cen. 29,669; E&P 86 Est. 29,978
MSA 80 Cen. 39,107; E&P 86 Est. 40,045
CZ-ABC: (80) 17,597
RTZ-ABC: (80) 42,072
City & RTZ-ABC: (80) 59,669

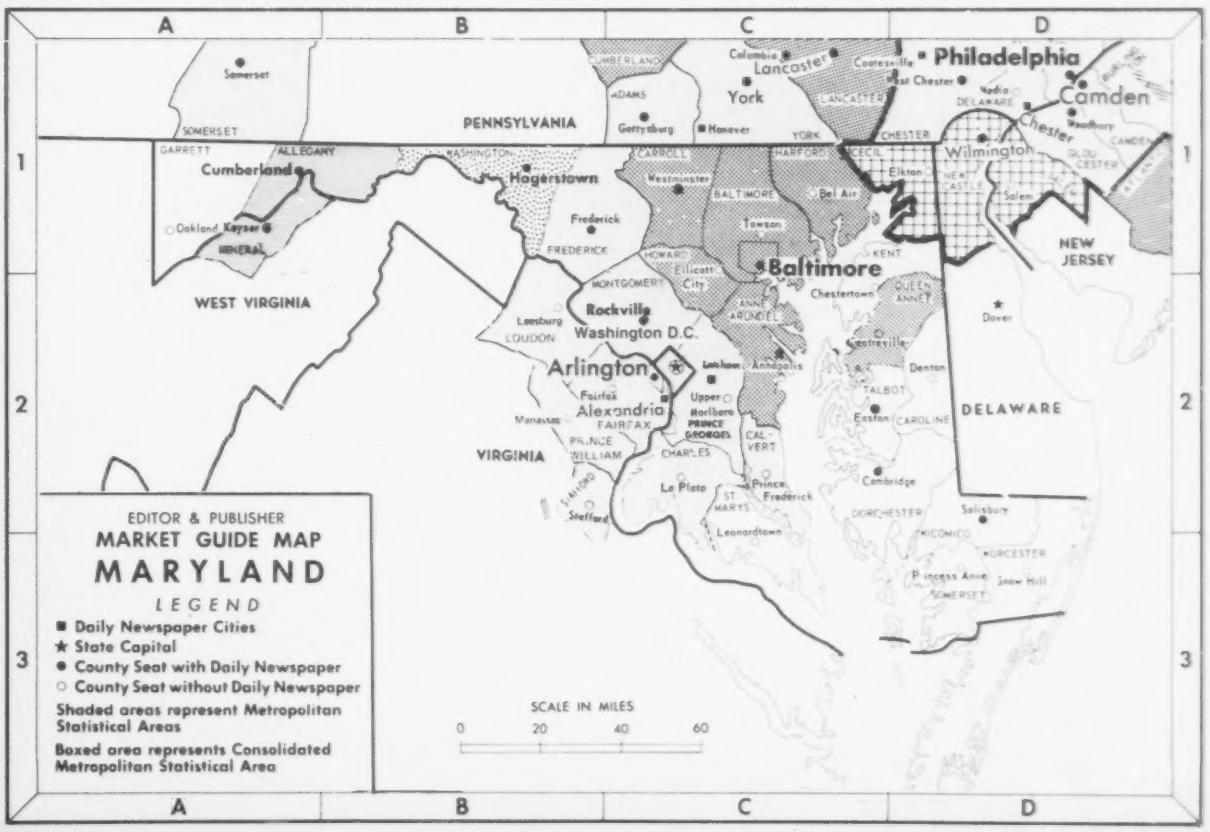
5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$4,822,484,283
Savings & Loan	1	$323,195,771
Credit Unions	1	$22,775,378

6 - PASSENGER AUTOS: County 43,873

7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Tire Plant 1,980; PPG Industries 900; R.R. 2,200; Pulp & Paper 2,100; Ballistics Laboratory 900.



10 - CLIMATE: Min. & Max. Temp.-Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(70)	9	JCPenney, K mart, Eyerly's, Sears, McCrory's
Cumberland(70)	NA	Gee Bee, Burtons, Wolf, Dollar General
La Vale Plz.(26)	9	Safeway, People's Drug
Braddock Sq.(20)	9	Acme Mkt., Thrift Drug, Zayre
White Oaks(7)	2	Acme, Thrift Drug
Hills Plz.(5)	3	Hills, A&P

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur. (Center City); Nearby shopping centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Eyerly's; JCPenney.
Variety Stores-Murphy; McCrory.
Discount Stores-Hills; Gee Bee; Hecks; K mart; Zayre.
Chain Drug Stores-People's; Thrift 3; Revco 2; Drug Fair 2; Rite Aid 2.
Chain Supermarkets-A&P 5; Acme 2; Safeway; County Mkt.; Shop 'N Save.
Other Chain Stores-Shoes: Nobil, Hanover, Kinney, Super, Thom McAn; Lerner's; Wolf Furn.; Pearle Vision Ctr.; Camelot Music; Waldenbooks; Hickory Farms; Radio Shack; Chess King; Jewelers: Zale's, Kay, Gordon; Fashion Bug; Foxmoor; General Nutrition; 16 Plus.

14 - NEWSPAPERS: NEWS (m-mon to fri) 14,682; TIMES (e-mon to fri) 15,883; (m-sat) 29,561; (S) 36,124; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Buckley, Adv. Mgr., NEWS and TIMES, 19 Baltimore St., Cumberland, MD 21502; Tel. (301) 722-4600.
National Representative: Landon Associates

EASTON

1 - LOCATION: Talbot County. E&P Map C-2. County Seat. On Tred Avon River; manufacturing and farming area. 38 mi. W of Salisbury. On State Hwys. 37, 328, 331 & 333; I-50.

2 - TRANSPORTATION: Railroads-Baltimore & Eastern; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,536; E&P 86 Est. 8,194
CZ-ABC: (80) 7,536
RTZ-ABC: (80) 41,211
County 80 Cen. 25,604; E&P 86 Est. 27,447
City & RTZ-ABC: (80) 48,747

4 - HOUSEHOLDS:
City 80 Cen. 3,125; E&P 86 Est. 3,284
County 80 Cen. 9,934; E&P 86 Est. 11,106
CZ-ABC: (80) 3,125
RTZ-ABC: (80) 15,028
City & RTZ-ABC: (80) 18,153

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 17,955

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Canning Fruits & Vegetables; Seafood Packing; Brick Mfg.; Tile; Hosiery; Clothing; Furn.; Farming (tomatoes, corn, wheat); Nurseries; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. 1; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glebe Road	NA	A&P, Sears, Drug Fair
Talbottown	NA	JCPenney, Hess
Tred Avon Sq.	NA	Acme, Peebles

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Peebles.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-A&P; Acme; Safeway.

14 - NEWSPAPERS: STAR-DEMOCRAT (m-mon to fri) 12,663; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Effingham, Gen. Mgr., STAR-DEMOCRAT, 1 Airpark Dr., Easton, MD 21601; Tel. (301) 822-1500.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Frederick County, (In Washington, DC-MD-VA MSA). E&P Map B-1, County Seat. At intersection of U.S. Hwys. 40, 15, 240, 340, I-70, I-270; 42 mi. NW of Washington, DC; 45 mi. W of Baltimore.

2 - TRANSPORTATION: Railroads-Chessie System; B&O; WM; Maryland Midland.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Air Charter-Fred. Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 27,557; E&P 86 Est. 29,329
CZ-ABC: (80) 28,086
RTZ-ABC: (80) 264,854
County 80 Cen. 114,263; E&P 86 Est. 130,216
MSA 80 Cen. 3,250,392; E&P 86 Est. 3,483,069
City & RTZ-ABC: (80) 292,940

4 - HOUSEHOLDS:
City 80 Cen. 10,417; E&P 86 Est. 11,517
County 80 Cen. 37,269; E&P 86 Est. 44,388
MSA 80 Cen. 1,173,172; E&P 86 Est. 1,308,533
CZ-ABC: (80) 10,647
RTZ-ABC: (80) 87,654
City & RTZ-ABC: (80) 98,301

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$1,900,921,925
Savings & Loan	8	$2,700,632,501
Multi-Branch	9	N.A.

6 - PASSENGER AUTOS: County 79,709

7 - ELECTRIC METERS: 62,800

8 - GAS METERS: 5,282

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Biological Research 1,819 ($421); Cement Limestone 954 ($300); Clothing 772 ($135); Aluminum 910 ($418); Shoes 620 (N.A.); Ins. 451 ($220); Conveying 372 ($240); Foods 210 ($175); Dairy Products 165 ($218); Communications 303 ($165).
Principal Pay Days-1st & 15th, wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Nearly neutral; very soft.

12 - RETAILING: Principal Shopping Areas-Downtown: 8 blocks on 2 streets, 127 stores.
Shopping Centers to open in 1986-Westridge Sq. Ctr.; Waverley Ctr.; Hillcrest Plz.; College Park Plz.; Fairview Ctr.; Eastgate.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Francis Scott Key Mall(95)	2	Woolworth, Hess, Sears, Gee Bees
Frederick Shoppers World(4)	2	Carmack-Jays, Service Mdse., Revco
County Sq.(7)	1	K mart
Frederick Ctr.(32)	2	People's, Ames, Woolworth
Frederick Towne Mall(77)	3	JCPenney, McCrory, Mont. Ward, Bon Ton, Eyerley's
Monocay Vlg. Patrick(4)		Drug Fair
Prospect		People's Drug, Safeway

Stores Open Evenings-Downtown-Fri.; Malls-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Routzahn's; JCPenney; Bon Ton; Eyerley's; Montgomery Ward; Hess's; Gee Bees; Anderson Little; Ames.
Variety Stores-McCrory; Woolworth.
Discount Stores-Gee Bees; K mart; Bradlees.
Chain Drug Stores-Peoples Service 4, Drug Fair; Revco; Rite Aid.
Chain Supermarkets-Martins; Farm Fresh; Safeway 2; Weis Mkt. 3; Giant; Carmack-Jays 2.
Other Chain Stores-Sherwin-Williams; Thom McAn; Kinney; Glick; Melart; High's Dairy Prod.; 7-Eleven; Pants Corral; Sidney's; Radio Shack.

14 - NEWSPAPERS: POST (m) 22,508; NEWS (e) 15,172; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Mull, Mktg. Dir. or Ed Gaydos, Adv. Dir., NEWS and POST, 200 E. Patrick St., Frederick, MD 21701; Tel. (301) 662-1177.
National Representatives: Landon Associates; U.S. Suburban Press.

HAGERSTOWN

1 - LOCATION: Washington County (MSA). E&P Map B-1, County Seat. Fruit and agricultural belt-miscellaneous manufacturing. NW part of state; 72 mi. W of Baltimore; 70 mi. NW of Washington, DC; 73 mi. S of Harrisburg, PA; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 64, 65, 632.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
Intercity Bus Lines-Greyhound.
Airlines-Henson.

3 - POPULATION:
Corp. City 80 Cen. 34,132; E&P 86 Est. 31,357
CZ-ABC: (80) 72,638
RTZ-ABC: (80) 137,029
County/MSA 80 Cen. 113,086; E&P 86 Est. 113,394
City & RTZ-ABC: (80) 209,667
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,965; E&P 86 Est. 13,562
CZ-ABC: (80) 26,957
RTZ-ABC: (80) 47,357
County/MSA 80 Cen. 39,957; E&P 86 Est. 41,883
City & RTZ-ABC: (80) 74,314

5 - BANKS	NUMBER	EST. DEP.
Commercial (Main)	5	$400,277,000
Commercial (Small)	2	$32,871,000
Savings & Loan	5	$228,200,000

6 - PASSENGER AUTOS: County 65,554

7 - ELECTRIC METERS: County 48,048

8 - GAS METERS: County 8,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 13,200; Trans., Commun. & Util. (excl. railroads) 2,224; Contract Constr. 2,318; Whol. Trades 2,112; Ret. Trades 6,555; Fin., Ins. & R.E. 1,170; Services & Other (incl. State & local gov't) 13,200; Federal Gov't 1,151.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Sept. 11; last killing frost, May 4.

11 - TAP WATER: Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District-1 1/2 blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Long Meadow(35)	2	Sears
K mart Plz.(3)	1	K mart
S. Hagerstown(12)	2	
Valley Mall(90)	2	JCPenney, Eyerly's
Zayre Center(11)	1	Zayre, Martin's Food

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Fri.; Shopping center-Mon. through Sat. Food and drug stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Eyerly's; Montgomery Ward; JCPenney; Routzahn's 2; Sears.
Variety Stores-McCrory 2; Kresge's.
Discount Stores-K mart; Zayre; Nichols.
Chain Drug Stores-People's 4; Drug Fair; Revco 3; Dart.
Chain Supermarkets-A&P; Martin's 3; 7-Eleven 5; High's Dairy 8; Weis 2; Giesslers.
Other Chain Stores-Women's Clothing: Brooks; Shoes: Gallenkamps, Kinney, Hanover, Super Shoes; Auto Supplies: Goodyear, Firestone; Furniture & Appliances: Routzahn's, Grand Piano & Furniture; Jewelry: Kay's, Melarts 3; Miscellaneous: Lowe's Lumber & Appliances, Singer Sewing, Radio Shack, Lumber Yard, Channel Home Ctr., Moore's.

14 - NEWSPAPERS: HERALD (m-mon to fri) 19,489; MAIL (e-mon to fri) 22,611; (m-sat) 38,078; (S) 40,660; Mar. 31, 1986 ABC.
Local Contact for Market Information: Clarence Cropper, Adv. Dir. HERALD-MAIL, 100 Summit Ave.; PO Box 439, Hagerstown, MD 21740; Tel. (301) 733-5131.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LANHAM

1 - LOCATION: Prince George's County (In Washington DC-MD-VA MSA). E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Conrail; Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Major airlines at Washington, DC.

3 - POPULATION:
Corp. City 80 Cen. 33,531; E&P 86 Est. N.A.
County 80 Cen. 665,071; E&P 86 Est. 654,691
MSA 80 Cen. 3,250,392; E&P 86 Est. 3,483,069
NDM-ABC: (80) 665,071

4 - HOUSEHOLDS:
City 80 Cen. 11,169; E&P 86 Est. N.A.
County 80 Cen. 224,789; E&P 86 Est. 231,016
MSA 80 Cen. 1,173,172; E&P 86 Est. 1,308,533
NDM-ABC: (80) 224,789

5 - BANKS	NUMBER	EST. DEP.
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 421,246

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. Trade 55,000; Services 30,000; State & Local Gov't 49,000; Federal Gov't 25,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Prince George's Plz.
Neighborhood Shopping Centers-Carrolton Mall; Bel Air; Beltway Plz.; Capital Plz.; Dodge Park; Eastover; Iverson Mall; Freestate Mall; Langley Park; Laurel Plz.; Laurel Ctr.; Marlow Heights; Penn-Mar; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plz.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart; Zayre.
Chain Drug Stores-People's; Drug Fair; Dart; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: PRINCE GEORGE'S JOURNAL (m-mon to fri) 37,188; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL NEWSPAPERS, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKVILLE

1 - LOCATION: Montgomery County (In Washington DC-MD-VA MSA). E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington, DC.

3 - POPULATION:
Corp. City 80 Cen. 43,811; E&P 86 Est. 47,898
NDM-ABC: (80) 579,053
County 80 Cen. 579,053; E&P 86 Est. 647,147
MSA 80 Cen. 3,250,392; E&P 86 Est. 3,483,069

4 - HOUSEHOLDS:
City 80 Cen. 14,885; E&P 86 Est. 16,304
NDM-ABC: (80) 207,195
County 80 Cen. 207,195; E&P 86 Est. 242,229
MSA 80 Cen. 1,173,172; E&P 86 Est. 1,308,533

5 - BANKS	NUMBER	EST. DEP.
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 459,102

7 - ELECTRIC METERS: Residence (MSA) 873,200

8 - GAS METERS: Residence (MSA) 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services 73,000; Whol. & Ret. Trade 61,000; Federal Gov't 44,000; State & Local Gov't 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-White Flint Mall.
Neighborhood Shopping Centers-Congressional Plz.; Hillandale; Montgomery Mall; Potomac Vlg.; Rockville Mall; Twinbrook; Westwood; Wheaton Plz.; White Oak; Wildwood Manor; Huntly Sq.; Village Mall; Lake Forest Mall; Loehman Plz.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-People's; Drug Fair; Dart.
Chain Supermarkets-Giant.

14 - NEWSPAPERS: MONTGOMERY JOURNAL (m-mon to fri) 40,095; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL NEWSPAPERS, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SALISBURY

1 - LOCATION: Wicomico County, E&P Map D-2, County Seat. Agric. and poultry area; medical & wholesale ctr. Eastern part of state. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 16,429; E&P 86 Est. 16,320
CZ-ABC: (80) 32,369
RTZ-ABC: (80) 166,362
County 80 Cen. 64,540; E&P 86 Est. 67,768
City & RTZ-ABC: (80) 198,731

4 - HOUSEHOLDS:
City 80 Cen. 6,543; E&P 86 Est. 6,784
County 80 Cen. 22,876; E&F 86 Est. 25,170
CZ-ABC: (80) 11,642
RTZ-ABC: (80) 59,438
City & RTZ-ABC: (80) 71,080

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$319,627,000
Savings & Loan	5	$198,803,000

6 - PASSENGER AUTOS: County 38,655

7 - ELECTRIC METERS: Residence District 21,625

8 - GAS METERS: Residence 4,416

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wicomico County-Federal Gov't 209 ($440); State Gov't 1,967 ($199); Local Gov't 2,485 ($242); Private Sector 21,752 ($223); Contract Constr. 1,292 ($217); Mfg. 5,699 ($234); Durable 1,567 ($314); Non Durable 4,132 ($204); Trans. 1,537 ($335); Whol. 1,367 ($299); Ret. 5,208 ($165); Fin., Ins. & R.E. ($228); Servs. & other 5,728 ($215)(1985).
Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blks. on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50, 55 acres Civic & Glen Aves., 3 Blks. Shoppers World.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plz.(5)	3	Ames Dept., A&P
Clairmont(6)	1	Drug Fair, Safeway
Downtown Plz.(40)	NA	Hess, JCPenney
Salisbury Mall(75)	2	Sears, Hecht, Hutzler's, Warehouse, Food Mkt.
Waverly(16)	1	Super Giant Discount
Twilley(20)	2	Acme
Shopper's World(10)	3	K mart, A&P

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food, Salisbury Mall Stores, and K mart-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Hecht; Sears; Hutzler's.
Discount Stores-Super Giant; Moore's; Nichols; Ames; Lowe's Discount Land; K mart; Service Mdse.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Rite Aid 2; Eckerd; Drug Fair.
Chain Supermarkets-Safeway; Acme; A&P 2; Giant Super; Warehouse Food Mkt.
Other Chain Stores-Firestone; Goodrich; Barett Shoe; Castelberg's (jewelry); Penn-Jersey (auto parts); Pep Boys (auto parts); Pic 'N Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn; Toys R Us; Hub Furn.

14 - NEWSPAPERS: TIMES (e) 25,117; (S) 28,388; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donald H. Brown, Adv. Mgr., TIMES, Carroll St.; PO Box 1937, Salisbury, MD 21801; Tel. (301) 749-7171.
National Representative: Thomson Newspapers.

WESTMINSTER

1 - LOCATION: Carroll County. E&P Map C-1 (In Baltimore MSA). County Seat. Western Maryland College. Carroll County Farm museum. Mfg., warehousing & distribution center. Located in N central MD, 30 mi. W of Baltimore; 50 mi. N of Washington, DC On MD Routes 140, 30, 26, 97, 27.

2 - TRANSPORTATION: Railroads-Chessie System (Maryland Midland & Motor Freight Carrier. No mass transportation).
Motor Freight Carriers-16.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,808; E&P 86 Est. 9,559
NDM-ABC: (80) 96,356
County 80 Cen. 96,356; E&P 86 Est. 112,032
MSA 80 Cen. 2,199,531; E&P 86 Est. 2,237,499

4 - HOUSEHOLDS:
City 80 Cen. 3,323; E&P 86 Est. 3,826
NDM-ABC: (80) 30,631
County 80 Cen. 30,631; E&P 86 Est. 37,382
MSA 80 Cen. 765,830; E&P 86 Est. 811,191

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 67,702

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Industrial Power Tools 2,041; Rain Ware & Outerware 591; Book Distribution 590; Rubber Footware 474; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Ultrasonic Cleaning 318.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Year 53.6; Snow Fall 27.8. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Westminster Ctr., U.S. Rte 140 & Englar Rd. (29 stores).
Neighborhood Shopping Centers-Carroll Plaza; 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
North Hanover Mall(25)		Sears, Bon-ton, K mart, Kinney's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Leggetts, Hub, JCPenney.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Leggetts.
Discount Stores-K mart; Woolworth; Ames.
Chain Drug Stores-Drug Fair; Rite Aid; Sentry.
Chain Supermarkets-A&P; Martins Food; Weiss Markets; Safeway.
Other Chain Stores-Goodyear; RPS; Princess Shop; Fashion Bug.

14 - NEWSPAPERS: CARROLL COUNTY TIMES (m) 18,936; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES, 201 Railroad Ave.; PO Box 346, Westminster, MD 21157; Tel. (301) 848-4400.
National Representatives: Landon Associates; U.S. Suburban Press.

Editor & Publisher
REACHES
more people now than ever before.

MASSACHUSETTS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fitchburg-Leominster-Ashby town in Middlesex County; Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns in Worcester County.
New Bedford-New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County; Marion, Mattapoisett and Rochester towns in Plymouth County.
Pittsfield-Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns in Berkshire County.
Springfield-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham towns in Hampden County; Northampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns in Hampshire County.
Worcester-Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boston-Boston, Chelsea, Revere cities and Winthrop town in Suffolk County, Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns in Middlesex County; Mansfield, Norton and Raynham towns in Bristol County; Lynn city; Lynnfield, Nahant and Saugus towns in Essex County; Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrok, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County. Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns in Plymouth County; Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns in Worcester County.
Brockton-Brockton city; Abington, Bridewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.
Fall River, MA-RI-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA; Little Compton and Tiverton towns in Newport County, RI
Lawrence-Haverhill, MA-NH-Lawrence, Haverhill and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, MA Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH
Lowell, MA-NH-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, MA; Pelham town in Hillsborough County, NH
Pawtucket-Woonsocket-Attleboro, RI-MA-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, Ri; Plainville town in Norfolk County, MA; Blackstone and Millville towns in Worcester County, MA
Salem-Gloucester-Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns in Essex County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, MA-NH-Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua, NH PMSA; and Salem-Gloucester, MA PMSA.
Providence-Pawtucket-Fall River, RI-MA-Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1978	1988	1987
Under 5 Years	470	337	343
5-14 Years	1,099	836	849
15-24 Years	980	1,101	1,116
25-44 Years	1,295	1,563	1,581
45-64 Years	1,212	1,173	1,186
65 and Over	633	727	738
TOTAL	5,689	5,737	5,813

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Lawrence	63	10	16.3

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	776	1,149	2,312
General Mdse	2,361	2,987	4,835
Food	4,210	5,875	8,346
Automobiles	2,887	4,582	8,981
Gasoline Stations	1,290	2,319	2,575
Apparel	1,061	1,771	2,845
Furniture	729	1,129	2,319
Eat-Drink Places	1,828	3,059	4,909
Drugs	579	944	1,380
TOTAL SALES	18,474	28,816	44,647

ATHOL

1 - LOCATION: Worcester County. E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-2.
Intercity Bus Lines-Englander Coach.

3 - POPULATION:
Town 80 Cen. 10,634; E&P 86 Est. 10,358
County 80 Cen. 646,352; E&P 86 Est. 658,562
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Town 80 Cen. 3,894; E&P 86 Est. 4,091
County 80 Cen. 225,323; E&P 86 Est. 239,948

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$42,000,000
Savings & Loan	2	$65,000,000
Commercial	2	$61,700,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 4,556

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Tools; Instruments; Toys; Plastics; Textile Mach.; Wood & Metal Furn.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: First killing frost, Oct. 3; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St., 2 on Exchange St.
Neighborhood Shopping Centers-Upper Main St.; Lord Pond Plaza; Main & Freedom Sts.; Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.
Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Food-Thur. & Fri.
Stores Close-Wed.
Stores Open Evenings-Dept.-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Variety Stores-Knapp's True Value.
Discount Stores-Mars Bargainland; Brooks Health & Beauty Aids; Rose's.
Chain Supermarkets-Victory; Donelan's; Stan's Sooper.

Other Chain Stores-Western Auto; W.E. Aubuchon; Sears Roebuck; Agway; Brooks; Sherwin-Williams Paint.

14 - NEWSPAPERS: NEWS (e) 5,675; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Bernard C. Cunningham, Natl. Adv. Mgr., NEWS, 225 Exchange St., Athol, MA 01331; Tel. (617) 249-3535.
National Representative: None.

ATTLEBORO

1 - LOCATION: Bristol County (In Pawtucket-Woonsocket-Attleboro RI-MA PMSA). E&P Map D-2, 32 mi. SW of Boston; 12 mi. N of Providence, RI. U.S. Hwy. 1; State Hwys. 123, 118, 152, I-95-295-495.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Gatra.
Airlines-Mansfield Airport (6 mi.); No. Central Airport, RI (15 mi.); Hillsgrove, RI (30 mi.); Logan Intl. (40 mi.)

3 - POPULATION:
Corp. City 80 Cen. 34,196; E&P 86 Est. 34,400
CZ-ABC: (80) 34,196
RTZ-ABC: (80) 67,243
PMSA 80 Cen. 307,403; E&P 86 Est. 400,185
County 80 Cen. 474,641; E&P 86 Est. 485,399
City & RTZ-ABC: (80) 101,439

4 - HOUSEHOLDS:
City 80 Cen. 11,898; E&P 86 Est. 12,492
County 80 Cen. 166,938; E&P 86 Est. 178,518
PMSA 80 Cen. 110,014; E&P 86 Est. 147,025
CZ-ABC: (80) 11,898
RTZ-ABC: (80) 22,269
City & RTZ-ABC: (80) 34,167

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$194,370,000
Savings & Loan	2	$85,146,194
Commercial	3	$158,631,217

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 16,860

8 - GAS METERS: Residence 9,181

9 - PRINCIPAL INDUSTRIES: Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fab. Metals; Paper Prods.; Electronics & Components; Computers; Rings; Plastic Prods.; Wage Earners 25,136; Av. Wkly. Wage $200-$225.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Park St.; 2 on S. Main St.; 14 on Pleasant; 2 on Union St.; 2 on N. Main St.
Neighborhood Shopping Centers-Attleboro Falls; South Attleboro; Pine St., Attleboro; Norton Center, Mansfield; Foxboro; S. Main St., Attleboro; Wilkins Cors., Plainville; Central Plaza, Seekonk; North Plaza, Kelley Blvd., N. Attleboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant St.	1	Sears, IGA
Swansea Mall(85)	17	Caldor's, Apex, Sears
Tri-Boro Plz.(14)	3	K mart, Almac's
Fox Field Plz.	14	Foxboro Furn.
Fernandes Plz.	3	Mars Bargainland, Fernandes Mkt.
Foxboro Plz.(15)		Bradlees, Almac's, Fayva, Radio Shack
Walpole Mall(43)	20	Bradlees, Almy's
Taunton Mall(15)	15	Bradlees, Cherry, Rite Aid
Washington Plz.(7)	5	Radio Shack, Zayre, Thom McAn, Star Mkt.
Lincoln Mall(65)	15	Cherry Anderson Little
Route 6	17	Heartland Food
Route 44	8	Valueland

Principal Shopping Days-Dept. stores-Tues. through Fri.; Food stores-Mon. Thur. & Fri.
Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: Department Stores-London's; Mars.
Discount Stores-Gob Shop; Ann & Hope; Zayre; Kidstown; K mart; Caldor's; ADAP's (automotive).
Chain Drug Stores-Adam's; Brooks; Medicine Shoppe; Thayer Pharmacy; Rite Aid; Dunnington's (Norton).
Chain Supermarkets-Almac 5; Stop 'N Shop; Fernandes 3; Super Service 2; Star Mkt.; Food Mart; Valueland; IGA; Shaw's; Heartland; Foodland.
Other Chain Stores-General Mills; Benny's; Sears (catalog); Singer Co.; Goodyear; Goodrich; Sherwin-Williams; Thom McAn; Alpine Ski Shop; Radio Shack.

14 - NEWSPAPERS: SUN-CHRONICLE (e) 24,375; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Paul Morrissey, Adv. Mgr., SUN-CHRONICLE, 34 S. Main St., Attleboro, MA 02703; Tel. (617) 222-7000.
National Representative: Branham/Newspaper Sales.

BEVERLY

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). E&P Map E-1. Residential and industrial ctr. Located in the northeastern part of the state on the N side of Massachusetts Bay, 18 mi. from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62.

2 - TRANSPORTATION: Railroads-Boston and Maine.
Intercity Bus Lines-Michaud.
Motor Freight Carriers-42.
Airlines-Irish International; Northeast; United; TWA; Eastern; 14 mi. from Logan International Airport.

3 - POPULATION:
Corp. City 80 Cen. 37,655; E&P 86 Est. 38,505
CZ-ABC: (80) 37,655
RTZ-ABC: (80) 27,439
PMSA 80 Cen. 258,175; E&P 86 Est. 261,662
County 80 Cen. 633,632; E&P 86 Est. 654,023
City & RTZ-ABC: (80) 65,094

4 - HOUSEHOLDS:
City 80 Cen. 29,382; E&P 86 Est. 14,105
County 80 Cen. 228,432; E&P 86 Est. 246,390
PMSA 80 Cen. 93,661; E&P 86 Est. 96,896
CZ-ABC: (80) 13,578
RTZ-ABC: (80) 9,336
City & RTZ-ABC: (80) 22,914

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$127,468,969
National	1	$22,300,000
Co-op	1	$33,344,000
Bay Bank	1	$588,248,660

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 7,746

9 - PRINCIPAL INDUSTRIES: Industry, No. of Emp.-Shoe Mach. 1,300; Electronics 720; Metal Hydrides 250; Industrial Mach. 518; Fishing 470. Av. Wkly. Wage $200.
Principal Industrial Paydays-Thur., Fri.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. An. precipitation 42 inches.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-North Beverly Plz., 12 blocks on Cabot St. plus 3on Rantoul St. and Gloucester Crossing. Dawson's Shopping Ctr., North Beverly and Beverly Farms.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Shore	5	Jordan Marsh
N. Beverly	1	Zayre
Endicott Plz.(22)	4	K mart
Danver's Plz.(15)	7	Almy's
Liberty Tree(108)	4	Ann & Hope, Lechmere
Beverly Plz.	NA	Star, Zayre
Cabot St.(6)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All shopping ctrs. & plzs.; Thur. for Bell Market, most downtown stores; Fri. all.

13 - RETAIL OUTLETS: Department Stores-Almy; Filene's; Jordan Marsh; Sears; Bigelow & Washburn.
Discount Stores-Zayre; King's; Ann & Hope.
Chain Drug Stores-Eaton's; General Sales; Brook's; CVS; Osco; Medi Mart.
Chain Supermarkets-Star Market; Bell; Star; Purity-Supreme 2; Harvestmarket; Stop & Shop; DeMoulas.

14 - NEWSPAPERS: BEVERLY TIMES (e) 9,573; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancelone, Adv. Dir., TIMES, Dunham Road, Beverly, MA 01915; Tel. (617) 922-1234.
National Representative: U.S. Suburban Press.

BOSTON

1 - LOCATION: Suffolk County (PMSA). E&P Map E-2. State Capital, County Seat. Wholesale, medical, education and research center, principal marketplace of New England.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); South Station (terminal on NYNH&H & B&A); District-owned Metropolitan Bay Transit Authority.
Motor Freight Carriers-More than 500 lines.
Intercity Bus Lines-Boston; Brus Hill; Canton & Bluehill; MBTA; Michaud; Rapid Trans. Inc.; Greyhound; Hudson; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.
Airlines-Alitalia; USAir; American; British Airways; Delta; Eastern; Flying Tiger (freight); Irish; Lufthansa; Republic; New York Air; Northeastern; Northwest Orient; Pan Am; Piedmont; Provincetown-Boston; Air Canada; Swissair; Trans-World; United; People Express; Federal Express (freight); Emery Worldwide (freight).
Shipping-Port of Boston handles about 26 million tons of cargo.
Steamship Lines and Agents-Major steamship lines serving the Port of New York also serve the Port of Boston.

3 - POPULATION:
Corp. City 80 Cen. 562,994; E&P 86 Est. 569,151
CZ-ABC: (80) 1,951,381
RTZ-ABC: (80) 1,848,455
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
County 80 Cen. 650,142; E&P 86 Est. 660,665
City & RTZ-ABC: (80) 3,799,836
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 218,457; E&P 86 Est. 232,295
County 80 Cen. 251,929; E&P 86 Est. 267,545
PMSA 80 Cen. 998,915, E&P 86 Est. 1,160,474
CZ-ABC: (80) 723,168
RTZ-ABC: (80) 616,097
City & RTZ-ABC: (80) 1,339,265

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$18,344,439,000
Savings & Loans	12	$4,045,794,000
Trust Companies	5	$46,418,000
Credit Union	743	$558,000,000
Cooperatives	15	$872,588,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Greater Boston 629,377

8 - GAS METERS: County (Residence) 141,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 120,744; Constr. 16,211; Trans., & Util. 26,273; Whol. & Ret. Trade 119,626; Fin. & Ins. 41,366; Servs. 162,110.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 59-98; Fall 37-78; Winter 4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone; Soft & slightly acid water. Total hardness 15 ppm. Calcium Carbonate; PH is 8.7 ppm.

12 - RETAILING: Central shopping district has over 2.746 million sq. feet of retail space, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Center is Downtown Crossing. Department Stores: Jordan Marsh, Filene's; Clothing Stores: Roots, Tello's, Sizes Unlimited, Lane-Bryant, Sumner's; Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg, Baker, Burt, Dr. Scholl's; Jewelry: Roger's, E. B. Horn, Stowell's, Homer's, Descenza, Deprisco, Kay's; Variety: Woolworth; Books: B. Dalton, Lauriat's, Barnes & Noble, Waldenbooks; Parklane Hosiery; Osco Drug; CVS; Singer Co.; Quincy Market & Faneuil Hall Marketplace. A major tourist attraction on the Boston waterfront with 165 stores & restaurants.
LaFayette Place. One of the newest shopping attractions located downtown with over 40 stores and restaurants. Opens into Jordan Marsh.
Back Bay: 402 Stores including Copley Place: Nieman-Marcus, Tiffany, Gucci, Casual Corner, Saint Laurent, Sack Theater Complex; Prudential Center: Louis Men's Elkins Shoe, Lord & Taylor, Saks 5th Ave.; Wallachs; Bally Shoe; Star Market; Newbury St: Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros., Stuart's Hurwitch Bros., Paine Furniture, Scandinavian Design, Shreve, Crump & Low.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Burlington:		
Burlington Mall(100)	NA	Jordan Marsh, Sears, Filene's Lord & Taylor
In Chestnut Hill:		
Mall at Chestnut Hill(67)	NA	Filenes, Bloomingdale's
In Dedham:		
Dedham Mall(50)	NA	Sears, Bradlees, Woolworth
In Medford:		
Fellsway Plaza(21)	NA	Woolworth, Zayre
Meadow Glen Mall(60)	NA	Bradlees, Marshall's
In Hanover:		
Hanover Mall(100)	NA	Sears, Zayre, Jordan Marsh, Almy's
In Danvers:		
Liberty Tree(118)	NA	Ann & Hope, Lechmere
In Cambridge:		
Harvard Sq.(300)	NA	Harvard Coop., Crate & Barrel
In Natick:		
Natick Mall(56)	NA	Filene's, Sears, Woolworth
In Saugus:		
New England(27)	NA	Woolworth, Sears
In Revere:		
Northgate(31)	NA	Zayre, Almys
In Peabody:		
Northshore(102)	NA	Jordan Marsh, Sears, Almys, Filenes
In Stoneham:		
Redstone(28)	NA	Caldor, Woolworth, Almys
In Framingham:		
Shopper's World (56)	NA	Jordan Marsh, Bradlees
In Braintree:		
South Shore Plaza(130)	NA	Sears, Jordan Marsh, Lord & Taylor, Filenes
In Brockton:		
Westgate Mall(60)	NA	Jordan Marsh Bradlees, Woolworth
In Walpole:		
Walpole Mall(38)	NA	Almys, Bradlees
In Watertown:		
Arsenal Mktpl.(106)	NA	Ann & Hope, Marshall's Bradlees
Watertown Mall(38)	NA	
In Somerville:		
Assembly Sq. Mall(62)	NA	Jordan Marsh, K mart

13 - RETAIL OUTLETS: Department Stores-Almys 13; Bloomingdale's; Filene's 8; Jordan Marsh 10; Sears 13; Lord & Taylor 3; Neiman-Marcus; Harvard Coop 3.
Discount Stores-Ann & Hope 2; Bradlees 23; Caldor 14; Lechmere 5; Marshall's 18; Zayre 27; K mart 12.
Men's Clothing-Brooks Brothers; Joseph Bank; Louis; Matini Carl; Milton's; J. Press; Wallach's.
Women's Clothing-Ann Taylor; Bonwit Teller; Casual Corner; Deerskin Trading; Leo Diutsh; Edward's Fur; Edward Kakas; Lane Bryant; Ludwig; Makanna; Roaman's; Roberts Furs; Anne Star; Charles Summer; The Talbots; Touraine; Jaeger; Yolanda; Loehmann's; Hoffman's; Cherry Webb & Cummings; Saks 5th Ave.
Family Clothing-Anderson-Little; Kennedy's; Simon & Sons; You & You; Guys & Dolls; Adam & Eve; The Gap; Wrangler Ranch; Syms.
Chain Drug Stores-CVS; Mall; Brooks; Archer Kent; Osco; Medi Mart; Rix; Thayer.
Chain Supermarkets-Stop & Shop 66; Demoulas 27; Purity Supreme 22; Star Mkt. 31; Shawl's 18; Angelos 19.
Furniture-Levitz 3; Paine Furniture 2; Allen Furn.; Ruderman's 3; Summerfield's; Ethan Allen Stores 9; Scandinavian Design 7; Bradford 3; Cabot House 4; Hooper Ames 4; Crate & Barrel 7; Hitchcock 4; Kincaide 4; La-Z-Boy 3; Workbench 2.
Variety Stores-Woolworth; Paperama.
Shoes-Bally; Baker's; Pappagalo; Richard's; Florsheim; French Shriner; Hanlon's Regal; Coward; Dr. Scholl's; Fayva; Stride Rite; Thayer McNeil; Thom McAn; Taymor's; George Davis; Footwear House.

14 - NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 156,720; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Eggert, Adv. Dir., THE CHRISTIAN SCIENCE MONITOR, One Norway St., Boston, MA 02115; Tel. (617) 262-2300.
National Representative: None.
GLOBE (m-mon to fri) 514,097; (m-sat) 467,848; (S) 811,149; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John F. Reid, Jr., Adv. Dir., GLOBE, 135 Morrissey Blvd., Boston, MA 02107; Tel. (617) 929-2000.
National Representative: Million Market Newspapers.
BOSTON HERALD (m-mon to fri) 358,725; (m-sat) 276,762; (S) 282,357; Mar. 30, 1986 ABC.

Local Contact for Advertising and Merchandising Data: James E. Blinn, Vice Pres. Adv., BOSTON HERALD, One Herald Square, Boston, MA 02106; Tel. (617) 426-3000.
National Representatives: Branham/Newspaper Sales; Metropolitan Publishers Representatives.

BROCKTON

1 - LOCATION: Plymouth County, (PMSA). E&P Map E-2. Industrial center. SE part of the state; 19 mi. S of Boston on main route to Cape Cod from N and W.

2 - TRANSPORTATION: Railroads-Conrail.
Interstate Bus Lines-Mass. Bay Trans. Authority; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Express Service to Boston; Brockton to Logan Bus Service.
Airlines-At Logan Airport, Boston; All major American, Canadian & European lines.

3 - POPULATION:
Corp. City 80 Cen. 95,172; E&P 86 Est. 94,192
CZ-ABC: (80) 198,026
RTZ-ABC: (80) 219,721
PMSA 80 Cen. 182,891; E&P 86 Est. 187,963
County 80 Cen. 405,437; E&P 86 Est. 425,862
City & RTZ-ABC: (80) 417,747
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,955; E&P 86 Est. 31,306
County 80 Cen. 132,580; E&P 86 Est. 145,413
PMSA 80 Cen. 60,188; E&P 86 Est. 62,923
CZ-ABC: (80) 65,367
RTZ-ABC: (80) 70,015
City & RTZ-ABC: (80) 135,382

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$210,000,000
Savings & Loan	3	$113,031,600
Commercial	3	$50,608,370

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 29,283

8 - GAS METERS: Residence 14,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Whly. Wage)-Leather Prods. 3,500 ($152); Clothing 1,692 ($156); Mfg. 15,200-Metro Area ($162).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30; last killing frost, Apr. 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-Westgate Mall; Downtown 12 blocks on Main St. and 12 side sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza, Oak St. Shopping Center; K mart Plaza; Points West Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brockton East Plaza(20)	NA	Woolworth, Caldor, Channel Lumber
East-Way(10)	NA	Shaw's BPM
K mart Plaza(6)	NA	K mart
Park Plaza(9)	NA	T.J. Maxx, Service Merchandise
South(12)	NA	Ames, Shaw's
Tedeschi's	NA	
Westgate(99)	NA	Kennedy's, Jordan Marsh, Bradlees, Child World, Marshalls
West(15)	NA	Sears, Shaw's
Oak Plaza(6)	NA	Fernandes Super
Points West(10)	NA	Zayre

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Wed., Fri.; Food & Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Jordan Marsh.
Variety Stores-Woolworth 2.
Discount Stores-Bradlees 2; Zayre; K mart; Stuarts; Caldor; Ames.
Chain Drug Stores-Dunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix; Pharmacity 3; Osco; Easton.
Chain Supermarkets-Shaw's 3; Christy's 3; Fernandes 3; Columbia Farms; Purity-Supreme.
Other Chain Stores-Atherton's Furn.; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little; Grossman's; Somerville Lumber; Marshalls.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 58,867; (m-sat) 57,847; (S) 62,992. Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Paul H. Daniels, Adv. Dir., ENTERPRISE, 60 Main St.; PO Box 1450, Brockton, MA 02403; Tel. (617) 586-6200.
National Representative: Landon Associates.

CAPE COD

See HYANNIS

CHELSEA

1 - LOCATION: Suffolk County, E&P Map E-2 (In Boston PMSA). 3 mi. N of Boston; in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

2 - TRANSPORTATION: Railroads-Boston & Maine; Boston & Albany.
Intercity Bus Lines-M.B.T.A. Service Bus.
Airlines-Logan Intl. Airport.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 25,431; E&P 86 Est. 24,806
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
County 80 Cen. 650,142; E&P 86 Est. 660,665

4 - HOUSEHOLDS:
City 80 Cen. 9,715; E&P 86 Est. 9,720
County 80 Cen. 251,929; E&P 86 Est. 267,545
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$115,060,435
Savings & Loan	5	$178,007,903
Credit Unions	10	$24,515,461

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 11,996

8 - GAS METERS: Residence 8,719

9 - PRINCIPAL INDUSTRIES: Paper Products; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Proc.; Whol. Produce Mkts. Ctr.; Rubber Prods.; Sun Glass; Staple Guns; Wallpaper & Wallcoverings.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Broadway.
Neighborhood Shopping Centers-Prattville; Carv Sq. Mill Hill; Chelsea Sq.; Central & Everett Ave.; Revere Beach Pkwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mystic Mall(45)	NA	DeMoulas, K mart, Osco
Parkway Plz.(21)	NA	Bradlees, Radio Shack

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Leading Department and Variety Stores-Bradlees; Rix; BD's.
Chain Drug Stores-Rexall 4; E&M.
Chain Supermarkets-Stop 'N Shop; IGA; Blackstone; DeMoulas.
Discount Stores-Bradlees; K mart.
Other Chain Stores-Thom McAn; Radio Shack.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,000; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data. Norman Brown, Adv. Mgr., RECORD, 270 Broadway, Chelsea, MA 02150; Tel. (617) 884-2416.
National Representative: None.

CLINTON

1 - LOCATION: Worcester County. (In Worcester MSA). E&P Map D-2. 15 mi. N of Worcester on Routes 70 and 110.

2 - TRANSPORTATION: Railroads-Amtrak, Boston & Maine.
Intercity Bus Lines-Worcester; Regional Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 12,771; E&P 86 Est. 12,471
County 80 Cen. 646,352; E&P 86 Est. 658,562
MSA 80 Cen. 402,918; E&P 86 Est. 407,214
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,662; E&P 86 Est. 4,750
County 80 Cen. 225,323; E&P 86 Est. 239,948
MSA 80 Cen. 137,858; E&P 86 Est. 150,576

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$1,759,000,000
Co-op	1	$34,000,000
Savings	1	$97,642,000
Credit Union	1	$85,500,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 2,410

9 - PRINCIPAL INDUSTRIES: Industry; No. of Wage Earners-Electronics 500; Cereal 200; Furn. 120; Plastics 2,000; Wire Insulations 800; Hwy. Signs 60.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-6 blocks on High St. (35 stores), 1 block on Main St. (15 stores), 1 block on Union St. (4 stores), Chestnut Hill Plaza, Woodroff Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Town(40)	12	Sears
Lincoln Plaza(28)	10	Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. until 9:00 pm.

13 - RETAIL OUTLETS: Variety Stores-Lincoln Drug.
Chain Drug Stores-MD Drug; Brooks.

14 - NEWSPAPERS: iTEM (e) 4,295; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: James C. Coulter, Pub., ITEM, 156 Church St., Clinton, MA 01510; Tel. (617) 368-0176.
National Representative: Landon Associates.

DEDHAM

1 - LOCATION: Norfolk County (In Boston PMSA) E&P Map D-2/E-2, County Seat. Manufacturing and residential area; on the Charles River; 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic; People Express.

3 - POPULATION:
Corp. City 80 Cen. 25,298; E&P 86 Est. 24,429
NDM-ABC: (80) 68,221
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
County 80 Cen. 606,587; E&P 86 Est. 612,511
Demographic Information available from Newspaper. See pargraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,276; E&P 86 Est. 8,311
NDM-ABC: (80) 22,866
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474
County 80 Cen. 207,823; E&P 86 Est. 219,435

5 - BANKS	NUMBER	DEPOSITS
Commercial (Local)	6	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Envelopes; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery; Printing Ink; Cloth for Books, Floor Covering; Printing & Binding of Books; Foundry Work; Controls; Distribution & Warehousing; Food Proc.; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost, Oct. 24; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dedham Mall(48)	9	Sears, Bradlee's, Radio Shack, Woolworth, Child World, Toys R Us
Dedham Plaza(33)	10	Woolworth, Zayre, Cherry, Webb & Touraine, Consumers Marketing
Lechmere Sales	10	Lechmere Sales
Walpole Mall(43)	16	Bradlees, Almy's, Stop & Shop

Principal Shopping Days-Wed. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Lechmere; Kline's.
Variety Stores-Woolworth.
Discount Stores-Paperama; Bradlee's; Almy's; Zayre; Filene's Basement; Consumers Marketing.
Chain Supermarkets-Star Mkt.; Stop & Shop; Roche Bros.; Farm Stan.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 12,188; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., TRANSCRIPT, PO Box 70, Dedham, MA 02026; Tel. (617) 329-5000.
National Representatives: Landon Associates; U.S. Suburban Press.

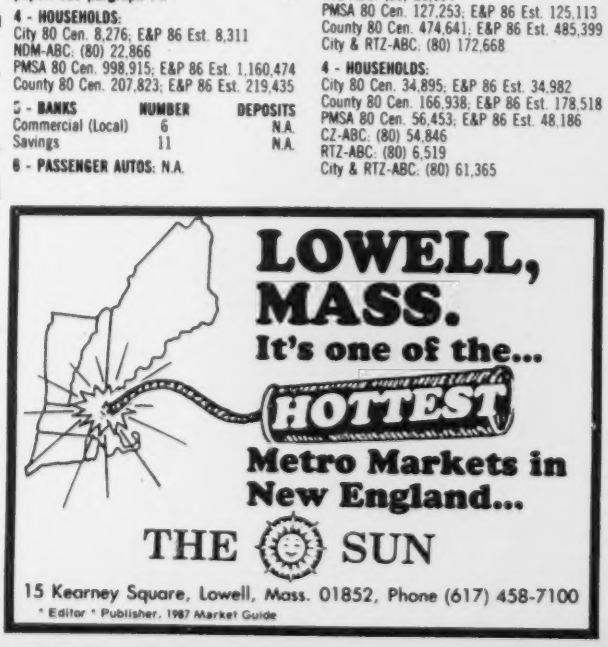
FALL RIVER

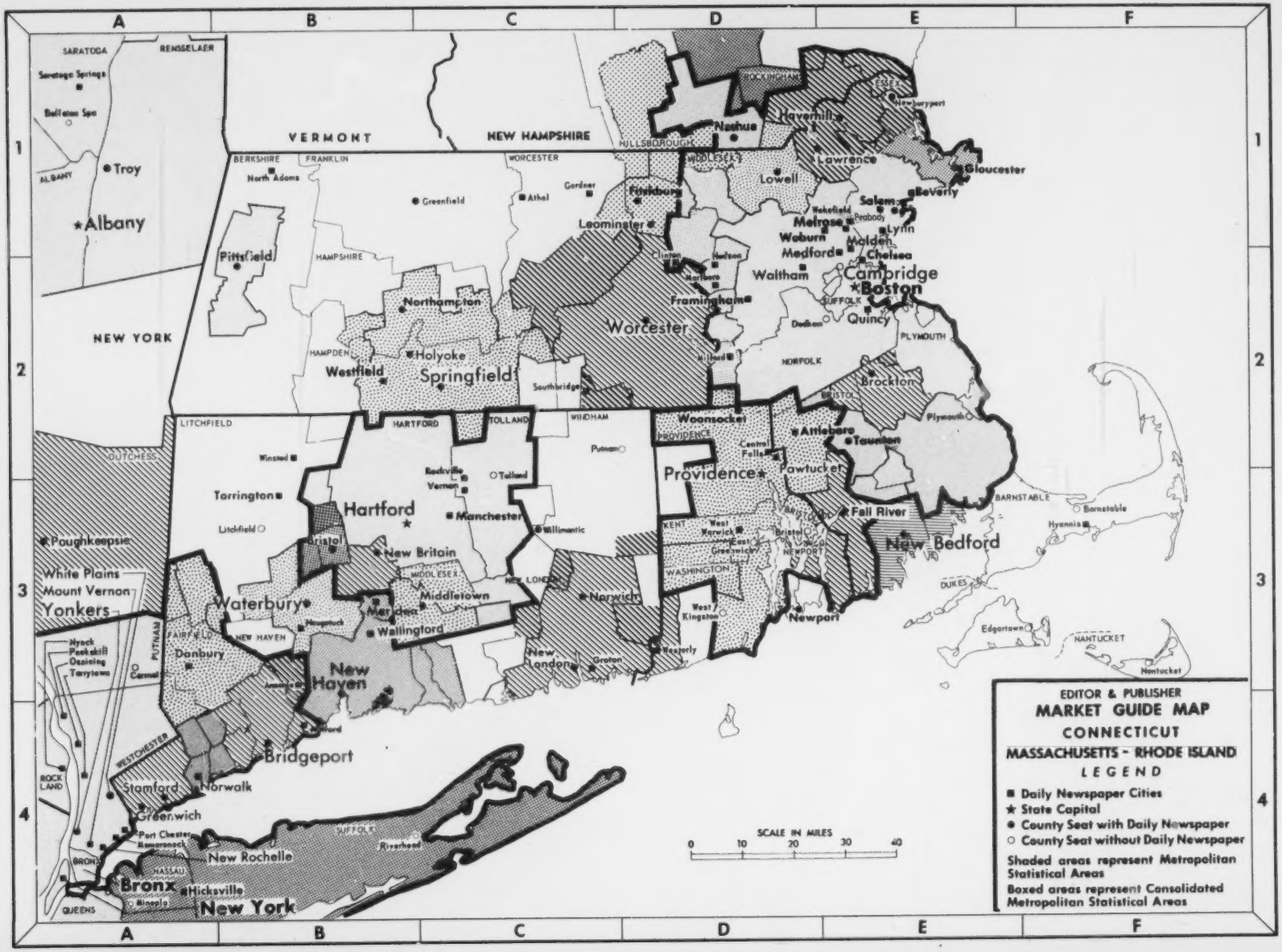
1 - LOCATION: Bristol County. (In Fall River, MA-RI PMSA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza.
Airlines-Delta; American; Eastern; Pan Am; TWA; United; USAir (via Providence or Boston).

3 - POPULATION:
Corp. City 80 Cen. 92,574; E&P 86 Est. 88,082
CZ-ABC: (80) 152,474
RTZ-ABC: (80) 20,194
PMSA 80 Cen. 127,253; E&P 86 Est. 125,113
County 80 Cen. 474,641; E&P 86 Est. 485,399
City & RTZ-ABC: (80) 172,668

4 - HOUSEHOLDS:
City 80 Cen. 34,895; E&P 86 Est. 34,982
County 80 Cen. 166,938; E&P 86 Est. 178,518
PMSA 80 Cen. 56,453; E&P 86 Est. 48,186
CZ-ABC: (80) 54,846
RTZ-ABC: (80) 6,519
City & RTZ-ABC: (80) 61,365


LOWELL, MASS.
It's one of the...
HOTTEST
Metro Markets in New England...
THE SUN
15 Kearney Square, Lowell, Mass. 01852, Phone (617) 458-7100
* Editor * Publisher, 1987 Market Guide


A
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SARATOGA
RENSSELAER
Saratoga Springs
Ballston Spa
Troy
ALBANY
Albany
VERMONT
NEW HAMPSHIRE
BERKSHIRE
FRANKLIN
WORCESTER
North Adams
Greenfield
Athol
Gardner
Fitchburg
Leominster
Pittsfield
HAMPSHIRE
NEW YORK
Northampton
Holyoke
Westfield
Springfield
Worcester
Nashua
HILLSBOROUGH
ROCKINGHAM
ESSEX
Haverhill
Newburyport
Lawrence
Lowell
Gloucester
Beverly
Salem
Peabody
Lynn
Melrose
Wakefield
Woburn
Malden
Medford
Chelsea
Waltham
Cambridge
Boston
MIDDLESEX
SUFFOLK
Framingham
Clinton
Hudson
Marlboro
Dedham
Quincy
PLYMOUTH
NORFOLK
Brockton
BRISTOL
Plymouth
Attleboro
Taunton
Woonsocket
PROVIDENCE
Central Falls
Pawtucket
Providence
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
Winsted
Torrington
Litchfield
Rockville
Vernon
Tolland
Putnam
Hartford
Manchester
Willimantic
DUTCHESS
Poughkeepsie
White Plains
Mount Vernon
Yonkers
Bristol
New Britain
KENT
West Warwick
East Greenwich
Bristol
NEWPORT
Fall River
New Bedford
BARNSTABLE
Barnstable
Hyannis
WASHINGTON
Waterbury
Meriden
Middletown
NEW LONDON
Norwich
Wallingford
Newport
DUKES
Edgartown
NANTUCKET
Nantucket
West Kingston
Westerly
New London
Groton
FAIRFIELD
NEW HAVEN
Danbury
Naugatuck
Ansonia
New Haven
Milford
Hyde Park
Poughkeepsie
Ossining
Tarrytown
Carmel
PUTNAM
WESTCHESTER
ROCKLAND
Bridgeport
Stamford
Norwalk
Greenwich
Port Chester
Rye
Mamaroneck
New Rochelle
BRONX
NASSAU
Bronx
Hicksville
Mineola
New York
QUEENS
SUFFOLK
Riverhead
SCALE IN MILES
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40
EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$726,052,435
Savings & Loan	1	$50,121,889
Commercial	4	$785,241,717

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 54,434

8 - GAS METERS: Residence 40,718

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,300 ($325); Garment 8,775 ($215); Gen. Mfg. 5,740 ($330).
Principal Industrial Pay Days-Fri., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid Oct.; last killing frost, early Apr.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main, incl. S. Main Place, Academy Shpg. Ctr.; Flint-Pleasant St.; So. End-South Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fall River(12)	NA	Edgar's, Value Land
Harbour Mall(31)	NA	Bradlees, K mart
Indian Spring Plaza(13)	NA	Grand Central Mkt.
N. Dartmouth Mall(72)	10	Sears, Zayre, JCPenney
Somerset Plaza(13)	NA	Bradlees, Stop & Shop
Swansea Mall(90)	NA	Sears, Edgar's, Caldor, Apex
K mart(14)	NA	K mart, Almac's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb 3; Sears 2; Edgar's 2; Caldor; Apex.
Discount Stores-Kerr Mills (Topps); Globe Mills; Zayre 2; Bradlees 2; Nira Whol. 2; K mart 2; Ann & Hope; Stuart's.
Variety Stores-Woolworth; McCrory
Chain Drug Stores-Brooks; CVS 4; Rite Aid 3.
Chain Supermarkets-Stop & Shop 2; Food Mart 3; Valueland; Almac's 3; Shaw's.
Other Chain Stores-Thom McAn; Liss Dept.; Morse Shoe; Firestone; Goodyear; Anderson Little; Zale's Jewelers; So-Fro Fabrics; Fayva Shoes; Hickory Farms; Kay Jewelers.

14 - NEWSPAPERS: HERALD NEWS (e) 37,830; (S) 36,229; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Losey, Adv. Dir., HERALD NEWS, 207 Pocasset St., Fall River, MA 02722; Tel. (617) 676-8211.
National Representative: Landon Associates.

FITCHBURG

1 - LOCATION: Worcester County (In Fitchburg-Leominster MSA). E&P Map D-1, County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Fitchburg State College; 45 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-B&M; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Englander; Johnson; Trailways; Short Line; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 39,580; E&P 86 Est. 37,543
CZ-ABC: (80) 74,088
RTZ-ABC: (80) 103,454
MSA 80 Cen. 106,343; E&P 86 Est. 107,277
County 80 Cen. 646,352; E&P 86 Est. 658,562
City & RTZ-ABC: (80) 177,542
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,323; E&P 86 Est. 14,323
County 80 Cen. 225,323; E&P 86 Est. 239,948
MSA 80 Cen. 31,252; E&P 86 Est. 39,758
CZ-ABC: (80) 26,846
RTZ-ABC: (80) 35,589
City & RTZ-ABC: (80) 62,435

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$264,597,000
Savings & Loan	1	$42,159,000
Co-operative	1	$59,211,000
Commercial	3	N.A.
Credit Unions	3	$119,644,000

6 - PASSENGER AUTOS: NA

7 - ELECTRIC METERS: Residence 15,065

8 - GAS METERS: Residence 10,322

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Mach. 4,900; Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 54-81; Fall 33-56; Winter 22-42. First killing frost, Oct. 16; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping District-12 blocks on Main St. and several side sts. for one block from Main; 80 stores.
Neighborhood Shopping District-Cleghorn District: Fairmont and Daniel Sts.; Water St. District: Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
John Fitch Plz.(18)	1	Heartland, Child World
Central Plz.(13)	1	DeMoula's, Stuart's
Parkhill Plz.(7)	2	Victory Mkt.
Searstown(30)	4	Sears, DeMoulas, Bradlees
No. Main St.	3	Farmers Whse., Marshall's
Twin City Plz.	1	K mart, Victory Mkt.
Wallace Plz.(6)	NA	DeMoulas, Rich's

Principal Shopping Days-Fri. & Sat.; Food Thur. & Fri.
Stores Open Evenings-Dept. Stores-Thur. & Fri.; Food Stores-Wed., Thur. & Fri.

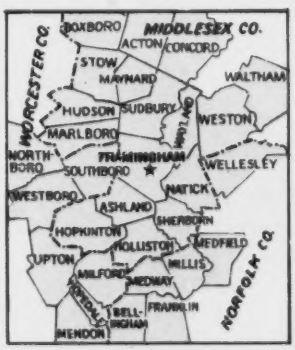
13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Woolworth.
Discount Stores-Marshall's; Stuart's; K mart; Bradlees.
Chain Drug Stores-Barone's 6; Freedom Drug 2; Giguere Drug 3; CVS 2.
Chain Supermarkets-Victory 6; DeMoulas 3.
Other Chain Stores-Firestone; Thom McAn 2; Fanny Farmer Candies; Grossman Sons; Child World; Anderson Little; Touraine; Radio Shack; Kay Jewelers; Piece Good Shops; Capitol Prime Value; Duffy's.

14 - NEWSPAPERS: SENTINEL-ENTERPRISE (e) 22,696; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark LaPrade, Adv. Mgr., SENTINEL-ENTERPRISE, 808 Main St.; PO Box 507, Fitchburg, MA 01420; Tel. (617) 343-6911.
National Representative: Thomson Newspapers.

FRAMINGHAM

1 - LOCATION: Middlesex County (In Boston PMSA); E&P Map D-2. 20 mi. W of Boston; 20 mi. E of Worcester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135, 495. Two interchanges on U.S. 90 MA Turnpike.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.



Middlesex News
(e) 47,863
(S) 53,892 ABC 3/31/86

3 - POPULATION:
Corp. City 80 Cen. 65,113; E&P 86 Est. 67,054
NDM-ABC: (80) 190,531
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,943; E&P 86 Est. 25,567
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474
NDM-ABC: (80) 65,692

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$172,817,000
Savings	4	$285,732,000
Co-operative	2	$76,635,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 32,794

8 - GAS METERS: Residence 16,440

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11 - TAP WATER: Neutral, soft and hard (2 sources).

12 - RETAILING: Principal Shopping Center-4 miles on Rt. 9 (400 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(10)	NA	Cumberland Farms
Deerskin Plz.(11)	NA	Unfinished Furn., Tony Roma's
Framingham Mall(28)	NA	Lechmere, Filene's
Nobscott(13)	NA	Wonder Mkt.
Pinefield(14)	NA	Purity Mkt.
Shopper's World(53)	NA	Jordan Marsh, Bradlee's
Sherwood Plz.(26)	NA	Zayre, Heartland
Mini Mall(9)	NA	Medi Shack, Papa Ginos
Natick Mall(38)	NA	Sears, Star Mkt., Filene's, Anderson Little
Temple Plz.(8)	NA	Stop & Shop, Medi-Mart, Aries
Cloverleaf Mktpl.(16)	NA	Burlington, Service Mdse., Paperama
Natick(12)	NA	Rix, Stop & Shop

Principal Shopping Days-Mon., Thur. & Fri.
Stores Open Evenings-Shpg. Ctrs. every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Jordan Marsh; Anderson-Little; Filene's; Lechmere.
Discount Stores-K mart; Caldor; Rich's; Bradlee's; Marshall's; Zayre; Service Mdse.; Consumers; Building 19.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.
Chain Supermarkets-Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt. 2; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.
Other Chain Stores-Herman's Sporting Goods; Levitz Furn.; Plywood Ranch; Diamond Intl.; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button; Channel Homes; Somerville Lumber; Taymor's Shoes; Hoffman's; Toys 'R Us; Liss; Cherry Webb & Touraine.

14 - NEWSPAPERS: MIDDLESEX NEWS (e) 47,863; (S) 53,892; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Shea, Adv. Dir., THE MIDDLESEX NEWS, 33 New York Ave.; PO Box 800, Framingham, MA 01701; Tel. (617) 872-4321.
National Representative: Landon Associates.

GARDNER

1 - LOCATION: Worcester County, E&P Map C-2. Residential ctr. On Routes 2, 68, 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

2 - TRANSPORTATION: Railroads-Boston and Maine; Transit Service to Boston.
Motor Freight Carriers-30.
Intercity Bus Lines-New England Trailways; Englander Coach; Wilson Bus; Vermont Transit; Bonanza Bus; Mart.

3 - POPULATION:
Corp. City 80 Cen. 17,900; E&P 86 Est. 16,896
CZ-ABC: (80) 17,900
RTZ-ABC: (80) 25,055
County 80 Cen. 646,352; E&P 86 Est. 658,562
City & RTZ-ABC: (80) 42,955
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,038; E&P 86 Est. 6,945
CZ-ABC: (80) 7,038
RTZ-ABC: (80) 8,200
County 80 Cen. 225,323; E&P 86 Est. 239,948
City & RTZ-ABC: (80) 15,238

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,003,703
Co-Operative	2	$22,851,000
Savings & Loan	2	$15,270,277
Commercial	2	$560,467,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 7,473

8 - GAS METERS: Residence 1,216

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. & Fixtures 3,018; Mach. 728; Paper & Prods. 314; Misc. Mfg. 528.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1; last killing frost, May 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on S Main St.; 1 on Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardner Plz.(12)	NA	Brook's, JCPenney, The Fair, Donelans
Timpany Plz.(16)	NA	Rich's, Almy's, Stop & Shop
Pearson Triangle	NA	Food Farm
Pearson Blvd.(3)	NA	Grossman, R. Smith

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Wed. aft. summer-downtown.
Stores Open Evenings-Downtown-Thur. until 9; Ctrs. daily until 9 or 10; Food daily until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Goodnow-Pearson; Rose's; Almy's; J.A. LeBlanc; La Chance.
Discount Stores-Rich; The Fair.
Chain Drug Stores-Rexall 2; Brooks 2; Eckerd.
Chain Supermarkets-Donelans; Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 6.
Other Chain Stores-Aubuchon; Grossman's.

14 - NEWSPAPERS: NEWS (e) 9,001; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: C. Gordon Bell, Pub., NEWS, 309 Central St., Gardner, MA 01440; Tel. (617) 632-8000.
National Representative: Landon Associates.

GLOUCESTER

1 - LOCATION: Essex County (In Salem-Gloucester PMSA), E&P Map E-1. Fishing, mfg., and resort ctr. On S side of Cape Ann Peninsula on State Hwys. 133, 127 & 128; 30 mi. NE of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Community Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 27,768; E&P 86 Est. 28,625
CZ-ABC: (80) 34,113
RTZ-ABC: (80) 8,422
County 80 Cen. 633,632; E&P 86 Est. 654,023
City & RTZ-ABC: (80) 42,535
PMSA 80 Cen. 258,175; E&P 86 Est. 261,662

4 - HOUSEHOLDS:
City 80 Cen. 10,517; E&P 86 Est. 12,148
County 80 Cen. 228,432; E&P 86 Est. 246,390
CZ-ABC: (80) 13,307
RTZ-ABC: (80) 3,064
City & RTZ-ABC: (80) 16,371
PMSA 80 Cen. 93,661; E&P 86 Est. 96,896

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,153,000
Cooperative	1	$38,200,000
Commercial	2	$95,188,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 12,055

8 - GAS METERS: Residence 5,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 1,386; Mach. Trades 596; Service 1,494.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main St.
Neighborhood Shopping Centers-East Main St.; Washington St.; Bass Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore	18	Jordan Marsh, Stop & Shop
Beverly Plz.	12	Zayre, Star Mkt.
Liberty Tree Mall(108)	15	Ann & Hope, Lechmere
K mart	15	K mart, DeMoulas
A&P Plz.(7)	NA	DeMoulas
Gloucester(6)	NA	Stop & Shop, Ames

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Goldman's; Empire.
Discount Stores-Ames.
Chain Drug Stores-Birch; Connor's 2; Brook's; CVS; Osco.
Chain Supermarkets-A&P; Stop & Shop; IGA; Cape Ann.

14 - NEWSPAPERS: TIMES (e) 11,562; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (617) 283-7000.
National Representative: U.S. Suburban Press.

GREENFIELD

1 - LOCATION: Franklin County, E&P Map G-1, County Seat. Industrial center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston; Terminus of Route 91, on Hwys. 2, 5 & 10.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-10.
Intercity Bus Lines-Vermont Transit; Englander; Greenfield-Worcester; Boston.

3 - POPULATION:
Corp. City 80 Cen. 18,436; E&P 86 Est. 18,323
CZ-ABC: (80) 30,005
RTZ-ABC: (80) 41,408
County 80 Cen. 64,317; E&P 86 Est. 66,574
City & RTZ-ABC: (80) 71,413

4 - HOUSEHOLDS:
City 80 Cen. 7,214; E&P 86 Est. 7,049
County 80 Cen. 24,228; E&P 86 Est. 26,198
CZ-ABC: (80) 11,615
RTZ-ABC: (80) 15,165
City & RTZ-ABC: (80) 26,780

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$202,200,000
Savings & Loan	1	$31,213,605
Commercial	4	$89,300,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 8,830; County 24,200

8 - GAS METERS: Residence 3,140

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tap & Die 1,642; Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Ins. 650.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Rum Plaza(5)	1	CVS, Stop & Shop, Tempo Fashions
Greenfield Plz.(3)	1	Rite Aid, Food Mart
Kings Plaza(8)	1	Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Wilson's; Sears; JCPenney.
Variety Stores-McClellan.
Chain Drug Stores-Rite Aid; Brooks; CVS; Fays.
Discount Stores-Railroad Salvage; Ames.
Chain Supermarkets-A&P; IGA; Stop & Shop; Food Mart; Carroll's.
Other Chain Stores-R&R Jewelry; Kinney; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire; Aubuchon.

14 - NEWSPAPERS: RECORDER (e) 15,383; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark Iacuessa, Adv. Dir., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.
National Representative: Landon Associates.

HAVERHILL

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map E-1. NE part of state on Merrimack River, 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-17.
Water-7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines-Mass.; Michaud; Trailways of N.E.; Appleyard Bus Line; Bos. Com.
Airports-North Andover and Haverhill (Charter Service).

3 - POPULATION:
Corp. City 80 Cen. 46,865; E&P 86 Est. 49,035
CZ-ABC: (80) 46,865
Bal. in NDM-ABC: (80) 156,428
Total NDM-ABC: (80) 203,293
PMSA 80 Cen. 339,090; E&P 86 Est. 344,380
County 80 Cen. 633,632; E&P 86 Est. 654,023
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,261; E&P 86 Est. 18,973
County 80 Cen. 228,432; E&P 86 Est. 246,390
PMSA 80 Cen. 118,912; E&P 86 Est. 127,107
CZ-ABC: (80) 17,261
Bal. in NDM-ABC: (80) 54,196
Total NDM-ABC: (80) 71,457

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	$12,600,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 31,696

8 - GAS METERS: Residence 12,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather & Shoes 8,200; Paper Prods. 468; Electric 5,000; Others 4,750 ($22,250,000 yearly wages); Computers 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Merrimack St.; 4 on Washington St.; 1 on River St.; 2 on Emerson St.; 2 on Essex St.; 2 on Main St.; 2 on Water St.; 2 on Winter St.; 2 on White St.

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haverhill Plz.(21)	2	CVS, Thom McAn, Grossman's, Bldg. 19
Westgate Ctr.(14)	2	DeMoulas Mkt., K mart
Methuen Mall(100)	12	Sears, Howlands, Anderson-Little, Filene's, Jordan Marsh
Rockingham Mall(24)	NA	Bradlees, Stop & Shop

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat.; Dept. and all other-Fri.; some Tues. eve.

13 - RETAIL OUTLETS: Department Stores-Mitchell's; Maguire's Bradford; Jordan Marsh; Sears; Cummings; Howland's.
Discount Stores-Zayre; King's; K mart; Caldor; Bradlee's; Building 19.
Chain Drug Stores-CVS; Freedom Drug.
Chain Supermarkets-Butcher Boy; Harvest Mkt.; De Moulas Mkt. 3.
Other Chain Stores-Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Mdse.; Grossman's (building supply).

14 - NEWSPAPERS: GAZETTE (e) 17,081; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert O'Neil, Adv. Mgr., GAZETTE, 447 W. Lowell Ave, Haverhill, MA 01830; Tel. (617) 374-0321.
National Representatives: Landon Associates; U.S. Suburban Press.

HOLYOKE

1 - LOCATION: Hampden County (In Springfield MSA). E&P Map B-6. Industrial center; on U.S. Hwys. 5, 202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N of Mass. Tpke., Exit 4.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.
Airlines-Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 44,678; E&P 86 Est. 42,428
NDM-ABC: (80) 149,625
County 80 Cen. 443,018; E&P 86 Est. 445,000
MSA 80 Cen. 515,259; E&P 86 Est. 523,864

4 - HOUSEHOLDS:
City 80 Cen. 16,615; E&P 86 Est. 16,939
County 80 Cen. 158,027; E&P 86 Est. 165,901
MSA 80 Cen. 182,849; E&P 86 Est. 195,438
NDM-ABC: (80) 54,084

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	17	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 18,420

8 - GAS METERS: Residence 24,299

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food 705; Textile Mill Prods. 1,140; Apparel 917; Furn. 243; Paper Prods. 3,998; Printing & Pub. 3,450; Chem. 250; Rubber Prods. 2,734; Primary Metal 1,125; Fab. Metal 975; Mach. (Ex. Elect.) 1,853; Elect. Mach. 171; Util. 328; Misc. 3,217.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-18 blocks on six streets; Holyoke Mall at Ingleside (180 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plz.(7)	4	Plywood Ranch, Food Mart
Main Gate	4	Big-Y
Zayre(11)	4	Zayre
S. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Caldor, Bradlees
Hampden Plz.	NA	Shop Rite
Holyoke Plz.	NA	McDonald's
Holyoke Mall(21)	NA	Sears, JCPenney, Steiger's, G. Fox, Service Mdse.
Lincoln Plaza(4)	NA	Stop & Shop
Mountain Farms	10	Mall Cinemas
South St.(12)	NA	Food Mart, Zale's
K mart Plaza	NA	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; some Fri.

13 - RETAIL OUTLETS: Department Stores-A. Steiger; JCPenney; Sears; G. Fox; Service Mdse.
Discount Stores-Zayre; K mart; Caldor; Bradlees; Mars; Big Value Outlet.
Chain Supermarkets-Stop & Shop; Food Mart 3; Big Y 2; Pats 2; Shop Rite 2.
Other Chain Stores-Thom McAn; Fanny Farmer; Sherwin-Williams; Rucki's; Archer Kent; Grossman's; Mall Drug; Fayva Shoes; Hit or Miss; CVS; Rite Aid; Cumberland Farms; 7-Eleven; Dairy Mart; Fays Drug; Brooks Drug; Parade of Shoes.

14 - NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 23,854; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James F. Normandin, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map D-2. 26 mi. to Boston; 16 mi. to Worcester. State Hwys. 85 & 62; I-495.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Town 80 Cen. 16,408; E&P 86 Est. 16,936
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257

4 - HOUSEHOLDS:
Town 80 Cen. 5,320; E&P 86 Est. 5,718
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$94,594,000
Savings	1	$30,235,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 5,076

8 - GAS METERS: Residence 3,347

9 - PRINCIPAL INDUSTRIES: Textiles; Plastics; Tools; Chem.; Electronics; Automotive.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Ctr.(12)	1	Victory Mkt., Mars Bargainland
Heritage Mall	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gould's; Hudson Dress Shoppe; Poplin's Furniture.
Discount Stores-Arthur's; Mar's Bargainland.
Chain Drug Stores-Econo; Adams; Brooks.
Chain Supermarkets-IGA; Victory Mkt.
Other Chain Stores-Aubuchon's; General Automotive Supply; Bergson's; Richard's; Crest Electronics.

14 - NEWSPAPERS: SUN (e) 2,667; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Marguerite A. Thorsen, Adv. Mgr., SUN, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HYANNIS
CAPE COD

1 - LOCATION: Barnstable County, E&P Map F-3. 50 mi. from New Bedford; 60 mi. from Brockton. 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Bonanza; Plymouth & Brockton.
Passenger Steamship Lines-2.
Airlines-Gull Air; Provincetown-Boston.

3 - POPULATION:
Hyannis 80 Cen. 10,662; E&P 86 Est. 12,068
NDM-ABC: (80) 147,925
Area Includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Wellfleet, Yarmouth-all in Barnstable County.
County 80 Cen. 147,925; E&P 86 Est. 174,333
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Hyannis 80 Cen. N.A.; E&P 86 Est. 3,910
County 80 Cen. 58,556; E&P 86 Est. 72,158
NDM-ABC: (80) 58,556

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	7	N.A.
Savings & Loan	4	N.A.
Co-operative	6	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 92,000

8 - GAS METERS: Residence 30,000

9 - PRINCIPAL INDUSTRIES: Bldg.; Fishing; Candles; Cement Prods.; Novelties; Boats; Cranberries; Electronics; Plastic Pkg.; Tourism & Resort; Marine Research.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Cape Cod Mall, Hyannis; Downtown Hyannis and outlying shopping centers.
Neighborhood Shopping Centers-Falmouth: Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; Yarmouth; Sandwich.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wareham(12)	30	A&P, Angelo's
Falmouth Mall(26)	20	Bradlees, Angelo's, A&P, Stop & Shop

South Yarmouth	5	Bradlees, Angelo's
Buzzards Bay	15	A&P
Dennisport	10	Bradlees, Angelo's
Harwichport	13	Buttner's, A&P, Angelo's
Chatham	20	Chatham Furn., A&P
Orleans	20	Mid-Cape Center, A&P, Stop & Shop
Provincetown	50	
Cape Cod Mall (80)	NA	Sears, Woolworth, Marshalls, Filene's, Jordan Marsh

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Thur., Sun. Food-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-K mart; Bradlees 4; T.J. Maxx; Marshall's.
Chain Drug Stores-Rexall 10; Brooks 5; CVS 5; Dunnington 5; Osco; Thayer Pharmacies 3.
Chain Supermarkets-A&P 10; Stop & Shop 4; Angelo's 9; Star Mkt.; Purity Supreme; Heartland 2.
Other Chain Stores-Buttners; Puritan Clothing; Anderson-Little; Kinney Shoes; Lerner's; Cherry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Radio Shack; Thom McAn; Hickory Farms; Mid Cape Center; Grossmans.

14 - NEWSPAPERS: CAPE COD TIMES (m) 37,383; (S) 43,626; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Vagenas, Ret. Adv. Mgr., CAPE COD TIMES, 319 Main St., Hyannis, MA 02601; Tel. (617) 775-1200.
National Representative: Branham/Newspaper Sales.

LAWRENCE

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map D-1, County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 28, 110, 113, 114, 125, 133, 213; Interstate Routes 93 and 495; 27 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-69.
Intercity Bus Lines-Trailways; Greyhound; Hudson; Michaud; Trombly.

3 - POPULATION:
Corp. City 80 Cen. 63,175; E&P 86 Est. 62,931
NDM-ABC: (80) 186,169
RTZ-ABC: (80) 105,153
PMSA 80 Cen. 339,090; E&P 86 Est. 344,380
County 80 Cen. 633,632; E&P 86 Est. 654,023
NDM & RTZ-ABC: (80) 291,322
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,798; E&P 86 Est. 25,341
County 80 Cen. 228,432; E&P 86 Est. 246,390
PMSA 80 Cen. 118,912; E&P 86 Est. 127,107
NDM-ABC: (80) 64,957
RTZ-ABC: (80) 34,764
NDM & RTZ-ABC: (80) 99,721

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$1,010,859,348
Commercial	6	$2,282,959,231
Cooperative	3	$445,026,830

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 62,000

8 - GAS METERS: Residence 30,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 11 500; Mfg. 56,000; Trans. 6,500; Whol./Ret. Trade 33,500; Fin. 5,300; Service 31,200; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chem. & Allied 1,660; Plastic & Rubber 3,256; Non-Durable Goods 14,600; Leather 2,500; Fabricated Metal 1,161; Mach. 4,808; Elect. Mach. 11,635; Durable Goods 14,600.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers-Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, NH; Rt. 114 in Lawrence; Rt. 213 Methuen.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Essex Plaza(4)	1	DeMoulas, Stuart's
Merrimack Plz.(3)	5	DeMoulas, Almy's, Osco
No. Andover Mall(7)	4	DeMoulas, Bradlees, T.J. Maxx
Rockingham Mall(24)	10	Channel Home Ctrs., Cherry Webb & Touraine, Bradlees
Salem Plaza(11)	9	DeMoulas, Zayre, Service Merchandise
Shawsheen Plz.(8)	1	DeMoulas, Liss, New England Stores
Zayre	2	Zayre, Messina's, Osco
K mart(2)	10	K mart, Market Basket
Methuen Mall(100)	5	Sears, Jordan Marsh, Filene's Basement
Caldor	5	Caldor, Market Basket, Osco
Zayre	2	Zayre, Barcelos Mkt.
Village Mall	5	New England Home Center

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tues., Fri.; Food 6 nights.
MA-NH Shopping Centers-Open every evening and Sun. 1 to 5.

13 - RETAIL OUTLETS: Department Stores-Caldor; Sears; Almy's; Bradlees; Jordan Marsh; Filene's Basement Store.
Variety Stores-Woolworth.
Discount Stores-Stuart's; Marshall's; Zayre 3; K mart; T.J. Maxx; Filene's Basement Store.
Chain Drug Stores-Osco 3; Adams; Pharmacity; Nahill 2; CVS 5; Birch; Rite Aid.
Chain Supermarkets-Messina's; Purity Supreme; De Moulas 5; DeMoulas/Market Basket 2; Barcelos 2.
Other Chain Stores-ADAP; Cherry & Webb 3; Thom McAn 2; Scott's; Fanny Farmer; Smith's; Sherwin-Williams; Allied Radio Shack 4; Color Tile; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music; Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Fields Hosiery; Foxmoor; General Nutrition; Hallees Air Step; Hickory Farms; Hudsons; Kay Jewelers; Kiddie Photo; Kinney Shoe; Lauriets; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; N.E. Piano & Organ; Ormonds; Pearl Vision Ctr.; R&R Jewelers; Sackett's; Service Merchandise; Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Sportique; Tello's; Waldenbooks; The Gap; Zale's Jewelers; Baskin Robbins; Hanover Shoe; Male Stop; Orange Bowl; Play 'n Learn; Swiss Pretzel; Orange Julius; This End Up.

14 - NEWSPAPERS: EAGLE-TRIBUNE (e) 59,400; (S) 60,750; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Vincent Cottone, Adv. Dir., EAGLE-TRIBUNE, PO Box 100, Lawrence, MA 01842; Tel. (617) 658-1000, ext. 154.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LOWELL

1 - LOCATION: Middlesex County (In Lowell, MA-NH PMSA). E&P Map D-1. County Seat. 28 mi. N of Boston at confluence of Merrimack and Concord Rivers. On Rtes. 3, 4, 110, 133; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Massachusetts Bay Trans. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Trans. Authority.

3 - POPULATION:
Corp. City 80 Cen. 92,418; E&P 86 Est. 92,907
CZ-ABC: (80) 225,320
RTZ-ABC: (80) 141,431
PMSA 80 Cen. 243,142; E&P 86 Est. 245,846
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076
City & RTZ-ABC: (80) 366,751

4 - HOUSEHOLDS:
City 80 Cen. 32,691; E&P 86 Est. 35,375
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 77,319; E&P 86 Est. 83,197
CZ-ABC: (80) 71,934
RTZ-ABC: (80) 44,158
City & RTZ-ABC: (80) 116,092

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$588,900,000
Savings & Loan	1	$179,000,000
Savings	6	$371,500,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 3,903; Agric. 32; Contract Constr. 1,044; Mfg. 15,406; Commun., Util., Trans. 1,307; Whol. Trade 7,012; Fin., Ins., R.E. 1,389; Servs. 8,189.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral; low in minerals; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Central St.; 5 on Merrimack St.; 5 on Middlesex St.; Alexander's (4 stores); Central Plz. (8 stores); Sunrise (9 stores); Sears (4 stores).
Nearby Shopping Centers-Lowell Plz., Rte. 495 Connector; Stadium Plz., Jct. Rte. 38 & 495; Sunrise Shpg. Ctr., Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plz., Jct. Rtes. 3 & 110, Chelmsford; Towne Plz., Rte. 3A, Billerica; Tewksbury Shpg. Ctr. Rte 38 Tewksbury; Wilmington Plz., Rte. 38, Wilmington; Pelham Plz., Rte. 38, Pelham, N.H.
Enclosed Malls-Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Every Night except Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb; Caldor; Sears 2; T.J. Maxx 2; Jordan Marsh 2; Bradlees 3; JCPenney 2; Marshall's 4.
Discount Stores-Zayre 2; Stuarts 4; Brooks; Mars 2; K mart 2.
Variety Stores-Woolworth.
Chain Drug Stores-Page's 2; Brook's; Osco 2; Birch Drug 2; Rite Aid; CVS 5.
Chain Supermarkets-Alexander's 4; Demoulas 9; Purity Supreme 2; Lowell Warehouse; Heartland Food Warehouse.
Other Chain Stores-Scott Jewelry; Goodrich; Goodyear; Firestone; Sherwin-Williams; Capital Warehouse; Channel Lumber; Child World 2; Kent Jewelers; McQuades (clothing); Fayva Shoe 4; Service Merchandise; Waldenbooks; Thom McAn 5; Confectionary: Brigham's, Candyland, Fanny Farmer.

14 - NEWSPAPERS: SUN (e) 58,168; (S) 56,365; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James I. O'Hearn, Gen. Mgr., SUN, 15 Kearney Sq., Lowell, MA 01852; Tel. (617) 458-7100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LYNN

1 - LOCATION: Essex County, E&P Map E-1 (In Boston PMSA). 10 mi. N of Boston; 4 mi. from I-95 and circumventing Hwy. 128. Also served by Hwys. 1A, 129.

2 - TRANSPORTATION: Railroads-MBTA Rail.
Intercity Bus Lines-Mass. Bay Transit Authority.
Airlines-7 mi. to Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 78,471; E&P 86 Est. 74,052
CZ-ABC: (80) 121,001
RTZ-ABC: (80) 267,909
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
County 80 Cen. 633,632; E&P 86 Est. 654,023
City & RTZ-ABC: (80) 388,910

4 - HOUSEHOLDS:
City 80 Cen. 30,421; E&P 86 Est. 30,127
County 80 Cen. 228,432; E&P 86 Est. 246,390
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474
CZ-ABC: (80) 45,097
RTZ-ABC: (80) 97,362
City & RTZ-ABC: (80) 142,459

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Co-op	2	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Turbines; Jet Engines; Research; Shoes and Allied Prods.; Electronics; Plastics; Bakery Prods.; Lobster Whol.; Metal Prods.; Precision Machine Tooling; Fluorescent Lamps; Medicine; Clothing; Community College. Av. Wkly. Wage (1984): $366.07.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-50; Summer 61-95; Fall 40-61; Winter 14-33.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Market St.; Munroe St.; Lynnway; Boston St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vinnin Sq.(30)	3	Star Mkt., Bradlees
Vinnin Sq. Annex	3	Stop & Shop
Lynngate Plz.(10)	1	Stop & Shop
N.E. Shpg.	4	Sears, Service Mdse., Filene's
Broadway	1	Stop & Shop
Danvers Plaza(15)	7	Almy's, Woolworth, Purity Supreme
Liberty Tree Mall (Danvers)(108)	7	Ann & Hope, K mart, Lechmere Sales
Northshore (Peabody)(87)	7	Jordan Marsh, Sears, Almy's, Filenes
Northgate(30)	5	Zayre
Hawthorne(20)		Caldor, Heartland

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Thur., most Fri.; Discount Stores-Every night and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Filene's 3; Jordan Marsh.
Variety Stores-Woolworth; New England Stores 3.
Discount Stores-Caldor 2; Zayre 3; Rich's; Bradlees; Jerry's; Randy's; K mart 2.
Major Size Specialty Stores-Marshalls 2; T.J. Maxx 2; Rooks; Empire; Hoffmans; Jerry's; Cherry, Webb & Touraine 2.
Chain Drug Stores-Eaton; CVS; Walgreens; Osco 2; Rite Aid 2.
Chain Supermarkets-Stop & Shop 5; Star Mkts. 4; Richdale 6; Purity Supreme 2; Demoulas; Heartland.
Other Chain Stores-Clothing: Jordan Marsh, Filene's, Newberry, Zayre, Kennedy 2, Rooks 3, Loehmann's, Lerner's, Anderson Little; Paint: Sherwin-Williams 2; Tobacco: Bond Hill; Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, MVP Sports, Hermans; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers, Taymor; Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler, Speedy Muffler; Furniture: Bradford, Furniture Freight, Lexington Furn., Levitz, C.F. Tomkins, Titus.

14 - NEWSPAPERS: ITEM (e-mon to fri) 29,861; (e-sat) 25,117; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Kelly, Adv. Dir., ITEM, 38 Exchange St.; PO Box 951, Lynn, MA 01903; Tel. (617) 593-7700.
National Representatives: Landon Associates; U.S. Suburban Press.

MALDEN

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map E-2. On Malden River. 5 mi. from Boston.

2 - TRANSPORTATION: Railroads-MBTA; Boston & Maine.
Motor Freight Carriers-13.
Intercity Bus Lines-Mass. Bay Trans. Authority; Hudson.
Airlines-All major lines (Boston).

3 - POPULATION:
Corp. City 80 Cen. 53,386; E&P 86 Est. 52,585
NDM-ABC: (80) 53,386
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,746; E&P 86 Est. 21,326
NDM-ABC: (80) 20,746
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$340,000,000
Commercial	6	$500,000,000
Other	2	$331,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 15,400

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Constr. 1,243 ($350); Mfg. N.A. ($280); Trans., Commun. & Util. 1,187 ($320); Whol. & Ret. Trade 3,528 ($300); Fin., Ins. & R.E. 716 ($225); Services 4,500 ($300); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. An. payroll $364,000,000 (town).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Pleasant St.; Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave.; Highland Ave.
Other Shopping Centers-Townline Plaza, Northgate, New England, Bryant Terrace, Stuarts Village.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Stuart's; Caldor.
Discount Stores-Sparks; FFDC.
Variety Stores-FFC.
Chain Drug Stores-CVS; Pharmacity.
Chain Supermarkets-Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.
Other Chain Stores-Hanlon's Shoes; Tru-Value Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,468; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gregory A. Krollman, Adv. Mgr., NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press.

MARLBOROUGH

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 20, 9, 85; I-495, I-290.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Hughes; Boston & Worcester.

3 - POPULATION:
Corp. City 80 Cen. 30,617; E&P 86 Est. 33,029
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257

4 - HOUSEHOLDS:
City 80 Cen. 10,925; E&P 86 Est. 12,518
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474

5 - BANKS	NUMBER	EST. DEP.
Savings	1	$100,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Computers; Paper Prods.; Sporting Goods; Boxes; Stamped Metal Prod.; Metal Plate Prod; Scale Models; Chem.; Tool & Die; Research; Electronics; Plastics; Containers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Post Road(15)	1	Big Discount, Rich's
Village Plz.(17)	NA	Yankee Gift House
Indian Head(8)	2	Stop & Shop, Zayre Marshall's

Principal Shopping Days-Thur., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Golden's; Concannon's.
Discount Stores-Rich's; Marshall's; Zayre.
Chain Drug Stores-Rexall; Medi Mart; CVS; Adams Brooks.
Chain Supermarkets-Stop & Shop; IGA; Big D; Star Mkt.
Other Chain Stores-Town Paint; Everett Auto; Consumer Auto Parts; Radio Shack; Fayva Shoe; Friendly's.

14 - NEWSPAPERS: ENTERPRISE (e) 4,069; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Marquerite A. Thorsen, Adv. Dir., ENTERPRISE, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MEDFORD

1 - LOCATION: Middlesex County, (In Boston PMSA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

2 - TRANSPORTATION: Railroads-MBTA; Boston & Maine.
Motor Freight Carriers-12.
Intercity Bus Lines-Mass. Bay Trans. Authority; Hudson.

3 - POPULATION:
Corp. City 80 Cen. 58,076; E&P 86 Est. 55,235
NDM-ABC: (80) 58,076
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,206; E&P 86 Est. 19,809
NDM-ABC: (80) 20,206
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$173,282,141
Commercial	7	$454,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 19,000

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Agric. & Mining; Constr.; Mfg.; Trans., Commun. & Util.; Whol. & Ret.; Fin., Ins. & R.E.; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Riverside Ave.; 4 on High St.; 2 on Main St.; 1 on Forest St.; 1 on Salem St.; Wellington Circle; Steven's Sq.
Neighborhood Shopping Centers-Steven's Sq.; Harvard Sq.; West Medford Sq.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fellsway Plz.(22)	1	Zayre, Stop & Shop
Food Masters/ Turnstyle(3)	1	Turnstyle
Meadow Glenn(50)	1	Bradlees, Marshall's
Medford(17)	1	Woolworth
Mystic Mall(20)	1	K mart, Market Basket
Wellington Circle(4)	1	First National, Child World
Town Line Plz.	1	Star

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Marshall's.
Discount Stores-Zayre; Osco; Bradlees; B.J.'s.
Variety Stores-Child World; N.E. Stores.
Chain Drug Stores-Liggett-Rexall 2; CVS; Craddock 2; Archer-Kent; Pharmacity.
Chain Supermarkets-Stop & Shop 2; Johnnie's; Heartland.
Other Chain Stores-Lerner's; Thom McAn; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 5,210; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir. or Nick DeAngelo, Adv. Dir., MERCURY, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: U.S. Suburban Press; Landon Associates.

MELROSE

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map E-2. 7 mi. from Boston. Off U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-9.
Intercity Bus Lines-Mass. Bay Transportation Authority.
Airlines-All at Boston Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,055; E&P 86 Est. 28,667
NDM-ABC: (80) 30,055
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076

4 - HOUSEHOLDS:
City 80 Cen. 10,649; E&P 86 Est. 10,558
NDM-ABC: (80) 10,649
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings	2	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 12,000 (Est.)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: 414 firms; 4,988 employees; An. Payroll $104,000,000. Mfg.: Chem.; Transistors; Radios; Food Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-Main St.; Franklin St.; Essex St.; W. Wyoming Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Drug Stores-CVS; Big 2; Brooks.
Chain Food Stores-Gallahoe's; Cerretani's 4.

14 - NEWSPAPERS: NEWS (e-mon to fri) 1,958; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gregory A. Krollman, Adv. Mgr., MELROSE EVENING NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press.

MILFORD

1 - LOCATION: Worcester County (In Boston PMSA). E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.
Airlines-Hopedale Airways.
Motor Carriers-3.

3 - POPULATION:
City 80 Cen. 23,390; E&P 86 Est. 26,120
NDM-ABC: (80) 82,161
County 80 Cen. 646,352; E&P 86 Est. 658,562
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257

4 - HOUSEHOLDS:
City 80 Cen. 8,216; E&P 86 Est. 9,383
County 80 Cen. 225,323; E&P 86 Est. 239,948
NDM-ABC: (80) 26,498
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$132,620,000
Commercial	3	$126,440,000
Savings & Loan	1	$91,560,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 9,643

8 - GAS METERS: Residence 3,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Loom Mfg. 700; Glass 300; Mfg. Scientific Inst. 954; Hospital Care 1,012.

10 - CLIMATE: Av. Temp.-Winter 10; Summer 90.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Milford Plaza(12)	1	Sears, Stop & Shop
Shoppers World(53)	16	Bradlees, Jordan Marsh
Natick Mall(38)	16	Filene's, Sears
Auburn Mall(57)	17	Outlet, Sears
Worcester Galleria	18	
Walnut Hill Mall	12	

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Mars; K mart; Zayre; Hit or Miss; Casual Male; Piece Goods; Bradlees; Sears Outlet Store; Marshall's.
Chain Drug Stores-Big L; Brooks Discount; Med X; Lincoln Pharmacy; Thayer Pharmacy; Adams.
Chain Supermarkets-Stop & Shop; Almacs; Fernandes; Iandolis; Big D; Star Market; Rico's.

14 - NEWSPAPERS: NEWS (e) 13,382; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter M. McHugh, Mktg. Dir., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 473-1111.
National Representative: Landon Associates.

NEW BEDFORD

1 - LOCATION: Bristol County, (MSA). E&P Map E-3. Situated on Buzzards Bay, 56 mi. S of Boston. On I-95 and Mass. 140.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-23.
Intercity Bus Lines-Whaling City Transit; Southeastern Regional Transit Authority; Medeiros; American Eagle; Bonanza; Reliable.
Freight Steamship Lines-9.
Airlines-Provincetown-Boston; Gull Air; Island Air.

3 - POPULATION:
Corp. City 80 Cen. 98,478; E&P 86 Est. 94,495
CZ-ABC: (80) 140,485
RTZ-ABC: (80) 80,769
County 80 Cen. 474,641; E&P 86 Est. 485,399
MSA 80 Cen. 130,548; E&P 86 Est. 128,740
City & RTZ-ABC: (80) 221,254
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,388; E&P 86 Est. 37,665
County 80 Cen. 166,938; E&P 86 Est. 178,518
MSA 80 Cen. 60,573; E&P 86 Est. 50,077
CZ-ABC: (80) 51,933
RTZ-ABC: (80) 27,262
City & RTZ-ABC: (80) 79,195

5 - BANKS	NUMBER	DEPOSITS
Savings	18	$1,590,562,000
Savings & Loan	2	$47,139,750
Commercial	12	$920,568,900

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Res. & Comm. 68,655

8 - GAS METERS: Res. & Comm. 43,402

9 - PRINCIPAL INDUSTRIES: Total Wage Earners 156,330; Apparel 8,500; Rubber Chem. & Plastics 8,200; Metals & Mach. 7,000; Food Prod. 2,000; Constr. 4,487; Gov't 12,500; Trans. & Pub. Util. 2,400; Financial & R.E. 6,321; Services 8,900; Fishing 3,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Purchase St. (Spring to Middle), 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
Neighborhood Shopping Centers-24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Darthmouth Mall(72)	5	Sears, Zayre JCPenney
King's Hwy.	4	Shaw's, Ashmont
Berdon Plaza(8)	3	Almac's, Almy's
Rio Plaza(2)	3	Food Mart
K mart	4	K mart, Almac's
Shaw's	3	K mart
Smith Mill	NA	Bed & Bath, AT&T
Vanity Fair(7)	5	Kay Windsor
Wareham Plz.(12)	15	Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Some Fri.; Shopping centers and Supermarkets-every night.

13 - RETAIL OUTLETS: Department Stores-Almy's; Cherry-Webb & Touraine 2; Sears; Peerless; JCPenney.
Discount Stores-Cove Discount; Mars Bargainland 2; Zayre; K mart 2; Ann & Hope; Ashmont; Building 19; Stuarts.
Variety Stores-Woolworth.
Chain Drug Stores-Brooks 5; Rite Aid 3; Osco; CVS 3; Archer Kent.
Chain Supermarkets-A&P 2; Stop & Shop; Angelo's; Shaw's 3; Fernandes 2; Almac's 2; Food Mart 2; Super Place.
Other Chain Stores-Singer Co.; Benny's; National Hard Goods; Kay Jewelry; ADAP; C&R Fashions; Grossman; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; Peerless Clothing; Sawyer's.

14 - NEWSPAPERS: STANDARD-TIMES (e-mon to fri) 47,349; (m-sat) 47,112; (S) 51,298; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Brad Lipe, Adv. Dir., STANDARD-TIMES, 555 Pleasant St., New Bedford, MA 02742; Tel. (617) 997-7411.
National Representative: Branham/Newspaper Sales.

NEWBURYPORT

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Rte. 1 and Shore Line Route 1A.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Boston & Maine Trans. Co.; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 15,900; E&P 86 Est. 16,525
CZ-ABC: (80) 29,871
RTZ-ABC: (80) 56,968
County 80 Cen. 633,632; E&P 86 Est. 654,023

PMSA 80 Cen. 339,090; E&P 86 Est. 344,380
City & RTZ-ABC: (80) 86,839
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,892; E&P 86 Est. 6,595
County 80 Cen. 228,432; E&P 86 Est. 246,390
PMSA 80 Cen. 118,912; E&P 86 Est. 127,107
CZ-ABC: (80) 10,918
RTZ-ABC: (80) 20,465
City & RTZ-ABC: (80) 31,383

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$52,582,000
Savings	3	$42,303,422

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 5,222

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Apparel 323; Furn. 131; Plastics 136; Leather Prod. 1,058; Leather Mfg. 153; Elect. Mach. 1,472; Trans. incl. Marine 622; Silversmiths 351; Gov't and R.R. 1,280; Self-Employed Domestic and Family 2,000; Local Agric. 180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Central Shopping District Downtown area has 100 shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(11)	NA	Mars
Port Plz.(16)	NA	K mart, Shaw's

Stores Open Evenings-Fri.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-H.W. Pray.
Discount Stores-K mart.
Chain Drug Stores-Brooks.
Chain Supermarkets-Shaw's.

14 - NEWSPAPERS: NEWS (e) 12,108; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., NEWS, 23 Liberty St., Newburyport, MA 01950; Tel. (617) 462-6666.
National Representative: U.S. Suburban Press.

NORTH ADAMS

1 - LOCATION: Berkshire County, E&P Map B-1. In NW corner of state. Industrial and shpg. ctr. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2 - TRANSPORTATION: Railroads-Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza; Vermont Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,063; E&P 86 Est. 17,595
CZ-ABC: (80) 35,532
RTZ-ABC: (80) 13,217
County 80 Cen. 145,110; E&P 86 Est. 144,737
City & RTZ-ABC: (80) 48,749
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,638; E&P 86 Est. 6,381
County 80 Cen. 52,400; E&P 86 Est. 54,603
CZ-ABC: (80) 12,726
RTZ-ABC: (80) 4,682
City & RTZ-ABC: (80) 17,408

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$151,244,539
Commercial	3	$240,143,590

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 18,150

8 - GAS METERS: Residence 7,479

9 - PRINCIPAL INDUSTRIES: Elect.; Textile; Paper; Mach.; Chem.; Employees: 6,580. Non-Agric. 14,850; Non-Mfg.
Principal Industrial Pay Days-Wed., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 50-95; Fall 30-80; Winter -10-45. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(North Adams)-3 blocks on Main St., and following adjacent sts.: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shpg. District: 4 blocks on Park St., 1 on Ctr. St., 4 on Summer St.; Williamstown: 1 on Spring St., Water St.; Colonial Shpg. Ctr. on State Rd. between N Adams and Williamstown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Adams Plz.(3)	NA	Price Chopper
Artery Arcade(4)	NA	Big Y Supermkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Robert's Co.; Shea's; England Bros.
Discount Stores-Zayre; K mart.
Variety Stores-Newberry; Woolworth.
Chain Supermarkets-Big Y; Price Chopper; Grand Union.
Other Chain Stores-Goodyear; Sears; Firestone; Brook's Health & Beauty Aids; Agway; Big L; Rite Aid; Cumberland Farms; Radio Shack; Endicott-Johnson; Fayva.

14 - NEWSPAPERS: TRANSCRIPT (e) 11,113; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Walter Stred, Jr., Adv. Dir., TRANSCRIPT, 124 American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.
National Representative: Landon Associates.

NORTHAMPTON

1 - LOCATION: Hampshire County (In Springfield MSA), E&P Map B-2. County Seat. Pioneer Valley Education Center. in NW section of state. 17 mi. NW of Springfield; 90 mi. from Boston. Near Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9 & 66.

2 - TRANSPORTATION: Railroads-B&M (freight).
Motor Freight Carriers-5.
Intercity Bus Lines-Peter Pan; Vermont Transit; Greyhound; Trailways; US Express.

3 - POPULATION:
Corp. City 80 Cen. 29,286; E&P 86 Est. 29,054
CZ-ABC: (80) 44,866
RTZ-ABC: (80) 54,491
MSA 80 Cen. 515,259; E&P 86 Est. 49,424
County 80 Cen. 138,813; E&P 86 Est. 148,178
City & RTZ-ABC: (80) 99,357
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; E&P 86 Est. 10,530
County 80 Cen. 44,253; E&P 86 Est. 49,424
MSA 80 Cen. 182,849; E&P 86 Est. 195,438
CZ-ABC: (80) 16,009
RTZ-ABC: (80) 14,851
City & RTZ-ABC: (80) 30,860

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings	9	N.A.

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 11,208

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brushes 700 ($234); Optical Goods 462 ($354); Crating & Pkg. 138 ($369); Print. & Pub. 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,238 ($297); Bottling 177 ($215).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-24 blocks on 10 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsgate(7)	1	Bradlees, Stop & Shop
Amherst Campus Plz.	5	Stop & Shop
Amherst Shoppers Park(15)	7	
Hampshire Mall (95)	5	K mart, JCPenney, Steigers
Pot Pourri(6)	1	
Hamp Plz.	2	Caldor, Food Mart
Hill & Dale(11)	1	Price Chopper

Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Department Stores-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Steigers.
Discount Stores-K mart; Serv-U; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Brooks; Genovese; Fay's.
Chain Supermarkets-Big Y; Stop & Shop 2; Food Mart; Price Chopper 2.
Other Chain Stores-Sears; Sherwin-Williams; Pay Saver; Anderson-Little; Firestone; Grossman's; Agway; Aubuchon.

14 - NEWSPAPERS: HAMPSHIRE GAZETTE (e) 20,540; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael Staff, Adv. Dir., GAZETTE, 115 Conz St.; PO Box 299, Northampton, MA 01061; Tel. (413) 584-5000.
National Representative: Landon Associates.

PEABODY

1 - LOCATION: Essex County, (In Salem-Gloucester PMSA). E&P Map E-1. Residential and industrial center. Located in northeaster part of state on N side of MA Bay. 18 mi. from Boston on U.S. Hwys. 128, 114, 127, 97 & 62.

2 - TRANSPORTATION: Motor Freight Carriers-42.
Intercity Bus Lines-Michand.
Airlines-Served by Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 45,976; E&P 86 Est. 46,188
CZ-ABC: (80) 45,976
RTZ-ABC: (80) 11,267
County 80 Cen. 633,632; E&P 86 Est. 654,023
City & RTZ-ABC: (80) 57,243

4 - HOUSEHOLDS:
City 80 Cen. 15,804; E&P 86 Est. 15,976
County 80 Cen. 228,432; E&P 86 Est. 246,390
CZ-ABC: (80) 15,804
RTZ-ABC: (80) 3,525
City & RTZ-ABC: (80) 19,329

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 16,811

8 - GAS METERS: 7,798

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe & Leather 1,955; Chem. 263; Fab. Metals 584; Paper Prods. 220; Electronics 820; Apparel 300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-North Shore; Peabody Place.
Neighborhood Shopping Centers-Lowell St. 2 blocks; Main St. 6 blocks; W Peabody-Main Hwy., Rte. 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Shore(103)	1	Jordan Marsh, Sears, Filenes, Almy's
Peabody Place(15)	2	Purity Supreme, T.J. Maxx
Syms Plaza(8)	4	Syms
Liberty Tree Mall (105)	3	Ann & Hope, Lechmere, Marshalls
Endicott Plz.(20)	3	K mart, DeMoulas
Danvers Plz.(15)	4	Almy's, Purity Supreme

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All shopping ctrs. & plzs. Most downtown-Fri.

13 - RETAIL OUTLETS: Department Stores-Jordan Marsh; Filenes; Sears.
Discount Stores-Zayre; Ann & Hope; Lechmere; Levitz; Syms; Marshalls; Filenes Basement.
Chain Drug Stores-Walgreens; Medi Mart; Brooks; CVS; Thayer.
Chain Supermarkets-DeMoula's; Star; Purity Supreme; Stop & Shop; Farm Stand.
Other Chain Stores-Paperama.

14 - NEWSPAPERS: PEABODY TIMES (e) 3,602; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Times Park, Dunham Rd., Beverly, MA 01915; Tel. (617) 532-1005.
National Representative: U.S. Suburban Press.

PITTSFIELD

1 - LOCATION: Berkshire County (MSA), E&P Map B-2, County Seat. 35 mi. E of Albany on Route 20; 75 mi. N of Danbury, CT on Route 7; 56 mi. NW of Springfield, on Mass. Tpke. Center of Berkshire County. Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-New York & Boston; Western; New England; Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.

3 - POPULATION:
Corp. City 80 Cen. 51,974; E&P 86 Est. 49,577
NDM-ABC: (80) 74,672
RTZ-ABC: (80) 30,652
MSA 80 Cen. 83,490; E&P 86 Est. 81,778
County 80 Cen. 145,110; E&P 86 Est. 144,735
NDM & RTZ-ABC: (80) 105,324

4 - HOUSEHOLDS:
City 80 Cen. 19,436; E&P '86 Est. 18,030
County 80 Cen. 52,400; E&P 86 Est. 54,603
MSA 80 Cen. 30,146; E&P 86 Est. 30,679
NDM-ABC: (80) 26,932
RTZ-ABC: (80) 11,198
NDM & RTZ-ABC: (80) 38,130

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$291,600,000
Savings & Loan	2	$325,700,000
Commercial	3	$377,800,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 62,138

8 - GAS METERS: Residence 22,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms (An. Payroll), No. of Employees: Agric. & Mining 2 ($252,500) 50; Constr. 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans., Commun. & Util. 50 ($6,000,000) 1,350; Whol. Trade 60 ($3,750,000) 650; Ret. Trade 562 ($12,500,000) 4,100; Fin., Ins. and R.E. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Prods. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Ptg., Pub. 12 ($3,200,000) 300; Elect. N.A. ($207,000,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; North St.; Allendale; South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Main & Central A-Z(8)		England's Zayre
Allendale(23)	2	England Bros., T.J. Maxx, Sears
Berkshire Commons (20)		
Bradlees(7)	2	Bradlees, Stop & Shop
Pittsfield Plz.(15)	1	Halperin's Furn.
K mart Plz.(9)	2	K mart, Price Chopper

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-England Bros.; Sears.
Variety Stores-Newberry.
Discount Stores-Zayre; Bradlees; K mart; Ames.
Chain Drug Stores-Flynn Rexall; Brook's; CVS 2; Mall Drug; Rite Aid.
Chain Supermarkets-A&P; Big Y 3; Stop & Shop; Price Chopper 4.
Other Chain Stores-Thom McAn; Firestone; Champion Factory Outlet; Hit or Miss; Parade of Shoes; Kids Port.

14 - NEWSPAPERS: BERKSHIRE EAGLE (m) 32,618; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Betty Harrington, Adv. Mgr., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311.
National Representative: Landon Associates.

QUINCY

1 - LOCATION: Norfolk County (In Boston PMSA). E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 95, 128 and Southeast Expwy.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak.
Motor Freight Carriers-86.
Intercity Bus Lines-MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.
Airlines-Major airlines at Boston's Logan Airport.

3 - POPULATION:
Corp. City 80 Cen. 84,743; E&P 86 Est. 83,231
CZ-ABC: (80) 176,681
RTZ-ABC: (80) 155,997
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
County 80 Cen. 606,587; E&P 86 Est. 612,511
City & RTZ-ABC: (80) 332,678

4 - HOUSEHOLDS:
City 80 Cen. 33,492; E&P 86 Est. 34,536
County 80 Cen. 207,823; E&P 86 Est. 219,435
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474
CZ-ABC: (80) 64,405
RTZ-ABC: (80) 49,485
City & RTZ-ABC: (80) 113,890

5 - BANKS	NUMBER	DEPOSITS
Savings	14	$1,748,776,064
Savings & Loan	5	$150,081,756
Commercial	9	$2,715,646,445
Co-op Banks	7	$488,986,411
Credit Unions	9	$150,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence (City) 34,000

8 - GAS METERS: Residence (City) 24,225

9 - PRINCIPAL INDUSTRIES: Constr. 2,431; Mfg. 8,003; Commun. 1,796; Util., Sanitary 778; Whol. Trade 1,690; Food stores 1,113; Restaurants 1,440; Retailing 2,146; Ins. and Real Estate 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Admin. 2,079.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24; last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway; 104 stores.
Neighborhood Shopping Areas-Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery: Approx. 1 mile.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore (Braintree)	4	Sears, Filene's, Lord & Taylor, Jordan Marsh
Hanover Mall (Rte.53)(78)	12	Almy's, Zayre, Sears, Jordan Marsh
Hingham Plaza (Rte.53)(16)	8	Hoffman's, Bradlees, Building 19
Dedham Plaza (Rte.1)(48)	10	Zayre, Medi-Mart, Tweeter, Inc.
Quintree(13) (Braintree)	3	Zayre, Side One
President's Plz.(7)	3	Radio Shack, Bradlees
Queen Ann's Plz. (Norwell)(11)	9	Adams Drug, Caldor
Granite St.(22)	1	Osco, Star, Grossman's
Cushing Plz.(22) (Cohasset)	9	Casual Male
Harborlight Mall (Weymouth)(28)	7	Purity Supreme, CVS, Stuarts
Cobb's Corner (Canton)(24)	10	Marshalls, Shaw's, Colman's Sporting, Hoffman's, Caldor
Dedham Mall (Rte.1)(48)	11	Sears, Stop & Shop, Woolworth, Anderson-Little
Weymouth(Rte 53 at Rte 18)(10)	8	Channel Home Centers, Caldor
North River Plz. (Pembroke)(18)	21	Caldor, Stop & Shop, Shoe Town, T.J. Maxx
Kingsbury Plaza	23	Angelo's, Bradlees
Marshfield Plz.(14)	19	Angelo's, Marshall's Pharmacity
Pleasant Shops (Weymouth)	7	Marshall's, Purity Supreme

Other Shopping Centers-(No. of Stores)-Pembroke Plaza (8); Grossman's (7); Seaside (7); Southern Artery (7); Rich's Plaza (15).
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food & Almost all others-Thur. & Fri.; some Mon.; Malls-some every night.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Clothing: Remick's, Jordan Marsh 3, Filene's, Lord & Taylor.
Variety Stores-Woolworth 3.
Discount Stores-Zayre 3; Bradlees 4; Osco; Bargain Center; Paperama 4; Caldor 5.
Chain Supermarkets-Angelo's 11; Stop & Shop 12; Star Mkt. 2; Purity Supreme 5; Shaw Market 4; Roxie's 2.
Chain Drug Stores-Osco 5; CVS 19; Sher; Rite Aid 4; Adams 12; Medi-Mart 4; Rix/Dunnington 6.
Other Chain Stores-Building Supplies & Contractors: Sherwin-Williams, Channel Lumber, Somerville Lumber, Channel Home Centers, Color Tile, Plywood Ranch, Grossman's, Tile City; Clothing Stores: Lerner's, T.J. Maxx, Anderson's Little, Cummings; Automotive: Goodyear, Firestone, Merchants Tire, General Tire, Sullivan Tire; Shoe Stores: Shoe Town, Stride-Rite, Foot Locker, Taymore, Fayva, Thom McAn, Child Teen, Hanlon Shoes; Furn. & Appliances: Cabot House, Levitz, Ethan Allen, Paine's, Siesta Sleep Shop; Jewelry: Rogers, Harts, Stone's, Karten's, Kay's, Lander's, Hills; Fabrics: Ryder's, Sewfisticated Fabrics, Piece Goods.

14 - NEWSPAPERS: PATRIOT LEDGER (e-mon to fri) 90,865; (m-sat) 95,540; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George F. White, Adv. Dir. or Paul A. Schwabe, Adv. Mgr., THE PATRIOT LEDGER, 13-19 Temple St., Quincy, MA 02169; Tel. (617) 786-7000.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). County Seat, E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Mass. Bay Transit Authority; Michaud.

3 - POPULATION:
Corp. City 80 Cen. 38,220; E&P 86 Est. 38,027
CZ-ABC: (80) 128,478
RTZ-ABC: (80) 117,968
PMSA 80 Cen. 258,175; E&P 86 Est. 261,662
County 80 Cen. 633,632; E&P 86 Est. 654,023
City & RTZ-ABC: (80) 246,446

4 - HOUSEHOLDS:
City 80 Cen. 15,065; E&P 86 Est. 15,463
County 80 Cen. 228,432; E&P 86 Est. 246,390
PMSA 80 Cen. 93,661; E&P 86 Est. 96,896
CZ-ABC: (80) 46,760
RTZ-ABC: (80) 40,517
City & RTZ-ABC: (80) 87,277

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$730,200,000
Savings & Loan	6	$90,000,000
Commercial	12	$461,552,339

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 34,377

8 - GAS METERS: Residence 22,259

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 7,147; Leather & Products 6,521; Mach. 5,521; Paper, Printing, Publishing 139; Chem. 1,038; Plastics 357. Av Wkly. Wage $300.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore(54)	3	Jordan Marsh, Sears Almy's, Filene's, Herman's
Beverly Plz.(19)	3	Zayre, Woolworth, Star
Danvers Plaza(12)	4	Almy's, Purity Supreme
Highland Plaza	2	Rich's
Vinnin Plaza	2	Marshall's, Loehmann's, Rooks Star, CWT
Vinnin Sq.(30)	2	New England Stores, Stop & Shop
Liberty Tree Mall(115)	4	Lechmere, Ann & Hope, Levitz, Anderson Little, Radio Shack, Marshall's
Russel Plaza(10)	5	Syms
Swampscott Mall (17)	2	Bradlees, Medi Mart, Fayva
Hawthorne Mall(20)	2	Caldor, Radio Shack, Heartland
Endicott Plaza(13)	5	K mart, DeMoulas, Osco
Peabody Pl.	NA	T.J. Maxx, Purity Supreme

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Food-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Almy's 2; Empire 2; Jordan Marsh; Filene's; Sears.
Discount Stores-Richs; Zayre; Jerry's; Lechemere; Bradlees; Levitz; Marshall's 2; Ann & Hope; K mart.
Chain Drug Stores-Eaton 7; Brooks 4; CVS 7; Pharmacity 2; Rexall 4; Osco; Heartland; Archer Kent; Rite Aid 2; Thayer Phcy.
Chain Supermarkets-Stop & Shop; Star Market 2; Harvest Market 4; Purity Supreme 4; DeMoulas 4; Heartland 2.
Other Chain Stores-Thom McAn; Singer Co.; Sherwin-Williams; Kinney Shoe; Grossman's; Bell Shops; Touraine; Kay Jewelers; Goodyear; Firestone; R.H. Stearns; Brigham's; Kennedy's; Newberry; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 31,438; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth R. Newbegin, Pub. Aff. Dir., NEWS, 155 Washington St., Salem, MA 01970; Tel. (617) 744-0600.
National Representative: Landon Associates.

SOUTHBRIDGE

1 - LOCATION: Worcester County, E&P Map C-2. On State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford, CT; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge & Charlton. 5 mi. from center of Southbridge is Old Sturbridge Village, visited annually by over 500,000.

2 - TRANSPORTATION: Railroads-Providence & Worcester.
Intercity Bus Lines-Bonanza; Peter Pan.

3 - POPULATION:
Corp. City 80 Cen.-16,665; E&P 86 Est. 16,530
County 80 Cen. 646,352; E&P 86 Est. 658,562

4 - HOUSEHOLDS:
City 80 Cen. 6,225; E&P 86 Est. 6,439
County 80 Cen. 225,323; E&P 86 Est. 239,948

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings	3	$157,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence & Ind. 6,668

8 - GAS METERS: Residence 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Optical 3,570 ($184); Tools 500 ($195); Cutlery 650 ($164).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 54-97; Fall 29-66; Winter -2-41. First killing frost, Oct. 17; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Bunny(9)	1	Big Bunny Mkt.
Southbridge Plz.(11)	2	Park & Shop, The Fair
Sturbridge Plz (5)	2	Ames, JCPenney, Iandoli Mkt.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Discount Stores-Ames; The Fair.
Chain Supermarkets-Iandoli; Park'N Shop.
Chain Drug Stores-Rite Aid; CVS; Brooks.
Other Chain Stores-JCPenney; Cantwell Hdwe.; Aubuchon Hdwe.; Book Corner; Radio Shack; Friendly Ice Cream.

14 - NEWSPAPERS: NEWS (e) 6,395; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Ron Chapdelaine, Sales Dir., NEWS, 25 Elm St., Southbridge, MA 01550; Tel. (617) 764-4325.
National Representative: U.S. Suburban Press.

SPRINGFIELD

1 - LOCATION: Hampden County (MSA). E&P Map C-2. County Seat. 136 mi. N of New York; 89 mi. W of Boston. State Hwys. 5, 20, 21, 33, 57, 83, 116, 90, 202, 91, 291, 391.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail.
Motor Freight Carriers-173.
Intercity Bus Lines-Bonanza; Continental; Greyhound; Peter Pan; Trailways of New England; Vermont Transit.
Airlines-American; Best; Bar Harbour; Delta; Eastern; Continental; Northeastern; Pan Am; Pilgrim; Piedmont; Peoples; TWA; United; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 152,319; E&P 86 Est. 148,625
CZ-ABC: (80) 361,363
RTZ-ABC: (80) 288,881
County 80 Cen. 443,018; E&P 86 Est. 445,000
MSA 80 Cen. 515,259; E&P 86 Est. 523,864
City & RTZ-ABC: (80) 650,244

4 - HOUSEHOLDS:
City 80 Cen. 55,329; E&P 86 Est. 56,684
County 80 Cen. 158,027; E&P 86 Est. 165,901
MSA 80 Cen. 182,849; E&P 86 Est. 195,438
CZ-ABC: (80) 128,779
RTZ-ABC: (80) 95,108
City & RTZ-ABC: (80) 223,887

5 - BANKS	NUMBER	DEPOSITS
Savings	27	$4,129,206,000
Co-operative	9	$363,119,000
Commercial	10	$2,698,233,000
Federal Farm Loan	1	$1,218,111,000
Total Banks	46	$8,408,669,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance & Accessories 2,720; Food & Kindred Prods. 2,614; Textile Mill Prods. 2,459; Apparel 2,373; Lumber & Wood Prods. 704; Furn. & Fixtures 167; Paper & Allied Prods. 9,116; Printing & Pub. 7,111; Chems. & Allied 3,089; Rubber Prods. 5,246; Leather & Leather Prods. 1,750; Stone, Clay & Glass Prods. 873; Primary Metal Industries 2,299; Fab. Metal Prods. 11,183; Mach.(ex. electrical) 13,248; Elect. Mach. 3,279; Trans. 750; Prof. & Scientific 1,232; Misc. Mfg. 7,162.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11 - TAP WATER: Acid, very soft; minimum fluoride.

12 - RETAILING: Downtown Shopping Area-From Union St. on Main to Lyman St. Main; Dwight St. to E Columbus Ave. including all side sts. in this area, includes Baystate West Mall, Marketplace and Center Square.
Neighborhood Shopping Areas-(the "X" in Forest Park) Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.

Regional Enclosed Malls

Name (No. of stores)	Miles from Downtown	Principal Stores
Baystate West(53)	NA	Steiger, A.O. White, Loehmann's
Eastfield Mall(73)	6	Anderson-Little, Sears, Steiger, JCPenney
Enfield Sq.(57)	8	G. Fox, Steiger, JCPenney
Fairfield Mall(60)	6	Anderson-Little, Caldor, Bradlees, Motomart
Hampshire Mall(40)	24	Steiger, JCPenney, K mart
Springdale Mall(20)	6	Lechmere, Bradlees, Stop & Shop
Holyoke Mall(152)	8	Steiger, JCPenney, Sears, G. Fox

Major Strip Centers

Agawam(49)	3	Zayre, Food Mart
Boston Rd.(3)	6	K mart, Marshall's
Century(21)	1	Childworld
Longmeadow Shops	6	Steiger
Ludlow(6)	10	Mars, Big Y
Springfield Plz.(37)	3	Steiger, K mart, Stop & Shop
Stateline Plz.(20)	8	Zayre, Levitz
Riverdale Shpg. Ctr.	3	Stop & Shop Heartland, Bradlees
K mart Shpg. Ctr.	8	K mart, Zayre, Shop-Rite
Westfield Shops(16)	8	Steiger, JCPenney, K mart, Food Mart, Edwards, Ames

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Steiger; Sears; G. Fox; JCPenney.
Discount Stores-Bradlees; Caldor; Mars; Lechmere; Marshall's; Zayre; K mart; Ames.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Rite Aid; Parker; Ryan; Terminal; Triangles; Brooks; Genovese; CVS; Medi-Mart.
Chain Shoe Stores-Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls;

Kinney; Educator; Flagg Bros.; Huston's; Morse; Fayva; Stride Rite.
Chain Supermarkets-A&P; Edwards; Waldbaum's; Food Mart; Big Y; Food Basket; Stop & Shop; Shop-Rite; Price Chopper; Adams; Grand Union.
Chain Convenience Stores-Jane Alden; Dairy Mart; Lil Peach; Mini Food Basket; Open Pantry; Cumberland Farms; 7-Eleven.
Other Chain Stores-B.F. Goodrich; Firestone; Anderson Little; Peerless; Lerner's; Grossman's; Levitz Furn.; Paysaver; Stuart's; A.O. White; Stowell's Singer; Waldenbooks; Child World; Toys-R-Us; Pier 1 Imports; Brooks; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack; Cohoes; Loehmann's.

14 - NEWSPAPERS: UNION (m) 68,893; NEWS (e) 65,514; REPUBLICAN (S) 155,147; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dwight L. Brouillard, Adv. Dir., UNION, NEWS & REPUBLICAN, 1860 Main St., Springfield, MA 01102; Tel. (413) 788-1108.
National Representative: Newhouse Newspapers Metro Suburbia.

TAUNTON

1 - LOCATION: Bristol County, E&P Map E-2. County Seat. On Taunton River, 34 mi. S of Boston.
2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-25.
Intercity Bus Lines-Brander; Union St. Railway; Bonanza; H&L Bloom; G.A.T.R.A.

3 - POPULATION:
Corp. City 80 Cen. 45,001; E&P 86 Est. 44,971
CZ-ABC: (80) 45,001
RTZ-ABC: (80) 66,821
County 80 Cen. 474,641; E&P 86 Est. 485,399
City & RTZ-ABC: (80) 111,822
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,795; E&P 86 Est. 16,644
County 80 Cen. 166,938; E&P 86 Est. 178,518
CZ-ABC: (80) 15,795
RTZ-ABC: (80) 20,954
City & RTZ-ABC: (80) 36,749

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$126,000,000
Cooperative	2	$105,000,000
Commercial	4	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 16,936

8 - GAS METERS: Residence 9,242
(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Prod. 685; Jewelry 450; Metals and Related Prod. 1,380; Whol. & Ret. 3,050; Servs. 1,885; Constr. 404; Fin., Ins., R.E. 471; Trans. & Util. 220; Av. Wkly. Wage N.A.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Centers-4 blocks on Main St.; 2 on Broadway; 2 on Weir St.; 1 on Taunton Green.
Neighborhood Shopping Centers-Whittenton, North; Weir Village, South; E Taunton, East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Raynham(6)	3	Brockton Mkt.
Rte. 44 Plaza	2	Brockton Mkt.
Trucchi's Plz.(12)	1	Trucchi's Mkt.
Taunton Mall(15)	1	Bradlees, Stop & Shop
Cape Rd. Plz.	3	K mart, Food Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Bradlees; K mart; Caldor.
Variety Stores-Woolworth.
Chain Supermarkets-Stop & Shop; Shaw's 2; Trucchi's 2; Food Mart.
Chain Drug Stores-Brook's; Rite Aid; CVS.
Other Chain Stores-Goodyear; Benny's Auto supplies; Fanny Farmer; Sears (catalog); Montgomery Ward; Goodrich; Firestone; Puritan Clothing; Radio Shack; Cherry & Webb; Pobers (Empire Clothing); JCPenney (catalog).

14 - NEWSPAPERS: GAZETTE (e) 14,002; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter S. McClellan, Adv. Mgr., GAZETTE, 5 Cohannet St., Taunton, MA 02780; Tel. (617) 822-7121.
National Representative: Thomson Newspapers.

WAKEFIELD

1 - LOCATION: Middlesex County, (In Boston PMSA) E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-B&M.

3 - POPULATION:
Corp. City 80 Cen. 24,895; E&P 86 Est. 25,016
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257

4 - HOUSEHOLDS:
City 80 Cen. 8,650; E&P 86 Est. 8,937
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$43,310,039
Savings	2	$477,433,142
Co-Op	1	$13,821,276

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 8,627

8 - GAS METERS: Residence 4,472

9 - PRINCIPAL INDUSTRIES: Type of Mfg.-Apparel; Lumber & Wood Prods.; Furn. & Fixt.; Printing & Pub.; Chem.; Leather; Stone; Clay & Glass; Metal & Fab.; Mach. (not electrical); Elect. Goods; Rattan Furn.; Shoes; Valves; Fibre Prods. and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Elect. Equip. and Apparatus; Furn. Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burlington Mall(64)	8	Filene's, Radio Shack, Jordan Marsh
New England(34)	5	Sears, Woolworth
Northshore(87)	12	Filene's, Sears, Jordan Marsh
Redstone(27)	2	Almy's, Caldor, Star Mkt.
Saugus	4	T.J. Maxx
Saugus Plaza(17)	4	Osco, Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Kline's.

14 - NEWSPAPERS: ITEM (e-mon to fri) 7,100; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Iris Bray, Adv. Dir., ITEM, 26 Albion St., Wakefield, MA 01880; Tel. (617) 245-0080.
National Representative: None.

WALTHAM

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map D-2. 9 mi. W of Boston; 5 mi. NW of Newton. On U.S. Hwy. 20; State Hwys. 128, 60, 117.

2 - TRANSPORTATION: Railroads-Amtrak; Local Transit Service: MBTA.
Motor Freight Carriers-10.
Intercity Bus Lines-MBTA. Boston & Worcester; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 58,200; E&P 86 Est. 57,084
CZ-ABC: (80) 58,200
RTZ-ABC: (80) 191,852
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076
City & RTZ-ABC: (80) 250,052

4 - HOUSEHOLDS:
City 80 Cen. 20,594; E&P 86 Est. 20,999
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474
CZ-ABC: (80) 20,594
RTZ-ABC: (80) 66,730
City & RTZ-ABC: (80) 87,324

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	NA
Savings	7	NA
Co-operative	2	NA

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 26,274; Whole & Ret. 9,320; Contract Constr. 1,141; Trans. & Commun. 1,302; Servs.: Research & Development 15,694; Gov't 6,354; Fin., Ins. & R.E. 1,696; 200 Industrial Establishments in City.
Principal Industrial Pay Days-Thur., Fri.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-10 blocks on Moody St.; 13 on Main St.; Lexington St.; River St.
Neighborhood Shopping Centers-Warren St.; Upper Main St.; Newton & Main Sts.; South St.; High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arsenal Marketplace	4	Ann & Hope, Marshall's
Auburndale(8)	2	Star, Garb Drug
Chestnut Hill	6	Star, Stop & Shop, Bloomingdale's, Filene's
Newton Corner	4	Hi-Lo
Newton Centre	5	106 specialty shops
Newtonville	3	Star, Purity-Supreme
Newton Nonantum	4	6 Blocks
Newton Highlands	5	Purity-Supreme, Siesta Sleep Shop
Newton Lower Falls	5	Grossman's
Newton Upper Falls	6	Marshall's
Watertown Mall(44)	4	Bradlees, Anderson-Little
River St. Plz.	2	Zayre, Osco, Anderson-Little
Wal-Lex(18)	2	Stop & Shop
Waltham Plz.(10)	2	Star Mkt., Osco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Wed. & Fri.; Furniture-Mon., Wed., Fri.; Food-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Grover Cronin; Bloomingdale's; Filene's.
Variety Stores-Woolworth.
Discount Stores-Zayre; Marshall's; Bradlees; Ann & Hope.
Chain Drug Stores-Osco; CVS; Garb; Hubbard; Heartland.
Chain Supermarkets-Star Mkt. 5; Stop & Shop 4; Purity Supreme 2; Waltham Super Mkt.; Heartland.
Other Chain Stores-Singer Sewing; Cummings (Women's Fashions); Anderson-Little; Hanlon's Shoes; Hit or Miss (Women's Fashions); Radio Shack; Fayva; Firestone; Goodyear; Grossman's; Midas Muffler; Women's World Health Spa.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 13,168; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., NEWS-TRIBUNE, 18 Pine St.; PO Box 69, Waltham, MA 02254; Tel. (617) 893-1670.
National Representatives: Landon Associates; U.S. Suburban Press.

WESTFIELD

1 - LOCATION: Hampden County, (In Springfield MSA) E&P Map B-2. 10 miles W of Springfield; on Hwys. 10, 20, 202, the MA Tpke. and I-91. Situated in the foothills of the Berkshires on Exit 3 of the MA Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Peter Pan-Springfield which is accessible to Greyhound, Vermont Transit, Interstate Trailways.
Airlines-American; United; Northeast; Trans-World; USAir; New England Air; Macs. Helicopter and daily airline flights to La Guardia at Bradley International Field.
Local Airport-Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations.

3 - POPULATION:
Corp. City 80 Cen. 36,465; E&P 86 Est. 40,844
County 80 Cen. 443,018; E&P 86 Est. 445,000
PMSA 80 Cen. 515,259; E&P 86 Est. 523,864

4 - HOUSEHOLDS:
City 80 Cen. 12,404; E&P 86 Est. 14,419
County 80 Cen. 158,027; E&P 86 Est. 165,901
PMSA 80 Cen. 182,849; E&P 86 Est. 195,438

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$800,000,000
Cooperative	1	$33,000,000
Savings & Loan	1	$635,000,000
Savings	3	$754,053,724

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence Est. 10,000

8 - GAS METERS: Residence Est. 8,000

9 - PRINCIPAL INDUSTRIES: Bicycles; School Furn.; Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gauges; Precision Parts; Envelopes and Stationery; Whol. & Ret. Lumber; Cigars; Radiators; Household Brushes and Cleaners; Fine Papers; Grinding Wheels & Greeting Cards; Computer Hardware Peripherals.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-100; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

11 - TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Plaza(15)	NA	First National, Ames
Big Y(6)	NA	Big Y Foods
Little River Plz.(6)	NA	Shop Rite, Genovese
Westfield Shops (16)	NA	Steiger's, Food Mart, JCPenney
K mart Plz.(6)	NA	K mart
Holyoke Mall	10	G. Fox, JCPenney, Sears, Steiger's

13 - RETAIL OUTLETS: Department Stores-Ames.
Variety Stores-K mart; Caldor; Newberry.
Chain Drug Stores-Rite Aid; Brooks; Genovese.
Chain Food Stores-Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; Shop Rite; Wemette's; Dairy Mart.
Other Chain Stores-Thom McAn; Sherwin-Williams; JCPenney; Singer Co.

14 - NEWSPAPERS: NEWS (e-mon to fri; m-sat) 6,095; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Martha Baillargeon, Adv. Dir., NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.
National Representative: Landon Associates.

WOBURN

1 - LOCATION: Middlesex County, (In Boston PMSA), E&P Map E-1. 10 mi. NW of Boston; State Hwys. 3, 128, 38; Interstate Hwy. 93.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Intercity Bus Lines-MBTA.

3 - POPULATION:
Corp. City 80 Cen. 36,626; E&P 86 Est. 36,780
County 80 Cen. 1,367,034; E&P 86 Est. 1,375,076
PMSA 80 Cen. 3,030,841; E&P 86 Est. 3,073,257

4 - HOUSEHOLDS:
City 80 Cen. 12,393; E&P 86 Est. 12,888
County 80 Cen. 476,201; E&P 86 Est. 498,661
PMSA 80 Cen. 998,915; E&P 86 Est. 1,160,474

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$180,000,000
Commercial	10	$431,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 18,326

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Mfg., Gelatin.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27; last killing frost, May 15.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Montvale Ave.; Bradlees Ctr.; E-Z Way Ctr.; Star Mkt.; Radio Shack; Osco; Toys 'R Us; Barnes & Noble; Woburn Mall (35 units); Lechmere Discount Fabric; De Moulas Mkt.
Neighborhood Shopping Centers-Central Sq.; S. End.; E Woburn; N Woburn.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant City Plz.(12)	NA	Zayre
Economy(70)	NA	Almy's, Lee Ward's
N. Woburn Plz.(6)	2	Zayre, Purity Mkt.
Woburn Plz.(19)	2	Star Mkt., Toys 'R Us
Burlington Vlg. Mall(28)	4	Caldor, De Moulas, Loehman's

Burlington Mall (64)	5	Sears, Filene's, Lord & Taylor, Kennedy's, Herman's, Jordan Marsh
Crossroads Plz. (23)	3	Heartland, Ethan Allen, Value Mdse., Service Mdse.
Redstone Plz.(27)	NA	Woolworth, Almy's, Star Mkt., Caldor

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Gorin's; Lechemere.
Discount Stores-Zayre; Bradlees; Toys 'R Us.
Variety Stores-Gorins.
Chain Drug Stores-CVS; Osco; Big L.
Chain Supermarkets-Purity; Star; De Moulas.

14 - NEWSPAPERS: TIMES AND CHRONICLE (c-mon to fri) 15,090; June 30, 1985 CAC.
Local Contact for Advertising and Merchandising Data: Thomas R. Kirk, Adv. Dir., TIMES AND CHRONICLE, 25 Montvale Ave., Woburn, MA 01801; Tel. (617) 933-3700.
National Representatives: American Newspaper Representatives; U.S. Suburban Press.

WORCESTER

1 - LOCATION: Worcester County (MSA), E&P Map D-2, County Seat. Worcester County has 2 County Seats-Worcester and Fitchburg. Industrial, wholesale and educational center. Located central Massachusetts, 39 mi. W of Boston; 25 mi. S of Fitchburg; 52 mi. E of Springfield. On U.S. Hwy. 20; I-90, 190, 290, 395, 495; Rte. 9, 12, 70, 122, 122A, 140, 146.

2 - TRANSPORTATION: Railroads-Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers-111.
Intercity Bus Lines-Greyhound; Trailways; Peter Pan; A-B-C; Gray Lines; Marathon Lines.
Airlines-Bar Harbor; Euro-American Airfreight; Piedmont; Parker Helicopter Service.

3 - POPULATION:
Corp. City 80 Cen. 161,799; E&P 86 Est. 153,818
CZ-ABC: (80) 258,582
RTZ-ABC: (80) 335,605
City & RTZ-ABC: (80) 594,187
MSA 80 Cen. 402,918; E&P 86 Est. 407,214
County 80 Cen. 646,352; E&P 86 Est. 658,562
Demographic information available from Newspaper. See paragraph 14.

E&P

ADDS AD

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Call your E&P representative or Donald L. Parvin, Ad Manager, at 212 675-4380.

4 - HOUSEHOLDS:
City 80 Cen. 58,720; E&P 86 Est. 57,665
MSA 80 Cen. 137,858; E&P 86 Est. 150,576
County 80 Cen. 225,323; E&P 86 Est. 239,948
CZ-ABC: (80) 91,803
RTZ-ABC: (80) 115,840
City & RTZ-ABC: (80) 207,643

5 - BANKS	NUMBER	EST. DEP.
Savings	33	$2,483,378,000
Commercial	13	$2,409,263,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 57,470

8 - GAS METERS: Residence 33,953

9 - PRINCIPAL INDUSTRIES: Industry, No. of Workers (Av. Wkly. Wage)-Mach. (except Electrical) 9,500 ($487); Fab. Metals 8,400 ($389); Primary Metals 2,100 ($420); Textile Prods. 2,900 ($304); Leather Prods. 700 ($255); Mfg. 44,500 ($385); Constr. 9,000; Trans. & Util. 8,100; Whol. & Ret. Trade 46,100; Fin., Ins. & R.E. 12,200; Servs. 44,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Central Business District (Census Tract 7317) (76 blks. in 285 acres).
Neighborhood Shopping Centers-16 blks. at Main & Park Ave.; 5 at W Boylston & Norton Co.; 6 at Lincoln & Bumcoat; 6 at Pleasant & Chandler (Tatnuck Sq.); 8 at Grafton & Hamilton; 6 at Water & Millbury Sts.; 2 at Millbury & Greenwood; 4 at Burncoat & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Worcester Ctr.(100)		Jordan Marsh, Filene's
Country Club Plz. (13)	2	Caldor, Food World
Gold Star(5)	2	Food Village
Grafton Hill Plz.(15)	2	Stuart's, Goretti's, Zayre
Lawnfair(4)	1	Iandoli's, Zayre
Lincoln Plz.(36)	2	Almy's, Zayre, Big Discount
Mill St. Plz.(4)	2	Stop & Shop
The Fair(10)	4	The Fair, Big Discount
Webster Sq. Plz.(21)	2	Zayre, Food World
Auburn Mall(64)	4	Sears, Caldor
Auburn Plz.(9)	6	T.J. Maxx, Park 'N Shop
Drury Sq. Plz.(3)	4	Service Merchandise
Country Plz.(8)	6	Stuart's, Iandoli's
Holden Plz.(6)	6	Food Fair
White City(38)	2	Bradlees, Food World
Fairlawn(10)	3	Wonder Food Whse.
Meadowbrook(8)	5	IGA
W. Boylston(12)	6	The Fair, Iandoli's
Westmeadow Plz. (28)	9	Bradlees, Stop & Shop
Julio's(34)	10	Caldor, Julio's
Iandoli's Westboro (4)	10	Iandoli's

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Gen. Mdse.-Mon. through Sat.; Food-Wed., Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; Almy's; Jordan Marsh.
Discount Stores-Bradlees; Spag's; Zayre 4; The Mart; The Fair 2; Caldor 2; Stuarts 2.
Variety Stores-McCrory.
Chain Drug Stores-Apple 2; Beacon 2; CVS 15; Rix; Monahan 5; Walgreens; Rite Aid; Archer Kent 2.
Chain Supermarkets-Stop & Shop; Iandoli's 12; Big Discount 7.
Other Chain Stores-Clothing: Anderson Little 2, Shacks 2, Waliachs, Chess King 2; Women's Wear: Casual Corner, Lerner Shops 2, Lane Bryant, T.J. Maxx 2, Foxmoor 2, Cherry Webb & Touraine 2; Auto Accessories: Sears, Western Auto, Firestone 2; Shoes: Thom McAn 7, Regal, Morse 2, Hanover, Fayva 3; Other: Fanny Farmer 2.

14 - NEWSPAPERS: TELEGRAM (m) 56,648; GAZETTE (e) 82,177; TELEGRAM (S) 127,145; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John P. Connolly, Gen. Adv. Mgr., TELEGRAM-GAZETTE, 20 Franklin St., Worcester, MA 01613-0666; Tel. (617) 793-9100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MICHIGAN SURVEYS

METROPOLITAN STATISTICAL AREAS

Battle Creek-Calhoun County.
Benton Harbor-Berrien County.
Flint-Genesse County.
Grand Rapids-Kent and Ottawa Counties.
Jackson-Jackson County.
Kalamazoo-Kalamazoo County.
Lansing-East Lansing-Clinton, Eaton and Ingham Counties.
Muskegon-Muskegon County.
Saginaw-Bay City-Midland-Bay, Midland and Saginaw Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Ann Arbor-Washtenaw County.
Detroit-Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair and Wayne Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Detroit-Ann Arbor-Includes Ann Arbor PMSA and Detroit PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1988	1987
Under 5 Years	805	685	660
5-14 Years	1,906	1,529	1,481
15-24 Years	1,577	1,793	1,736
25-44 Years	2,087	2,544	2,468
45-64 Years	1,757	1,795	1,741
65 and Over	750	912	887
TOTAL	8,882	9,258	8,973

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	1,683	1,756	2,910
General Mdse	4,381	4,928	6,569
Food	6,608	8,350	9,504
Automobiles	7,433	7,432	11,998
Gasoline Stations	2,591	3,981	3,641
Apparel	1,642	2,222	2,939
Furniture	1,491	1,631	2,759
Eat-Drink Places	2,696	3,755	4,963
Drugs	1,050	1,494	1,799
TOTAL SALES	31,677	39,216	50,794

ADRIAN

1 - LOCATION: Lenawee County, E&P Map C-5, County Seat. Agriculture and dairy area. 89 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo. 210 mi. E of Chicago, in SE corner of state. On U.S. Hwy. 223; State Hwys. 34, 52.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-North Star.
Airlines-Betz; Morenci; Adrian Mnpl.; Tecuseh.

3 - POPULATION:
Corp. City 80 Cen. 21,186; E&P 86 Est. 20,466
CZ-ABC: (80) 21,276
RTZ-ABC: (80) 68,672
County 80 Cen. 89,948; E&P 86 Est. 89,684
City & RTZ-ABC: (80) 89,948

4 - HOUSEHOLDS:
City 80 Cen. 8,676; E&P 86 Est. 6,852
County 80 Cen. 30,044; E&P 86 Est. 31,277
CZ-ABC: (80) 7,241
RTZ-ABC: (80) 22,803
City & RTZ-ABC: (80) 30,044

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$291,321,764
Savings & Loan	2	$202,182,219

6 - PASSENGER AUTOS: County 49,064

7 - ELECTRIC METERS: Residence 30,240

8 - GAS METERS: Residence 9,768

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum 500 ($250); Auto Parts 2,562 ($300); Paper Prods. 167 ($178); Laboratory Equip. 269 ($230); Woodworking 894 ($235); Planting 80 ($215); Refrigeration 1,906 ($250); Screw Mach. Prods. 622 ($250); Plastic Parts Prods. 904 ($230); Chem. 330 ($210).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-69; Summer 60-72; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20; last killing frost, May 1-10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Adrian Mall(35)	3	Sears, JCPenney, Woolworth
Adrian Plaza(7)	5	Country Market, Super Valu
Delco Plaza	NA	
Southland Plz.(7)	NA	Big & Small Lots, Dynamic Health Spa
Spielman(7)	NA	
Westgate(2)	NA	Kroger, K mart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Klines; Sears.
Discount Stores-K mart; Meijer's Thrifty Acres.
Variety Stores-Woolworth.
Chain Drug Stores-Muir's; SupeRx; Arbor; Rite Aid.
Chain Supermarkets-Kroger 2; Meijer's Thrifty Acres; County Market.
Other Chain Stores-Firestone; Ace Hardware; Jo-Ann Fabrics; Singer Co.; Acme Paint; Auto Parts, Inc.; Allen Shoes; Osterman Jewelers; Fanny Farmer Candies; American Greetings; Pick Way; Quality Farm & Fleet; TG&Y; Valuland; Hallmark; True Value Hdwe.; Fashion Bug; Kinney Shoes; Uhlman's; Endicott Johnson Shoes; Waldenbooks; Parklane Hosiery; Sagebrush.

14 - NEWSPAPERS: TELEGRAM (e) 16,790; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Hank Adkins, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.
National Representative: Thomson Newspapers.

ALBION

1 - LOCATION: Calhoun County, (In Battle Creek MSA). E&P Map C-5, 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Republic at Jackson.

3 - POPULATION:
Corp. City 80 Cen. 11,059; E&P 86 Est. 10,193
County/MSA 80 Cen. 141,557; E&P 86 Est. 138,482

4 - HOUSEHOLDS:
City 80 Cen. 3,999; E&P 86 Est. 3,402
County/MSA 80 Cen. 51,123; E&P 86 Est. 52,192

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$34,652,760
Savings & Loan	2	$15,573,295

6 - PASSENGER AUTOS: County 78,375

7 - ELECTRIC METERS: Residence 2,060

8 - GAS METERS: Residence 3,392

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundries 500; Wire Prods. 200; Insulation 250; Machine Tools 26. Ind. Wkly. Wages $255.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Superior St. & 1 W. on 5 cross sts.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(3)	1	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Ctr. and Food nightly.

13 - RETAIL OUTLETS: Chain Drug Stores-American Drug Discount; Perry's.
Chain Supermarkets-Felpausch; Foodland.
Other Chain Stores-Western Auto; Nu Vision.

14 - NEWSPAPERS: EVENING RECORDER (m-mon to fri) 3,500; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Paul Bedient, Adv. Mgr., EVENING RECORDER, 11 W. Center St., Albion, MI 49224; Tel. (517) 629-3984.
National Representative: None.

ALMA

See MOUNT PLEASANT

ALPENA

1 - LOCATION: Alpena County. E&P Map D-3. County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2 - TRANSPORTATION: Railroads-Detroit and Mackinac.
Motor Freight Carriers-Jones Transfer; Yellow Freight.
Intercity Bus Lines-Rainbow; Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 12,214; E&P 86 Est. 10,851
CZ-ABC: (80) 22,366
RTZ-ABC: (80) 33,276
County 80 Cen. 32,315; E&P 86 Est. 32,300
City & RTZ-ABC: (80) 55,642
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,574; E&P 86 Est. 3,589
County 80 Cen. 11,151; E&P 86 Est. 11,639
CZ-ABC: (80) 7,936
RTZ-ABC: (80) 11,613
City & RTZ-ABC: (80) 19,549

5 - BANKS	NUMBER	EST. DEP.
Full Service	2	$200,000,000
Savings & Loan	2	$55,000,000

6 - PASSENGER AUTOS: County 17,056

7 - ELECTRIC METERS: Residence 12,060

8 - GAS METERS: Residence 9,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($540); Machines 450 ($440); Auto Trim 100 ($200); Paper 300 ($300); Hardboard 550 ($400); Foundry 100 ($275).

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpena(12)		Spartan Foods, Kresge, Perry
Mall(28)	1	K mart, JCPenney
Thunder Bay(12)	1	Super Foods IGA, Revco
Ripley Sq.(4)	1	A&P, Fisher Big Wheel
Giantway(3)	2	Midway Fam., Rite Aid

Principal Shopping Days-Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vaughn; Kotwicki's.
Discount Stores-Big Wheel; Midway Family Ctr.; K mart.
Variety Stores-McCrory's; Kresge's; Ben Franklin; Disco.
Chain Drug Stores-Spen's Walgreens; Perry; Revco; Rite Aid.
Chain Supermarkets-A&P; Midway 2; Super Foods IGA; Perch's IGA; Lakeshore Spartan.
Other Chain Stores-Kinney Shoes; Gen. Nutrition Ctr.; Sherwin-Williams; Singer; Sears (catalog); Gately's; Western Auto; Radio Shack; Erb Lumber; Wickes Lumber; Fashion Bug; Beverleys; Gambles; Holiday Station; Circus World; Waldenbooks; Shifrin Jewelers.

14 - NEWSPAPERS: NEWS (e) 12,716; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward Robin, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.
National Representative: None.

ANN ARBOR

1 - LOCATION: Washtenaw County. (PMSA). E&P Map D-5, County Seat. Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. I-94 & 23; State Hwy. 14.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Brooks; Shortway; AATA.
Airlines-14 major airlines at Detroit Met. Airport (23 mi.).

3 - POPULATION:
Corp. City 80 Cen. 107,316; E&P 86 Est. 105,137
CZ-ABC: (80) 124,056
RTZ-ABC: (80) 234,677
County/PMSA 80 Cen. 264,748; E&P 86 Est. 267,661
CZ & RTZ-ABC: (80) 358,733
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,976; E&P 86 Est. 38,381
County/PMSA 80 Cen. 92,937; E&P 86 Est. 97,465
CZ-ABC: (80) 45,344
RTZ-ABC: (80) 78,984
CZ & RTZ-ABC: (80) 124,328

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$809,870,000
Savings & Loan	3	$602,700,000

6 - PASSENGER AUTOS: County 150,175

7 - ELECTRIC METERS: Residence 34,951

8 - GAS METERS: County 62,000

9 - PRINCIPAL INDUSTRIES: Appliance & Automotive; Bearings, Balls; Research & Dev. Space Trans.; Remote Sensing & X-Ray; Research & Dev. New Drugs; Microfilm Mfg.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct. 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E. Liberty St.; 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.
Neighborhood Shopping Centers-Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; E. Ann Arbor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arborland(30)	NA	Service Mdse., Marshall's, Burlington Coat, Toys 'R Us
Westgate(14)	NA	True Value Hdwe., Perry Drugs, Kroger
Maple Village(34)	NA	K mart
Briarwood(120)	NA	Sears, Hudsons, Lord & Taylor, JCPenney
Georgetown Mall(24)	NA	Perry Drugs, Kroger
Lamp Post(7)	NA	
Plymouth Green(9)	NA	Kroger, SupeRx
Plymouth Mall(24)	NA	Perry Drugs, Showerman's
Carpenter/ Packard(14)	NA	Farmer Jack, Best Products

Stores Open Evenings-Dept. Stores-Mon., Fri.; Briarwood-Mon. through Sat.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Kline's; Jacobsons; JCPenney; Hudsons; Lord & Taylor.
Discount Stores-K mart; Meijer's; Best Products; Service Mdse.
Chain Drug Stores-Richardson's 3; Food & Drug Mart; Perry.
Chain Supermarkets-Kroger 6; Farmer Jack 2; Meijer's.
Other Chain Stores-Singer Co.; Firestone; Fotomat; Gantos; J. Riggings; Englanders; Kinney; Winkelman's; Bakers; Marshall's; Burlington Coat.

14 - NEWSPAPERS: NEWS (e) 49,633; (S) 58,887; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising. Data: Roger Grossman, Adv. Dir., NEWS, 340 E. Huron St., Ann Arbor, MI 48104; Tel. (313) 994-6989.
National Representative: Newhouse Newspapers Metro Suburbia.

BAD AXE

1 - LOCATION: Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 3,184; E&P 86 Est. 3,155
CZ-ABC: (80) 3,184
RTZ-ABC: (80) 39,410
County 80 Cen. 36,459; E&P 86 Est. 36,284
City & RTZ-ABC: (80) 42,594

4 - HOUSEHOLDS:
City 80 Cen. 1,185; E&P 86 Est. 937
County 80 Cen. 12,764; E&P 86 Est. 13,238
CZ-ABC: (80) 1,185
RTZ-ABC: (80) 13,646
City & RTZ-ABC: (80) 14,831

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$165,900,000
Savings & Loan	1	$130,345,155

6 - PASSENGER AUTOS: County 20,622

7 - ELECTRIC METERS: Residence County 19,134

8 - GAS METERS: Residence County 9,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machines 1,350 ($250); Food 30 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 66-77; Fall 48-56; Winter 24-31.

11 - TAP WATER: Hard (22 gr. per gal.); Iron (0.2 parts per million).

12 - RETAILING: Principal Shopping Center-Downtown Bad Axe on Huron Ave. (open til 9 pm on Fri.).
Neighborhood Shopping Centers-Westland-3/4 mile on West Huron (4 stores); Northgate, 1/2 N on M-53 (9 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Polewach Stores; Kritzman's; Fishers Big Wheel; JCPenney (catalog).
Discount Stores-Mill End Store; Norman's Discount Clothing; K mart.
Variety Stores-Glass; Ben Franklin; D&C.
Chain Drug Stores-Perry; K mart.
Chain Supermarkets-Farmer Jack; Spartan.

14 - NEWSPAPERS: HURON TRIBUNE (e-mon to fri) 8,739; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dennis M. Mesnard, Adv. Dir., HURON TRIBUNE, 211 N. Heistermann, Bad Axe, MI 48413; Tel. (517) 269-6461.
National Representative: Hearst Advertising Service.

BATTLE CREEK

1 - LOCATION: Calhoun County (MSA). E&P Map C-5. At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. Hwy. I-94; State Hwys. 37, 66, 196, 89, 96.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight); Grand Trunk (freight).
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Indian Trails.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 56,324; E&P 86 Est. 53,142
CZ-ABC: (80) 112,926
RTZ-ABC: (80) 144,011
County/MSA 80 Cen. 141,557; E&P 86 Est. 138,482
City & RTZ-ABC: (80) 256,937

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,124; E&P 86 Est. 13,881
County/MSA 80 Cen. 51,123; E&P 86 Est. 52,192
CZ-ABC: (80) 34,476
RTZ-ABC: (80) 55,982
City & RTZ-ABC: (80) 90,458

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 78,375

7 - ELECTRIC METERS: Residence 89,500

8 - GAS METERS: Residence 29,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 6,400; Mach. (non-elect.) 2,300; Metal 2,900; Paper 1,100; Av. Wkly. Wage N.A.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 13-92; Summer 40-100; Fall 10-72; Winter -3-51. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Michigan Ave., 3 on Capital Ave.; Lakeview Square Mall.
Neighborhood Shopping Centers-3 blocks on Capital Ave. SW; 2 on Michigan Ave.; 3 on E. Michigan & Porter St.; 1 on Capital NE; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(24)	3	Woolworth, Rite Aid, Felpausch, Big Lots
Lakeview	3	
Lakeview Square(82)	NA	Sears, JCPenney, J.L. Hudson
Urbandale Pl.(14)	3	Felpausch, Rite Aid
Meijer's Thrifty Acres	4	Meijer's

Principal Shopping Days-Wed., Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, JCPenney; J.L. Hudson; Herp's.
Discount Stores-Meijer's Thrifty Acres; K mart.
Variety Stores-Woolworth; Ben Franklin; G.L. Perry.
Chain Drug Stores-Rite Aid 3; Walgreens; Osco; Perry; CVS.
Chain Supermarkets-Meijer; Felpausch 4; Orchard Park 2; Jewel Foods.
Other Chain Stores-Shoes: Nobil's, Kinney, Butler's, Hanover's, Sibley's; Auto Supply: Firestone; Paint: Sherwin-Williams; Candy: Fanny Farmer, Fannie May.

14 - NEWSPAPERS: ENQUIRER (e-mon to fri) 29,267; (m-sat) 28,609; (S) 38,094; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J. F. Newman, Adv. Dir., ENQUIRER 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161.
National Representative: Gannett Media Sales.

BAY CITY

1 - LOCATION: Bay County (In Saginaw-Bay City-Midland MSA). E&P Map C-4, County Seat. Industrial center. Situated on Saginaw River 3 mi. from its junction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, sea-going freighters & oil tankers. On U.S. Hwys. 23, I-75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Detroit & Mackinac; Grand Trunk; Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Indian Trails.
Airlines-United; Republic; Freedom; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 41,593; E&P 86 Est. 35,634
CZ-ABC: (80) 78,776
Bal. In Bay Co.-ABC: (80) 41,105
Total Bay Co.-ABC: (80) 119,881
Bal. in NDM-ABC: (80) 96,527
Total NDM-ABC: (80) 216,408
County 80 Cen. 119,881; E&P 86 Est. 117,522
MSA 80 Cen. 421,518; E&P 86 Est. 414,124
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,545; E&P 86 Est. 13,928
County 80 Cen. 41,348; E&P 86 Est. 42,138
CZ-ABC: (80) 28,453
Bal. in Bay Co.-ABC: (80) 12,895
Total Bay Co.-ABC: (80) 41,348
Bal. in NDM-ABC: (80) 34,073
Total NDM-ABC: (80) 75,421
MSA 80 Cen. 141,962; E&P 86 Est. 145,367

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 66,[illegible]5

7 - ELECTRIC METERS: Residence 28,706

8 - GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Parts Mfg. 4,900 ($420); Elec. Trans. & Welding Mach. 725 ($320); Wood Mfg. 200 ($300); Clothing Mfg. 220 ($210); Chem. Mfg. 700 ($360).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington; 4 on Ctr.; 3 on N. Water; Hampton Sq. Mall on Ctr. Ave. Road; 2 [illegible] E. Bay City.
Neighborhood Shopping Centers-6 blocks on Midland St.; 2 on N. Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; 10 on Euclid; K mart Plz.
Principal Shopping Days-Fri., Sat., Mon., Wed.

Stores Open Evenings-Fri., Mon.; Discount Stores-6 nights; Hampton S. Mall-evenings; Sun.

13 - RETAIL OUTLETS: Department Stores-W.R. Knepp; JCPenney; Sears; Wiechmann's.
Discount Stores-Items Inc.; K mart; Unclaimed Freight Store; Meijer's Thrifty Acres.
Chain Drug Stores-Valley Walgreens; Clinton Discount; SupeRx.
Chain Supermarkets-Kroger 3; A&P; Ray's Food Fair 5.
Other Chain Stores-Paint: Sherwin-Williams, Stephen's Paint & Wallpaper; Shoes: Merit, Nobil, Kinney; Misc.: Fanny Farmer Candy, Singer, Zale's Jewelry, Firestone.

14 - NEWSPAPERS: TIMES (e) 39,052; (S) 46,259; Mar. 31, 1986 ABC.
Local Contact for Advertising and Marketing Data: Eugene Elndge, Natl. Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48706; Tel (517) 893-8551.
National Representative: Newhouse Newspapers Metro Suburbia.

BENTON HARBOR-ST. JOSEPH

1 - LOCATION: Berrien County, (MSA Benton Harbor), E&P Map B-5, County Seat. Industrial and agricultural center. On U.S. Hwys. 12, 31, 33; State Hwy. M-139; I-94, I-196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail; Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride; Berrien County Public Transit.
Airlines-Air Wisconsin.
Lake Shipping-Great Lakes vessels supply area on year round basis with coal, petroleum, cement, limestone and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3 - POPULATION:
Corp. Cities 80 Cen. 24,329; E&P 86 Est. 20,715
Benton Harbor 80 Cen. 14,707; E&P 86 Est. 12,598
St. Joseph 80 Cen. 9,622; E&P 86 Est. 8,117
NDM-ABC: (80) 209,441
County/MSA 80 Cen. 171,276; E&P 86 Est. 163,046
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,893; E&P 86 Est. 7,598
Benton Harbor 80 Cen. 4,597; E&P 86 Est. 4,065
St. Joseph 80 Cen. 4,296; E&P 86 Est. 3,533
County/MSA 80 Cen. 60,276; E&P 86 Est. 59,915
NDM-ABC: (80) 72,846

5 - BANKS

	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 92,793

7 - ELECTRIC METERS: Residence 66,393

8 - GAS METERS: Residence 31,387

9 - PRINCIPAL INDUSTRIES: 354 Plants (Av. Wkly. Wage $359)-Foundry; Heavy Mach.; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Gds.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfg. Plg. Prod.; Hydraulic Pumps; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Trans. Equip. & Production; Wineries; Food Proc.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District-14 blocks on 8 streets.
Neighborhood Shopping Centers-Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore, Central St. Joseph Business District.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central St. Joseph(70)	NA	Rimes
Mid-America's Manufacturer's Ctr.(20)	2	Woolworth
Benton Sq.(4)	4	MC Sports
Southtown(14)	2	Hilltop Foods
Fairplain(2)	4	Jewel Foods
Village Sq.(10)	7	Lakeshore Tru-Valu
Scottdale(5)	4	Ace Hardware
Orchard Mall(66)	1	JCPenney, Sears
Pipestone(2)	4	K mart, Meijer's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Larger Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Meijer's.
Variety Stores-Woolworth; Murphy's.
Discount Stores-Tru-Valu; K mart; Bargain Center; The Hilltop.
Chain Drug Stores-Rite Aid; Osco; Revco; Walgreens.
Chain Supermarkets-Jewel Family; Hilltop 3; Hardings; Meijer's.
Other Chain Stores-Sherwin-Williams; Edicott-Johnson; Zale's; Goodyear; Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Radio Shack; Lifestyle; Curtis-Mathes; Payless Shoes; Baker Shoes; Beverly's; Footlocker; Gordon Jewelers; Kinney Shoes; Lerner's Shop; Thom McAn; Naturalizer; Recordtown; Richman Bros.; Foxmoor; Susie's Casual; Chess King; Kaybee Toys; Card

America; Hanover Shoes; General Nutrition; B. Dalton Books; Motherhood Maternity; Just Pants; Jean Nicole; Casual Corner; York Steak House.

14 - NEWSPAPERS: HERALD-PALLADIUM (e) 36,284; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William H. Rauh, Natl. Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400.
National Representative: Landon Associates.

BIG RAPIDS

1 - LOCATION: Mecosta County, E&P Map C-4, County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State College; Mfg., recreation and agric. ctr.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Short Way.

3 - POPULATION:
Corp. City 80 Cen. 14,361; E&P 86 Est. 13,958
County 80 Cen. 36,961; E&P 86 Est. 37,738
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,120; E&P 86 Est. 2,406
County 80 Cen. 11,134; E&P 86 Est. 11,832

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$4,393,654
Commercial	3	$42,446,904

6 - PASSENGER AUTOS: County 15,458

7 - ELECTRIC METERS: Residence 12,038

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 22; Furn. 62; Box Mfg. 62; Tool & Die 19; Industrial Mach. & Equip. 140; Shoes 1,100; Univ. Faculty 561; Univ. Serv. Staff 674.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11 - TAP WATER: Medium alkalinity, medium hardness.

12 - RETAILING: Principal Shopping Center-Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Rapids(14)	NA	K mart, Revco, Carter's, IGA
Southland(8)	NA	Boorsma's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All Fri. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Klines.
Variety Stores-Dibble's.
Discount Stores-Giant Way; K mart; Little Red Shoe House.
Chain Supermarkets-Giant; Carter's; IGA; Boorsma's.
Chain Drug Stores-Revco.
Other Chain Stores-Western Auto; Sears; Gittleman's; Maurice's; Payless Shoe Source; Trio; Discount Auto; Radio Shack.

14 - NEWSPAPERS: PIONEER (m) 5,102; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: John A. Batdorff, Pub., PIONEER, 502 N. State St., Big Rapids, MI 49307; Tel. (616) 796-4831.
National Representative: None.

CADILLAC

1 - LOCATION: Wexford County, E&P Map C-7, County seat. Shopping, resort, wholesale and manufacturing center; 96 mi. N of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115, M-55.

2 - TRANSPORTATION: Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 10,199; E&P 86 Est. 9,948
County 80 Cen. 25,102; E&P 86 Est. 27,658

4 - HOUSEHOLDS:
City 80 Cen. 3,822; E&P 86 Est. 3,224
County 80 Cen. 8,983; E&P 86 Est. 10,393

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$295,000,000
Savings & Loan	2	$7,915,000

6 - PASSENGER AUTOS: County 14,071

7 - ELECTRIC METERS: County 12,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Malleable & Aluminum Castings; Machine Prods.; Garments; Heaters; Air Conditioners; Aircraft Pallets; Cement Prods.; Tools & Dies; Material Handling Devices; Rubber Prods.; Fiberglass Boats; Horns. 3,352 employees.
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Av. Winter 18; Summer 69.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mitchell St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cadillac Sq.(7)	NA	Carter's
K mart Plz.(4)	NA	K mart
Oleson(3)	NA	Oleson Foods
Giantway Plz.(2)	NA	Giantway

Principal Shopping Days-Department Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Food & Drug; Others-Fri.

13 - RETAIL OUTLETS: Department Stores-Cochranes; JCPenney; Sears; Clark's; Milliken; Frier's.
Variety Stores-Green; Ben Franklin.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Revco; Perry.
Chain Supermarkets-Giantway; Oleson; Eberhard; Carter's.
Other Chain Stores-Van Drie Furn.; Wickes Lumber; Ace Hardware; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (m) 8,667; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Larry Rogers, Adv. Mgr., NEWS, 130 N. Mitchell; PO Box 640, Cadillac, MI 49601; Tel. (616) 775-6565.
National Representative: Landon Associates.

CHEBOYGAN

1 - LOCATION: Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23, 27; State Hwys. 33, 68.

2 - TRANSPORTATION: Railroads-Conrail; Detroit & Mackinaw.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-Simmons, Private Charter.

3 - POPULATION:
Corp. City 80 Cen. 5,106; E&P 86 Est. 4,484
County 80 Cen. 20,649; E&P 86 Est. 21,737

4 - HOUSEHOLDS:
City 80 Cen. 1,803; E&P 86 Est. 1,073
County 80 Cen. 7,277; E&P 86 Est. 7,985

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$114,000,000

6 - PASSENGER AUTOS: County 11,728

7 - ELECTRIC METERS: Residence 1,877

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mill 664 ($225); Tool & Die 41 ($292); Tube Forming 50 ($200); Wire Harness 120 (N.A.); Welding 8 ($330); Instruments 60 ($150); Other Mfg. 61 ($150).

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Main and 4 blocks on State; 40 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cheboygan Mall(6)	NA	K mart, Revco, Carter's
Lincoln Bridge Plz.(6)	NA	Gamble's, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; some Sat., Mon.
Stores Open Sundays-Some larger stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; B&C Family Center (food & general mdse.); Gittlemans; Vieus; Fashion Nook; Sports Wear Shop; Stork's Landing.
Variety Stores-River Town Cargo.
Discount Stores-K mart.
Other Chain Stores-Radio Shack; Little Red Shoe House.

14 - NEWSPAPERS: TRIBUNE (e) 4,559; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Jim Cohoe, Gen. Mgr., TRIBUNE, 308-310 N. Main St., Cheboygan, MI 49721; Tel. (616) 627-7144.
National Representative: Landon Associates.

COLDWATER

1 - LOCATION: Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek; 45 mi. W of Jackson. On U.S. Hwy. 12; I-69.

2 - TRANSPORTATION: Railroads-H.C.R.C.
Intercity Bus Lines-Short.

3 - POPULATION:
Corp. City 80 Cen. 9,461; E&P 86 Est. 9,178
County 80 Cen. 40,188; E&P 86 Est. 39,616

4 - HOUSEHOLDS:
City 80 Cen. 4,843; E&P 86 Est. 3,036
County 80 Cen. 14,014; E&P 86 Est. 14,438

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$310,000,000

6 - PASSENGER AUTOS: County 20,831

7 - ELECTRIC METERS: Residence 2,803

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Store Fixtures; Furn.; Pressed Metals; Molybdenum Proc.; Aluminum Extrusion; Wood Veneer Prod.; Plastics; Foundry; Auto Tubing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack, Fisher Big Wheel); East End; Glover Drugs; Red Shoe Barn.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Sears.
Discount Stores-Fisher Big Wheel; K mart.
Chain Supermarkets-A&P; Kroger; Felpaush.

14 - NEWSPAPERS: REPORTER (e) 7,334; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Mike Wilcox, Adv. Dir., REPORTER, 15 W. Pearl St., Coldwater, MI 49036; Tel. (517) 278-2318.
National Representative: Landon Associates.

DETROIT

1 - LOCATION: Wayne County (PMSA). E&P Map D-5, County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River. 18 mi. above Lake Erie. On Interstate Hwys. 94, 96, 75; U.S. Hwys. 10, 12, 16, 24, 25, 112. Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago; 164 W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 mi. from Cleveland; Detroit Metro Airport is 17 mi. from city.

2 - TRANSPORTATION: Railroads-B&O; C&O; Canadian Pacific; Detroit, Toledo & Shoreline; Detroit, Toledo & Ironton; Grand Trunk Western; Conrail; Norfolk & Western; Amtrak.
Motor Freight Carriers-200.
Intercity Bus Lines-De Lux Motor Stages; Greyhound; Detroit & Canada Tunnel Corp.; Martin Lines; Short Way; Brooks; Continental Trailways; Semta; Gray Line Tours.
Airlines-At Metropolitan Wayne County Airport: Air Metro; American; British Airways; Delta; Eastern; Midway; New York Air; Northwest Orient; Ozark; Pan Am; People Express; Piedmont; Republic; Trans World; USAir; United; Wright.
At City Airport-Wright; Hubb Airlines.

3 - POPULATION:
Corp. City 80 Cen. 1,203,339; E&P 86 Est. 1,032,495
CZ-ABC: (80) 1,437,286
RTZ-ABC. (80) 3,329,866
County 80 Cen. 2,337,240; E&P 86 Est. 2,155,602
PMSA 80 Cen. 4,487,421; E&P 86 Est. 4,325,530
City & RTZ-ABC: (80) 4,767,202
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 433,488; E&P 86 Est. 400,978
County 80 Cen. 823,971; E&P 86 Est. 795,481
PMSA 80 Cen. 1,551,942; E&P 86 Est. 1,560,226
CZ-ABC: (80) 521,217
RTZ-ABC: (80) 1,134,455
City & RTZ-ABC: (80) 1,655,672

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$56,000,000,000
Savings & Loan	21	N.A.

6 - PASSENGER AUTOS: County 1,259,235

7 - ELECTRIC METERS: County 1,391,197

8 - GAS METERS: County 643,405

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Mfg. 416,000 ($514); Durables 439,800 ($530); Lumber & Wood Prods. 2,100 ($235); Furn. & Fixt. 1,800 ($302); Metals 110,900 (N.A.); Primary Metals 40,800 ($552); Fab. Metals 70,100 ($465); Non-electrical Mach. 94,400 ($503); Elect. Mach. 7,600 ($340); Trans. Equip. 205,200 ($590); Motor Vehicles & Equip. 198,600 ($590); Other Trans. & Equip. 6,600 (N.A.); Other Durables 17,800 (N.A.); Nondurables 85,200 ($445); Food & Kindred Prods. 18,700 ($356); Textiles 13,800 ($329); Paper & Allied Prods. 4,200 ($363); Printing & Pub. 16,100 ($385); Chem. & Petroleum 17,100 ($363); Other Nondurables 15,300 (N.A.); Non-manufacturing 906,000 (N.A.); Constr. 53,600 ($534); Trans., Commun., & Util. 84,400 (N.A.); Whol. Trade 84,300 ($328); Ret. Trade 281,500 ($162); Fin., R.E. & Ins. 89,600 ($208); Servs. 345,000 (N.A.); Mining 1,200 (N.A.); Gov't 18,000 (N.A.); Federal 34,100 (N.A.); State 33,700 (N.A.); Local 192,700 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-One square mile downtown, centered at Woodward & State St. Greatest volume of traffic is towards this center point. It spreads and thins out towards the edges of the expressway loop.

Neighborhood Shopping Districts in PMSA
Community Centers-Baldwin Plaza, Pontiac (Oakland City); Belmont Shopping Center, 8 Mile & Dequindre (Wayne City); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Carousel Center, 8 mile & Schoenherr (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds. Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand

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River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Dykeland, Metro Pkwy. & Vandyke (Macomb Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.); Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Gault Village, Washtenaw & Golfside (Washtenaw Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green "8" Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne City); Hazel Park Shopping Ctr., E 8 Mile Rd., Detroit (Wayne Cty); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shopping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.); Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty); Madison Center, John R & 12 Mile Rd., Madison Heights (Wayne Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr., Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N Rochester, Rochester (Oakland Cty.); Northville Square, (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Orion Plaza, SEC Rte. 24 & Clarkston Rd., Orion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7 -Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne Cty.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty.).

Regional Centers-Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb City); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Great Oaks, Livernois & Walton (Oakland Cty.); Michigan's Miracle Town & Country Shopper's City, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Ctr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Seven Mile & Mack Shopping Ctr., 7 Mile & Mack, Grosse Pointe Woods (Wayne Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Westborn Shopping Ctr., Michigan & W Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty.).

Super Regional-Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.); Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave., Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr. Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty.); Summit Place, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr. Wayne, Warren & Cowan Rds., Westland (Wayne Cty.).

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: (PMSA) Department Stores-Crowley 9; Lord & Taylor 3; Hudsons 9; Montgomery Ward 8; JCPenney 13; Sears 9; Kingsway 4.
Variety Stores-Kresge 22; Woolworth 3.
Discount Stores-Forest City 8; K mart 63; Meijer's Thrifty Acres 4; Service Mdse. 6; A.J. Foland 6.
Chain Drug Stores-Revco 50; Arbor 30; Apex 18; Perry 125.
Chain Supermarkets-Farmer Jack 85; Chatham 41; Kroger 60; A&P 23; Great Scot 19; Spartan 32; IGA 31; Hollywood 5; Danny's 6; Foodland 12; Pak & Save 6.
Other Chain Stores-Women's Apparel: Bonwit Teller, Sizes Unlimited 14, T.J. Maxx 12, Loehmann's, Gantos 7, Saks 2, Jacobsons 5, Winkelmans 41, Alberts 18, Lerner's 7, Marianne 19, Alcove 11, Today 7, Marshall's 5; Men's Apparel: Capper & Capper, Jack Stevens 4, Jos. A. Bank 3, John Kent 3, Kesslers 3, Max Greens' 3, Kosins, Kuppenheimer, Osmuns' 4, Richmond Brothers 13, Shifman's 4, Sims 6, Todds 5, United Shirt 21, Valente 13, Van Horn 10; Appliance Stores: Fretters 11, Highland 11, Good Housekeeping 11, ABC Warehouse 4; Shoes: Famous Footwear, Fayva, Shoetown, Allens, Bakers, Father & Son, Famous Brand, Flagg Bros., Haig, Kinney, Mary Jane, Sibleys 19, Thom McAn 14, Chester, Hack, Knapp 4, Phillips, Pic-Way, Sherman 6, Payless; Furniture: Leeds 3, Tri State 17, Art Van 12, Gardner-White 3, Dobb's 3, Towne & County 4, New York Carpet World 11, Beckwith Evans 8.

14 - NEWSPAPERS: FREE PRESS (m-mon to fri) 645,266; (m-sat) 583,379; (S) 744,494; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dave Munch, Display Adv. Dir., FREE PRESS, 321 W. Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-8840.
National Representatives: Knight-Ridder Newspaper Sales; Metropolitan Publishers Representatives.
THE DETROIT NEWS (all day-mon to fri) 650,445; (m-sat) 624,211; (S) 832,365; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank C. Ferriolo, Adv. Dir., THE DETROIT NEWS, 615 Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-2490.
National Representative: Million Market Newspapers.

DOWAGIAC

1 - LOCATION: Cass County, E&P Map B-5. Shipping center for manufacturing, agricultural & dairy area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago, IL; 45 mi. SW of Kalamazoo. On State Hwys. M-51, M-62.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Indian Trails.

3 - POPULATION:
Corp. City 80 Cen. 6,307; E&P 86 Est. 5,523
County 80 Cen. 49,499; E&P 86 Est. 48,387
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,276; E&P 86 Est. 1,780
County 80 Cen. 17,236; E&P 86 Est. 17,601

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$43,533,376
Savings & Loan	1	$56,535,000

6 - PASSENGER AUTOS: County 25,648

7 - ELECTRIC METERS: Residence 2,521

8 - GAS METERS: Residence 4,384

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shops 150 ($240); Refrigeration Condit. Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prods. 151 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 40-102; Fall 25-70; Winter 5-40. First killing frost, Oct. 12; last killing frost, May 12.

11 - TAP WATER: Neutral, fluoridated; de-ironized.

12 - RETAILING: Principal Shopping Centers-3 blocks on N. and S. Front Sts.; 1 on Commercial St.; 1 on Division; 1 on Penn; 1 on Main.
Nearby Shopping Center-M-51 South (Hale's Hdwe., Fisher's Big Wheel); Wonderland; Donker's.
Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Paul's.
Variety Stores-Woolworth.
Discount Stores-Wonderland; Big Wheel.
Chain Drug Stores-CVS Discount.
Chain Supermarkets-Village Market 4; Harding's.
Other Chain Stores-Gamble's; Firestone; Hale's True Value Hdwe., Big Wheel.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,272; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Danny Dean, Pub., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.
National Representative: None.

ESCANABA

1 - LOCATION: Delta County, E&P Map B-2, County Seat. Retail, wholesale, industrial, education and residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection. U.S. Hwys. 2, 41; State Hwy. M-35. Iron Ore shipping port.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight); Connects with Milwaukee Road.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp City. 80 Cen. 14,355; E&P 86 Est. 13,568
CZ-ABC: (80) 19,536
RTZ-ABC: (80) 30,610
County 80 Cen. 38,947; E&P 86 Est. 40,605
City & RTZ-ABC: (80) 50,146
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,467; E&P 86 Est. 4,628
County 80 Cen. 13,568; E&P 86 Est. 14,784
CZ-ABC: (80) 7,113
RTZ-ABC: (80) 10,236
City & RTZ-ABC: (80) 17,349

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$144,525,000

6 - PASSENGER AUTOS: County 20,567

7 - ELECTRIC METERS: Residence 8,553

8 - GAS METERS: Residence 2,946

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood 200; Paper 1,200; Heavy Mach. 11,050; Rail Process 252.
Principal Pay Days-Fri., every other Tues.; 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Ludington St.; Delta Plz. Shpg. Center (24 stores-Red Owl Family Center, Woolworth, K mart).
Neighborhood Shopping Center-Stephenson Ave.
Principal Shopping Days-Dept. stores: Mon., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Fri.; some every night.

13 - RETAIL OUTLETS: Department Stores-F&G; Leader; Fair; Montgomery Ward; JCPenney.
Discount Stores-K mart; Shopko.
Variety Stores-Merricks; Woolworth.
Chain Supermarkets-Red Owl; Super Valu; IGA; United Foods; Northland Foods.
Other Chain Stores-Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurice's; Radio Shack; The Vogue; Nobil's; Ward's.

14 - NEWSPAPERS: PRESS (e) 10,283; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Dufour, Adv. Mgr., PRESS, 600-2 Ludington, Escanaba, MI 49829; Tel. (906) 786-2021.
National Representatives: Landon Associates; Thomson Newspapers.

FLINT

1 - LOCATION: Genesee County (MSA). E&P Map D-4, County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75, 475; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Grand Trunk.
Motor Freight Carriers-35.
Intercity Bus Lines-Greyhound; Michigan Trailways; Indian Trails; North Star; Flint MTA.
Airlines-Midstate; Allegheny; Piedmont; Simmons; Air Wisconsin.
Trains-Amtrak.

3 - POPULATION:
Corp. City 80 Cen. 159,654; E&P 86 Est. 133,858
CZ-ABC: (80) 305,933
RTZ-ABC: (80) 339,733
MSA /County 80 Cen. 450,450; E&P 86 Est. 435,044
City & RTZ-ABC: (80) 645,666
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 57,653; E&P 86 Est. 50,681
MSA/County 80 Cen. 154,642; E&P 86 Est. 155,368
CZ-ABC: (80) 107,989
RTZ-ABC: (80) 106,148
City & RTZ-ABC: (80) 214,137

5 - BANKS	NUMBER	DEPOSITS
Banks	10	N.A.
Savings & Loan	3	N.A.
Credit Unions	18	N.A.

6 - PASSENGER AUTOS: County 263,635

7 - ELECTRIC METERS: County 173,079

8 - GAS METERS: County 139,455

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$670) Total Mfg. 64,700; Total Non-Mfg. 81,000; Total Gov't 22,400; Civilian Labor Force 197,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17; last killing frost, May 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Brook Sq.	6	T.J. Maxx, Designer Depot
Miller Sq.	5	
Valley Plz.	5	
Bristol Pl.	5	
Mid-America Plz.	5	Sears Outlet
Eastland Mall	3	The Fair, Penney, JCPenney, Crowley's
Genesee Valley	6	Sears, J.L. Hudson, JCPenney
Northwest	5	The Fair, Hamady
North Flint	3	Landmark Foods
South Flint	4	Value City, Hamady
Grand Mall	10	

Retail Outlets-K mart Stores: Miller & Ballenger Hwy., N. Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lapeer, Fenton and Grand Blanc. Meijer's, Thrifty Acres; Pierson Rd. & I-75; Center & Atherton Rd.; Hill & Torrey Rds.
Neighborhood Shopping Areas-Thompson's Shopping Center, Richfield & Averill; Westgate Plaza, Beecher & Calkins; Mayfair Plaza, Clio Rd., S. of Carpenter; Yorkshire Plaza, Miller Rd., W. of I-75; Carman Plaza, Corunna Rd., E. of I-75; Diplomat Plaza, Flushing Rd., W. of Ballenger.
Principal Shopping Days-Sun., Sat. & Mon.
Stores Open Evenings-Downtown, Mon. & Fri.; Centers, week nights.
Stores Open Sundays-Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

13 - RETAIL OUTLETS: Department Stores-J.L. Hudson; Sears 2; The Fair 3; JCPenney 2; Crowley's.
Variety Stores-S.S. Kresge; Woolworth; Ben Franklin 6.
Discount Stores-Super City 3; Meijer's 3; K mart 8; Best Products.
Chain Drug Stores-Baker's; Drug Shops 3; Corrigall 2; Rite Aid 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 13; Union Prescription 5.
Chain Supermarkets-A&P 3; Kessel 6; Hamady Bros. 23; 23 Supermarkets 3; Meijer's 3; VG's 4.
Other Chain Stores-Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; Baker's; Haig; Dr. Scholl's; Kinney; Nobil; Thom McAn; Firestone; Goodyear; Goodrich; MC Sports; Glenn Roy; Spiegel Catalog; Art Van; Highland Appliances; Ace Hdwe.; Ollie Fretter; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Skaff; Robinson's; Shifrin-Willens; Donlevy's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 108,611; (m-sat) 105,354; (S) 120,145; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ed Mitchell, Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 767-0770.
National Representative: Newhouse Newspapers Metro Suburbia.

GRAND HAVEN

1 - LOCATION: Ottawa County (In Grand Rapids MSA). E&P Map B-4, County Seat. E Shore of Lake Michigan at the mouth of Grand River, 30 mi. W of Grand Rapids, 170 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Air Wisconsin; Simmons; Midstate; (8 mi. to Muskegon Airport).

3 - POPULATION:
Corp. City 80 Cen. 11,763; E&P 86 Est. 11,168
CZ-ABC: (80) 16,934
RTZ-ABC: (80) 20,649
MSA 80 Cen. 601,680; E&P 86 Est. 632,822
County 80 Cen. 157,174; E&P 86 Est. 168,568
City & RTZ-ABC: (80) 37,583
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,765; E&P 86 Est. 4,546
County 80 Cen. 50,444; E&P 86 Est. 56,571
MSA 80 Cen. 206,047; E&P 86 Est. 225,331
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 6,692
City & RTZ-ABC: (80) 13,048

5 - BANKS	NUMBER	EST. DEP.
Saving & Loan	2	N.A.
Commercial	4	$500,000,000

6 - PASSENGER AUTOS: County 96,133

7 - ELECTRIC METERS: Residence 8,031

8 - GAS METERS: Residence 6,348

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 300 ($282); Metal Working 3,400 ($309); Leather & Plastics 610 ($226); Electronics 250 ($228).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Washington St.
Neighborhood Shopping Centers-7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plz. 400 Block N. Beacon Blvd., 1000 Block on Robbins Rd.; South Shore Plaza.
Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Downtown Shopping Center, Mon., Fri.; K mart, Meijer, every evening.

13 - RETAIL OUTLETS: Department Stores-Steketee's.
Variety Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-D&W; Meijer Mkt.; H. Casemier 2; Leppinks.

14 - NEWSPAPERS: TRIBUNE (e) 9,938; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Alan K. DeWitt, Natl. Adv. Mgr., TRIBUNE, 101 N. Third St., Grand Haven, MI 49417; Tel. (616) 842-6400.
National Representative: Landon Associates.

GRAND RAPIDS

1 - LOCATION: Kent County (In Grand Rapids MSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16, 131; State Hwys. 11, 44, 50, 21, 37; Interstate Hwys. 96, 196, 296.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; North Star.
Airlines-United; Republic; USAir; Piedmont; Northwest; American; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 181,843; E&P 86 Est. 171,468
CZ-ABC: (80) 387,964
RTZ-ABC: (80) 379,997
MSA 80 Cen. 601,680; E&P 86 Est. 632,822
County 80 Cen. 444,506; E&P 86 Est. 464,254
City & RTZ-ABC: (80) 767,961
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 68,433; E&P 86 Est. 64,605
County 80 Cen. 155,598; E&P 86 Est. 168,760
MSA 80 Cen. 206,047; E&P 86 Est. 225,331
CZ-ABC: (80) 136,748
RTZ-ABC: (80) 124,341
City & RTZ-ABC: (80) 261,089

5 - BANKS	NUMBER	DEPOSITS
Commercial	23	$2,362,258,000
Savings & Loan	4	$604,330,000

6 - PASSENGER AUTOS: County 286,093

7 - ELECTRIC METERS: Residence 157,795

8 - GAS METERS: Residence 121,375

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 79,200 ($182); Lumber & Wood Prods. 1,800 ($150); Furn. & Fixts. 12,400 ($176); Primary Metal Ind. 4,500 ($176); Trans. Equip. 2,100 ($170); Food Prods. 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($150); Printing & Pub. 3,200 ($180); Chem. 3,000 ($180); Fab. Metal Prods. 14,600 ($196).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 61-83; Fall 45-60; Winter 20-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Monroe Mall & E. Fulton, projecting on all cross-streets.
Neighborhood Shopping Centers-Division & Fulton extending 3 miles S. to Division and 44th St.; Plainfield & Coit; Plainfield & Kenwood; Plainfield from Fuller to E. Beltline; Leonard & Fuller; Leonard & Ball; Michigan between Ransom and Fuller; E. Fulton; Jefferson between Fulton & Wealthy; State Street; Cherry & Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy & Lake Dr.; Wealthy at Lakeside; Franklin & Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to E. Beltline; Kalamazoo and 44th St. & Clyde Park; 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton & Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville & Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at W. Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Pk.; North Pk.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Breton Vlg.(55)	3	D&W
Eastbrook(69)	7	Steketee's
Gaslight(50)	3	Jacobson's
Grand Vlg. Mall	7	
N. Kent(60)	7	K mart, Mont. Ward
Rogers(51)	4	Mont. Ward
Wyoming Vlg.(17)	4	Herp's
Woodland(97)	7	Sears, J.L. Hudson, JCPenney

13 - RETAIL OUTLETS: Department Stores-Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; JCPenney; Sears; J. L. Hudson.
Discount Stores-K mart 5; Thrifty Acres 5.
Variety Stores-S. S. Kresge.
Chain Drug Stores-Revco 5; Muir's 9; Medical Arts 2; Thrifty Acres 5; White & White 3; Apothecary Shop & Prof. Phcy.; CVS; Remes 5.
Chain Supermarkets-Eberhard 7; Meijer 8; Shop Rite 7; D&W 10; Family 2; Daanes 3.
Other Chain Stores-Women's Apparel: Jacobson, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal, Richman; May's 3, Bulliss, Jurgens & Holtyluwer 6; Shoes: Baker 2, Florsheim 2, Kinney 2, Dr. Scholl, Flagg Bros., Maling Bros., Nobil 2; Miscellaneous: Singer Co. 3; Goodyear 2; Firestone 3; General 2; Fanny Farmer 2; S&H Green Stamps; Top Value.

14 - NEWSPAPERS: PRESS (e) 134,467; (S) 175,894; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Montgomery, Adv. Dir., PRESS, 155 Michigan St. NW, Grand Rapids, MI 49503; Tel (616) 459-1400.
National Representative: Newhouse Newspapers Metro Suburbia.

GREENVILLE

1 - LOCATION: Montcalm County. E&P Map C-4. Mfg. and farming ctr. 32 mi. NE of Grand Rapids.

2 - TRANSPORTATION: Railroads-Pere Marquette Div. of C&O; Grant Trunk Western.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,019; E&P 86 Est. 8,127
CZ-ABC: (80) 8,019
RTZ-ABC: (80) 45,406
County 80 Cen. 47,555; E&P 86 Est. 51,295
City & RTZ-ABC: (80) 53,425

4 - HOUSEHOLDS:
City 80 Cen. 3,098; E&P 86 Est. 2,726
County 80 Cen. 16,543; E&P 86 Est. 18,674
CZ-ABC: (80) 3,098
RTZ-ABC: (80) 15,381
City & RTZ-ABC: (80) 18,479

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$71,000,000

6 - PASSENGER AUTOS: County 25,686

7 - ELECTRIC METERS: Residence 2,669

8 - GAS METERS: Residence 2,473

9 - PRINCIPAL INDUSTRIES: Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Proc.; Plastics.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 10; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belding(15)	6	Rite Aid, Leppink's
Stanton	15	Jorgenson, Leppink's
Sheridan	10	IGA
Edmore	20	Viking, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-McLellan.
Chain Drug Stores-Meijer's; Lipperts; Rite Aid.
Discount Stores-Meijer Thrifty Acres; Fisher Big Wheel.
Chain Supermarkets-Meijers; Jorgensons.
Other Chain Stores-Gamble's; Gittleman; Montgomery Ward; Clothes Tree; Jack's Automotive; Radio Shack.

14 - NEWSPAPERS: DAILY NEWS (e) 8,206; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Zeke Fleet, Adv. Dir., DAILY NEWS, 109 N Lafayette St., Greenville, MI 48838; Tel. (616) 754-9301.
National Representative: American Newspaper Representatives.

HILLSDALE

1 - LOCATION: Hillsdale County. E&P Map C-5. County Seat. Agric., industrial and educ. ctr. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2 - TRANSPORTATION: Railroads-Hillsdale County.
Intercity Bus Lines-Dial-A-Ride.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 7,432; E&P 86 Est. 6,787
County 80 Cen. 42,071; E&P 86 Est. 42,526

4 - HOUSEHOLDS:
City 80 Cen. 3,396; E&P 86 Est. 2,315
County 80 Cen. 14,383; E&P 86 Est. 15,156

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$480,866,314
Commercial	3	$188,234,000

6 - PASSENGER AUTOS: County 21,694

7 - ELECTRIC METERS: Residence 3,235

8 - GAS METERS: Residence 2,403

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tool, Die 710; Plastics 470; Plumbing 125; Food Prods. 305.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15; last killing frost, May 17.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Howell St. and Broad St.; Murphy's Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Murphy's Plz.	1	Murphy's Mart, Kroger, Perry Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-2 Mkts. & 2 Supermkts., Murphy's Plz.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Murphy's Mart; Touse; Belzer's.
Variety Stores-Consumer's Discount Ctr.; American Discount Ctr.; Murphy's Mart.
Chain Drug Stores-Perry Drugs; Nash; F.I.P.
Chain Supermarkets-Kroger; Mkt. House (Spartan).
Other Chain Stores-Radio Shack; Sears Catalog Outlet; The Peak; McCall Home Ctr. (Ace Hdwe.); 7-Eleven; Little Red Shoe House; Nash Hallmark.

14 - NEWSPAPERS: NEWS (e) 8,614; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Douglas Yearta, Adv. Mgr., NEWS, 33 McCollum St., Hillsdale, MI 49242; Tel. (517) 437-7351.
National Representative: Branham/Newspaper Sales.

HOLLAND

1 - LOCATION: Ottawa & Allegan Counties, E&P Map B-4 (In Grand Rapids MSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2 - TRANSPORTATION: Railroads-C&O; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Taxibus Service; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,281; E&P 86 Est. 25,031
NDM-ABC: (80) 67,736
RTZ-ABC: (80) 27,681
MSA 80 Cen. 601,680; E&P 86 Est. 632,822
Counties 80 Cen. 238,729; E&P 86 Est. 254,857
Ottawa 80 Cen. 157,174; E&P 86 Est. 168,568
Allegan 80 Cen. 81,555; E&P 86 Est. 86,289
NDM & RTZ-ABC: (80) 95,417

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,110; E&P 86 Est. 9,032
Counties 80 Cen. 77,681; E&P 86 Est. 86,666
Allegan 80 Cen. 27,232; E&P 86 Est. 30,095
Ottawa 80 Cen. 50,449; E&P 86 Est. 56,571
MSA 80 Cen. 206,047; E&P 86 Est. 225,331
NDM-ABC: (80) 22,648
RTZ-ABC: (80) 8,976
NDM & RTZ-ABC: (80) 31,624

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$408,856,658
Savings & Loan	2	$197,110,890

6 - PASSENGER AUTOS: Counties: Ottawa 96,133; Allegan 44,656

7 - ELECTRIC METERS: Residence 12,165

8 - GAS METERS: Residence 9,105

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. & Wood Prods. 3,892; Metal & Mach. 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Av. Wkly. Wage $335).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12; last killing frost, Apr. 25.

11 - TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12 - RETAILING: Principal Shopping Centers-6 blocks on 8th St.; 6 blocks on River Ave.
Neighborhood Shopping Centers-Washington Sq.; Central Sq.; Maplewood, Northgate Plaza; Michigan Ave.; N Bypass M-21; Montello Park; Lakewood Plaza; Airport Plaza; Van Ratte Sq.; Ottawa Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastown(12)	4	K mart
Lincoln Plz.(9)	4	Family Fare
Van Raalte Sq.(16)	5	Family Fare
Ottawa Vlg.(8)	6	Family Fare

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri. to 9.
Stores Open Sundays-Drug & groceries (summer).

13 - RETAIL OUTLETS: Department Stores-Dumez; JCPenney; Steketee's.
Discount Stores-Meijer; K mart; Teerman's.
Variety Stores-Woolworth.
Chain Drug Stores-OB; Meijer; Perry.
Chain Supermarkets-Town & Country; Meijer; Wilt's; Family Fare; Family Foods.
Other Chain Stores-Goodrich; Goodyear; Cashway Lumber; Sears.

14 - NEWSPAPERS: HOLLAND SENTINEL (e) 18,703; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael K. Floch, Adv. Mgr., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.
National Representative: Branham/Newspaper Sales.

HOUGHTON

1 - LOCATION: Houghton County, E&P Map A-1, County Seat, 450 mi. from Chicago, IL; 230 mi. from Green Bay, WI; 572 mi. from Detroit; NW part of the Upper Peninsula; on Portage Lake, Isle Royale National Park Hdqtrs.; Michigan Technological University.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.
Airlines-Simmons; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 7,512; E&P 86 Est. 8,223
CZ-ABC: (80) 12,634
RTZ-ABC: (80) 44,790
County 80 Cen. 37,872; E&P 86 Est. 39,179
City & RTZ-ABC: (80) 57,424

4 - HOUSEHOLDS:
City 80 Cen. 1,748; E&P 86 Est. 1,661
County 80 Cen. 12,975; E&P 86 Est. 14,125
CZ-ABC: (80) 3,605
RTZ-ABC: (80) 16,386
City & RTZ-ABC: (80) 19,991

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$126,638,000
Savings & Loan	1	$205,000,000
Credit Union	2	$4,897,000

6 - PASSENGER AUTOS: County 15,882

7 - ELECTRIC METERS: Residence 7,510

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educational 3,800; Industrial Mfg. 250; Food & Beverages 272; Lumbering 158.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Houghton; 4 blocks on Hancock; 6 blocks on Calumet.
Shopping Centers-Hancock; Calumet; Copper Country Mall.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery; Pamida; Mall.
Stores Open Sunday-Grocery; Pamida; Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gartners; Spurgeon's.
Variety Stores-Woolworth; K mart; Pamida.
Chain Drug Stores-Snyder; Medicine Shop.
Chain Supermarkets-Northland 12; IGA 4; Red Owl; Super Valu 3.
Other Chain Stores-Sears (catalog); Coast-to-Coast; Holiday; True Valu; Ace; Erickson.

14 - NEWSPAPERS: MINING GAZETTE (e) 11,865; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Brian McMillan, Ret. Adv. Mgr., MINING GAZETTE, 206 Shelden Ave.; PO Box 32, Houghton, MI 49931; Tel. (906) 482-1500.
National Representatives: Landon Associates; Thomson Newspapers.

IONIA

1 - LOCATION: Ionia County, E&P Map C-4, County Seat. 34 mi. E of Grand Rapids, on the Grand River, On State Hwys. M-21, M-66, U.S. Hwy. I-96, 7 mi. S.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O.
Motor Freight Carriers-4.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 5,920; E&P 86 Est. 5,402
County 80 Cen. 51,815; E&P 86 Est. 53,505
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,151; E&P 86 Est. 2,069
County 80 Cen. 16,230; E&P 86 Est. 17,522

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$185,000,000
Savings & Loan	1	$120,000,000

6 - PASSENGER AUTOS: County 26,051

7 - ELECTRIC METERS: Residence 2,720

8 - GAS METERS: Residence 2,728

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive Plastics 700 ($423); Metal Stamping & Assemblies 130 ($375); Fireplace Inserts 50 ($300); State Institutions 1,200 ($385); Anodizing, Painting, Polishing 23 ($310); Automotive Press 100 ($325); Wear Plate Guides 80 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(6)		K mart, Eberhards
Meijer's Thrifty Acres(5)	2	Meijer's
Bosley Ctr.(3)		Bosley Drug

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-Meijer's; Fred's; Eberhards Foods.
Chain Drug Store-Revco.
Other Chain Stores-Sears (catalog); Sherwin-Williams; LeAnn; Clevelands; Goodyear; Western Auto; Jean Scene; Hallmark; Nu Vision.

14 - NEWSPAPERS: SENTINEL-STANDARD (m) 4,795; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Mark E. Raymond, Pub., SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (516) 527-2100.
National Representative: None.

IRON MOUNTAIN-KINGSFORD

1 - LOCATION: Dickinson County, E&P Map B-2, County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141; State Hwy. 95.

2 - TRANSPORTATION: Railroads-C&NW (freight); Escanaba & Lake Superior.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan.
Airlines-Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 13,631; E&P 86 Est. 13,532
Kingsford 80 Cen. 5,290; E&P 86 Est. 5,349
Iron Mountain 80 Cen. 8,341; E&P 86 Est. 8,183
CZ-ABC: (80) 13,631
RTZ-ABC: (80) 35,081
County 80 Cen. 25,341; E&P 86 Est. 26,639
City & RTZ-ABC: (80) 48,712
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,358; E&P 86 Est. 5,016
Kingsford 80 Cen. 1,987; E&P 86 Est. 1,869
Iron Mountain 80 Cen. 3,371; E&P 86 Est. 3,147
County 80 Cen. 9,536; E&P 86 Est. 10,445
CZ-ABC: (80) 5,358
RTZ-ABC: (80) 13,027
City & RTZ-ABC: (80) 18,385

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$217,399,000
Savings & Loan	1	$84,551,000
Credit Unions	3	$21,507,000

6 - PASSENGER AUTOS: County 14,672

7 - ELECTRIC METERS: Residence 10,114

8 - GAS METERS: Residence 4,800 (County), Bottled Gas Customers; Natural Gas Available.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prods. 660 ($300); Mach. 920 ($368); Tools & Casting 942 ($376); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Prods. 210 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on "B"; 2 on "A"; Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Shopping Centers-Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Neighborhood Shopping Centers-2 blocks Carpenter at "I"; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave; K mart on Carpenter Ave.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-S.S. Kresge; K mart; ShopKo.
Chain Drug Stores-The Drug Store.
Chain Supermarkets-Red Owl; IGA Foodliner; Super Valu; Warehouse Foods; Econo-Foods.
Other Chain Stores-Selins; Western Auto; Coast-to-Coast; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: NEWS (e) 10,220; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Johnson, Pub., NEWS, PO Box 460; 215 E. Ludington, Iron Mountain, MI 49801; Tel. (906) 774-2772.
National Representatives: Landon Associates; Thomson Newspapers.

IRONWOOD

1 - LOCATION: Gogebic County, E&P Map A-2. Mining; agric.; forest industry and vacation ctr. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; MI Hwy. 28; WI Hwy. 77.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Zephyr; Michigan-Wisconsin Bus.

3 - POPULATION:
Corp. City 80 Cen. 7,741; E&P 86 Est. 7,375
CZ-ABC: (80) 12,342
RTZ-ABC: (80) 40,814
County 80 Cen. 19,686; E&P 86 Est. 19,649
City & RTZ-ABC: (80) 53,156

4 - HOUSEHOLDS:
City 80 Cen. 4,042; E&P 86 Est. 2,618
County 80 Cen. 7,578; E&P 86 Est. 7,943
CZ-ABC: (80) 5,003
RTZ-ABC: (80) 15,150
City & RTZ-ABC: (80) 20,153

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$98,841,693
Savings & Loan	2	$24,462,849

6 - PASSENGER AUTOS: County 8,992

7 - ELECTRIC METERS: Residence 3,898

8 - GAS METERS: Residence 4,672

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper Mining 213 ($420); Clothing 209 ($205); Forest 1,106 ($215); Flooring 58 ($210); Plastics ($210); Fishing Rods 21 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-72; Summer 39-86; Fall 1-75; Winter -30-40. First killing frost, Sept. 28; last killing frost, June 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Center-3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
Neighborhood Shopping Centers-Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Vertin's; JCPenney; S&L; Sears.
Discount Stores-Pamida; Copp's; K mart.
Variety Stores-McClellan; Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Super Valu.

14 - NEWSPAPERS: GLOBE (e) 8,483; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Trevarthan, Adv. Dir., GLOBE, 118 E. McLeod Ave., Ironwood, MI 49938; Tel. (906) 932-2211.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Jackson County (In Jackson MSA), E&P Map C-5, County Seat. 72 mi. W of Detroit, 208 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Grand Trunk Western (freight); Amtrak; Conrail (freight).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 39,739; E&P 86 Est. 33,650
CZ-ABC: (80) 79,703
County/MSA 80 Cen. 151,495; E&P 86 Est. 145,814
Bal. in Jackson Co.-ABC: (80) 71,792
Total Jackson Co.-ABC: (80) 151,495
Bal. in NDM-ABC: (80) 75,664
Total NDM-ABC: (80) 227,159
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,005; E&P 86 Est. 12,966
County/MSA 80 Cen. 50,974; E&P 86 Est. 51,325
CZ-ABC: (80) 29,401
Bal. in Jackson Co.-ABC: (80) 21,573
Total Jackson Co.-ABC: (80) 50,974
Bal. in NDM-ABC: (80) 24,973
Total NDM-ABC: (80) 75,947

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$599,994,000
Savings & Loan	3	$280,467,533

6 - PASSENGER AUTOS: County 81,308

7 - ELECTRIC METERS: Residence 75,801

8 - GAS METERS: Residence 13,062

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans. Equip. 3,100; Mach. (Non-Elect.) 2,500; Fab. Metal Prods. 2,500; Prime Metals 700; Util. 1,675.
Principal Pay Days-Fri., Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened, fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, Michigan Ave. at Jackson St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Plz.(6)	NA	Denny's Shop Rite
Eastgate(5)	NA	Polly's
Paka Plz.(36)	NA	Sears, Woolworth, Kroger, Muir's
Westwood Mall(60)	NA	JCPenney, Mont. Ward

Principal Shopping Days-Sat., Mon., Thur., Fri.
Stores Open Evenings-Dept. Mon., Fri.
Shopping Centers 6 evenings; Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-L. H. Field (Allied); Montgomery Ward; Sears; JCPenney; Jacobsons.
Discount Stores-K mart 2; Sid Young Distributors; Meijer's Thrifty Acres.
Variety Stores-Woolworth
Chain Drug Stores-Muir's; Weatherwax's 4; Walgreens; Perry; Osco.
Chain Supermarkets-Kroger 2; IGA 3; Polly's 4; Meijer's Thrifty Acres; Jewel Food.
Other Chain Stores-Furniture: Vermeulen's Furniture Mart, Inc.; Auto Supplies: Goodyear, Firestone; Shoes: Shoeland, L. G. Balg, Nobil, Kinney, Sibley's, Father & Son; Men's: Furman's.

14 - NEWSPAPERS: CITIZEN PATRIOT (e) 37,377; (S) 41,497; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J.C. Gerdes, Adv. Mgr., CITIZEN PATRIOT, 214 S. Jackson St., Jackson, MI 49204; Tel. (517) 787-2300.
National Representative: Newhouse Newspapers Metro Suburbia.

KALAMAZOO

1 - LOCATION: Kalamazoo County (MSA), E&P Map C-5, County Seat. Industrial, wholesale & educational center. On U.S. Hwy. 131, I-94 & State Hwy. M-43; 141 mi. E of Chicago; 142 mi. W of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Grand Trunk; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indian Trails; Indiana Motor; Short-Way.
Airlines-Republic; Simmons; Piedmont; Air Wisconsin; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 79,722; E&P 86 Est. 74,877
CZ-ABC: (80) 148,436
RTZ-ABC: (80) 183,133
County/MSA 80 Cen. 212,378; E&P 86 Est. 216,521
City & RTZ-ABC: (80) 331,569

4 - HOUSEHOLDS:
City 80 Cen. 28,375; E&P 86 Est. 28,258
County/MSA 80 Cen. 75,405; E&P 86 Est. 81,016
CZ-ABC: (80) 53,022
RTZ-ABC: (80) 63,648
City & RTZ-ABC: (80) 116,670

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$1,279,846,000
Savings & Loan	3	$629,546,000

6 - PASSENGER AUTOS: County 124,779

7 - ELECTRIC METERS: Residence 24,600

8 - GAS METERS: Residence 21,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Allied Prods. 4,700; Chem. & Allied Prods. 7,200; Metal Ind. 5,500; Constr.

3,800; Trans. Equip. 2,900; Average wages for all industries ($404).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31. First killing frost, Oct. 9; last killing frost, May 16.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Michigan Ave.; 6 on Burdick St.
Neighborhood Shopping Centers-Portage at Lovers Lane; E. Main at Nazareth Rd.; W. Main at Drake Rd.; Portage at Paddington; Portage at Bloomfield; Shoppers' Lane, Parchment; S. Westnedge at Milham Rd.; I-94 at Portage; S. Westnedge at Kilgore; Maple Hill Mall; W. Main Mall; Crossroads Mall; E. Towne Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Plaza(3)	4	Zayre
Bloomfield Plaza(22)	NA	Stop-N-Go Foods
Cork-Lane(9)	2	Muir's Drugs, Libin's Men's Store
Eastwood Plaza(11)	NA	Muir's Drugs
Kalamazoo Ctr.	NA	Hallmark Cards,
Fashion Mall(30)		The Greenery
Kalamazoo Mall(55)	NA	Jacobson's, Walgreens, Gilmore's
Maple Hill Mall(70)	NA	Mont. Ward, Gilmore's, Meijer's
Southland Mall(30)	NA	T.J. Maxx
Westmain Mall(55)	NA	Zayre
Crossroads Mall	NA	JCPenney, Sears, Hudson's

Principal Shopping Days-Sat., Sun., Wed., & Fri.
Stores Open Evenings-Wed.; some also on Fri.; some department stores 6 nights weekly; all malls every evening.

13 - RETAIL OUTLETS: Department Stores-Gilmore Bros. 3; Sears; JCPenney; Jacobson's; Wards; Steketees; Hudson's.
Variety Stores-G.L. Perry.
Discount Stores-Zayre 2; Thrifty Acres 3; Osco 2; K mart 3; T.J. Maxx.
Chain Drug Stores-Walgreens; Muir's 3; Perry 3; Rite Aid.
Chain Supermarkets-IGA 2; Spartan 8; Harding's 38; Meijer's 3; Jewel Food 3; Family Foods 4; Viking Foods.
Other Chain Stores-Budd; Nobil; L.C. Haig; Firestone; Goodrich; Goodyear; Highland Appliance; Fretter Appliance; Quality Farm & Fleet 2; Toys 'R' Us; Radio Shack 6; Frank's Nursery 2.

14 - NEWSPAPERS: GAZETTE (e) 63,798; (S) 75,919; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Pulliam, Dis. Adv. Mgr., GAZETTE, 401 S. Burdick St., Kalamazoo, MI 49003; Tel. (616) 345-3511.
National Representative: Newhouse Newspapers Metro Suburbia.

KINGSFORD

See IRON MOUNTAIN

LANSING

1 - LOCATION: Ingham County (In Lansing-East Lansing MSA), 559 sq. miles, E&P Map C-4. State capital, university center, mfg.; in central MI; 84 mi. W of Detroit; 37 mi. NW of Jackson; U.S. Hwys. 27, 127, I-69, I-96, I-496. State Hwys. M-43, M-99 & M-143.

2 - TRANSPORTATION: Railroads-C&O- Grand Trunk Western; Conrail.
Motor Freight Carriers-26.
Suburban Bus Lines-Greyhound; Short Way; Indian Trails; North Star.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 130,414; E&P 86 Est. 125,974
CZ-ABC: (80) 263,601
RTZ-ABC: (80) 175,695
MSA 80 Cen. 416,667; E&P 86 Est. 417,969
County 80 Cen. 272,437; E&P 86 Est. 272,206
City & RTZ-ABC: (80) 439,296
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,058; E&P 86 Est. 49,934
County 80 Cen. 95,179; E&P 86 Est. 98,891
MSA 80 Cen. 143,071; E&P 86 Est. 149,493
CZ-ABC: (80) 92,838
RTZ-ABC: (80) 55,570
City & RTZ-ABC: (80) 148,408

5 - BANKS	NUMBER	DEPOSITS
Savings	9	$2,480,300,000
Savings & Loan	3	$742,046,000

6 - PASSENGER AUTOS: County 158,914

7 - ELECTRIC METERS: Residence 96,248

8 - GAS METERS: Residence 75,000

9 - PRINCIPAL INDUSTRIES: Industry (Metro Area), No. of Wage Earners (Av. Wkly. Wage)-Trans. Equip. 26,500 ($703); Fab. Metals N.A. (N.A.); Non-Elect. Mach. 3,200 (N.A.).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-54; Summer 55-77; Fall 40-60; Winter 19-33. First killing frost, Oct. 8; last killing frost, May 7. Rainfall 30-66 inches.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Lansing 7 blocks; Michigan 15; S. Cedar 20; W. Saginaw 8; E. Grand River 6; Larch 15; 10 on Grand River; E. Lansing across from Michigan State Univ.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedar Park Ctr.	10	Kroger, Rite Aid
Haslett Village Sq.	14	Goff
Country Meadows	3	
Frandor(89)	1	Sears, Kroger, Eberhards, SupeRx
Brookfield	7	Country Mkt., Rite Aid
Edgemont Park(12)	3	Schmidt
Colonial Village(15)	2	Rite Aid,Schmidt
Lansing Mall(105)	6	Mont. Ward, JCPenney, Hudson's
Meridian Mall(115)	6	JCPenney, Hudson's
W. Saginaw(8)	3	Stabler's, Shop-Rite
Frandor Logan Sq.(25)	2	Kroger, SupeRx, Witmark, Sears Surplus
Waverly Plz.(11)	2	Kroger
Delta Ctr.(20)		T.J. Maxx, Serv. Mdse., A.L. Price

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most nightly.

13 - RETAIL OUTLETS: Department Stores-Hudson's 2; Jacobson's; JCPenney 2; Sears; Montgomery Ward.
Discount Stores-Meijer's Thrifty Acres 4; K mart 3.
Variety Stores-Woolworth 2; D&C Stores 3.
Chain Drug Stores-Rite Aid 3; SupeRx 2; Revco 2; Thrifty Acres 4; A.L. Price.
Chain Supermarkets-Goff 3; Kroger 5; Schmidt 5; Eberhard 4; Shop-Rite 12; Meijer's Thrifty Acres 4; Min-A-Mart 22; Quality Dairy 25; Thriftway 4.
Other Chain Stores-Ladies' Wear: Winkelman's, Brooks, The Gap, Savvy, May's, Women's World, Wilson's Suede, Leather Loft, Jacobson's, Lane Bryant, Beverly's, Town & Country, Gutman's, Casual Corner, Marti Walker, Tempo, Hit or Miss, Tansy, Vogue, Albert's, Foxmoor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris, Schottenstein's Value City, T.J. Maxx, Designer Depot; Men's Wear: Edward's, Leather Loft, Wilson's Suede, Silvermans, His Place, J. Riggings, Richman Bros., Redwood & Ross, Mays, Holden Reid, Webster; Shoes: The Wild Pair, Red Cross, Foot Locker, Sheperd's, Regal, Thom McAn, Kinney, Barker, Shoeland, Butler, Flagg, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright; Confections: Bressler Ice Cream, Fanny Farmer, Modern's Baker, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Cookie Factory, Morrow's Nut House, Orange Julius, Mrs. Fields Cookies, 1 Potato 2, Popcorn Planet, Sbarro; Jewelry: Claire's Boutique, Corey's Jewelry Box, Shifrin-Willins, Fox's, Bowen's, J.B. Robinson, Shaw's, Linn & Owen, Zale's, Morgan's; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Capitol Tires, Discount Tires, Giant Discount, Action Automotive, Paul Automotive, Capital Automotive.

14 - NEWSPAPERS: STATE JOURNAL (m) 67,170; (S) 81,838; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ted Sondag, Adv. Dir., STATE JOURNAL, 120 E Lenawee St., Lansing, MI 48919; Tel. (517) 377-1000.
National Representative: Gannett Media Sales.

LUDINGTON

1 - LOCATION: Mason County, E&P Map B-3, County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 31; State Hwy. M-116; 240 mi. N of Chicago, IL; 110 mi. NW of Grand Rapids; 60 mi. from Muskegon.

2 - TRANSPORTATION: Railroads-C&O.
Ferries-Michigan-Wisconsin Transportation Co.
Motor Freight Carriers-3.
Passengor & Freight Steamship Lines-1.
Intercity Bus Lines-North Star Shortway.
City Bus-Dart.

3 - POPULATION:
Corp. City 80 Cen. 8,937; E&P 86 Est. 8,329
CZ-ABC: (80) 8,937
RTZ-ABC: (80) 31,753
County 80 Cen. 26,365; E&P 86 Est. 27,111
City & RTZ-ABC: (80) 40,690

4 - HOUSEHOLDS:
City 80 Cen. 3,576; E&P 86 Est. 2,701
County 80 Cen. 9,693; E&P 86 Est. 10,393
CZ-ABC: (80) 3,576
RTZ-ABC: (80) 11,417
City & RTZ-ABC: (80) 14,993

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$75,000,000
Savings & Loan	2	$40,927,254

6 - PASSENGER AUTOS: County 14,059

7 - ELECTRIC METERS: Residence 7,384

8 - GAS METERS: Residence 3,027; Commercial 492

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. & Car Ferries 250; Chem. 250; Vibrator Mach. 350; Light Industry Plants.
Principal Industrial Pay Days-Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Ludington, 30-35 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plz.(6)	1	Giantway
Eastgate Plz.(6)	1	Bonser's Eastgate
K mart(7)	1	K mart
Scottville	7	Del Foods

Principal Shopping Days-Tues., Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin 2.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Bonser's; Giantway; Eberhards; Del.
Other Chain Stores-Sears (catalog); Goodyear; Payless Shoes; Little Red Shoe Store; Mole Hole; Mariellen's; Hallmark; Radio Shack; Thompson's; Toggery.

14 - NEWSPAPERS: NEWS (e) 7,830; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert K. Natzel, Adv. Mgr., DAILY NEWS, 202 N. Rath; PO Box 340, Ludington, MI 49431; Tel. (616) 845-5181.
National Representative: None.

MANISTEE

1 - LOCATION: Manistee County, E&P Map B-3, County Seat. On E shore of Lake Michigan midway between Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M-22, M-55 and M-110; 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-2.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 7,566; E&P 86 Est. 6,890
County 80 Cen. 23,019; E&P 86 Est. 23,076

4 - HOUSEHOLDS:
City 80 Cen. 3,036; E&P 86 Est. 2,124
County 80 Cen. 8,490; E&P 86 Est. 8,887

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$9,803,000
Savings	1	$15,934,000
Savings & Loan	1	$600,000

6 - PASSENGER AUTOS: County 12,507

7 - ELECTRIC METERS: Residence 3,609

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Salt 525 ($205); Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chem. 300 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-100; Fall 25-85; Winter 10-50. First killing frost, Oct. 14; last killing frost, May 12.

11 - TAP WATER: Neutral hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on River St.; 2 blocks on Division St.; 2 on Maple St.; 3 on First St.; 4 on Washington St.
Shopping Centers-K mart; Shoppers Square; Cypress Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Ben Franklin; Gambles.
Chain Drug Stores-Revco.
Variety Stores-Woolworth.
Chain Supermarkets-Spartan; Plumb's; Big E; Oleson's Farm Market.
Other Chain Stores-Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVOCATE (e-mon to fri; m-sat) 5,800; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dennis Marsh, Pub., NEWS-ADVOCATE, 75 Maple St., Manistee, MI 49660; Tel. (616) 723-3593.
National Representative: None.

MARQUETTE

1 - LOCATION: Marquette County, E&P Map B-2, County Seat. Industrial, medical, educational, residential center. On the S shore of Lake Superior. Centrally located in Upper Peninsula of MI. On U.S. Hwy. 41; State 28 & 94.

2 - TRANSPORTATION: Railroads-Soo Line. Lake Superior & Ishpeming.
Intercity Bus Lines-Greyhound; Northern Michigan Coaches; Marquette Transit Authority.
Airlines-Simmons, American Eagle; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 23,288; E&P 86 Est. 21,328
CZ-ABC: (80) 23,288
RTZ-ABC: (80) 52,822
County 80 Cen. 74,101; E&P 86 Est. 70,959
City & RTZ-ABC: (80) 76,110

4 - HOUSEHOLDS:
City 80 Cen. 7,555; E&P 86 Est. 6,355
County 80 Cen. 24,514; E&P 86 Est. 24,629
CZ-ABC: (80) 7,555
RTZ-ABC: (80) 17,673
City & RTZ-ABC: (80) 25,228

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$212,300,000
Savings & Loan	1	$920,800,000
Credit Unions	2	$24,500,000

6 - PASSENGER AUTOS: County 34,458

7 - ELECTRIC METERS: Residence 7,405

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Iron Ore Mining; Medical; Iron Ore Proc.; Wood Prods.; Lumber; Northern Michigan Univ.; Dairy Prods.; Baked Goods; Military.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15; last killing frost, June 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marquette Mall(41)	2	Woolworth, Super Valu
Westwood Plaza(13)	4	Pranges, K mart

Principal Shopping Days-Tues., Fri.
Stores Open Evenings-Shopping centers every evening to 9 and Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Getz; Prange's; American; Northland.
Variety Stores-Woolworth; Ben Franklin; Merrick's.
Discount Stores-Shopko; K mart.
Chain Supermarkets-Red Owl 2; IGA 7; Super Valu; Northland Foods 5.

14 - NEWSPAPERS: MINING JOURNAL (e) 17,649; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Willie J. Peterson, Adv. Mgr., MINING JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 228-2500.
National Representatives: Landon Associates; Thomson Newspapers.

MARSHALL

1 - LOCATION: Calhoun County (In Battle Creek MSA). E&P Map C-5, County Seat. 11 mi. W of Albion. Intersection of U.S. Hwys. I-94 & I-69.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Shortway.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 7,201; E&P 86 Est. 7,016
County/MSA 80 Cen. 141,557; E&P 86 Est. 138,482

4 - HOUSEHOLDS:
City 80 Cen. 2,707; E&P 86 Est. 2,724
County/MSA 80 Cen. 51,123; E&P 86 Est. 52,192

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$1,272,016,149
Savings & Loan	2	$108,880,000

6 - PASSENGER AUTOS: County 78,375

7 - ELECTRIC METERS: Residence 2,900

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automatic Doors 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Ins. 575; Castings 139; Plumbing Prods. 185; Pre-fab Homes 64; Material Handling Equip. 34; Packaging.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Plz.(7)	NA	K mart
Redfield Plz.(12)	NA	Redfield Appl., Felpaush Mkt.

Principal Shopping Days-Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Drug Stores-Rexall.
Chain Supermarkets-Felpausch.
Other Chain Stores-K mart.

14 - NEWSPAPERS: CHRONICLE (m) 5,600; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: N. P. Costianes, Adv. Dir., CHRONICLE, 115 S. Grand St., Marshall, MI 49068; Tel. (616) 781-3943.
National Representative: None.

MENOMINEE

1 - LOCATION: Menominee County, E&P Map B-3. On W shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 41, 35, & 64.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-4.
Intericity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 10,099; E&P 86 Est. 9,395
CZ-ABC: (80) 10,199
RTZ-ABC: (80) 33,846
County 80 Cen. 26,201; E&P 86 Est. 26,484
City & RTZ-ABC: (80) 43,945
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,272; E&P 86 Est. 3,315
County 80 Cen. 9,283; E&P 86 Est. 9,833
CZ-ABC: (80) 3,945
RTZ-ABC: (80) 12,052
City & RTZ-ABC: (80) 15,997

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$52,900,000
Savings & Loan	1	$3,768,000

6 - PASSENGER AUTOS: County 13,471

7 - ELECTRIC METERS: Residence 6,582

8 - GAS METERS: Residence 3,781

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Prods. 1,230; Lumber Prods. 790; Chem. 565; Furn. 760; Fans, Saws, Elect. Motors 600; Gloves 325; Food 270; Marine 305; Comm. Fish & Sports Nets 60; Cement Prods. & Constr. 260; Non-Elect. Goods 285; Printing 100.
Principal Industrial Pay Days-Wed., Thur., Fri.; 1st & 15th, 10th & 25th.

10 - CLIMATE: First killing frost, Sept. 26; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10th Ave.; M&M Plz.
Neighborhood Shopping Centers-10th St.; 13 St.
Shopping Centers-M&M Plz., K mart, (Enclosed Mall, McCrory, Super Valu, Snyder Drug). Pine Tree Mall, U.S. 41, Marinette, includes Prange's, Prange-Way, Sears, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All on Fri.; Super Mkts. and Shopping Ctr. 6 nights; 4 Super Mkts. open Sun.

13 - RETAIL OUTLETS: Department Stores-Lauermans; JCPenney; Sears.
Discount Stores-Holiday; K mart.
Variety Stores-McCrory.
Chain Drug Stores-Cross; Lundgren's 2; Rexall 2; Osco; Snyder.
Chain Supermarkets-IGA Stores 8; Super Valu; Red Owl.

14 - NEWSPAPERS: HERALD-LEADER (e) 4,760; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., HERALD-LEADER, 1809 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative: Landon Associates.

MIDLAND

1 - LOCATION: Midland County, (In Saginaw-Bay City-Midland MSA). E&P Map C-4, County Seat. E Central part of state. 125 mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O (freight only).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Mercury; Valley Coach.
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 37,250; E&P 86 Est. 36,233
CZ-ABC: (80) 39,658
RTZ-ABC: (80) 75,789
County 80 Cen. 73,578; E&P 86 Est. 75,164
MSA 80 Cen. 421,518; E&P 86 Est. 414,124
City & RTZ-ABC: (80) 115,447
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,737; E&P 86 Est. 13,073
County 80 Cen. 24,498; E&P 86 Est. 26,197
MSA 80 Cen. 141,962; E&P 86 Est. 145,367
CZ-ABC: (80) 13,835
RTZ-ABC: (80) 24,509
City & RTZ-ABC: (80) 38,344

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$520,000,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 44,898

7 - ELECTRIC METERS: Residence 13,822

8 - GAS METERS: Residence 11,986

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 4,400; Salaried 6,000; Silicones 634 hourly and 5,500 full time; Pkg. 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Oct. 7; last killing frost, May 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashman Circle	1	Knopics Hdwe.
Circle Mall(16)	1	SupeRx
Eastlawn(13)	1	Giant Foods
Stadium Plaza	2	Giant Foods
Giantway Plz.	2	Giant Foods
Midland Plz.(16)	1	K mart, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Hansens; JCPenney.
Discount Stores-Clinton Discount; K mart; 3-D.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx; Community 2; Perry; Rite Aid.
Chain Supermarkets-A&P; Giant Super 3; Kroger.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Nobils Shoes; Gittleman's; Jo-Ann Fabrics; Sherwin-Williams; Kid's Port; So Fro Fabrics.

14 - NEWSPAPERS: DAILY NEWS (e) 18,080; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jenny Anderson, Adv. Dir., DAILY NEWS, 124 S. McDonald St., Midland, MI 48640; Tel. (517) 835-7171.
National Representative: Hearst Advertising Service.

MONROE

1 - LOCATION: Monroe County (In Detroit PMSA). E&P Map D-5, County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of state. 40 mi. SW of Detroit; 25 mi. N of Toledo, OH; U.S. Port on Lake Erie. On U.S. Hwy. 24 and State Hwys. 50, 125; Detroit-Toledo Expwy. I-75.

2 - TRANSPORTATION: Railroads-Conrail; Chessie Systems; Norfolk & Western; Ann Arbor; Grand Trunk.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Short Way; Lake Erie Transportation.

3 - POPULATION:
Corp. City 80 Cen. 23,531; E&P 86 Est. 21,032
CZ-ABC: (80) 30,786
RTZ-ABC: (80) 107,133
PMSA 80 Cen. 4,487,421; E&P 86 Est. 4,325,530
County 80 Cen. 134,659; E&P 86 Est. 131,459
City & RTZ-ABC: (80) 137,919

4 - HOUSEHOLDS:
City 80 Cen. 8,057; E&P 86 Est. 7,447
County 80 Cen. 43,110; E&P 86 Est. 43,915
PMSA 80 Cen. 1,551,942; E&P 86 Est. 1,560,226
CZ-ABC: (80) 10,756
RTZ-ABC: (80) 33,510
City & RTZ-ABC: (80) 44,266

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$859,783,000
Savings & Loan	1	$380,714,000

6 - PASSENGER AUTOS: County 74,495

7 - ELECTRIC METERS: Residence City 8,098

8 - GAS METERS: Residence City 14,276

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage of all manufacturing employees $240)-Automotive & Related 2,330; Glass & Pottery 752; Paper, Plastics & Allied Prods. 2,273; Primary Metal & Scrap 937; Fab. Metal Prods. 459; Trans. 1,200; Mach., Non-Elect. 843; Power Generation & Cable 10,603; Concrete & Stone 355; Wood & Furn. 516.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal shopping Centers-5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.
Neighborhood Shopping Centers-Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe(25)	3	JCPenney, Woolworth
Foodtown(6)	2	Foodtown, Radio Shack
N. Monroe(2)	2	K mart
Monroe Mall(11)	3	Kash 'n Karry Ace Hardware
S. Monroe(9)	4	Kroger, Perry Drug, ACO Hardware

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping Centers 7 days-7 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's.
Variety Stores-Woolworth.
Discount Stores-Kaybee Drug and Cosmetic Dis.; K mart; Fisher Big Wheel; King Bargain City.
Chain Drug Stores-Arbor; Professional Village 3; Weisel's Rexall; Perry 2; FIP 2; Valu Rite.
Chain Supermarket-Kroger; Bazley's; Food Town 7; Gruber's 2; Spartan 3; Danny's Fine Foods 2; Kash 'n Karry.
Other Chain Stores-Carter Lumber; Wickes Lumber; Firestone; L.C. Haig; Sherwin-Williams; Keidan's; Hadley-Arden; ACO Hardware; ACE Hardware; Radio Shack; Baskin-Robbins; Friendly Ice Cream; New York Carpet; Kinney Shoes; Pic Way Shoes; Big Foote Shoes; Jo-Ann Fabrics; Milkin Jewelers; M.A. Mans Lumber; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 26,785; Mar. 31, 1986 ABC.
Local Contact for Advertising and Marketing Data: George Stoner, Adv. Dir., NEWS, 20-22 W. First St., Monroe, MI 48161; Tel. (313) 242-1100.
National Representative: None.

MOUNT CLEMENS

1 - LOCATION: Macomb County (In Detroit PMSA). E&P Map D-4, County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwy. 94, 696; State Hwys. M-3, M-59, M-29, M-97, M-53, M-102.

2 - TRANSPORTATION: Railroads-Grand Trunk; Green Bay; Western.
Bus Lines-Greyhound; Tower Bus; Southeast Michigan Transportation Association.

3 - POPULATION:
Corp. City 80 Cen. 18,806; E&P 86 Est. 16,977
NDM-ABC: (80) 272,862
PMSA 80 Cen. 4,487,421; E&P 86 Est. 4,325,530
County 80 Cen. 694,600; E&P 86 Est. 701,523
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen 7,052; E&P 86 Est. 6,750
County 80 Cen. 229,820; E&P 86 Est. 241,984
PMSA 80 Cen. 1,551,942; E&P 86 Est. 1,560,226
NDM-ABC: (80) 91,760

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: County 484,890

7 - ELECTRIC METERS: County 240,000

8 - GAS METERS: County 177,000

9 - PRINCIPAL INDUSTRIES: Pottery; Greenhouses; Metal Prods.; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs; Mfg.; Automotive Related Fab. Metals; Mach.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseville Plz.(50)	NA	Service Mdse., Marshalls, Kuppenheimers, Chatham
Shores(19)	NA	Designer Depot, Great Scott, Perry Drug, A.C.O.
Eastland(125)	NA	Hudsons, JCPenney
Universal Mall(97)	NA	Mont. Ward, Crowley's
Oakland Mall(130)	NA	JCPenney, Hudsons, Sears
Regional(32)	NA	Perry Drugs, Woolworth, Mont. Ward
Lakeside(130)	NA	J.L. Hudson, Sears, JCPenney, Lord & Taylor, Crowley's
Macomb(78)	NA	Sears, Crowley's
Clinton Vly.(10)	NA	Marshalls, Service Mdse.

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., every night in shopping centers.

13 - RETAIL OUTLETS: Department Stores-Crowley's; JCPenney; Sears; Montgomery Ward; J.L. Hudson; Lord & Taylor; Marshalls.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Perry; Revco; SupeRx; Arbor.
Chain Supermarkets-A&P; Chatham; Farmer Jack; Great Scott; Kroger.

14 - NEWSPAPERS: MACOMB DAILY (e) 48,713; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jerry W. Ballenger, Dir. of Sales/Mktg., MACOMB DAILY, 67 Cass Ave.; PO Box 707, Mt. Clemens, MI 48043; Tel. (313) 469-4510.
National Representatives: Landon Associates; U.S. Suburban Press.

MOUNT PLEASANT-ALMA

1 - LOCATION: Mount Pleasant in Isabella County, Alma in Gratiot County, E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M-20; 70 mi. N of Lansing.

2 - TRANSPORTATION: Railroads-Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Mercury; Michigan Trailways.
Airline-Charter only.

3 - POPULATION:
Corp. Cities 80 Cen. 33,398; E&P 86 Est. 32,736
Mount Pleasant 80 Cen. 23,746; E&P 86 Est. 23,545

Alma 80 Cen. 9,652; E&P 86 Est. 9,191
Counties 80 Cen. 94,558; E&P 86 Est. 94,651
Isabella 80 Cen. 54,110; E&P 86 Est. 54,953
Gratiot 80 Cen. 40,448; E&P 86 Est. 39,698
NDM-ABC: (80) 69,487
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,235; E&P 86 Est. 8,829
Mount Pleasant 80 Cen. 6,145; E&P 86 Est. 5,838
Alma 80 Cen. 3,090; E&P 86 Est. 2,991
Counties 80 Cen. 29,363; E&P 86 Est. 30,502
Isabella 80 Cen. 16,044; E&P 86 Est. 16,924
Gratiot 80 Cen. 13,319; E&P 86 Est. 13,578
NDM-ABC: (80) 21,187

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$700,000,000
Savings & Loan	2	N.A.
Credit Unions	4	N.A.

6 - PASSENGER AUTOS: Counties 42,467; Isabella 22,477; Gratiot 20,990

7 - ELECTRIC METERS: Residence Mt. Pleasant 4,734; Alma 3,820

8 - GAS METERS: Residence Mt. Pleasant 5,007; Alma N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil & Gas Explor., Prod. & Rel. Servs. 7,000; Restaurant Equip. 700; Wood Harvesting Equip. 350; Central Michigan Univ. 2,000; Plastics 150; Automotive Parts 1,200; Tool & Die 275; Agric. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 37-92; Fall -11-85; Winter -17-60.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Mt. Pleasant Shpg. Ctr.; Stadium Mall; Westown Shpg. Ctr.; 501 Plaza.
Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon. through Fri. in shopping centers; downtown, Fri.
Stores Open Sundays-Food, drug, discount & dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Spurgeons.
Discount Stores-Giantway; K mart; TG&Y; Arthur's Catalog Showroom.
Variety Stores-D&C.
Chain Drug Stores-Downtown; SupeRx; Post; Perry; Spencers.
Chain Supermarkets-Giant 3; Ric's; Kroger; IGA 9; Farmer Jack's; D&M.
Other Chain Stores-Evenknit Hosiery; Western Auto; Ace Hdwe.; 7-Eleven; True Value; Radio Shack; Lloyds Shoes; Nobil Shoes; Little Red Shoe House; Payless Shoes; Fox's Jewelry; Gittleman's; Erb Lumber; Midas Muffler; Sagebrush; Shoe Horn.

14 - NEWSPAPERS: SUN (m) 11,706; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Nan P. Bartlett, Adv. Mgr., SUN, 215 N. Main St.; PO Box 447, Mt. Pleasant, MI 48858; Tel. (517) 772-2971.
National Representative: Landon Associates.

MUSKEGON

1 - LOCATION: Muskegon County, (In Muskegon MSA), E&P Map B-4, County Seat. Industrial, wholesale and shipping center for W Michigan. On U.S. Hwys. 1-96, 31 and State Hwys. 120, 46; 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-Conrail; C&O; Grand Trunk Western.
Motor Freight Carriers-8.
Steamship Lines-4 Foreign Freight.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Mid-State; Air Wisconsin; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 40,823; E&P 86 Est. 38,604
CZ-ABC: (80) 96,383
RTZ-ABC: (80) 124,058
County/MSA 80 Cen. 157,589; E&P 86 Est. 158,764
City & RTZ-ABC: (80) 220,441
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,241; E&P 86 Est. 15,171
County/MSA 80 Cen. 54,526; E&P 86 Est. 57,438
CZ-ABC: (80) 34,913
RTZ-ABC: (80) 41,354
City & RTZ-ABC: (80) 76,267

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$825,100,000
Savings & Loan	3	$489,000,000

6 - PASSENGER AUTOS: County 89,800

7 - ELECTRIC METERS: Residence Co. 55,201

8 - GAS METERS: Residence Co. 47,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 18,900 ($454); Non-Elect. Mach. 6,800 ($441); Primary Metals 2,900 ($395); Fabricated Metals 1,200 ($412).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, Muskegon Mall.
Neighborhood Shopping Centers-Henry Street, Norton Shores; Broadway and Peck St., Muskegon Heights; Ruddiman and Center Sts., N. Muskegon; Lake Shore Drive Lakeside; Apple Ave. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenside	4	Plumb's
Beltline Plaza	3	Plumb's
West Vlg.	3	Witmark
Thrifty Acres	4	Thrifty Acres
Family Foods	3	Walgreens
K mart Plaza	4	K mart
Park Row	4	JCPenney
Outlets, Etc.(28)	2	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; Hardy-Herpolsheimers (Allied); JCPenney; Steketee's.
Discount Stores-Meijer's Thrifty Acres; K mart 2; Outlets, Etc.
Chain Drug Stores-Revco 2; Walgreens 2; SupeRx.
Chain Supermarkets-Plumb 6; Meijer's; Eberhard's 6; Family Foods; Gov's 2; 7-Eleven 2; Convenient Food Mart 3; Thriftway 14; IGA 4; DTW Food.
Other Chain Stores-Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry; Radio Shack; Pic-Way; Midas Muffler; Firestone; Goodyear 2; Montgomery Ward; S&H Green Stamps; Jo-Ann Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Ziebart.

14 - NEWSPAPERS: CHRONICLE (e) 46,337; (S) 49,958; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Kennedy, Gen. Adv. Supv., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.
National Representative: Newhouse Newspapers Metro Suburbia.

NILES

1 - LOCATION: Berrien County (In Benton Harbor MSA). E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 51, 60 and 140.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Big Four.
Motor Freight Carriers-13.
Airlines-Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.
Intercity Bus Lines-Greyhound; Indian Trails; Northern Indiana Transit.
Local Bus Service-Dial-A-Ride.

3 - POPULATION:
Corp. City 80 Cen. 13,115; E&P 86 Est. 12,194
County/MSA 80 Cen. 171,276; E&P 86 Est. 163,046

4 - HOUSEHOLDS:
City 80 Cen. 5,522; E&P 86 Est. 4,702
County/MSA 80 Cen. 60,276; E&P 86 Est. 59,915

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$433,500,000
Savings & Loan	1	$600,500,000

6 - PASSENGER AUTOS: County 92,793

7 - ELECTRIC METERS: City Residence 5,746

8 - GAS METERS: City Residence 5,410

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Sewing Patterns 644; Wire Mfg. 650; Store Fronts 650; Store Fixt. 650; Air Moving Equip. 200; Paper Mfg. 175; Elect. Prod. 200; Food Proc. 301; Truck Axles & Heavy Equip. (6 mi. distant) 6,623; Automotive Urethane Steering Wheels 140.
Principal Pay Days-Fri., 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33; First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 5 streets.
Neighborhood Shopping Centers-Main & Oak; 17th & Oak; Eastgate; Oak and 21st; Brandywine and Belle Plaza; Belle Rd. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(30)	3	JCPenney, DeMonds Foods, G.L. Perry Disc., Perry Drugs

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-G.L. Perry; Perry Drug.
Discount Stores-Wonderland; Clinton Drug; K mart.
Chain Supermarkets-West Side Super; Westside Open Pantry; Tony's; Peel's; Save Mart; Shelton's; DeMond's SuperValu; Eagles.
Other Chain Stores-Western Auto Tire; Sherwin-Williams; Falveys; Majerek's; D&D Tire; Hook's Drugs; Guarantee Auto; Radio Shack; CVS; Thornburgs Drugs; Pic Way Shoes; Nu Vision; Coast-to-Coast Hdwe.; Sycamore.

14 - NEWSPAPERS: STAR (m) 5,084; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Polli M. Smith, Adv. Mgr., STAR, 217 N. Fourth St., Niles, MI 49120; Tel. (616) 683-2100.
National Representative: None.

OWOSSO

1 - LOCATION: Shiawassee County, E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Motor Freight Carriers-5.
Intercity Bus-Indian Trail.

3 - POPULATION:
Corp. City 80 Cen. 16,455; E&P 86 Est. 14,526
CZ-ABC: (80) 29,976
RTZ-ABC: (80) 60,565
County 80 Cen. 71,140; E&P 86 Est. 69,588
City & RTZ-ABC: (80) 89,541

4 - HOUSEHOLDS:
City 80 Cen. 6,382; E&P 86 Est. 5,638
County 80 Cen. 23,359; E&P 86 Est. 23,855
CZ-ABC: (80) 10,301
RTZ-ABC: (80) 18,710
City & RTZ-ABC: (80) 29,011

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	5	$268,648,000
Savings & Loan	2	$155,600,000

6 - PASSENGER AUTOS: County 38,644

7 - ELECTRIC METERS: 7,521; County 27,470

8 - GAS METERS: 6,463; County 16,440

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Motors & Generators 1,505; Batteries 485; Motor Vehicle Parts 441; Plastic Prods. 409; Abrasive Prods. 392; Blowers & Fans 265; Mach. 242; Corrugated Boxes 170; Furn. 135; Clay Prods. 125; Screw Machine Prods. 113; Metal Prods. 110; Concrete Prods. 109.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6; last killing frost, May 15.

11 - TAP WATER: Lime-soda softening, fluoridated 1 ppm.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.
Neighborhood Shopping Centers-6 other Shopping Centers; 1400 N. M-52; 200 to 1100 W. Main St., at E. Limits of City; Corunna Ave.; Monroe Plaza; State Rd. and M-21; South M-52.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-W.C. Wiechman Co.; JCPenney; Sears (catalog).
Discount Stores-K mart; 3-D; Fisher's Big Wheel; Fairway Discount; Price Rite.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Walgreens 2; Perry; Volght's Rexall 2.
Chain Supermarkets-Hamady 2; Sunshine; Kessel; Brady's-Bannan's Foodlands; IGA.
Other Chain Stores-Walter's; Firestone; Wickes Lumber; Quality Fleet; TSC Store; True Value Hardware; Norm Henry Fine Shoes; Valley Lumber Co.; Pine Cashway; Tri State Furn.; Lane Furn.; Auto Works; Action Auto; Car Quest; Tire Factory.

14 - NEWSPAPERS: ARGUS-PRESS (e) 14,053; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Geo. T. Campbell, Natl. Adv. Mgr., ARGUS-PRESS, 201 E. Exchange St., Owosso, MI 48867; Tel. (517) 725-5136.
National Representative: None.

PETOSKEY

1 - LOCATION: Emmet County, E&P Map C-2, County Seat. Winter and summer vacation resort. In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131; State Hwys. M-131 & M-68.

2 - TRANSPORTATION: Railroads-Michigan Northern.
Motor Freight Carriers-Parker; Central Transport.
Intercity Bus Lines-North Star; Wolverine Stages; Delta.
Airlines-American Eagle; Republic Express; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 6,097; E&P 86 Est. 5,413
NDM-ABC: (80) 42,899
County 80 Cen. 22,992; E&P 86 Est. 23,853
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,355; E&P 86 Est. 1,548
County 80 Cen. 8,107; E&P 86 Est. 8,771
NDM-ABC: (80) 15,163

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$396,300,000
Savings & Loan	2	$14,600,000

6 - PASSENGER AUTOS: County 14,330

7 - ELECTRIC METERS: Residence 2,580

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Cement Blocks; Chrome Plating Wire Prods.; Screws & Bolts; Elect. Car Switches; Plastic Trash Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Prods.; Wood Prods.; Resort (Summer & Winter) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equip.; Skiing; Conventions.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charlevoix(20)	18	Oleson's,
Captain's Corners	20	Glen's
Crago Plaza(7)	1	Oleson's
Giant Plaza(8)	2	Giantway Family Ctr.
K mart Plaza(8)	1	IGA, K mart, Revco
Glen's Plz.(3)	17	Glen's
Harbor Plz.(5)	7	McRae-Simmons

Principal Shopping Days-Tues., Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gittleman's; Sears; Country Casuals; The Clothes Post; Maurices.
Variety Stores-Woolworth; McCrory; Ben Franklin.

Discount Stores-Holiday; Giantway; K mart.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-IGA; Oleson's; Giant; Glen's.
Other Chain Stores-Horizon Book Stores; Wicke's; The Clothes Tree; Gatly's House Furnishings; Sherwin-Williams; Radio Shack; JoAnn Fabrics; Pappagallo; Midas Muffler; Northern Auto Parts; Nu Vision Optical; Payless Shoes; Comfort Center; Symon's General Stores; Russell's Shoes; The Bahnhof Shops; Mettler's by the Bay; Fotchman Motor Company; C. Jay's Warehouse; Kilwins Candy Kitchens; Meyer Hdwe.; Little Red Shoe House; Parts Plus Automotive; Golden Shoes; LaShack; Gattles' Linens; Richard Hanten for Children.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 10,898; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Everett Dielman, Adv. Mgr., NEWS-REVIEW, 319 State St., Petoskey, MI 49770; Tel. (616) 347-2544.
National Representative: None.

PONTIAC

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4, County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan. In center of automotive manufacturing area of MI, 26 mi. NW of Detroit on U.S. Hwys. 10, 24, I-75.

2 - TRANSPORTATION: Railroads-Grand Trunk Western.
Motor Freight Carriers-27.
Intercity Bus Lines-SEMTA.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 76,715; E&P 86 Est. 68,393
NDM-ABC: (80) 467,285
PMSA 80 Cen. 4,487,421; E&P 86 Est. 4,325,530
County 80 Cen. 1,011,793; E&P 86 Est. 1,022,173
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,928; E&P 86 Est. 24,513
County 80 Cen. 355,187; E&P 86 Est. 372,660
PMSA 80 Cen. 1,551,942; E&P 86 Est. 1,560,226
NDM-ABC: (80) 155,055

5 - BANKS: (Oakland County) 33 Banks (226 offices) Deposits: $8,100,000.

6 - PASSENGER AUTOS: County 715,184

7 - ELECTRIC METERS: Residence 31,244

8 - GAS METERS: Residence 26,868

9 - PRINCIPAL INDUSTRIES: Automotive Mfg. and Trans. Equip. 46,500 Emp. ($31,157 E.B.I.)
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Nov. 14; last killing frost, May 6.

11 - TAP WATER: Medium-hard.

12 - RETAILING: Principal Shopping Center-Summit Place-Open 10-5 Sun.; Tel-12 Mall Open 10-5 Sun.; Somerset Mall-Open 10-5 Sun.; Oakland Mall-Open 10-5 Sun.; Orchard Mall and Meadowbrook Mall (10-9) Tues.. Fri., Sat.; Twelve Oaks Mall-Open 12-5 Sun.; Lakeside Mall-Open 10-5 Sun.
Neighborhood Shopping Centers-8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 acres on S. Telegraph Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus Corners(16)	9	Kroger, Radio Shack, Drug Mart
Drayton Plaza(8)	5	K mart
Glenwood Plz.(10)	1	K mart, Farmer Jack, Kay Furn.
Great Oaks	8	Jacobson's, Becker's
Harvard Plaza	7	Kroger, Perry Drug, Hallmark
Lakeside Mall	15	J.L. Hudson, Sears, Lord & Taylor
Meadowbrook Mall(55)	8	Frank's Nursery, Osmun's
Miracle Mile(52)	2	JCPenney, Shopright Leeds, Lion Store
North Hill Plaza(15)	10	Chatham
Oakland Mall	12	J.L. Hudson, Sears
Old Orchard	8	Farmer Jack
Orchard Mall	8	Shopping Ctr. Mkt.
Pine Lake	5	Kroger
Summit Place(60)	2	J.L. Hudson, Sears, Mont. Ward, Farmer Jack
Rochester Hills Plaza(19)	9	Chatham, Perry
Somerset Fashion Mall	8	Saks 5th Ave., Benwit-Teller
Tel-Huron(18)	1	Osmun's
Tel-Twelve(57)	10	Mont. Ward, Osmun's, K mart
Twelve Oaks	14	Lord & Taylor, Sear , JCPenney
Waterford Plz.(16)	3	A.C.O. Hardware
Waterfall Plaza	7	La Treille's, Waterfall Jewelers

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.; Shopping Center, 6 nights; Sun. 10am-5pm.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; J.L. Hudson; Crowley's; The Lion Store; Jacobson; Lord & Taylor.
Variety Stores-S.S. Kresge 2; Ben Franklin.
Discount Stores-K mart 7.
Chain Drug Stores-Thrifty 2; Perry 9; Revco 2; Arbor 7.
Chain Supermarkets-A&P 5; Great Scott; Meijers 2; Kroger 6; Farmer Jack 6; Foodtown 5.
Other Chain Stores-Shoes: Thom McAn, Kinney, Becker's, Baker's, Sibley's, Father & Son, R&H, A.S. Beck, Burt's Shores; Men's Wear: Osmun's; Women's Wear: Albert's, United Shirt, The Barn, Marianne Shop, RB Shops, Lane Bryant, Jacobson's, Siegel Shop, The Fashion Bug, Hadley's, R & M, Winkleman's, Himelhoch's; Candies: Awrey's, Ross' Candies; Rubber Products: Goodrich, Goodyear, Firestone, F&G Tire, Daytnn Tire, Uni-Royal; Jewelry: Zale's; Misc.: Sherwin-Williams, Singer Co., Highland Appliance, J&R (auto supplies), So-Fro Fabrics, Minnesota Fabrics, Mary Lester Fabrics; Furniture: Art Van, Thomas, Jacobsen's, Kay, Englander Triangle; Carpet: Beckwith, Karen's, New York Carpet World 2.

14 - NEWSPAPERS: OAKLAND PRESS (e-mon to fri) 71,693; (m-sat) 71,155; (S) 79,062; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Al Derusha, Adv. Mgr., OAKLAND PRESS, 48 W. Huron St.; PO Box 9, Pontiac, MI 48058; Tel. (313) 332-8181.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PORT HURON

1 - LOCATION: St. Clair County (In Detroit PMSA). E&P Map D-4, County Seat. industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M-25, I-94, I-69 West.

2 - TRANSPORTATION: Railroads-Amtrak to Chicago; Toronto; Chesapeake & Ohio; Port Huron-Detroit.
Intercity Bus Line-Great Lakes Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 33,981; E&P 86 Est. 30,469
CZ-ABC. (80) 75,398
Bal. in NDM-ABC: (80) 104,193
PMSA 80 Cen. 4,487,421; E&P 86 Est. 4,325,530
County 80 Cen. 138,802; E&P 86 Est. 140,579
Total NDM-ABC: (80) 179,591

4 - HOUSEHOLDS:
City 80 Cen. 12,782; E&P 86 Est. 11,451
County 80 Cen. 47,308; E&P 86 Est. 50,019
PMSA 80 Cen. 1,551,942; E&P 86 Est. 1,560,226
CZ-ABC: (80) 26,657
Bal. in NDM-ABC: (80) 34,610
Total NDM-ABC: (80) 61,267

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$76,000,000
Savings	3	$1,700,000,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 79,425

7 - ELECTRIC METERS: Residence 44,800

8 - GAS METERS: Residence 11,150

9 - PRINCIPAL INDUSTRIES: Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elect. Prods.; Adhesives; Trailers; Steel Fab.; R.R. Car Bldg.; R.R. Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prods.; Cement; Boats; Food Proc.; Fish Poles & Reels; Plastic Prods.; Electric Power Plants; Bean Elevator & Proc.; Lumbering; Seaport for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Mach. & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Equip.; Cutting Tools; Farm Mach.; Automatic Screw Machines. Industrial Emp.-18,500.
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; source is St. Clair River; municipal ownership.

12 - RETAILING: Principal Shopping Center-8 blocks of Downtown Port Huron on Huron and Military Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Sq.	12	Kroger, Thompson's
Colonial(22)	3	Marengo Appl., A&P, Ben Franklin
Village Green	5	Ben Franklin, Revco
Court of Flags	4	True Value Hdwe.

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-J.B. Sperry; JCPenney; Sears.
Variety Stores-Ben Franklin 2.
Discount Stores-K mart 2; CVS; 3-D.
Chain Drug Stores-Revco 2; SupeRx 2; Farmer Jack's; K mart 2.
Chain Supermarkets-A&P 4; Kroger 4; IGA 3; Spartan 3; Farmer Jack.
Other Chain Stores-Marx; Fox; Sherwin-Williams; Ace Hdwe.; Pic-Way Shoes; Wickes Lumber; Carter Lumber; Aco Hardware; Perry Auto; TSC Store; Kinney Shoes.

14 - NEWSPAPERS: TIMES HERALD (e) 27,034; (S) 31,598; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Sweet, Adv. Dir., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.
National Representative: Gannett Media Sales.

ROYAL OAK

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Great Lakes Tower; Deluxe Motor Stages; Indian Trails; National Trails.
Airlines-American; Delta; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest Orient; USAir; Midway Metrolink; New York Air; Ozark; Simmons; Scandinavian; World Airways; Wright.

3 - POPULATION:
Corp. City 80 Cen. 70,893; E&P 86 Est. 59,655
CZ-ABC: (80) 228,840
RTZ-ABC: (80) 164,691
County 80 Cen. 1,011,793; E&P 86 Est. 1,022,173
PMSA 80 Cen. 4,487,421; E&P 86 Est. 4,325,530
City & RTZ-ABC: (80) 393,531
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,944; E&P 86 Est. 24,005
County 80 Cen. 355,187; E&P 86 Est. 372,660
PMSA 80 Cen. 1,551,942; E&P 86 Est. 1,560,226
CZ-ABC: (80) 84,936
RTZ-ABC: (80) 60,846
City & RTZ-ABC: (80) 145,782

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	31 Br.	$967,561,345
Savings	74 Br.	$1,605,872,554

6 - PASSENGER AUTOS: County 715,184

7 - ELECTRIC METERS: Residence 28,496

8 - GAS METERS: Residence 21,726

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tools 950 ($425); Auto Prods. 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-86; Summer 46-95; Fall 16-89; Winter -3-63; First killing frost, Oct. 9; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-One mi. on Main St., Half mi. on Washington; 4 blocks on 4th St.; Woodward at 13 Mile Rd. (26 stores).
Neighborhood Shopping Centers-Ferndale; 4 blocks on 9 Mile Road; 4 on Woodward Ave. Hazel Park; 5 on John R. Clawson; 4 on Main and 14 Mile Road, Berkley; 4 on 12 Mile Road, Troy; Somerset Mall. 1 on Rochester Road, Southfield; J.L. Hudson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northland(168)	4	J.L. Hudson, JCPenney
Northwood	2	JCPenney, Kroger
Clawson	3	A&P, The Depot
Madison Ctr.(16)	3	J.L.Hudson
Universal(68)	4	Mont. Ward, Crowly Miller
Oakland Mall(130)	5	J.L. Hudson, Sears, JCPenney
Southfield Plz.(13)	4	Marshall's, Farmer Jack
Tel-Twelve(57)	6	Mont. Ward, K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; J. L. Hudson; Sears; Bonwit Teller; Saks 5th Ave.; Crowley's.
Variety Stores-Kresge 4; Woolworth 3.
Discount Stores-Meijer; K mart; 14-Mile Bargain Center.
Chain Drug Stores-Perry 10; Arbor 3; Revco; Sav-On; Sentry; Romeyn; Royal.
Chain Supermarkets-A&P 5; Foodland 3; Kroger 5; Hollywood 3; Farmer Jack; Meijer 3; Oakridge 4.
Other Chain Stores-Men's Clothing: Van Horns, Osmuns, John Kent, Brooks Brothers, The Bottom Half, Jos. A. Banks Clothiers, Antons, American Eagle Outfitters, The King Size Co., The Gap, Kosins, Kuppenheimer Direct, Pendleton Sportswear Nawrot Inc., Silverman's, Sims, United Shirt; Women's Apparel: Winkleman's, Alberts, Alcove, Jos. A. Banks Clothiers, Coats Unlimited, Designer Depot, Dimensions In Fashion, Dress Barn, Fashion Conspiricy, Ganto's, Gucci Shops Inc., Hadley Arden, Hit or Miss, Kay Baum, Lane Bryant, The Limited Express, Marianne, Merry Go Round, P.S. Shandell, Sizes Unlimited, Patti Smith, T.J. Maxx, Tansy, Women's World; Shoes: Alfano's Stride Rite Bootery, Allen-Edmonds, Baker's, Bally of Switzerland, Buster Brown, Chandler's, Sherman's, Eastown's Tall & Wide, Famous Footwear, Fanfare, Father & Son, Fayva, Flagg Bros., Florsheim, Foot Locker, Greg, Gucci Shops, Gussini, Hack Shoe Co., Hanover, Johnston & Murphy, Joyce Selby, Kinney, Knapp Shoes, MC Sporting Goods, McBrydes, Mr. Alan's, Ms Sibley, Naturalizer, Nunn-Bush, The Pappagallo Shop, Philip Layne, Phillips, Pic Way, Red Cross, Red Wing, Redden & Rawlinson, Roby's, Roots Natural Footwear, Sandilar, Scholl, Sheldon, Shoe Town, Sibley's, Stride Rite, Thom McAn, Van Dykes, Wild Pair; Furniture: Art Van, Bed 'n' Bunk Sleep Shoppe, Corey Dinette, Dobbs, Domicile, Englanders, Ethan Allen, Furniture Wholesale Dist. of Michigan, Gardener White, Gorman's Gallery, House of Denmark, La-Z-Boy Showcase Shoppes, Lasky, Metal Masters, RJ Leeds, Roche Bubois, Scandinavian Design, Tri-State.

14 - NEWSPAPERS: TRIBUNE (e) 39,319; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Studer, Adv. Dir., TRIBUNE, 210 E. Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.
National Representative: Landon Associates.

SAGINAW

1 - LOCATION: Saginaw County (Saginaw-Bay City-Midland MSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit; 15 mi. S of Saginaw Bay on Lk. Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk and Conrail Carloading 1.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Indian Trails; Saginaw Transit System (local).
Airlines-United; Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 77,508; E&P 86 Est. 65,278
CZ-ABC: (80) 155,975
Bal. in NDM-ABC: (80) 72,084
County 80 Cen. 228,059; E&P 86 Est. 221,438
MSA CO Cen. 421,518; E&P 86 Est. 414,124
Total NDM-ABC: (80) 228,059
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,369; E&P 86 Est. 24,253
County 80 Cen. 76,116; E&P 86 Est. 77,032
MSA 80 Cen. 141,962; E&P 86 Est. 145,367
CZ-ABC: (80) 53,877
Bal. in NDM-ABC: (80) 22,239
Total NDM-ABC: (80) 76,116

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$421,777,000
Savings & Loan	3	$297,134,000

6 - PASSENGER AUTOS: County 128,532

7 - ELECTRIC METERS: Residence 26,252

8 - GAS METERS: Residence 24,364

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 23,700 ($517); Metal 5,900 ($386); Non Elect. 2,800 ($415); Trans. Equip. 11,400 ($559); Food 1,500; Ret. 16,000; Constr. 2,200; Whol. 2,400; Servs. 15,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 47-103; Fall 28-88; Winter 7-49.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown: 8 blocks on E. Genesee; 3 on W. Genesee; 4 on Federal; 2 on S. Washington; 2 on N. Washington; 2 on N. Franklin; 1 on S. Baum; 1 on N. Baum; 2 on S. Jefferson; 1 on N. Jefferson; 2 on Lapeer Sts.
Neighborhood Shopping Centers-W. Side Shopping Center; 2 blocks on court; 5 on S. Michigan; 3 on Hamilton; 1 on Hancock St.; State Rd. 2 miles from Passolt to Midland Rd.; Bayroad from Weiss to Tittabawassee Rd., 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Saginaw Mall(45)	3	K mart
Green Acres(36)	4	A&P, Perry Drugs, Kresge, JCPenney
Pere Marquette(12)	1	Vescio, Revco
Fashion Square Mall(90)	4	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Jacobson's; K mart 3; JCPenney 2; Sears; Seitners 2; Wiechmann's 2; Winkelman's; Hudson's.
Variety Stores-Kresge.
Discount Stores-Century; K mart 2; CVS; Tepes; Meijer's Thrifty Acres 2.
Chain Drug Stores-Muirs; SupeRx; Revco; Byron & Barber 2; Dudewicz-Epting 2; Princing & Brennan 2; Rite Aid 3; Perry 4.
Chain Supermarkets-A&P 2; Kessels 2; Ray's 4; Vescio 7.
Other Chain Stores-Fanny Farmer 2; Firestone 2; Gately; Goodrich; Goodyear; Kinney's 2; Leath's 2; Beverly's; Nobil Shoe 3; Singer Co. 2; Thom McAn 2; Alberts 3; Gantos; Homemaker 2; Mangel's; Highland Appliance; Fretter Appliance.

14 - NEWSPAPERS: NEWS (e) 56,234; (S) 61,580; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Dodge, Adv. Dir., NEWS, 203 S. Washington Ave., Saginaw, MI 48605; Tel. (517) 752-7171.
National Representative: Newhouse Newspapers Metro Suburbia.

ST. JOSEPH

See BENTON HARBOR

SAULT STE. MARIE

1 - LOCATION: Chippewa County, E&P Map C-2, County Seat. NE tip of Upper Peninsula of Michigan on Canadian border; 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17, State M-28, M-129.

2 - TRANSPORTATION: Railroads-Soo Line; DSS&A; Canadian Pacific.
Intercity Bus Lines-North Star; Greyhound.
Airlines-Air Canada; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 14,448; E&P 86 Est. 14,982
NDM-ABC: (80) 21,131
RTZ-ABC: (80) 24,735
County 80 Cen. 29,029; E&P 86 Est. 28,944
NDM & RTZ-ABC: (80) 45,866

4 - HOUSEHOLDS:
City 80 Cen. 5,166; E&P 86 Est. 3,776
County 80 Cen. 9,931; E&P 86 Est. 10,256
NDM-ABC: (80) 7,361
RTZ-ABC: (80) 8,442
NDM & RTZ-ABC: (80) 15,803

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,568,000

6 - PASSENGER AUTOS: County 13,381

7 - ELECTRIC METERS: Residence 7,089

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Veneer 50; U.S. Gov't Corps. (Engrs.) 450; Education 250; Correctional Facility N.A. (Av. Wkly. Wage $250).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30; last killing frost, May 27.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce; Shopping Center: 2 miles from downtown.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. and food stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Barish Bros.; Sears (catalog); Montgomery Ward; K mart; Woolworth; Big Wheel.
Chain Drug Stores-Revco.
Chain Supermarkets-Red Owl; Nordens; Super Valu; Foodland.
Other Chain Stores-Traverse Bay Woolen; CJ's Wearhouse; JoAnn Fabrics; Maurice's; Fashion Crossroads; Mode O'Day.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,629; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Mitchell, Gen. Mgr., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235.
National Representative: Landon Associates.

SOUTH HAVEN

1 - LOCATION: Van Buren County, E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

2 - TRANSPORTATION: Railroads-Chessie System (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Non-scheduled; Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 5,943; E&P 86 Est. 5,069
County 80 Cen. 66,814; E&P 86 Est. 66,800

4 - HOUSEHOLDS:
City 80 Cen. 3,777; E&P 86 Est. 1,904
County 80 Cen. 23,121; E&P 86 Est. 24,198

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$150,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 34,502

7 - ELECTRIC METERS: Residence 2,289

8 - GAS METERS: Residence 2,762

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Metal 1,000; Mach. 300; Woodworking 250; Fruit Proc. 135; Rubber 338; Electronic 218; Chem. N.A.; Plastics 50; Paper 25.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bailey Ave.(8)	1	Buy-Low
Phoenix Sq.	1	

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Mon. through Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-M. Hale; Montgomery Ward; Sears (catalog).
Variety Stores-G. C. Murphy; Fisher's Big Wheel.
Discount Stores-Dale's True Value Family Ctr.; Downtown; State Discount.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack's Super Dollar; Village Mkt.; Hardings.
Other Chain Stores-Radio Shack.

14 - NEWSPAPERS: SOUTH HAVEN DAILY TRIBUNE (m) 2,632; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Lewis Mitchell, Adv. Mgr., TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.
National Representative: Landon Associates.

STURGIS

1 - LOCATION: St. Joseph County, E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line; 50 mi. S of Kalamazoo.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-11.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,468; E&P 86 Est. 8,943
CZ-ABC: (80) 9,468
RTZ-ABC: (80) 38,987
County 80 Cen. 56,083; E&P 86 Est. 57,805
City & RTZ-ABC: (80) 48,455

4 - HOUSEHOLDS:
City 80 Cen. 4,332; E&P 86 Est. 3,424
CZ-ABC: (80) 3,668
RTZ-ABC: (80) 13,305
County 80 Cen. 19,794; E&P 86 Est. 21,322
City & RTZ-ABC: (80) 16,973

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$187,230,000
Savings & Loan	2	$42,697,000

6 - PASSENGER AUTOS: County 31,564

7 - ELECTRIC METERS: Residence 3,825

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Drapery Hdwe. 1,050 ($240); Paper Prods. 342 ($210); Tool & Die 240 ($230); Dairy Prods. 467 ($215); Foundry 150 ($210); Office Furn. 345 ($184); Home Furn. 100 ($195); Mach. 185 ($185); Plastic 249 ($210); Truck Bodies 350 ($270). An. Payroll $36,570,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. First killing frost, Oct. 12; last killing frost, May 2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Chicago Rd.; 3 on Nottawa; Maplecrest Plaza, 9 stores on E. Chicago Rd.; Sturgis Plaza, 14 stores on S. Centreville Rd.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Danner's 3-D; Sears.
Discount Stores-K mart; Murphy's Mart.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Harding.
Other Chain Stores-Ace Hardware; Firestone; Radio Shack; Autoworks.

14 - NEWSPAPERS: JOURNAL (e) 8,653; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Albert R. Bonner, Adv. Dir., JOURNAL, 209 John St., Sturgis, MI 49091; Tel. (616) 651-5407.
National Representative: Gannett Media Sales.

THREE RIVERS

1 - LOCATION: St. Joseph County, E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Portage and Rocky Rivers.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Rapid Transit; Short Way.

3 - POPULATION:
Corp. City 80 Cen. 7,015; E&P 86 Est. 6,341
County 80 Cen. 56,083; E&P 86 Est. 57,805

4 - HOUSEHOLDS:
City 80 Cen. 2,659; E&P 86 Est. 2,388
County 80 Cen. 19,794; E&P 86 Est. 21,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$53,755,000
Savings & Loan	3	$31,186,089

6 - PASSENGER AUTOS: County 31,564

7 - ELECTRIC METERS: Residence 5,421

8 - GAS METERS: Residence 3,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Converting 955; Mach. Shop 910; Gas & Elect. line installation 320; Rubber Prods. 200; Wire Extrusion 250; Automotive 1,700; Other 305.

10 - CLIMATE: Average Temp.-Winter 24; Summer 72; Growing Season-May 6 to Oct. 12.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Main St., Downtown-2 blocks, 48 stores.
Shopping Centers-Peterson Plaza (4 stores); Maple Lane S.C. Westland (6 stores).
Principal Shopping Day-Fri.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, Grocery.

13 - RETAIL OUTLETS: Department Stores-Newberry's; JCPenney; Sears (catalog); Montgomery Ward; Fisher's Big Wheel.
Discount Stores-CVS.
Chain Supermarkets-Hardings; Martens Market; Fred's Market.
Other Chain Stores-Firestone; Falveys.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 4,331; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Richard Milliman, Pres., COMMERCIAL-NEWS, 124 N. Main St., Three Rivers, MI 49093; Tel. (616) 279-7488.
National Representative: Michigan Newspapers.

TRAVERSE CITY

1 - LOCATION: Grand Traverse County, E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31; State Hwys. 37, 22.

2 - TRANSPORTATION: Railroads-C&O; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-North Star; Shortway.
Airlines-Simmons; Mid-State.

3 - POPULATION:
Corp. City 80 Cen. 15,516; E&P 86 Est. 12,733
NDM-ABC: (80) 100,888
County 80 Cen. 54,899; E&P 86 Est. 59,589
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,747; E&P 86 Est. 4,188
County 80 Cen. 19,167; E&P 86 Est. 21,744
NDM-ABC: (80) 35,625

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$382,500,000
Savings & Loan	2	$48,500,000

6 - PASSENGER AUTOS: County 37,245

7 - ELECTRIC METERS: Residence County 22,628

8 - GAS METERS: Residence County 16,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Frozen Food 1,100; Clothing 100; Wood Prods. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36; First killing frost, Oct. 10; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on E. Front. Also S. Union St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherryland Mall(60)	4	K mart, Prange, Sears
Eastfield(27)	2	Ben Franklin
Garfield Vlg.(11)	3	Oleson's Foods, Witmark
Giant Plaza	3	Giantway
Meijer(12)	2	Meijer
Tom's Family Ctr.	1	
West Bay(7)	1	Tom's Mkt.
Logan's Landing	5	Mr. Steak, Factory outlet
Hillside Ctr.	5	Carlson's Fish
Campus Plaza	2	Country Squire
All Seasons Plz.	5	Radio Shack

Principal Shopping Days-Wed., Fri., Sun.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Milliken's; Prange.
Discount Stores-Witmark; Giant Discount; K mart; Meijer.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Rexall; Prescription Shop 2; Revco.
Chain Supermarkets-Oleson's 2; Prevo's 2; Tom's 2; Giant Mkt.; Meijer.
Other Chain Stores-Singer Co.; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House.

14 - NEWSPAPERS: RECORD-EAGLE (e) 23,531; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Senger, Dir. Adv. Sales, RECORD-EAGLE, 120 W. Front Street, Traverse City, MI 49684; Tel. (616) 946-2000.
National Representative: Branham/Newspaper Sales.

YPSILANTI

1 - LOCATION: Washtenaw County (In Ann Arbor PMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12; I-94; State 17; U.S. 23; 30 mi. SW of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Capital; TWA; American; United; Northwest; Delta; Republic Air; USAir; Eastern; Pan Am; British Airways; Frontier; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 24,031; E&P 86 Est. 19,561
CZ-ABC: (80) 66,212
RTZ-ABC: (80) 116,503
County/PMSA 80 Cen. 264,748; E&P 86 Est. 267,661
City & RTZ-ABC: (80) 182,715
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,585; E&P 86 Est. 7,317
County/PMSA 80 Cen. 92,937; E&P 86 Est. 97,465
CZ-ABC: (80) 23,367
RTZ-ABC: (80) 39,944
City & RTZ-ABC: (80) 63,311

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$241,159,581
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 150,175

7 - ELECTRIC METERS: Residence City & Township 24,585

8 - GAS METERS: Residence City & Township 24,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 37,100 ($596); Nondurables 4,600 ($452); Non-Mfg. 59,600 (N.A.); Gov't 49,200 (N.A.).
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Michigan Ave.; 3 on Washington St.; 1 block on N. Huron St.; 2 on Pearl St.
Neighborhood Shopping Centers-2 blocks on W. Cross St.; 1 on E. Cross St.; 1 on E. Michigan Ave.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(104)	NA	Hudson's, Lord & Taylor, JCPenney, Sears
Gault Village(15)	NA	ACO, K mart, Farmer Jack
Thrifty Acres(2)	NA	Meijer's
Sun-Rise(6)	NA	Savewell, Metro Pro
Arborland(36)	NA	Marshall's, Burlington Coat Factory
Lakewood(24)	NA	K mart, Pak 'n Save
Roundree(15)	NA	Savewell, Perry Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hudsons; Lord & Taylor.
Variety Stores-D&C.
Discount Stores-K mart 3; Meijer's 2; Best Products; Service Merchandise.
Chain Drug Stores-Maple Village; Richardson's 2, Perry 4.
Chain Supermarkets-Kroger 2; IGA 2; Farmer Jacks 2; Pak 'n Save.

14 - NEWSPAPERS: PRESS (e-mon to fri) 15,764; (m-sat) 15,556; (S) 15,820; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Rob Mason, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48198; Tel. (313) 482-2000.
National Representatives: Branham/Newspaper Sales; Garden State Newspapers.

MINNESOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Duluth, MN-WI-St. Louis County, MN; Douglas County, WI
Fargo-Moorhead, N.D.-MN-Cass County, N.D.; Clay County, MN
Minneapolis-St. Paul, MN-WI-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI
Rochester-Olmsted County.
St. Cloud-Benton, Sherburne and Stearns Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1987
Under 5 Years	332	307	317
5-14 Years	818	630	654
15-24 Years	666	793	823
25-44 Years	853	1,126	1,165
45-64 Years	730	741	768
65 and Over	407	480	495
TOTAL	3,806	4,077	4,222

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	1,126	1,200	2,320
General Mdse	1,853	2,248	3,494
Food	2,456	3,818	5,209
Automobiles	2,691	3,487	6,564
Gasoline Stations	1,194	2,053	2,190
Apparel	597	905	1,396
Furniture	578	744	1,467
Eat-Drink Places	1,155	1,761	2,714
Drugs	373	554	777
TOTAL SALES	13,567	19,599	29,468

ALBERT LEA

1 - LOCATION: Freeborn County, E&P Map C-5, County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; I-35, I-90.

2 - TRANSPORTATION: Railroads-Rock Island & Peoria; Chicago and Northwestern; Illinois Central; Milwaukee.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson Trans.; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,190; E&P 86 Est. 18,814
CZ-ABC: (80) 20,875
RTZ-ABC: (80) 30,179
County 80 Cen. 36,329; E&P 86 Est. 34,807
City & RTZ-ABC: (80) 51,054

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,418; E&P 86 Est. 7,521
County 80 Cen. 13,224; E&P 86 Est. 13,200
CZ-ABC: (80) 7,977
RTZ-ABC: (80) 10,865
City & RTZ-ABC: (80) 18,842

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$144,000,000
Savings & Loan	2	$151,000,000

6 - PASSENGER AUTOS: County 19,544

7 - ELECTRIC METERS: Residence 7,133

8 - GAS METERS: Residence 6,423

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 2,224 ($210); Lumber Prod. 145 ($240); Constr. 182 ($350); Trans. & Util. 460 ($225); Furn. 508 ($235); Meat Packing 1,689 ($350).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway; 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William; 1 block on Bridge St.; 2 on Marshall St.; 3 on S. Broadway.
Neighborhood Shopping Centers-Skyline Mall (25 stores), West of edge of city (Osco, Ben Franklin, JCPenney, Wal-Mart, Stevenson's, Spurgeons); Northridge Mall; (60-75 stores), Herberger's, Shopko, Radio Shack, Leutholds, Maurice's, Dahl House.
Principal Shopping Days-Mon., Thur., Fri., Sat., and Sun. (1 to 5 p.m.)
Stores Open Evenings-Shpg. Ctr. Mon. through Fri.; Downtown and others Thur.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Wallaces; JCPenney; Spurgeons.
Discount Stores-Pamida; Shopko; Wal-Mart.
Variety Stores-Ben Franklin.
Drug Stores-Osco; Rexall 2; Walgreens; North Park; Snyder.
Chain Supermarkets-Super-Valu; Red Owl; Hy-Vee; Food Bonanza.
Other Chain Stores-St. Paul Clothiers; Stevenson's; Coast-to-Coast; Tradehome Shoes; Gallenkamp Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,399; (S) 9,580; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James Shawback, Adv. Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.
National Representative: Thomson Newspapers.

AUSTIN

1 - LOCATION: Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

2 - TRANSPORTATION: Railroads-Milwaukee; Chicago and North Western.
Motor Freight Carriers-37.
Intercity Bus Lines-Jefferson.
Airlines-Charter Service from municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 23,020; E&P 86 Est. 22,274
CZ-ABC: (80) 23,273
RTZ-ABC: (80) 21,250
County 80 Cen. 40,390; E&P 86 Est. 39,195
City & RTZ-ABC: (80) 44,523

4 - HOUSEHOLDS:
City 80 Cen. 9,138; E&P 86 Est. 9,104
County 80 Cen. 14,969; E&P 86 Est. 15,134
CZ-ABC: (80) 9,235
RTZ-ABC: (80) 7,213
City & RTZ-ABC: (80) 16,448

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$168,000,000
Savings & Loan	3	$410,000,000
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6 - PASSENGER AUTOS: County 22,528

7 - ELECTRIC METERS: Residence 8,383

8 - GAS METERS: Residence 9,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Pkg. 1,056 ($400); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); Other 4,872 (N.A.).
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4; last killing frost, Apr. 14.

11 - TAP WATER: Neutral, medium hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-3 blocks at Sterling; 4 on 10th St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(6)	1	K mart
Oak Park Mall(55)	4	Younkers, JCPenney, Hy Vee, ShopKo
Shoppers Plaza	NA	Wallaces
Lakeside Mall	2	Red Owl, Coast-to-Coast
Sterling(27)	2	Walgreens, IGA Foodliner, Hardware Hank

Stores Open Evenings-Downtown-Mon., Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younkers.
Discount Stores-K mart; ShopKo.
Chain Drug Stores-Rexall; Walgreens 2; Snyder.
Chain Supermarkets-Red Owl; IGA; Hy Vee.
Other Chain Stores-Wallace (dry goods, apparel); Stevenson's Apparel; Cook's Paint; Gildner's (men's); Goodyear; Firestone; True Value; Sherwin-Williams; United Bldg. Ctr.; Fabricland; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,082; (S) 9,080; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Uecker, Adv. Mgr., HERALD, 310 NE 2nd St., Austin, MN 55912; Tel. (507) 433-8851.
National Representative: Thomson Newspapers.

BEMIDJI

1 - LOCATION: Beltrami County, E&P Map B-2, County Seat. 90 mi. E of Crookston; 113 mi. E of Grand Forks, ND; 100 mi. N of Brainerd; 228 mi. N of Minneapolis; 113 mi. S of Intl. Falls; on U.S. Hwys. 71, 2, 371.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Intercity Bus Lines-Greyhound; Triangle.
Airlines-Republic; Bemidji; Mesaba (Northwest Orient).

3 - POPULATION:
Corp. City 80 Cen. 10,949; E&P 86 Est. 10,716
County 80 Cen. 30,982; E&P 86 Est. 34,463

4 - HOUSEHOLDS:
City 80 Cen. 3,654; E&P 86 Est. 3,073
County 80 Cen. 10,023; E&P 86 Est. 11,763

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,028,000
Savings & Loan	2	$30,840,000

6 - PASSENGER AUTOS: County 13,287

7 - ELECTRIC METERS: Residence 3,378

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Center-Paul Bunyan Mall, 3 mi. from downtown stores: K mart, JCPenney, Bostwick's.
Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shpg. Ctrs. Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-O'Meara's; JCPenney; S&L; Wilsons; Pattersons; Hardware Hank; Coast-to-Coast; Bostwicks.
Discount Stores-Fleet Distributors; Holiday Service; Western; K mart; Pamida.
Leading Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Rexall; City Drug; Walgreens.
Chain Supermarkets-Super-Value; Hartz 3; Holiday Warehouse 2; IGA 2.

14 - NEWSPAPERS: PIONEER (m-mon to fri) 7,458; (S) 7,515; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Merlyn Stai, Adv. Dir., PIONEER, 1320 Nielson Ave. SE, Bemidji, MN 56601; Tel. (218) 751-3740.
National Representative: Minnesota Newspaper Association.

BRAINERD

1 - LOCATION: Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis; 125 mi. from Duluth.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Republic; Mesaba; Airmotive Charter.

3 - POPULATION:
Corp. City 80 Cen. 11,489; E&P 86 Est. 10,533
County 80 Cen. 41,722; E&P 86 Est. 42,979
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,568; E&P 86 Est. 2,782
County 80 Cen. 15,171; E&P 86 Est. 16,378

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$172,810,000
Savings & Loan	2	$131,829,000
Credit Unions	2	$30,000,000

6 - PASSENGER AUTOS: County 21,907

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 188; Paper 730; Hosp. 1290; Educ. 685; Larco Mfg. 275.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30; last killing frost, May 2.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Laurel St.; 5 on Front St.; 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.
Neighborhood Shopping Centers-Oak and 13th St.; Mill Ave. & H St. N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brainerd Mall(14)	NA	Mont. Ward, Sears, JCPenney
Midtown(2)	NA	Rainbow Foods
Tyrol Hills(6)	NA	Ace Hdwe., Super Valu, Ben Franklin
Westgate Mall(25)	NA	Herbergers, K mart
Westport(10)	NA	K mart

Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Thur.; Brd. Mall, Mon. through Fri.; Westgate Mall, Mon. through Fri.
Stores Open Sundays-Supermarkets, drugs, Brainerd Mall, Westgate Mall.

13 - RETAIL OUTLETS: Department Stores-Ehler's; Montgomery Ward; JCPenney; Bostwicks; Herbergers.
Variety Stores-Ben Franklin.
Discount Stores-Fleet Store; Super America; Erickson Holiday; Pamida; Mills Fleet Farm; K mart.
Chain Drug Stores-Thrifty Snyder.
Chain Supermarkets-Red Owl; Super One; Caseys; Super Valu; Tom Thumb; County Market; Rainbow Foods.

Other Chain Stores-Gamble's; Sears (catalog); Schiff Shoes; Stevensons; Three Sisters; Hdwe. Hank; Lampert Lumber; Standard Lumber; Floor To Ceiling; Benson Optical; Pearle Vision Ctr.; JoAnn Fabrics; Kinney's; Maurices; Lanzers; Midwest Vision; Tradehome Shoes. Shoes.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 14,723; (S) 14,723; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Tim A. Bogenschutz, Adv. Mgr., DISPATCH, 215 S. 6th St., Brainerd, MN 56401; Tel. (218) 829-4705.
National Representatives: Minnesota Newspaper Association; Papert Companies.

BRECKENRIDGE, MN

See WAHPETON, ND

CROOKSTON

1 - LOCATION: Polk County, E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of MN. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2, 75; State Hwy. 9.

2 - TRANSPORTATION: Railroads-Winnipeg (Can.) lines of Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Triangle; Red River Trails.

3 - POPULATION:
Corp. City 80 Cen. 8,628; E&P 86 Est. 8,700
County 80 Cen. 34,844; E&P 86 Est. 34,606

4 - HOUSEHOLDS:
City 80 Cen. 3,098; E&P 86 Est. 2,971
County 80 Cen. 12,154; E&P 86 Est. 12,662

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$47,300,000
Commercial	2	$121,600,000

6 - PASSENGER AUTOS: County 15,979

7 - ELECTRIC METERS: Residence 3,124

8 - GAS METERS: Residence 1,816

9 - PRINCIPAL INDUSTRIES: Sugar; Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains; Aluminum Casting; Wind Generator; Propeller Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Town & Country; Stevensons; Allied; Logan's; Devon's Clothing.
Variety Stores-Ben Franklin.
Discount Stores-D&B Freight Sales; Pamida.
Chain Drug Stores-Rexall; Snyder; Medicine Shuppe.
Chain Supermarkets-Piggly Wiggly; Hugo's; Super Valu.

Other Chain Stores-Coast-to-Coast; Wm. H. Ziegler; OK Trustworthy; Fleet Farm Supply; Radio Shack; Goodyear Tire.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,935; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Mike Sipe, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716; Tel. (218) 281-2730.
National Representative: Minnesota Newspaper Association; Papert Companies.

DULUTH

1 - LOCATION: St. Louis County, E&P Map C-3 (In Duluth MN-Wi MSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, rail center, serving upper lakes area of MN, WI & MI.

2 - TRANSPORTATION: Railroads-DM&IR; DW&P; Soo Line; Milwaukee Road; Duluth & Northeastern; Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-18.
Steamship Lines-54 U.S., Canadian & foreign.
Intercity Bus Lines-Duluth Transit Authority; Northland Greyhound.
Airlines-Republic; Charter & Jet Service; American; Northwest Airlink.

3 - POPULATION:
Corp. City 80 Cen. 92,811; E&P 86 Est. 81,204
CZ-ABC: (80) 104,406
Bal. in NDM-ABC: (80) 333,537
County 80 Cen. 222,229; E&P 86 Est. 206,554
MSA 80 Cen. 266,650; E&P 86 Est. 250,401
Total NDM-ABC: (80) 437,943
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,363; E&P 86 Est. 28,721
County 80 Cen. 81,482; E&P 86 Est. 78,700
MSA 80 Cen. 97,949; E&P 86 Est. 95,628
CZ-ABC: (80) 39,049
Bal. in NDM-ABC: (80) 119,822
Total NDM-ABC: (80) 158,871

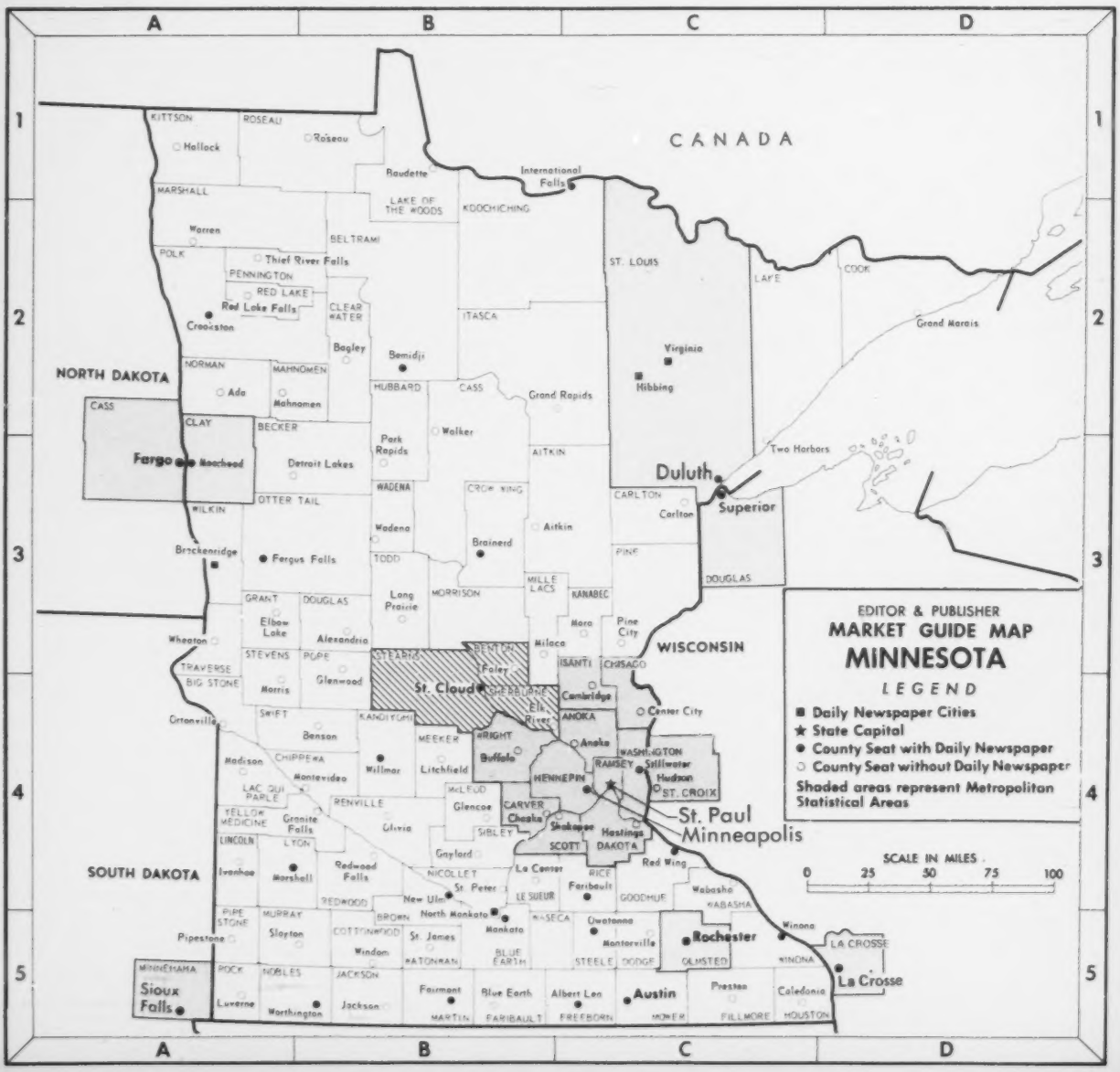
5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$290,823,006
Commercial	9	$658,176,000

6 - PASSENGER AUTOS: County 103,840

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: Residence 19,504

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,268 ($417); Mfg. 5,548 ($328); Trans., Commun., Public Util. 3,275 ($454); Trade 11,358 ($194); Gov't 10,774 ($321); Servs. 10,707 ($233).
Principal Pay Days-2nd & 4th Fri.



10 - CLIMATE: Min. & Max. Temp.-Spring 28-88; Summer 27-97; Fall -23-95; Winter -39-55. First killing frost, Oct. 12; last killing frost, May 8.

11 - TAP WATER: Neutral, very soft; fluoridated; filtered.

12 - RETAILING: Principal Shopping Center-8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza(10)	1	IGA
East 4th	1	Daugherty Hdwe., IGA
West Duluth	4	Super Valu, IGA
Kenwood(13)	5	Red Owl, Ben Franklin
West End	2	Becks, Anderson's, S&J, M&K
Lakeside	4	Super Valu, Red Owl, Marshall Hdwe., Bridgemans
Woodland	5	Piggly Wiggly, Bridgeman's, OK Hdwe.
Mount Royal(10)	3	Super Valu
Pike Lake	10	Super Valu, Gamble's
Miller Hill(50)	3	Mont. Ward, JCPenney, Glass Block
Village Mall	3	K mart, Super Valu

Principal Shopping Days-Mon., Wed., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. through Fri.; Super Mkts.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Glass Block; Wahls; Montgomery Ward; JCPenney; Prange's.
Discount Stores-Target; K mart; Prange-Way.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Snyders; Walgreens 3.
Chain Supermarkets-IGA 4; Red Owl 2; Super Valu 5; Super "1" 5.
Other Chain Stores-Firestone; Baker's; Fanny Farmer; Goodyear; Gamble's; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps; Waldenbooks; Musicland; Wilson's; Kinney; Singer Co.; Maurice's; B. Dalton; Payless Shoes.

14 - NEWSPAPERS: NEWS-TRIBUNE & HERALD (m-mon to fri) 62,440; (S) 82,112; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Thomson, Adv. Dir., NEWS-TRIBUNE and HERALD, 424 W. 1st, Duluth, MN 55801; Tel. (218) 723-5281.
National Representative: Knight-Ridder Newspaper Sales.

EAST GRAND FORKS, MN

See GRAND FORKS, ND

FAIRMONT

1 - LOCATION: Martin County. E&P Map B-5. County Seat. On U.S. Hwy. 16; State Hwy. 15. In S Central part of state. 130 mi. SW of Minneapolis.

2 - TRANSPORTATION: Railroads-CM&St.P; CSt. PM&O; C&NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Midwest Coaches.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,506; E&P 86 Est. 11,893
County 80 Cen. 24,687; E&P 86 Est. 24,700
CZ-ABC: (80) 11,506
RTZ-ABC: (80) 62,984
City & RTZ-ABC: (80) 74,490
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,615; E&P 86 Est. 4,875
County 80 Cen. 9,321; E&P 86 Est. 9,700
CZ-ABC: (80) 4,615
RTZ-ABC: (80) 23,576
City & RTZ-ABC: (80) 28,191

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$152,262,(
Savings & Loan	2	$77,920,8

6 - PASSENGER AUTOS: County 14,862

7 - ELECTRIC METERS: Residence 4,679

8 - GAS METERS: Residence 4,468

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 43-92; Fall 26-85; Winter -21-57. First killing frost, Sept. 28; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fair Mall(37)	NA	JCPenney, Walgreens, Woolworth

Principal Shopping Days-Thur., Fri., Sat.; Shopping Centers Mon. to Fri.-9.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Bob Wallace Mercantile; JCPenney.
Discount Stores-Pamida; ShopKo.
Variety Stores-Woolworth.
Chain Drug Stores-J&R Rexall; Fair Mall; Walgreens.
Chain Supermarkets-Gunther; Madsen's; Hy-Vee; Red Owl Country Store.
Other Chain Stores-Coast-to-Coast; Sears (mail order); Ward; Gen. Trading; Our Own Hdwe.; Firestone; Goodyear: Fleet Motor Sup. (hard lines).

14 - NEWSPAPERS: SENTINEL (m) 11,256; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Eileen Fisch, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031; Tel. (507) 235-3303.
National Representatives: Minnesota Newspaper Association; Papert Companies.

FARIBAULT

1 - LOCATION: Rice County. E&P Map C-4. County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 35 3; State Hwys. 21,60,65.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.
Bus Lines-Jefferson.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 16,241; E&P 86 Est. 15,582
CZ-ABC: (80) 16,241
RTZ-ABC: (80) 51,560
County 80 Cen. 46,087; E&P 86 Est. 47,664
City & RTZ-ABC: (80) 67,801
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,836; E&P 86 Est. 5,659
County 80 Cen. 14,276; E&P 86 Est. 15,361
CZ-ABC: (80) 5,836
RTZ-ABC: (80) 15,797
City & RTZ-ABC: (80) 21,633

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$198,900,000

6 - PASSENGER AUTOS: County 23,226

7 - ELECTRIC METERS: Residence 6,130

8 - GAS METERS: Residence 5,483

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Residence schools for retarded, vision, hearing impaired 1,350; Mfg., Commercial 300; Turkey Proc. 400; Ret. 1,800; Vegetable Proc. 300; Container Mfg. 200; Gov't (City and County) 300; Sheet Metal Fab. 150; Woolen Blanket Mfg. 650; Plastics Fab. 150; Hospital and Nursing Homes 650; Blue Cheese Mfg. 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Central Ave.; 2 on Fourth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Faribo Town Sq.(3)	2	Red Owl
Faribo West Mall(35)	3	Brett's, Hy-Vee, White Mart, Ehler's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.; Food-super markets and shopping ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bretts.
Variety Stores-Woolworth.
Discount Stores-F & D Farm Supply; Faribo Farm & Home; Jupiter; White Mart; K mart; Snyder Drug.
Chain Supermarkets-Red Owl; Super Valu; Food Bonanza; Hy-Vee.
Other Chain Stores-Sherwin-Williams; St. Paul Clothiers; Sears; United Building Center; Lamperts; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes; Vanity; Ehlers.

14 - NEWSPAPERS: NEWS (e) 8,900; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Tuff, Adv. Dir., NEWS, 514 Central Ave., Faribault, MN 55021; Tel. (507) 334-4383.
National Representative: Minnesota Newspaper Association; Papert Companies.

FERGUS FALLS

1 - LOCATION: Otter Tail County. E&P Map A-3. County Seat. Center of large dairy and small grains gateway to 1,000 lakes area. River Valley. 56 mi. SE of Moorhead; 188 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Northland Greyhound.
Airlines-West Central Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,519; E&P 86 Est. 11,202
CZ-ABC: (80) 12,519
RTZ-ABC: (80) 66,307
County 80 Cen. 51,937; E&P 86 Est. 49,795
City & RTZ-ABC: (80) 78,826

4 - HOUSEHOLDS:
City 80 Cen. 4,686; E&P 86 Est. 3,149
County 80 Cen. 18,549; E&P 86 Est. 18,552
CZ-ABC: (80) 4,686
RTZ-ABC: (80) 23,476
City & RTZ-ABC: (80) 28,162

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$161,949,000
Savings & Loan	2	$120,650,000

6 - PASSENGER AUTOS: County 25,967

7 - ELECTRIC METERS: Residence 5,066

8 - GAS METERS: Residence 2,299

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bakery 131 ($350); Farm Equip. 80 ($350); Util. 452 ($500); Dairy 85 ($400).
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 47-94; Fall 29-83; Winter 25-35. First killing frost, Sept. 30; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.
Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Thur.; Mall open Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwicks; JCPenney; Herberger's; Woolworth.
Discount Stores-Pamida; K mart.
Chain Drug Stores-White Drugs; Stemsrud & Emerson Rexall; Medicine Shoppe Pharmacy.
Chain Supermarkets-More 4; Super Valu; Country Store.
Other Chain Stores-Sears (catalog); Tradehome Shoes; Maurice's; Navistar; Sherwin-Williams; Fleet-Farm; Firestone; Goodyear; Kordel (furn.); Trustworthy Hardware; B. Dalton Bookseller; Team Electronics; Morrey A; Norby's; Ben Franklin; Lampert (lumber); Stop-N-Go; Fergus Falls Equipment; Interstate, Inc.; Triple R. Equip., Inc.; Mr. Steak; McDonalds; Country Kitchen; Wendy's; Hardees; Dairy Queen; Ponderosa.

14 - NEWSPAPERS: JOURNAL (e) 12,988; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Glenn E. Olson, Adv. Dir., JOURNAL, 914 East Channing, Fergus Falls, MN 56537; Tel. (218) 739-4441.
National Representative: Minnesota Newspaper Association; Papert Companies.

HIBBING

1 - LOCATION: St. Louis County. (In Duluth, MN-WI MSA). E&P Map C-2. 75 mi. N of Duluth; 185 mi. from MN. On MN Hwys. 73, 37, 53, 216; U.S. Hwy. 169. Agriculture & mining center.

2 - TRANSPORTATION: Railroads-Great Northern; DM&IR; Burlington Northern.
Motor Freight Carriers-1.
Intercity Bus Lines-Mesaba; Shubat; Greyhound; Northern Transportation.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,193; E&P 86 Est. 19,654
MSA 80 Cen. 266,650; E&P 86 Est. 250,401
County 80 Cen. 222,229; E&P 86 Est. 206,554

4 - HOUSEHOLDS:
City 80 Cen. 7,868; E&P 86 Est. 6,859
County 80 Cen. 81,482; E&P 86 Est. 78,700
MSA 80 Cen. 97,949; E&P 86 Est. 95,628

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$136,420,000
Savings & Loan	1	$53,610,000

6 - PASSENGER AUTOS: County 103,840

7 - ELECTRIC METERS: Residence 7,905

8 - GAS METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Mining 654; Constr. 2,014; Trans. 303; Mfg. 256; Whol. Trade 217; Fin. 186; Gov't. 1,076; Ret. Trade 1,093; Servs. 1,641.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.
Neighborhood Shopping Centers-6 blocks in Brooklyn-East Hibbing.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Graysher(12)	2	Piggly Wiggly
Mesabi Mall(22)	3	Red Owl
Irongate(26)	4	K mart, Bostwicks, Zale's

Principal Shopping Days-Sun. through Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Feiman's; JCPenney.
Variety Stores-Woolworth; Ben Franklin; Pamida.
Discount Stores-K mart; L&M Supply.
Chain Drug Stores-Shapiro's; Snyder 2.
Chain Supermarkets-IGA; Red Owl; Piggly Wiggly; Super Valu; Spies; Super One; Country Store.
Other Chain Stores-Singer; General Trading; Goodyear; Firestone; Goodrich; Gallenkamp-House of Fabrics; Coast-to-Coast; Montgomery Ward; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson; Fashion Crossroad; Bostwicks; Spurgeons; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 11,130; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: B.J. Krauth, Gen. Mgr., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.
National Representatives: Papert Companies; Minnesota Newspaper Association.

INTERNATIONAL FALLS

1 - LOCATION: Koochiching County. E&P Map C-1. County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-Century Motor Freight; Transport America; Wenberg Transfer.
Intercity Bus Lines-Greyhound.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 5,611; E&P 86 Est. 4,666
County 80 Cen. 17,571; E&P 86 Est. 16,355

4 - HOUSEHOLDS:
City 80 Cen. 2,191; E&P 86 Est. 1,751
County 80 Cen. 6,131; E&P 86 Est. 5,906

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$93,000,000
Savings & Loan	1	$14,000,000
Credit Unions	1	$10,000,000

6 - PASSENGER AUTOS: County 7,188

7 - ELECTRIC METERS: Residence 4,103

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 800 ($500); Jig Tackle 100 ($180).
Principal Industrial Pay Days-Pay Mfg., alternate Fri. R.R. 8th & 22nd. Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7; last killing frost, June 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Third St.; 3 blocks on Fourth, plus connecting sts

Neighborhood Shopping Centers-South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
International Mall(40)	2	JCPenney, Red Owl, Bostwick's
International Sq.	NA	JCPenney

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bostwick's.
Discount Stores-Border Bargains; K mart; Pamida.
Chain Drug Stores-Snyder.
Chain Supermarkets-Super One; Red Owl; IGA.
Other Chain Stores-Coast-to-Coast; Ace; Sears.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,134; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: David Ramnes, Gen. Mgr., JOURNAL, 500 3rd St., International Falls, MN 56649; Tel. (218) 283-8411.
National Representative: Minnesota Newspaper Association.

MANKATO-NORTH MANKATO

1 - LOCATION: Blue Earth and Nicollet Counties. E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68, 83.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Jack Rabbit Lines; Land to Air.
Airlines-Mesaba.

3 - POPULATION:
Corp. Cities 80 Cen. 37,796; E&P 86 Est. 36,455
Mankato 80 Cen. 28,651; E&P 86 Est. 26,955
N. Mankato 80 Cen. 9,145; E&P 86 Est. 9,500
CZ-ABC: (80) 39,704
RTZ-ABC: (80) 126,557
Counties 80 Cen. 79,243; E&P 86 Est. 78,319
Blue Earth 80 Cen. 52,314; E&P 86 Est. 51,873
Nicollet 80 Cen. 26,929; E&P 86 Est. 26,446
City & RTZ-ABC. (80) 166,261

4 - HOUSEHOLDS:
Cities 80 Cen. 13,227; E&P 86 Est. 12,772
Mankato 80 Cen. 9,969; E&P 86 Est. 9,292
N. Mankato 80 Cen. 3,258; E&P 86 Est. 3,480
Counties 80 Cen. 26,591; E&P 86 Est. 26,586
Blue Earth 80 Cen. 18,011; E&P 86 Est. 17,859
Nicollet 80 Cen. 8,580; E&P 86 Est. 8,727
CZ-ABC: (80) 13,832
RTZ-ABC: (80) 44,061
City & RTZ-ABC. (80) 57,893

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$337,000,000
Savings & Loan	4	$206,000,000
Fed. Credit Union	1	N.A.

6 - PASSENGER AUTOS: Counties: Blue Earth 26,444; Nicollet 12,671

7 - ELECTRIC METERS: Residence 14,163

8 - GAS METERS: Residence 13,742

9 - PRINCIPAL INDUSTRIES: Flour & Feed; Vegetables; Can Mfg.; Farm Equip.; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Elec. Equip.; Quarrying; Pontoon Boats; Paper Prods.; Plastics; Warehousing & Distribution; Printing. Total employment in Blue Earth & Nicollet Counties 43,234.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Mar(12)	3	M&M Liquors, Red Owl
Eastgate(5)	NA	Lewis, Mueller's
Galleria East(5)	4	
K mart(5)	NA	K mart, Warehouse Liquor
Madison East(50)	NA	Walgreens, Woolworth, Sears
Mankato Mall(69)	15	Bretts, JCPenney, Osco
Old Town(25)	7	
Open Mall(8)	3	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department stores-Mon. through Fri. Food-supermarkets every night.

13 - RETAIL OUTLETS: Department Stores-Geo. E. Brett; JCPenney; Sears.
Variety Stores-Woolworth.
Discount Stores-Randall's; Valu Center; Shopko; K mart.
Chain Drug Stores-Lewis; Osco; Walgreens; Snyders.
Chain Supermarkets-The Country Store; Hy Vee; Randall's 3; Jack & Jill; 7-Eleven 2; Mueller's, Cubs.

14 - NEWSPAPERS: FREE PRESS (e) 26,166; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Shari Morse, Natl. Adv. Coord., FREE PRESS, 418 S. Second St., Mankato, MN 56001; Tel. (507) 625-4451.
National Representative: Branham/Newspaper Sales.

MARSHALL

1 - LOCATION: Lyon County. E&P Map A-4. County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD; on U.S. Hwy. 59; State Hwys. 19, 23.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3, Murphy, Yellow, Lakeville.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 11,161; E&P 86 Est. 11,797
CZ-ABC. (80) 11,161
RTZ-ABC. (80) 34,688
County 80 Cen. 25,207; E&P 86 Est. 25,342
City & RTZ-ABC. (80) 45,849

4 - HOUSEHOLDS:
City 80 Cen. 3,808; E&P 86 Est. 4,140
CZ-ABC. (80) 3,808
RTZ-ABC. (80) 12,425
County 80 Cen. 8,679; E&P 86 Est. 9,102
City & RTZ-ABC. (80) 16,233

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	3	$214,287,155

6 - PASSENGER AUTOS: County 13,259

7 - ELECTRIC METERS: Residence 5,429

8 - GAS METERS: Residence 2,271

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Assembly 240 ($220); Meat & Poultry 600 ($165); Agri-building, Equip. & Supplies 300 ($145); Electronic Assembly 175 ($165); Dairy Proc. 500 ($190).
Principal Industrial Pay Day-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost, Oct. 2; last killing frost, May 8.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety/Discount Stores-Alco; Shopko; Ben Franklin; Woolworth.
Chain Drug Stores-Snyder Thrifty; Sward-Kemp.
Chain Food Stores-Super Valu; Hy-Vee; Red Owl; Fairway.
Other Chain Stores-Sears; True Value; Coast-to-Coast; Gambles.

14 - NEWSPAPERS: INDEPENDENT (m) 8,282; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Connie Nuese, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.
National Representatives: Papert Companies; Minnesota Newspaper Association.

MINNEAPOLIS

1 - LOCATION: Hennepin County. (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. Transportation center for MN, ND and SD, and 15 counties in western WI. Industrial and wholesale center of the Upper Midwest area; in east central part of state. 419 mi. from Chicago; 351 mi. from Milwaukee; 355 mi. from Omaha; 459 mi. from Winnipeg. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694; On U.S. Hwys. 10, 12, 52, 61, 169, 212; On State Hwys. 5, 7, 36, 47, 51, 55, 56, 95, 120, 149, 152, 190, 242.

2 - TRANSPORTATION: Railroads-Amtrak; Milwaukee Road; Burlington Northern; Soo Line; Chicago & NorthWestern; Norfolk Southern; Southern Pacific; Union Pacific.
Motor Freight Carriers-Over 100 truck lines.
Intercity Bus Lines-Greyhound; Jefferson; Zephyr; Trailways.
Airlines-United; Northwest; Western; Ozark; Eastern; Frontier; TWA; Piedmont; Republic; USAir; Air Canada; American; Delta; Midway; People Express; Continental; Mid-State Air Commuter; Mesaba Aviation; Transamerica.

3 - POPULATION:
Corp. City 80 Cen. 370,951; E&P 86 Est. 343,853
NDM-ABC: (80) 2,184,960
RTZ-ABC. (80) 1,140,055
Total NDM & RTZ-ABC. (80) 3,325,015
County 80 Cen. 941,411; E&P 86 Est. 956,074
MSA 80 Cen. 2,137,656; E&P 86 Est. 2,218,748
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 161,858; E&P 86 Est. 15[illegible]
County 80 Cen. 365,536; E&P 86 Est. 387,539
MSA 80 Cen. 755,112; E&P 86 Est. 832,754
NDM-ABC: (80) 785,115
RTZ-ABC. (80) 395,670
Total NDM & RTZ-ABC. (80) 1,180,785

5 - BANKS	NUMBER	DEPOSITS
Savings & Loans	4	$6,585,000,000
Commercial	169	$19,808,214,000

(Figures include 11 county MSA).

6 - PASSENGER AUTOS: County 629,283

7 - ELECTRIC METERS: Residence and Commercial (est.) 459,541

8 - GAS METERS: City & Suburbs-Residence (est.) 300,000

9 - PRINCIPAL INDUSTRIES: (11 Metro Counties) Industry, No. of Wage Earners (Av. Wkly. Wage)-Trans., Commun. 68,700 ($469); Nonelectrical Mach. 64,600 ($477); Constr. 40,300 ($590); Other Durables 30,000 ($456); Fabricated Metal Prods. 29,600 ($518); Printing and Pub. 30,200 ($418); Paper and Allied Prods. 25,100 ($476); Food and Kindred Prods. 17,600 ($403); Elect. Mach. 15,600 ($366).
Principal Pay Days-Thur., Fri.; 1st, 15th, 16th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; fluoridated. In suburbs (400,000 people) hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Hennepin, Nicollet and Marquette Ave.
Neighborhood Shopping Centers-Camden-42nd Ave. N & Washington Ave.; Chicago Ave. & E Lake St.; Bloomington Ave. & E Lake St.; 27th Ave. & E Lake St.; Hennepin Ave. & Lake St.; Nicollet Ave. & Lake St.; E Hennepin Ave. from Main St. to Central Ave.; Lowry Ave. N & Penn Ave. N; Central Ave.; NE from 18 1/2 Ave.; NE 21th Ave.; NE 50th St. & France Ave. S; Lowry Ave. N & Emerson Ave.; N 54th St. & Lyndale Ave. S; 43rd St. & Upton Ave. S; West Broadway Ave. from Aldrich Ave. N to Freemont Ave. N; 76th to 78th Sts. & Lyndale Ave. S; Chicago Ave. & 48th St.; 64th to 69th Sts. & Lyndale Ave. S, 46th St. to Morningdale Road on France Ave. S; Excelsior Ave. Strip from France Ave. S to Hwy. 100; West Broadway Ave. from Washington Ave. to Lyndale Ave. N; 6th St. to Hwy. 52 on Central Ave.; 39th to 41st Aves. on Central Ave. NE; 65th & Nicollet Ave.; downtown Wayzata; downtown Excelsior; downtown Hopkins; Columbia Heights; 50th & France; Excelsior, Hwy. 10 and University Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Apache Plaza(70)	8	JCPenney, Country Club, Get It For Less
Apple Valley Square(18)	17	Snyder Drug, Applebaum's Food
Bandana Square(21)	14	Garden of Eden, Just Grand
Bonaventure(40)	10	Leann Chin
Brighton Vlg (16)	9	Lunds, Coast-to-Coast
Brookdale(82)	6	Daytons, Sears, Donaldson's, JCPenney
Burnhaven(27)	18	Target, Super Value
Burnsville(158)	18	Daytons, JCPenney, Donaldson's, Sears
Calhoun Square(63)	4	Figlio
Cedarvale(34)	13	Applebaums Food, Cedrics
City Center(88)		Donaldsons, Jackson Graves
Clover(15)	9	Hardware Hank, Recreation Inc.
Cobblestone Ct.(28)	17	Sun Valley Waterbeds
Colonial Sq.(19)	13	La Cuisine, Peterson Appliance
Coon Rapids(20)	13	Red Owl
Country Vlg (19)	9	Lunds, Village Drug
Crystal(25)	7	Snyder Drug
Diamond Head(44)	14	Our Own Hdwe., Red Owl
Eden Prairie(83)	17	Donaldson's, Sears
Galleria(26)	8	Gabbert's Home Furn.
Golden Valley(26)	5	Valley Drugs, Kuipers Hardware
Har Mar(74)	14	Marshalls, Snyders, United Store
Holly Center(17)	9	Snyder Drug
Hub Center	7	Korner Ptz., Marshall's
Knollwood Mall(100)	9	Mont. Ward, JCPenney, Donaldson's
Leisure Lane(17)	7	Audio King
Maple Grove Mall	20	Super Valu, Merwin Drugs
Maplewood(119)	10	Donaldson's, Sears
Minnehaha Mall(24)	4	Target, Super Valu
Miracle Mile(26)	7	Warner's Hdwe., Snyder Drug
Moundsview	10	Hardware Hank
Northtown(107)	11	Mont. Ward, Woolworth, Donaldson's
Norwest Center(41)	1	Liemandts
Ridgedale(129)	9	JCPenney, Daytons, Donaldsons, Sears
Robin Center(30)	6	Hardware Hank, Merwin Drug
Rosedale(151)	5	Daytons, Mont. Ward, Donaldson's
Signal Hills(69)	21	Herberger's, JCPenney, Woolworth
Sioux Trial	12	True Value
Southdale(140)	7	Daytons, JCPenney, Donaldson's
Southdale Sq.(17)	7	Snyder Drug, Warner's Hdwe.
Southtown(74)	8	Mont. Ward
Spring Brook	10	Jerry's Super Valu
St. Anthony(51)	4	Warner's Hdwe., Red Owl
Valley West(31)	11	Marshall's, Red Owl
Village North(33)	10	Korner Ptz., Walgreens
Wayzata Bay Ctr(19)	14	The Foresome, Warner's Hdwe., Country Club
Westbrook Mall(25)	7	Sun Valley Waterbeds, Aspen Leaf
Yorktown Fashion Mall(37)	8	The Stable, Le Bistro
7-Hi Center(32)	12	Coast-to-Coast, Red Owl, Rexall

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri., & Sat.; Food Stores: Thur., Fri., Sat.
Stores Open Evenings-Mon. to Fri.
Stores Open Sundays-Food & Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Dayton's 7; Sears 7; JCPenney 10; Montgomery Ward 6; Donaldson's 6.
Variety Stores-Woolworth 10.
Discount Stores-Target 16; Holiday 4; Holiday Station Stores 42; K mart 21.
Chain Supermarkets-Red Owl 11; Lund's 6; IGA 23; Rainbow 15; 7-Eleven 60; Brooks Superettes 12; Country Club 45; Holiday 4; Kenny's Markets 25; Knowlan's 3; PDQ 28; Schiller's 4; Super Valu 46; Tom Thumb 89; Byerly's 6 in metro, 1 in St. Cloud; Cub 8; Thriftway; Star Markets 20; Country Stores 14.
Other Chain Stores-Auto: Big A, Car Quest, Genuine Parts, Firestone, Coast-to-Coast, Goodrich, Goodyear, Crown Auto, Big Wheel, Champion, 10,000 Auto Parts, NAPA; Shoes: Connco, Famous Footware, Kinney, Florsheim, Freeman, Baker's, Burt's, Chandler's, Schuler Shoes, Foot Locker, Naturalizer, Payless; Women's Apparel: Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, Liemandts, Marshalls, The Limited, Three Sisters, Shirley's Maternity; Men's Apparel: Foreman & Clark, Hubert W. White, Brooks Brothers, Lancers, Liemandt's, Juster's, Candy: Darveaux, Fanny Farmer, Fannie Mae; Specialty Shops: Bachman's, Frank's; Furniture: Gabberts, Slumberland, Levitz, Wickes, Scandinavian Design; Appliances: Best Buy Co., Schaak Electronics, Team Electronics, Audio King, Radio Shack; Building Supplies & Hardware: Plywood Minnesota, OK Hdwe., Our Own Hdwe., True Value, Warner Hdwe., Menards, Color Tile, Knox, Budget Power; Paints: Sherwin-Williams; Musical Instruments: Bodine's, Schmitt Music; Camera & Photo Supplies: Century Camera, Brown Photo; General Merchandise: Marshall's, T.J. Maxx, La Belle's, Misc.: S&L Gen. Mdse., Minnesota Fabrics, Singer Sewing.

14 - NEWSPAPERS: STAR AND TRIBUNE (m) 382,499; (S) 612,604; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Whelan, Natl. Adv. Mgr., STAR and

TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-4136.
National Representative: Sawyer-Ferguson-Walker.

MOORHEAD, MN

See FARGO, ND

NEW ULM

1 - LOCATION: Brown County, E&P Map B-4, County Seat. Agricultural center. 97 mi. SW of Twin Cities; 30 mi. W of Mankato; 50 mi. N of Fairmont. On U.S. Hwy. 14; State Hwy. 15.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-4.
Intercity Bus Lines-Northland Greyhound.
Air Freight-Twice daily air freight. Twin Cities to New Ulm municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 13,755; E&P 86 Est. 14,214
CZ-ABC. (80) 13,755
RTZ-ABC: (80) 40,555
County 80 Cen. 28,645; E&P 86 Est. 28,479
City & RTZ-ABC: (80) 54,310
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,938; E&P 86 Est. 5,252
CZ-ABC. (80) 4,938
RTZ-ABC. (80) 13,996
County 80 Cen. 9,988; E&P 86 Est. 10,305
City & RTZ-ABC. (80) 18,934

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$167,000,000
Savings & Loan	2	$48,000,000

6 - PASSENGER AUTOS: County 15,631

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 4,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,395; Trade 1,834; Servs. 1,215; Gov't 692; Trans. and Util. 377; Constr. 240; Fin. 215.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1; last killing frost, May 4.

11 - TAP WATER: Neutral, hard (495 ppm); fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on three sts.; shopping ctr. on South side of Town, with Hy-Vee Super Mkt.; Pamida, K mart, shopping ctr. on North side of town, Randall Valu Center.
Principal Shopping Days-Fri., Sat., Sun., Mon., Wed.
Stores Open Evenings-Mon., Thur.; Food-Daily.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Ehler's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Pamida, K mart; Big Bear; Thrifty Drug; Runnings Big R.
Chain Supermarkets-Red Owl; Randall Valu Ctr.; Hy-Vee.
Other Chain Stores-General Trading; Lampert's; Maurice's; Stevensons; Montgomery Ward; Sears.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 10,671; (S) 10,856; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Vetter, Adv. Dir., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.
National Representatives: Minnesota Newspaper Association; Papert Companies.

NORTH MANKATO

See MANKATO

OWATONNA

1 - LOCATION: Steele County, E&P Map C-5, County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of state, 70 mi. S of Minneapolis. On U.S. Hwys. 65, 14, 218; I-35.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Northwestern.
Motor Freight Carriers-14.
Intercity Bus Lines-Jefferson Transportation; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,632; E&P 86 Est. 19,304
CZ-ABC.(80) 18,632
RTZ-ABC.(80) 12,736
County 80 Cen. 30,328; E&P 86 Est. 30,311
City & RTZ-ABC.(80) 31,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,746; E&P 86 Est. 7,143
County 80 Cen. 10,600; E&P 86 Est. 11,038
CZ-ABC: (80) 6,746
RTZ-ABC.(80) 4,201
City & RTZ-ABC.(80) 10,947

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$178,500,000
Savings & Loan	2	$97,900,000

6 - PASSENGER AUTOS: County 16,679

7 - ELECTRIC METERS: Residence 6,985

8 - GAS METERS: Residence 6,457

9 - PRINCIPAL INDUSTRIES: Total Industrial, Retail and Professional Wage Earners 16,453.
Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6; last killing frost, Apr. 18.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; Oakdale Shopping Center; Cedar Mall.
Shopping Area-Oakdale-18 blocks S. of Downtown area on S. Cedar, Cedar Mall, over 40 stores; Downtown-140 stores.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Mall-Mon. through Fri. Downtown-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Brett's; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty Snyder; Cedar Mall Walgreens; Rexall.
Chain Supermarkets-Red Owl; IGA; Wayne's Fairway; Hy-Vee; County Market.
Other Chain Stores-Montgomery Ward; Sears; Champion Auto; Firestone; Coast-to-Coast; Kinney Shoes; Sherwin-Williams; Maurice's; Dahl House; Tradehome Shoes; Trustworthy Hdwe.; Radio Shack; Hurrah; St. Clair's; Schultz's; Orschlen's; Crown Auto; Car Quest Auto Parts; Stevensons; Napa Auto.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-tues to sat) 7,275; (S) 7,446; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steven Jessop, Adv. Mgr., PEOPLE'S PRESS, 135 W. Pearl St.; PO Box 346, Owatonna, MN 55060; Tel. (507) 451-2840.
National Representative: Branham/Newspaper Sales.

RED WING

1 - LOCATION: Goodhue County, E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 48 mi. SE of St. Paul; 53 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Soo Line; Burlington Northern.
Motor Freight Carriers-15.
Steamship Lines-10 barge lines on Mississippi River.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,736; E&P 86 Est. 15,421
CZ-ABC: (80) 13,736
RTZ-ABC: (80) 41,981
County 80 Cen. 38,749; E&P 86 Est. 40,689
City & RTZ-ABC: (80) 55,717
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,185; E&P 86 Est. 5,998
County 80 Cen. 13,628; E&P 86 Est. 14,919
CZ-ABC. (80) 5,185
RTZ-ABC: (80) 14,048
City & RTZ-ABC: (80) 19,233

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$171,492,853
Savings & Loan	2	$49,006,275

6 - PASSENGER AUTOS: County 21,210

7 - ELECTRIC METERS: Residence 5,755

8 - GAS METERS: Residence 4,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoe Mfg. 989 ($295); Leather (Tannery) 275 ($340); Metal Fab. 280 ($340). Total Labor Force 13,756.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 44-96; Fall 22-80; Winter 13-55. First killing frost, Oct. 21; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.
Neighborhood Shopping Centers-Six blocks on W. Main St.; 4 blocks in suburban Burnside.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur., some Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Ehler's; JCPenney; L & K Hobbs; Spurgeons.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Pamida, Warehouse Mkt.; F & D Supply.
Chain Drug Stores-Rexall; Snyder; Erickson's.
Chain Supermarkets-Super Valu; Red Owl; Erickson More 4.
Other Chain Stores-Deb Shops; Maurices; Permans; Bostwicks; Dahl House; Sears; Our Own Hdwe.; Sherwin-Williams; Coast-to-Coast; Big Wheel Auto; Color Lab; N.A.P.A.; Carquest; Wags; Little Red Shoe House; Clothworks; The Woolen Mill.

14 - NEWSPAPERS: REPUBLICAN EAGLE (e) 8,722; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James L. Edlund, Gen. Mgr., REPUBLICAN EAGLE, 433 W. Third St., Red Wing, MN 55066; Tel. (612) 388-8235.
National Representative: Minnesota Newspaper Association; Papert Companies.

ROCHESTER

1 - LOCATION: Olmsted County, (MSA). E&P C-5. 76 mi. SE of Minneapolis/St. Paul.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Rochester; Interstate; Jefferson; Greyhound.
Airlines-Northwest; Ozark; Republic; Republic Express; Mesaba (N.W.D. Airlink).

3 - POPULATION:
Corp. City 80 Cen. 57,855; E&P 86 Est. 60,962
CZ-ABC: (80) 71,482
RTZ-ABC: (80) 90,957
County/MSA 80 Cen. 91,971; E&P 86 Est. 97,841
City & RTZ-ABC. (80) 162,439
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,946; E&P 86 Est. 24,095
County/MSA 80 Cen. 32,663; E&P 86 Est. 36,138
CZ-ABC: (80) 26,162
RTZ-ABC: (80) 31,210
City & RTZ-ABC: (80) 57,372

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$274,648,000
Commercial	5	$324,240,000

6 - PASSENGER AUTOS: County 60,038

7 - ELECTRIC METERS: Residence 25,291

8 - GAS METERS: Residence 19,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mayo Clinic 8,050; IBM 7,400.
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40. First killing frost, Sept. 10; last killing frost, May 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Broadway, 4 on 1st Ave. SW.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Mile(28)	1	Donaldson's, Ron's Red Owl, Snyder Drug
Silver Lake(9)	1	Mr. P's, Hunt Drug
Barclay Sq.	1	International Health Spa, T.J. Maxx
Crossroads(28)	1	Mr. P's, Sears, Snyder Drug
Northbrook(18)	1	Ron's Red Owl
Apache Mall(80)	2	Dayton's, JCPenney, Woolworth, Mont. Ward, Osco Drug, Stevenson's
K mart	1	

Principal Shopping Days-Dept. stores-Mon., Thur., Fri., Sat., Sun.; Food-Wed., Thur., Fri. evg., Sat., Sun.
Stores Open Evenings-Dept.-Weekday evgs; Food-24 hours, 7 days; Miracle Mile, Crossroads, Apache Mall-every night & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-C.F. Massey's; Montgomery Ward; Dayton's; Donaldson; Stevenson's; Sears; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Shopko 2.
Chain Drug Stores-Osco 2; Synder 2; Ruffalo 2.
Chain Supermarkets-Ron's Red Owl 2; IGA 2; Hy-Vee; Mr. P's 2; Cus Foods.

14 - NEWSPAPERS: POST-BULLETIN (e) 39,619; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Schmitz, Adv. Dir., POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55904; Tel. (507) 285-7640.
National Representative: Branham/Newspaper Sales.

ST. CLOUD

1 - LOCATION: Stearns, Sherburne and Benton Counties (MSA). E&P Map B-4, County Seat. 70 mi. NW of Minneapolis on the Mississippi; Shipping Center for Stearns, Sherburne and Benton Counties; On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52; I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-St. Cloud; Greyhound.
Airlines-Nearest airfield with scheduled service at Mpls.-St. Paul served by 7 airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,566; E&P 86 Est. 43,568
CZ-ABC. (80) 60,373
RTZ-ABC: (80) 78,519
MSA 80 Cen. 163,256; E&P 86 Est. 174,385
Counties 80 Cen. 163,256; E&P 86 Est. 174,385
Benton 80 Cen. 25,187; E&P 86 Est. 26,621
Sherburne 80 Cen. 29,908; E&P 86 Est. 33,453
Stearns 80 Cen. 108,161; E&P 86 Est. 114,311
City & RTZ-ABC: (80) 138,892

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,920; E&P 86 Est. 13,724
MSA 80 Cen. 49,359; E&P 86 Est. 54,840
Counties 80 Cen. 49,369; E&P 86 Est. 54,840
Benton Co. 80 Cen. 8,275; E&P 86 Est. 9,129
Sherburne Co. 80 Cen. 8,971; E&P 86 Est. 10,542
Stearns Co. 80 Cen. 32,113; E&P 86 Est. 35,169
CZ-ABC. (80) 19,517
RTZ-ABC: (80) 22,589
City & RTZ-ABC: (80) 42,106

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$480,662,700
Savings & Loan	3	$205,332,300

6 - PASSENGER AUTOS: Counties: Stearns 55,475; Sherburne 16,104; Benton 11,915.

7 - ELECTRIC METERS: Residence 16,561

8 - GAS METERS: Residence 7,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 1,818 ($333); Scientific Instruments 1,084 ($234); Paper, Printing, Pub. 1,679 ($441); Mfg. 9,987 ($283); Constr. 2,830 ($458); Trans., Commun., Public Util. 3,409 ($422); Trade 15,211 ($160); Fin., Ins., R.E. 1,935 ($178); Health Servs. & Misc. 10,509 ($227); Total Work Force 54,921 ($242).

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24; last killing frost, Apr. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on 7 St.; 6 on St. Germain; 4 on E. St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial(11)	1	Coborn's Mkt.
Crossroads(111)	3	JCPenney, Sears, Target, Woolworth, Dayton's, Walgreens
K mart(4)	2	K mart
Miller(8)	2	True Value Hdwe.
Westgate(9)	2	Byerly's, Shopko
Midtown Sq.(24)	2	Chuck E. Cheese, Pier I

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, JCPenney, Dayton's, Target. Discount stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Sears; JCPenney; Dayton's; Stevenson; Target.
Variety Stores-Woolworth; Jupiter; K mart.
Chain Drug Stores-Osco; Walgreens; Dan Marsh 2; Snyder's.
Chain Supermarkets-Tom Thumb 9; Warehouse Mkt.; Coborn's 6; Byerly's; Super Valu; Red Owl Country; 7-Eleven 2.
Other Chain Stores-Three Sisters; Bonne's Shoes; Trade Home Shoes; Barker Shoes; Kinney; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast-to-Coast; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Menard's Cashway Lbr.; Simonson Cashway Lbr.; Robertson Lbr.; Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; JoAnn Fabrics; Hallmark Cards; Fanny Farmer; Berman Buckskin; Stereo 1; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's; Team Electronics; Now & Then; Northsea Imports; Claires Boutique; Gordon Jewelers; Color Tile; Mills Fleet Farm; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Super America; Seifert's; Floor To Ceiling; Vanity; Morry A; Foot Locker; Brown Photo; Pier I Imports.

14 - NEWSPAPERS: TIMES (e) 28,367; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Leo Pieri, Adv. Dir., TIMES, 3000 7th St. N., St. Cloud, MN 56301; Tel. (612) 225-8799.
National Representative: Gannett Media Sales.

ST. PAUL

1 - LOCATION: Ramsey County. (In Minneapolis-St. Paul, MI-WI MSA). E&P Map C-4. State Capital, County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Milwaukee-St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Soo Line.
Motor Freight Carriers-100; 37 Truck Terminals.
Intercity Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-Northwest; Eastern; Republic; Western; Ozark; United; Delta; American; Continental; Frontier; Midway; People Express; Piedmont; Trans-World; USAir.

3 - POPULATION:
Corp. City 80 Cen. 270,230; E&P 86 Est. 253,082
Total NDM-ABC: (80) 1,194,950
County 80 Cen. 459,784; E&P 86 Est. 461,883
MSA 80 Cen. 2,137,856; E&P 86 Est. 2,218,748
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 106,223; E&P 86 Est. 105,343
County 80 Cen. 170,505; E&P 86 Est. 179,259
MSA 80 Cen. 755,112; E&P 86 Est. 832,754
Total NDM-ABC: (80) 415,204

5 - BANKS	NUMBER	EST. DEP.
Commercial	28	$3,500,000,000
Savings & Loan	3	$7,000,000,000

6 - PASSENGER AUTOS: County 274,310

7 - ELECTRIC METERS: Residence Corp. City 100,000

8 - GAS METERS: Residence Corp. City 80,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Printing & Pub. 22,700 ($344); Mach. (Non-Elect.) 64,600 ($338); Food Prods. 18,000 ($304); Textile & Apparel 4,300 ($197); Lumber 4,700 ($375).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway(40)	4	Lerners, Rainbow, Mont. Ward
Doddway(8)	NA	Rainbow, Coast-to-Coast
Hillcrest(24)	5	Country Club
Sun Ray(35)	5	JCPenney, Country Store, Rainbow
Highland Vlg.(16)	6	Powers, Country Store
Signal Hills(60)	3	Herberger's
Phalen(40)	8	Mont. Ward, Food Mart, Woolworth
Har Mar(55)	5	Rainbow, Snyder Drug
Sibley Plaza(19)	5	Rainbow
White Bear(5)	9	Reed Drug, Country Store
Rosedale(151)	5	Dayton's, Donaldson's, Mont. Ward, JCPenney
Maplewood(108)	7	Sears, Donaldsons
Moundsview(20)	NA	JCPenney, Snyder's
Burnsville(142)	18	JCPenney, Daytons, Sears, Powers
Newport	7	Kramer Appl., Fritzie Fresh
Northway(16)	NA	Ben Franklin
Northwest Crossing	NA	Brown Photo, Helga Boutique, Liemandt's
Roseville Ctr.(22)	5	Country Club, House of Wong, Snyder Drugs
Lexington Plz.(30)	5	Warner Hardware, Dairy Queen
Cottage Grove(11)	11	K mart, Rainbow
Cedarvale(34)	10	Rainbow, Ben Franklin
Southview Plz.	NA	Rainbow
Town Square	NA	Donaldson's, Casual Corner, The Limited, Kinney's
Parkway(12)	NA	Foodtown
Village Square	NA	Ben Franklin, Country Store
Wabasha Plaza	NA	
White Bear Ave.	NA	Guertin Drug, 88 Store

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Donaldson's; Daytons; Montgomery Ward; Sears; JCPenney.
Discount Stores-K mart; Target; LaBelle's.
Variety Stores-Woolworth 6; Ben Franklin.
Chain Drug Stores-Snyders Rexall 14; Snyder Bros. 9; Walgreens 4.
Chain Supermarkets-Fairway 6; Applebaum's 20; Red Owl 5; Country Club Markets 20; Knowlans 7; Tom Thumb 29; Lil' General 3; 7-Eleven 24; Speedy Markets 7; Cub 4; Red Owl Country Store 2.

14 - NEWSPAPERS: PIONEER PRESS & DISPATCH (all day-mon to fri) 186,927; (m-sat) 174,555; (S) 244,218; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Golden, Adv. Dir., PIONEER PRESS & DISPATCH, 345 Cedar St., St. Paul, MN 55101; Tel. (612) 222-5011.
National Representative: Knight-Ridder Newspaper Sales.

STILLWATER

1 - LOCATION: Washington County. (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

2 - TRANSPORTATION: Railroads-NP; Chicago & Northwestern; CM&St. P; C. St. PM&O.
Intercity Bus Lines-Zephyr; Twin City; Stillwater.
Airlines-St. Paul Intl. Airport-Minneapolis.
Water-Aiple Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 12,290; E&P 86 Est. 12,765
CZ-ABC: (80) 17,813
Bal. in NDM-ABC: (80) 18,204
MSA 80 Cen. 2,137,856; E&P 86 Est. 2,218,748
County 80 Cen. 113,571; E&P 86 Est. 125,821
Total NDM-ABC: (80) 36,017

4 - HOUSEHOLDS:
City 80 Cen. 4,065; E&P 86 Est. 4,392
County 80 Cen. 35,088; E&P 86 Est. 40,682
MSA 80 Cen. 755,112; E&P 86 Est. 832,754
CZ-ABC: (80) 5,697
Bal. in NDM-ABC: 5,459
Total NDM-ABC: (80) 11,156

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$97,792,531
Savings & Loan	1	$33,472,678

6 - PASSENGER AUTOS: County 68,260

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Proc. 200; Shoes 175; Outer Clothing; Graphic Systems 110; Windows 3 800.

10 - CLIMATE: Av. Temp.-Summer 83, Winter 50; Yearly Av. 44.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Shopping Area-4 blocks on Main St.; 2 blocks on Chestnut St. (70 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Croix(35)	2	Mont. Ward, Snyder's, Dueber's Big V

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Koliner's; Montgomery Ward (ret.); Farho's; K mart.
Variety Stores-Dueber's Big V.
Chain Drug Stores-Rexall; Reed's; Snyder Bros.
Chain Supermarkets-Hooley's; Brooks; Zolldan's; Brine's; Warehouse Mkt.; Cub Foods; Tom Thumb.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,032; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Easton, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082; Tel. (612) 439-3130.
National Representative: Minnesota Newspaper Association; Papert Companies.

VIRGINIA

1 - LOCATION: St. Louis County (In Duluth, MN-WI MSA). E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53, 169.

2 - TRANSPORTATION: Railroads-Great Northern Duluth; Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Northern Transportation.
Airlines-Republic; Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 11,056; E&P 86 Est. 9,434
MSA 80 Cen. 266,650; E&P 86 Est. 250,401
County 80 Cen. 222,229; E&P 86 Est. 206,554

4 - HOUSEHOLDS:
City 80 Cen. 4,757; E&P 86 Est. 3,794
County 80 Cen. 81,482; E&P 86 Est. 78,700
MSA 80 Cen. 97,949; E&P 86 Est. 95,628

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$254,000,000
Savings & Loan	1	$118,000,000

6 - PASSENGER AUTOS: County 103,840

7 - ELECTRIC METERS: Residence 7,386

8 - GAS METERS: Residence 927

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
Principal Industrial Pay Days-8th & 22nd.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15; last killing frost, June 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center: 5 blocks on Chestnut St. and 6th Ave. North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Gate Plaza(14)	NA	Ben Franklin, Spies Super Value
Thunderbird Mall(40)	NA	Red Owl, Herbergers

Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Mon.; Mall 9:00 daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Herberger's; Stevenson.

Discount Stores-L&M Store; Pamida.

Variety Stores-Ben Franklin; Hardware Hank.

Chain Drug Stores-Brown; Snyder; White; North Star.

Chain Supermarkets-Red Owl; Super Value; Super One; Lehrkes IGA; Gilbert IGA.

Other Chain Stores-Gamble's Hdwe.; Gallenkamp Shoes; House of Fabrics; Maurice's; Winslows; Kinney.

14 - NEWSPAPERS: MESABI NEWS (e-mon to fri) 14,456; (S) 14,456; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: L.R. Asbach, Gen. Mgr. or Scott Asbach, Oper. Mgr. or Marlin J. Hofmeyer, Adv. Dir., MESABI NEWS, 704 Seventh Ave. S., Virginia, MN 55792; Tel. (218) 741-5544.
National Representatives: Papert Companies; Minnesota Newspaper Association.

WILLMAR

1 - LOCATION: Kandiyohi County. E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy. 12 E&W; U.S. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Miscellaneous small manufacturing; grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation; government; retailing.

2 - TRANSPORTATION: Railroads-Burlington Northern (division point).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,895; E&P 86 Est. 16,915
County 80 Cen. 36,763; E&P 86 Est. 38,932

4 - HOUSEHOLDS:
City 80 Cen. 5,799; E&P 86 Est. 5,678
County 80 Cen. 12,871; E&P 86 Est. 14,218

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$169,500,000
Savings & Loan	1	$58,426,000

6 - PASSENGER AUTOS: County 19,486

7 - ELECTRIC METERS: Residence 5,650

8 - GAS METERS: Residence 4,299

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Total Employment 10,785; Ret. 2,238 ($175); Whol. 506 ($185); Servs. 1,605 ($225); Trans., Util. 673 ($185); Gov't 3,580 ($208); Mfg. 1,169 ($225); Constr. 350 ($300); Fin. 337 ($275); Other 291 ($160).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2; last killing frost, May 8.

11 - TAP WATER: Alkaline, very hard; fluoridated, partially softened.

12 - RETAILING: Principal Shopping Centers-15 blocks on 8 sts.; 2 Suburban Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Skytark(10)	2	Red Owl, White Drug
Kandi Mall(40)	2	K mart, Herberger, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. Food Shopping days are Wed. through Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Food, every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bostwick's; Habichts; Herbergers; Spurgeons.
Discount Stores-Orscheleins; K mart; Pamida.
Variety Stores-R&M; Ben Franklin.
Chain Drug Stores-White's; Thrifty Snyder 2.
Chain Supermarkets-Tom & Bill's Red Owl; Coborn's; Juba's Super Value.
Other Chain Stores-Hardware Hank; Tom Thumb; JoAnn Fabrics; Maurice's; Kinney Shoe; Trade-home Shoes; Gordons Jewelers; Deb Shop; Seiferts; GNC; Lamperts; Standard Lumber; Menards; Claire's Boutique; Vanity; Curtis Mathes; Beata's.

14 - NEWSPAPERS: WEST CENTRAL TRIBUNE (m) 16,600; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: DaraLynn Olson & Tom O'Fallon, Adv. Mgrs., WEST CENTRAL TRIBUNE, 2208 West Trott Ave.; PO Box 839, Willmar, MN 56201; Tel. (612) 235-1150.
National Representative: Branham/Newspaper Sales.

WINONA

1 - LOCATION: Winona County. E&P Map C-5, County Seat. Industrial, transportation, agricultural, educational and recreational ctr. Situated on the Mississippi River. 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern; Green Bay & Western; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,075; E&P 86 Est. 23,925
CZ-ABC: (80) 27,642
RTZ-ABC: (80) 99,473
County 80 Cen. 46,256; E&P 86 Est. 47,011
City & RTZ-ABC: (80) 127,115

4 - HOUSEHOLDS:
City 80 Cen. 8,786; E&P 86 Est. 8,716
County 80 Cen. 15,606; E&P 86 Est. 16,615
CZ-ABC: (80) 9,664
RTZ-ABC: (80) 34,226
City & RTZ-ABC: (80) 43,890

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$154,735,800
Savings & Loan	2	$96,865,000

6 - PASSENGER AUTOS: County 23,112

7 - ELECTRIC METERS: Residence 9,861

8 - GAS METERS: Residence 6,234

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Household Prods. 650 (N.A.); Antiskid Chains Mfg. 350 ($155); R.R. 135 ($160); Fertilizer 50 ($141).
Principal Pay Days-Mon., Tues., Thur.; 1st, 15th and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 46-93; Fall 20-66; Winter 12-56. First killing frost, Oct. 27; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Winona Mall	NA	Snyder Drug, Four Season Dept.
Westgate(10)	3	Randall's Super Valu, Pamida
Goodview	6	Red Owl Country Store

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every night and Sun.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Discount Stores-K mart; Pamida.
Variety Stores-Woolworth.
Chain Supermarkets-Country Store; Randall's; IGA; Whse. Market; Mark-It Foods.
Other Chain Stores-Ace Hdwe.; Sherwin-Williams; Payless.

14 - NEWSPAPERS: NEWS (m) 14,814; (S) 14,751; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary Evans, Mktg. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 454-6500.
National Representative: Branham/Newspaper Sales.

WORTHINGTON

1 - LOCATION: Nobles County. E&P Map B-5. County Seat. Agric. ctr. In SW part of state 60 mi. E of Sioux Falls. On U.S. Hwy. 59, I-90. State Hwys. 60, 266.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Jackrabbit.
Airlines-Bemidji.

3 - POPULATION:
Corp. City 80 Cen. 10,243; E&P 86 Est. 10,589
County 80 Cen. 21,840; E&P 86 Est. 21,318
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,904; E&P 86 Est. 4,174
County 80 Cen. 7,812; E&P 86 Est. 7,934

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$190,000,000
Savings & Loan	1	$41,000,000

6 - PASSENGER AUTOS: County 11,548

7 - ELECTRIC METERS: Residence 3,870

8 - GAS METERS: Residence 3,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Poultry Proc. 575; Meat Packing 400; Aerial Spray Mfg.; Plastics 320; Mobile Homes 110.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; filtered, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.
Neighborhood Shopping Centers-Oxford St. and Hwy. 59-The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rickbeils; Bostwick's; Fleet Family; TSC.
Discount Stores-Alco; K mart; Shopko.
Chain Supermarkets-Hy Vee; Country Mkt.

14 - NEWSPAPERS: GLOBE (m-mon to sat;) 15,077; sworn Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Louie Seesz, Adv. Mgr.; Rick Groth, Bus. Mgr., GLOBE, 300 11th St.; Box 639, Worthington, MN 56187; Tel. (507) 376-9711.
National Representatives: Papert Companies; Minnesota Newspaper Association.

MISSISSIPPI SURVEYS

METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport-Hancock and Harrison Counties.
Jackson-Hinds, Madison and Rankin Counties.
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS
Pascagoula-Jackson County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	210	215	227
5-14 Years	491	445	472
15-24 Years	407	493	523
25-44 Years	466	630	667
45-64 Years	422	448	471
65 and Over	221	290	307
TOTAL	2,217	2,521	2,667

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	343	464	847
General Mdse	737	1,169	1,716
Food	1,552	2,281	2,939
Automobiles	1,552	1,740	3,094
Gasoline Stations	454	688	693
Apparel	316	435	633
Furniture	249	313	583
Eat-Drink Places	371	597	869
Drugs	193	331	439
TOTAL SALES	6,184	9,044	12,956

BILOXI-GULFPORT

1 - LOCATION: Harrison County. (In Biloxi-Gulfport MSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound). Home of Keesler Air Force Base; 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. Hwys. 90, 49.

2 - TRANSPORTATION: Railroads-Illinois Central; L&N; Amtrak.
Motor Freight Carriers-35.
Freight Steamship Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.
Airlines-Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 88,987; E&P 86 Est. 87,321
Biloxi 80 Cen. 49,311; E&P 86 Est. 49,031
Gulfport 80 Cen. 39,676; E&P 86 Est. 38,290
CZ-ABC: (80) 130,283
RTZ-ABC: (80) 110,951
MSA 80 Cen. 182,202; E&P 86 Est. 200,806
County 80 Cen. 157,665; E&P 86 Est. 170,347
City & RTZ-ABC: (80) 241,234
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 30,807; E&P 86 Est. 31,515
Biloxi 80 Cen. 16,096; E&P 86 Est. 16,835
Gulfport 80 Cen. 14,711; E&P 86 Est. 14,680
County 80 Cen. 52,202; E&P 86 Est. 58,881
MSA 80 Cen. 60,383; E&P 86 Est. 69,534
CZ-ABC: (80) 41,746
RTZ-ABC: (80) 37,450
City & RTZ-ABC: (80) 79,196

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	N.A.
Commercial	12	$1,074,549,000

6 - PASSENGER AUTOS: County 117,331 (All Vehicles)

7 - ELECTRIC METERS: County 48,894

8 - GAS METERS: County 34,506

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage N.A.)- Gov't 18,190; Whol. & Ret. Trade 17,680; Servs. & Misc. 11,750; Mfg. 9,540; Trans. & Pub. Util. 3,780; Fin., Ins., & R.E. 3,000; Food 1,010; Apparel 840; Constr. 3,540.

10 - CLIMATE: Min. & Max. Temp.-Mar. 55-73; June 71-93; Sept. 66-89; Dec. 50-69. Total precip. (ins.) Mar. (7.6); June (6.8); Sept. (1.7); Dec. (10.36).

11 - TAP WATER: Slightly alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-(No. of Stores) Harbor Sq. (Downtown Gulfport) (84); Vieux Marche (Downtown Biloxi) (29); Edgewater Mall (115); Hardy Court (20).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Singing River Mall(60)	20	Wilson's, McRae's, JCPenney
Norwood Vlg.(46)	6	A&P, T-D Drugs
Cedar Popps(18)	5	Winn-Dixie, Eckerd, Majik Mart
Spring Plaza(18)	12	Winn-Dixie, Eckerd
Popps Ferry(15)	6	TG&Y, Winn-Dixie
Edgewater Sq.(10)	6	Delchamps, K&B
Del Mar Plaza(7)	6	K mart, Delchamps
Orange Grove(6)	6	TG&Y, Winn-Dixie
Gulf Mart(5)	1	A&P
Bay Vista(5)	6	Calvert & Carroway
K mart/Ocean Springs	12	K mart, Otasco, National

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most Mon., Thur., Fri.; Many 6 nights.

13 - RETAIL OUTLETS: Department Stores-Sears; Gayfer's; Goudchaux's JCPenney; Austin's.
Discount Stores-Gaylord's 2; K mart 5; TG&Y 4; Fred's; Wilson's; Hudson's.
Variety Stores-McCrory; TG&Y 3; Woolworth 2; Dollar General 3; Kents 2; G.C. Murphy Co.; K mart 5; Magic Mart.
Chain Drug Stores-Eckerd 3; Super D Discount; Katz & Besthoff 7; T-D Drugs 2; Walgreens; Revco Discount; Big B 4.
Chain Supermarkets-A&P 6; Jitney Jungle 4; National Supermarkets 2; Winn-Dixie 8; Kroger 4; Sunflower; Delchamps 6; Piggly Wiggly.
Other Chain Stores-Western Auto; Kinney's; Lerner's; Rhodes Furn.; Goodyear; Goodrich; Firestone; Pacer Tire & Auto; Singer; Shoes: Gryder's, Thom McAn, Shoe City, Baker's, Payless; Jewelers: Sweeny, Hausmann's, Nacol's, Gordon; Food: Jr. Food Mart; Lil General; Majik Mkt.; Harry's Grocery; Radio Shack; Pak-A-Sak; 7-Eleven; Otasco; True Value Hdwe.; Hallmark; Tux-N-Tails; Control Business Systems; City Lumber; Pier I Imports; Sherwin-Williams; Sound Advice; National Shirt Shop; Werlein's; Ace Hdwe.; Lawrence's.

14 - NEWSPAPERS: SUN-HERALD (all day-mon to fri) 49,620; (m-sat) 48,490; (S) 51,941; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Long, Adv. Dir., SUN-HERALD, PO Box 4567, Biloxi, MS 39531; Tel. (601) 896-2100.
National Representative: Branham/Newspaper Sales.

BROOKHAVEN

1 - LOCATION: Lincoln County. E&P Map B-4. County Seat. 60 mi. S of Jackson.

2 - TRANSPORTATION: Railroads-Amtrak; Illinois Central Gulf.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,800; E&P 86 Est. 10,506
CZ-ABC: (80) 10,800
RTZ-ABC: (80) 40,989
County 80 Cen. 30,174; E&P 86 Est. 31,763
City & RTZ-ABC: (80) 51,789
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,778; E&P 86 Est. 3,778
CZ-ABC: (80) 3,778
RTZ-ABC: (80) 13,563
County 80 Cen. 10,125; E&P 86 Est. 11,190
City & RTZ-ABC: (80) 17,341

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$180,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 22,885 (all vehicles)

7 - ELECTRIC METERS: 4,458

8 - GAS METERS: 3,644

9 - PRINCIPAL INDUSTRIES: Lumber Milling; Lawn Mowers; Wire Prods.; Thermometers; Dairy; Oil; Tree Farming; Automobile Wiring Assemblies; Commercial Scaffolding.

10 - CLIMATE: Mean Temp.-66.

11 - TAP WATER: Wells.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westbrook(12)	1	Sears, Dollar General, JCPenney, Sunflower
Lincoln Plz.(10)	3	Otasco, Family Dollar, SuperD, Payless Shoes
Brookway Plz.(5)	3	Gibson's, Ashley's
Highland Vlg.(6)	3	Kroger, TG&Y, K&B Drugs, Shoe City
Village Sq.(8)	1	Warehouse Foods
Highland Vlg.	NA	Winn-Dixie, Revco
Wal-Mart	NA	
Brookhaven	NA	Winn-Dixie, Revco

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lofton's; TG&Y Family Center.
Discount Stores-Gibson's; Fred's.
Variety Stores-Woolworth; TG&Y; G.C. Murphy; Gibson; SOS; Wal-Mart.
Chain Drug Stores-Super-D; K&B; Revco.
Chain Supermarkets-Winn-Dixie; Super-Valu; Sunflower 4; Kroger; Warehouse Food Ctr.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,754; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Cothern, Adv. Dir., LEADER, N. Railroad Ave.; PO Box 551, Brookhaven, MS 39601; Tel. (601) 833-6961.
National Representative: Papert Companies.

CLARKSDALE

1 - LOCATION: Coahoma County. E&P Map B-2. County Seat. 75 mi. from Memphis; 154 mi. from Jackson; 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State 1, 6.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,137; E&P 86 Est. 20,849
CZ-ABC: (80) 22,380
RTZ-ABC: (80) 51,718
County 80 Cen. 36,918; E&P 86 Est. 34,998
City & RTZ-ABC: (80) 74,098
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,169; E&P 86 Est. 6,967
County 80 Cen. 11,692; E&P 86 Est. 11,539
CZ-ABC: (80) 7,169
RTZ-ABC: (80) 15,631
City & RTZ-ABC: (80) 22,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$406,485,000
Savings & Loan	3	$15,500,000

6 - PASSENGER AUTOS: County 18,243 (all vehicles)

7 - ELECTRIC METERS. 8,157

8 - GAS METERS: 8,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prods. 567; Food & Fiber 596; Textiles 100; Rubber Prods. 230; Chem. Prods. 380; Furn. Lumber Bldg. 298; Paper & Printing 100.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-63 degrees; Av. An. Rainfall-49 inches.

11 - TAP WATER: Artesian, very soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Delta Ave.; 4 on Yazoo Ave.; 5 on Issaquena Ave.; 5 on Second St.; 5 on Third St.; 7 on Fourth St.
Neighborhood Shopping Centers-1 block on Anderson Blvd.; 6 on State St.; Delta Sunflower Sq.; 2 blocks on Sunflower, Delta, Third, First. 18 downtown specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	1	Piggly Wiggly
Village	2	Village Grocery
Westgate(17)	2	Sound Center
Clarksdale(15)	3	Kroger, Wal-Mart
Plaza	1	Price Slasher
Anderson(5)	2	Sack-N-Save

Principal Shopping Days-Tues., Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Alan's; Powers; Landry's; Family Dollar; Cato's; Freds.
Variety Stores-Woolworth; Walls; Alan's Outlet.
Discount Stores-Wal-Mart; Auto Shack; Fred's Discount.
Chain Drug Stores-Rexall; Henderson Rexall; Economy; Westgate; Haggards; Revco; Super-D.
Chain Supermarkets-Kroger 2; Piggly Wiggly; Sack-N-Save; Price Slasher; Liberty Cash; Junior Food Mar 4; Village; Wong's Foodland; D&T; Corner 2; Stacks.
Other Chain Stores-Goodyear; Goodrich; Otasco; Firestone; West Building Materials; Ace Hardware; True Value Hardware & Lumber; Radio Shack; Sherwin-Williams; Payless Shoes; Helen of Memphis; Style Shoppe.

14 - NEWSPAPERS: PRESS-REGISTER (e-mon to fri) 7,692; (wknd) 7,679; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joseph F. Ellis, Pub., PRESS-REGISTER, 123 Second St.; PO Box 1119, Clarksdale, MS 38614; Tel. (601) 627-2201.
National Representative: Papert Companies.

CLEVELAND

1 - LOCATION: Bolivar County, E&P Map B-2, County Seat. Agricultural and Manufacturing area; Delta State University; 35 mi. NE of Greenville; On State Hwy. 8; U.S. 61.

2 - TRANSPORTATION: Railroads-C & G.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,524; E&P 86 Est. 15,466
NDM-ABC: (80) 60,229
County 80 Cen. 45,965; E&P 86 Est. 44,434
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,491; E&P 86 Est. 4,892
County 80 Cen. 13,571; E&P 86 Est. 13,701
NDM-ABC: (80) 17,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$804,604,130
Savings & Loan	1	$17,313,259

6 - PASSENGER AUTOS: County 21,631 (all vehicles)

7 - ELECTRIC METERS: Residence 4,872

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144; Tile Mfg. 250; Nail-Making 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown: 5 blocks on Sharpe Ave.; Shopping Centers; Western Plaza (6 stores); Cleveland Shopping City (7 stores); Eastgate (6 stores).

13 - RETAIL OUTLETS: Discount Stores-Alco; Raddours Dollar Store; K mart.
Chain Supermarkets-Kroger; Sunflower; Food Rite; Jitney Jungle.
Other Chain Stores-Goodyear; Firestone; Otasco; Dollar General; Anthony's; Western Auto.

14 - NEWSPAPERS: BOLIVAR COMMERCIAL (e-mon to fri) 6,285; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Norman C. Van Liew, Pub./Gen. Mgr., BOLIVAR COMMERCIAL, 821 N. Chrisman; PO Box 1050, Cleveland, MS 38732; Tel (601) 843-4241.
National Representative: Papert Companies.

COLUMBUS

1 - LOCATION: Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, TN; 125 mi. W of Birmingham, AL.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Burlington Northern; Columbus & Greenville; Illinois Central Gulf; Golden Triangle.
Motor Freight Carriers-20.
Intercity Bus Lines-Continental Trailways.
Airlines-Republic Express; Atlantic Southeastern (Delta); American Eagle (American).

3 - POPULATION:
Corp. City 80 Cen. 27,383; E&P 86 Est. 27,215
County 80 Cen. 57,304; E&P 86 Est. 59,716

4 - HOUSEHOLDS:
City 80 Cen. 9,294; E&P 86 Est. 9,656
County 80 Cen. 18,664; E&P 86 Est. 20,357

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$60,053,215
Commercial	5	$316,091,991

6 - PASSENGER AUTOS: County 39,969 (all vehicles)

7 - ELECTRIC METERS: Residence 20,019

8 - GAS METERS: Residence 7,741

9 - PRINCIPAL INDUSTRIES: Chem.; Lumber; Garment; Rubber; Marble & Metal; Vinyl Wall Covering; Elect. Motors; Plastics; Wood Prods.; Bathroom Seats; Glossy Paper.

10 - CLIMATE: An. Av. Temp.-63; Summer-81; Winter-45. First killing frost, Nov. 2; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main and Markets Sts.; Mid-City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(18)	4	Fred's, Winn-Dixie, Revco, Dollar General, Bargain Town USA
Fairlane	3	Fairlane
Leigh Mall(44)	1	Sears, Eggers, JCPenney, K mart
Northgate	2	Kroger, Payless Shoes, K&B Drug
Northgate Plaza	2	Shoe City
Towne Square(16)	2	Jitney Jungle, Revco
Eastgate Village	2	Sunflower, Harco
Mid City(9)	2	Kroger
University Mall	3	McRae's
Wal-Mart	1	Traditional Jewelers

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Egger's; JCPenney; Ruth's; Sears; McRae's.
Discount Stores-Gibson's; Fred's; Wal-Mart; K mart; Dollar General; Family Dollar; Bargain Town USA.
Variety Stores-McCrory.
Chain Drug Stores-Rexall 3; SuperRx; Gibson's; Harco; K&B; Revco.
Chain Supermarkets-Sunflower 2; Winn-Dixie 2; Jitney Jungle; Mr. Quik 8; Kroger 2; Shirley's Minit Mart 2; Snappy Sacker 4; Warehouse; Big Star 2.
Other Chain Stores-Shoes: Butler's, Endicott-Johnson; Jewelry: Driefus, Busch, Zales, Traditional Jewelers; Three Sisters; Casual Corner; Sherwin-Williams; Radio Shack; Auto Shack; Handy TV & Appliance.

14 - NEWSPAPERS: COMMERCIAL DISPATCH (e-mon to fri) 14,550; (S) 14,550; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: George R. Dodea, Adv. Mgr., COMMERCIAL DISPATCH, 516 Main St., Columbus, MS 39701; Tel. (601) 328-2424.
National Representative: Papert Companies.

CORINTH

1 - LOCATION: Alcorn County, E&P Map C-1, County Seat. In NE corner of State, 4 mi. from TN State Line; 30 mi. from AL State Line. On State Hwys. 2, 45, 72.

2 - TRANSPORTATION: Railroads-Southern; Illinois Central Gulf; Corinth-Counce; Gulf & Miss.
Motor Freight Carriers-22.

3 - POPULATION:
Corp. City 80 Cen. 13,839; E&P 86 Est. 13,738
NDM-ABC: (80) 45,641
County 80 Cen. 33,036; E&P 86 Est. 33,152
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,502; E&P 86 Est. 5,726
County 80 Cen. 11,940; E&P 86 Est. 12,563
NDM-ABC: (80) 16,453

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$250,000,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: County 22,734 (all vehicles)

7 - ELECTRIC METERS: County Residence 15,185

8 - GAS METERS: Residence 4,535

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,500 ($160); Mach. Shop 300 ($170); Brick & Tile 60 ($140); Wood Prods. 604 ($150); Electronics 1,500 ($170); Plastics 450 ($200); Steel 661 ($225); Printing 1,550 ($170).
Principal Pay Days-Fri. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-32 blocks on 18 Sts.; 3 shopping Centers.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; JCPenney; Reid's.
Discount Stores-Gibson's; Alco; Fred's.
Variety Stores-Wal-Mart; Family Dollar.
Chain Drug Stores-Rexall; Walgreens; Super D; SupeRx.
Chain Supermarkets-M&H 4; Piggly Wiggly 2; Rogers; Kroger; Gardner's 2; Sunflower.
Other Chain Stores-Firestone; Goodyear; Conley's; Otasco; Auto Stack; Ashley's.

14 - NEWSPAPERS: CORINTHIAN (e-mon to fri) 9,678; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John E. Newhouse, II, Pub., CORINTHIAN, 1607 South Harper Road; PO Box 109, Corinth, MS 38834; Tel. (601) 286-3366.
National Representative: Papert Companies.

GREENVILLE

1 - LOCATION: Washington County, E&P Map B-3, County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. S of Memphis; 8 mi. W of Arkansas; 40 mi. NW of Louisiana, on State Hwy. 1.

2 - TRANSPORTATION: Railroads-Columbus & Greenville (freight only).
Motor Freight Carriers-9.
Airlines-Republic Express; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 40,613; E&P 86 Est. 39,708
CZ-ABC: (80) 40,613
RTZ-ABC: (80) 53,034
County 80 Cen. 72,314; E&P 86 Est. 70,749
City & RTZ-ABC: (80) 93,647

4 - HOUSEHOLDS:
City 80 Cen. 13,240; E&P 86 Est. 13,365
CZ-ABC: (80) 13,240
RTZ-ABC: (80) 16,172
County 80 Cen. 22,948; E&P 86 Est. 23,467
City & RTZ-ABC: (80) 29,412

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$266,991,134
Savings & Loan	3	$64,989,097

6 - PASSENGER AUTOS: County 40,542 (all vehicles)

7 - ELECTRIC METERS: Residence 12,729

8 - GAS METERS: Residence 15,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,200; Lumber & Wood Prods. 1,065; Paper & Prods. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prods. 450; Chem. & Allied Prods. 255; Automobile Parts 390; Grain Proc. & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312; Rice Prx. 435; Aircraft Refurbishing 400.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-74; Summer 70-91; Fall 76-52; Winter 35-55. First killing frost, Nov. 12; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Washington.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Goyer(4)	NA	Sunflower, McCrory
Greenville(28)	NA	JCPenney, Sears, McRae's
K mart(2)	NA	K mart, Jitney Jungle
Mainstream Mall (20)	NA	Otasco, Wal-Mart
Village(13)	NA	Sunflower Mkt.

Principal Shopping Days-Mon., Wed., Thur., Fri.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sam Stein; Goodman; McRae's; Sears.
Discount Stores-Stein Mart; Fred's Dollar; K mart; Kent's; Lowe's; Wal-Mart; Duckwall.
Variety Stores-Dollar General.
Chain Drug Stores-Super D; Eckerd.
Chain Supermarkets-Kroger; Jitney Jungle; Sunflower.
Other Chain Stores-Butler's; Mangels; Busch; Singer Co.; Goodyear; Firestone; Western Auto; Otasco; Pay-Less; Casual Corner; Dreifus; Waldenbooks.

14 - NEWSPAPERS: DELTA DEMOCRAT-TIMES (e-mon to fri) 14,736; (S) 15,657; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dot Bryant, Adv. Mgr., DELTA DEMOCRAT-TIMES, PO Box 1618, Greenville, MS 38701; Tel. (601) 335-1155.
National Representative: Papert Companies.

GREENWOOD

1 - LOCATION: LeFlore County, E&P Map B-2, County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis, TN; 50 mi. E of Greenville.

2 - TRANSPORTATION: Railroads-Illinois Central; Columbus & Greenville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Flight Line.

3 - POPULATION:
Corp. City 80 Cen. 20,115; E&P 86 Est. 18,661
CZ-ABC: (80) 20,115
RTZ-ABC: (80) 61,493
County 80 Cen. 41,525; E&P 86 Est. 41,141
City & RTZ-ABC: (80) 81,608

4 - HOUSEHOLDS:
City 80 Cen. 7,371; E&P 86 Est. 7,178
County 80 Cen. 13,003; E&P 86 Est. 13,458
CZ-ABC: (80) 7,371
RTZ-ABC: (80) 18,865
City & RTZ-ABC: (80) 26,236

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$3,819,626,000
Savings & Loan	2	$117,044,514

6 - PASSENGER AUTOS: County 20,737 (All Vehicles)

7 - ELECTRIC METERS: Residence 8,678

8 - GAS METERS: Residence 6,763

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Equip. 300 (N.A.); Heavy Mach. 300 ($160); Mfg. Jeans 250 (N.A.); Bridge Material 80 (N.A.); Elect. & Electronic Equip. 300 (N.A.); Picture Frames 160 (N.A.), Metal Lockers 180 (N.A.); Cotton Seed Prods. 150 (N.A.); Piano 900 ($160); Seatbelts 300 (N.A.); Automotive Dist. Ctr. 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 25; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Howard Main and Carrollton Ave.; Park Ave., Carrollton Ave. Ext.; Claiborne St.; Johnson St. & West Park Ave.; Eastgate Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(3)	3	Big Star, Wal-Mart
Greenwood(3)	2	Eckerd, JCPenney, Jitney Jungle
Highland(24)	2	Otasco, Big Star, Westco

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-JCPenney, Westco, Howard Bros, Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Antoon's; JCPenney; Fashion; Abide's; Evelyn's; Bayou Belle; Hay Barn; DeLoach's; MFC Services; Stanley's.
Discount Stores-Wal-Mart; Howard Bros.; Westco; Fred's Dollar Store.
Chain Supermarkets-Jitney Jungle; Woody's Liberty Cash; Piggly Wiggly 3; County Market; Bypass Wholesale; Jitney Jr. 7; Big Star (Malone & Hyde) Grocery 2.
Other Chain Stores-United Dollar; Firestone; Goodyear; Western Auto; Main Dollar Store; Chaney's Rexall Drugs 3; Lowe's; Family Dollar; Eckerd; Otasco; Cato; Radio Shack; Auto Shack.

14 - NEWSPAPERS: COMMONWEALTH (e-mon to fri) 8,925; (S) 9,202; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tim Kalich, Mktg. Dir. or Ray Durbin, Adv. Mgr., COMMONWEALTH, PO Box 8050, Greenwood, MS 38930; Tel. (601) 453-5312.
National Representative: Papert Companies.

GRENADA

1 - LOCATION: Grenada County, E&P Map B-2, 35 mi. NE of Greenwood. On U.S. Hwy. 51; State Hwy. 8; I-55.

2 - TRANSPORTATION: Railroads-ICG; Y&MV.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 12,641; E&P 86 Est. 13,911
County 80 Cen. 21,043; E&P 86 Est. 21,284

4 - HOUSEHOLDS:
City 80 Cen. 4,460; E&P 86 Est. 4,972
County 80 Cen. 7,111; E&P 86 Est. 7,483

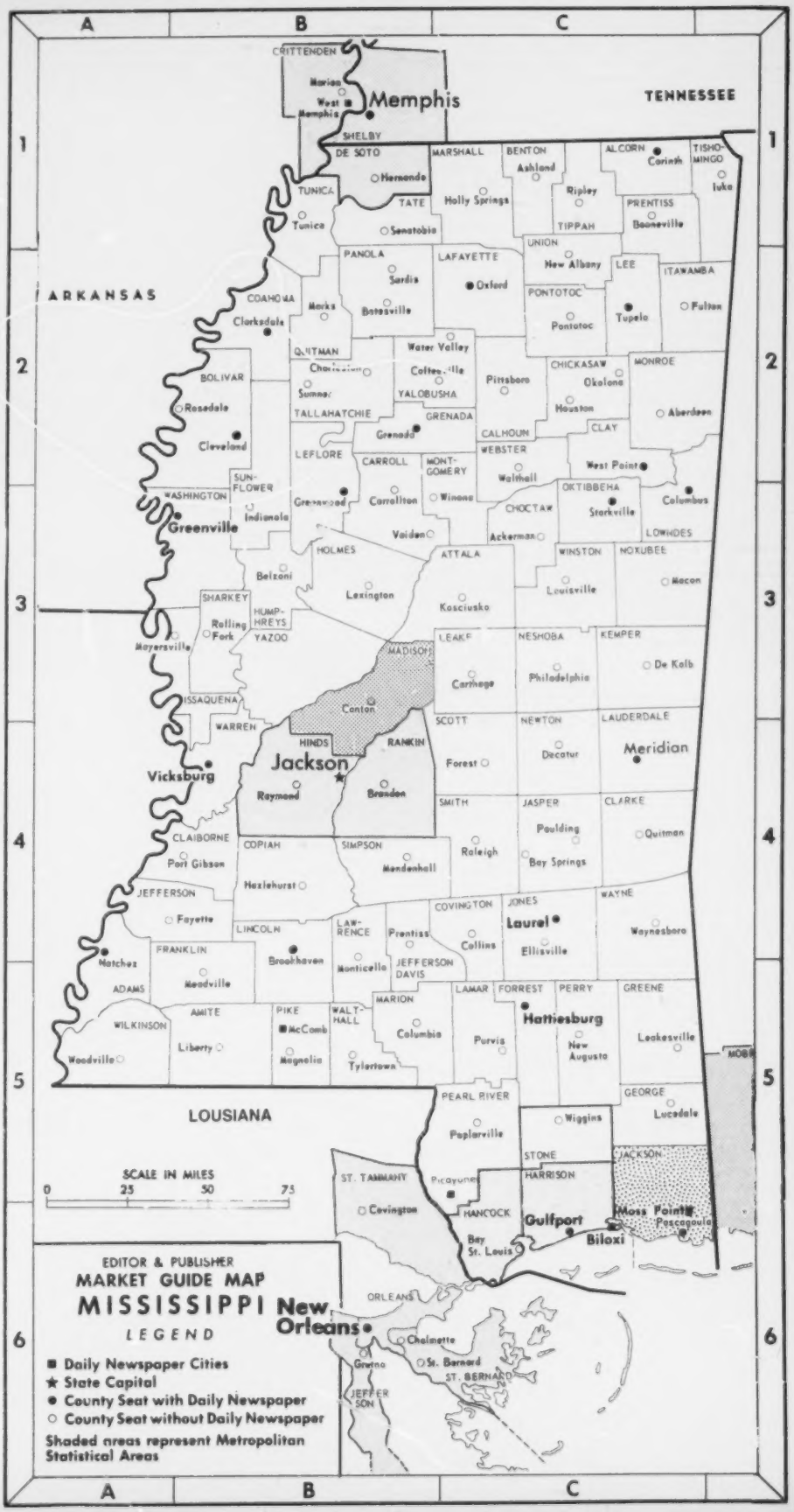
5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$110,362,477
Savings & Loan	2	$23,530,378

6 - PASSENGER AUTOS: County 14,692 (all vehicles)

7 - ELECTRIC METERS: Residence 7,380

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equip.; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Paints.



10 - CLIMATE: Min. & Max. Temp.-N.A. Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grady Green(9)	NA	Sears, Okla. Tire
Whitaker(7)	NA	Sunflower Foods
Whitehaven(6)	NA	Sherwin-Williams
Grenada Plz.(10)	NA	Alco, Piggly Wiggly

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Dattel's; Shainberg's; Cato; Walls.
Variety Stores-Sam's Super Saver; Dollar General.
Discount Stores-Gibson's; Alco; TG&Y; Family Ctr.; Wal-Mart; Fred's.
Chain Drug Stores-Walgreens; Rexall 5; Gibson's Pharmocy; Chaney.
Chain Supermarkets-Grocery Basket; Piggly Wiggly; Spain's; Sunflower; Warehouse Food Ctr.
Other Chain Stores-Okla. Tire; Firestone; B.F. Goodrich.

14 - NEWSPAPERS: SENTINEL-STAR (e-mon to fri) 4,636; sworn Sept. 30, 1985.
Local Contact fo. Advertising and Merchandising Data: Joseph B. Lee, III, Pub., SENTINEL-STAR, 159 Green St., Grenada, MS 38901; Tel. (601) 226-4321.
National Representative: Papert Companies.

GULFPORT

See BILOXI

HATTIESBURG

1 - LOCATION: Forrest County, E&P Map C-5, County Seat. 85 mi. SW of Meridian; 122 mi. NE of New Orleans; 90 mi. SE of Jackson; 144 mi. E of Natchez; 96 mi. NW of Mobile.

2 - TRANSPORTATION: Railroads-Ill. Central Gulf; Southern; Mid South.
Intercity Bus Lines-Greyhound; Trailways; Gulf Transport.
Motor Freight Carriers-15.
Airlines-ASA; Air New Orleans.

3 - POPULATION:
Corp. City 80 Cen. 40,829; E&P 86 Est. 42,537
CZ-ABC: (80) 60,471
RTZ-ABC: (80) 93,637
County 80 Cen. 66,018; E&P 86 Est. 71,541
City & RTZ-ABC: (80) 154,108

4 - HOUSEHOLDS:
City 80 Cen. 14,517; E&P 86 Est. 15,795
County 80 Cen. 22,978; E&P 86 Est. 25,602
CZ-ABC: (80) 21,269
RTZ-ABC: (80) 30,692
City & RTZ-ABC: (80) 51,961

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$264,417,000
Savings & Loan	5	$450,000,000

6 - PASSENGER AUTOS: County 41,947 (all vehicles)

7 - ELECTRIC METERS: Bus. & Res. 30,255

8 - GAS METERS: Residence 16,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mining 96; Constr. 2,860; Food Proc. 1,480; Lumber & Wood Prods. 1,350; Printing & Publishing 140; Stone & Clay Prods. 340; Fabricated Metals 207; Mfg. 2,444; Trans. Util. 1,960; Whol. & Ret. Trade 8,970; Fin., Ins. & R.E. 1,650; Gov't N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Shopping Centers-McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave.; Cloverleaf on Hwy. 49 & 11; K mart on U.S. Hwy. 49 & 11; University Mall on Hardy St. at 40th; Westwood Square on Hwy. 98 W.; Gibson Ctr. on West Pine; Lincoln Sq. on Lincoln Rd.; Broadway Mart on Broadway Dr.; Oak Grove Shopping Ctr. on Hwy. 98 W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadacres(5)	NA	The Krystal, Delchamps
Broadway Mart(7)	NA	Big Star, Southwest Drug, Family Dollar
University Mall(22)	NA	A&P, Rose Dept., Radio Shack
Oak Grove(8)	8	Wal-Mart, Delchamps, Revco

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mall-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Fine Bros.-Matison; JCPenney; McRaes; Family Dollar; Waldoff's.
Variety Stores-Bargain World; Fred's Dollar General.
Discount Stores-McCrory; Howard's; Rose's; K mart; Wal-Mart.
Chain Supermarkets-A&P; Sunflower 3; Delchamps 2; Jitney Jungle 4; Midget Marts 2; Minit Mart 5; Big Star 2; County Market; Jr. Food Mart 7.
Chain Drug Stores-Eckerd 2; K&B 3; Revco.
Other Chain Stores-Firestone; Goodrich; Western Auto 2; Pay Less; Smart & Thrifty; Thom McAn; Butler Shoes; Hallmark Cards; Morrisons; Radio Shack 2; Auto Shack; Gordon's; Wilsons; Shoe Town; Rex Appliance; Goodyear; Shoe City.

14 - NEWSPAPERS: AMERICAN (e) 24,525; (S) 27,274; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William M. Joyner, Jr., Adv. Dir.; Debbie Lightsey, Ret. Adv. Mgr., AMERICAN, 825 N. Main St., Hattiesburg, MS 39401; Tel. (601) 582-4321.
National Representative: Gannett Media Sales.

JACKSON

1 - LOCATION: Hinds County, (MSA). E&P Map B-4, State Capital. In geographic center of state. Government, retail, wholesale, distribution, manufacturing and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Burlington Northern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways; J-Tran.
Airlines-Continental; Delta; American; Royale; Sun-Belt; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 202,895; E&P 86 Est. 204,735
CZ-ABC: (80) 250,970
RTZ-ABC: (80) 376,015
County 80 Cen. 250,998; E&P 86 Est. 253,274
MSA 80 Cen. 362,038; E&P 86 Est. 380,758
City & RTZ-ABC: (80) 626,985
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,490; E&P 86 Est. 74,750
County 80 Cen. 85,902; E&P 86 Est. 90,500
MSA 80 Cen. 120,354; E&P 86 Est. 132,021
CZ-ABC: (80) 87,529
RTZ-ABC: (80) 119,222
City & RTZ-ABC: (80) 206,751

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$6,173,469,000
Savings & Loan	5	$1,695,779,123

6 - PASSENGER AUTOS: County 178,016(all vehicles)

7 - ELECTRIC METERS: Residence 134,300

8 - GAS METERS: Residence 70,948

9 - PRINCIPAL INDUSTRIES: Furniture & Wood Prods.; Block & Tile; Feeds; Mach.; Cotton Oil & Prods.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Prods.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Poultry & Egg Proc.; Auto Batteries; Elect. Transformers & Switch Gear; Automotive Elect. Harnesses; Food Prods., etc. Total: 317 Plants; 18,142 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delta Mart(9)	NA	Southwest Drug, Family Dollar, Jitney Jungle
Metrocenter(126)	NA	Sears, McRae's, D.H. Holmes, Gayfers
Northwood(18)	NA	Broadmoor Drug, King Weathersby
Meadowbrook Mart(12)	NA	McRae's, Super D Drugs, Food Center
Woodlands Hills(14)	6	Jitney Jungle
Colonial Mart(16)	NA	Sunflower Food
Jackson Mall(81)	NA	Gayfers, Sunflower Foods
Jackson Square(23)	NA	Zayre, Eckerd, Family Dollar
Maywood(25)	NA	Sunflower Food, Casual Corner, Beeman Drugs, Ace Hardware
Mid City(7)	NA	Jitney Jungle
Mart 51(21)	NA	Hooper Sound, Mart 51 Mkt., Family Dollar
Battlefield Center(11)	NA	White Swan Cleaners
Cook's Ctr.(13)	NA	Super D Drugs, Jitney Jungle, K&B Drugs
Ellis Ave. Plz.(16)	NA	Radio Shack
Westland Plz.(42)	NA	Kroger, McRae's, Family Dollar
Highland Vlg.(60)	NA	Super D Drugs
Apple Ridge(21)	NA	McCrory, Ashley's, Big Star
North Park Mall(76)	NA	McRae's, D.H. Holmes, JCPenney, Gayfer's
Candlestick Park(9)	NA	Sunflower Mkt.
Greenbriar(8)	NA	Southwest Drug, Sherwin-Williams
Triangle Mart(6)	NA	Nolan Drugs, Glidden Paint
Southport Mall(15)	NA	Sunflower Food
Bel Air(12)	NA	Radio Shack
Brights Ctr.(24)	NA	Star Mkt., United Dollar
Clinton Plz.(11)	NA	Jitney Jungle, McCrory
English Vlg.(7)	NA	Parkins Pharmacy, Jitney Jungle
McLaurin Mart(21)	NA	Sunflower, Sherwin-Williams, Goodyear
Plain Mart(9)	NA	Star Mkt., United Dollar
Poindexter Plz.(6)	NA	Jitney Jungle
Quarter Speciality(9)	NA	Country Squire, Poets
Ellis Isle(19)	NA	Sack 'N Save Foods
DeVille Plz.(15)	NA	Wal-Mart, Service Mdse., Eckerd, Stein Mart
McDowell Sq.(13)	NA	Jitney Jungle, McCrory, Eckerd
Jacksonian Plz.(6)	NA	Howard Bros., Kroger
Rankin Sq.(10)	NA	Jitney Jungle, McCrory, Eckerd
Canton Mart(20)	NA	Briarwood Yard & Garden
Hico Sq.(7)	NA	Sunflower
Southgate(13)	NA	Kroger, Roses Dept., Treasury Drugs
Queens Mall W.(2)	NA	Roses, Sunflower
Country Club Vlg.(6)	NA	Jitney Jungle, Treasury Drugs

Principal Shopping Days-Department Stores-Fri., Sat., Mon.; Food-Thur., Fri., Sat.
Stores Open Evenings-Numerous Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; McRae's 3; Zayre; Gayfers 2; Lerner's 2; D.H. Holmes 2; Roses 3; Service Merchandise 3; K mart 2; Howards 4.
Variety Stores-Ben Franklin; McCrory 4.
Chain Supermarkets-Jitney Jungle 14; New Deal 2; Star Super 4; A&P 4; Kroger 7; Sunflower 9; Sack'N Save 2; County Market; Big Star.
Chain Drug Stores-Southwest 4; Parkin's 2; Super "D" 9; Eckerd 6; Howard Bros. 3; Treasury 4; K&B 4; Revco; Mr Discount 3.
Other Chain Stores-Thom McAn; Busch Jewelry 2; Singer Co.; Goodyear 3; Goodrich; Zale's; Baker Shoes 3; Firestone 6; S&H Green Stamps; Radio Shack 11; Casual Corner 3; Stevens 2; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 5; Hardy Shoe Store 2; The Limited 3; World Bazaar; Butler Shoes 2; Hanover Shoes; Rex TV; Stein Mart; Rhodes Furn.; Color Tile; 84 Lumber; Pier I Imports; Bombay Co.; Kirklands; Toys 'R Us; Auto Shack 7; Toys Plus; American Home Video.

14 - NEWSPAPERS: CLARION-LEDGER (m-mon to fri) 69,060; DAILY NEWS (e-mon to fri) 33,160; CLARION-LEDGER/DAILY NEWS (m-sat) 98,346; (S) 115,940; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Suzanne Thomas, Adv. Dir., CLARION-LEDGER/DAILY NEWS, 311 E. Pearl St.; PO Box 40, Jackson, MS 39205; Tel. (601) 961-7143.
National Representative: Gannett Media Sales.

LAUREL

1 - LOCATION: Jones County, E&P Map C-4, County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys. 11, 15, 28, 84; I-59.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Illinois Central; Gulf.
Motor Freight Carriers-6.
Airlines-Air Freight-Purolator; ASA (Atlanta Southeast).

3 - POPULATION:
Corp. City 80 Cen. 21,897; E&P 86 Est. 20,502
CZ-ABC: (80) 21,897
RTZ-ABC: (80) 82,613
County 80 Cen. 61,912; E&P 86 Est. 65,712
City & RTZ-ABC: (80) 104,510

4 - HOUSEHOLDS:
City 80 Cen. 8,178; E&P 86 Est. 7,928
County 80 Cen. 21,549; E&P 86 Est. 23,783
CZ-ABC: (80) 8,178
RTZ-ABC: (80) 27,391
City & RTZ-ABC: (80) 35,569

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$3,134,234,976
Savings & Loan	4	$61,682,760

6 - PASSENGER AUTOS: County Est. 46,461 (all vehicles)

7 - ELECTRIC METERS: Residence 11,113

8 - GAS METERS: Residence 10,708

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Masonite 2,100; Petroleum 1,000; Garment 225; Wood Working 1,500; Foods 975; Howard Industries 996.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardiner(21)	NA	Sears, A&P, Jitney Jungle
N. Laurel(17)	NA	Sunflower
Parksioe Plz.(18)	NA	Rose's
Westland Mart(10)	NA	Piggly Wiggly, TG&Y
Northwood Vlg.(4)	NA	Piggly Wiggly K&B
Sawmill Sq. Mall(54)	NA	McRaes, JCPenney
Pine Tree(15)	NA	Jitney Jungle, Revco

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Efird's; Wal-Mart; Gibson's; Rose's; McRaes.
Variety Stores-TG&Y; Otasco; Fred's Dollar.
Discount Stores-Gibson's; Rose's; Wal-Mart.
Chain Drug Stores-Wallace Rexall; Eckerd; K&B; SupeRx; Revco.
Chain Supermarkets-A&P; Jitney Jungle 3; Kroger; Sunflower; Piggly Wiggly 2.

14 - NEWSPAPERS: LEADER-CALL (e) 10,215; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Gavin, Adv. Mgr., LEADER-CALL, 130 Beacon St., Laurel, MS 39441; Tel. (601) 428-0551.
National Representatives: Papert Companies; Thomson Newspapers.

McCOMB

1 - LOCATION: Pike County, E&P Map B-5. 7 mi. N of Magnolia; 81 mi. S of Jackson; 109 mi. N of New Orleans. On State Hwy. 24, 44, 48, and 570; U.S. 51 and 98; I-55.

2 - TRANSPORTATION: Railroads-ICG.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,331; E&P 86 Est. 11,955
CZ-ABC: (80) 17,501
RTZ-ABC: (80) 64,796
County 80 Cen. 36,173; E&P 86 Est. 37,195
City & RTZ-ABC: (80) 82,297
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,691; E&P 86 Est. 4,689
County 80 Cen. 12,348; E&P 86 Est. 13,276
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 21,169
City & RTZ-ABC: (80) 27,525

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$102,835,000
Savings & Loan	2	$32,399,857

6 - PASSENGER AUTOS: County 25,687 (all vehicles)

7 - ELECTRIC METERS: Residence 8,120

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: County-Locomotives and Car Shops; Lumber and Millwork; Dairy Prods.; Women's and Children's Lingerie; Other Textile Prods.; Aluminum Windows & Doors; Crude

Oil & Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Oper.; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; United Parcel Service Distribution Center.

10 - CLIMATE: (Monthly Av.) Jan. 49; July 81. Very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delaware Ctr.(8)	1	Kroger, Alco, Eckerd
Pike Ctr.(20)	1	A&P, Otasco, TG&Y, Sears
Southwest(16)	1	Rose's, K&B, Winn-Dixie
Delaware West(10)	1	Jitney Jungle, Revco, National Shoe Whse.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Denman-Alford; Fred's Dollar Store; F&C Dollar Store; Vests; Tailor's Bench; Nunnery's (men's wear); Felicity; Felders Fashions; Felders II (women's wear); Cato.
Discount Stores-Howard's; Freds; (bldg. mat.); West Cash & Carry; Ashley's; Roses; Family Dollar; National Shoe Warehouse; Allied; Alco.
Variety Stores-McCrory; TG&Y; Kent's; Alco.
Chain Supermarkets-A&P; Jitney Jungle; Sunflower; Winn-Dixie; Vaccarella's Shop Rite 6; Kroger; Super-Value.
Other Chain Stores-Firestone; Goodyear; West Cash & Carry; Western Auto; Shainberg's; Drugs: K & K, Revco, Eckerd.

14 - NEWSPAPERS: ENTERPRISE-JOURNAL (e-mon to fri) 13,128; (S) 13,202; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Philip Dell'Isola, Adv. Dir., ENTERPRISE-JOURNAL, 129 N. Broadway, McComb, MS 39648; Tel. (601) 684-2421.
National Representative: Papert Companies.

MERIDIAN

1 - LOCATION: Lauderdale County, E&P Map C-4, County Seat. Industrial, cattle raising, lumber, distribution, medical, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2 - TRANSPORTATION: Railroads-Midsouth Rail; Meridian & Bigbee; Norfolk Southern; Gulf & Mississippi.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast; Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,577; E&P 86 Est. 44,831
CZ-ABC: (80) 46,577
RTZ-ABC: (80) 228,946
County 80 Cen. 77,285; E&P 86 Est. 79,289
City & RTZ-ABC: (80) 275,523
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,379; E&P 86 Est. 17,287
County 80 Cen. 26,903; E&P 86 Est. 28,802
CZ-ABC: (80) 17,379
RTZ-ABC: (80) 74,532
City & RTZ-ABC: (80) 91,911

5 - BANKS	NUMBER	DEPOSITS
Banks/Loan Assns.	9	$600,000,000

6 - PASSENGER AUTOS: County 52,398 (all vehicles)

7 - ELECTRIC METERS: Residence 27,762

8 - GAS METERS: Residence 14,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 849; Textiles 837; Apparel 545; Lumber & Wood 2,070; Printing and Pub. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied Chem. & Mach.) 1,450; Constr. 1,380; Trans. & Pub. Util. 1,810; Whol. & Ret. 5,370; Fin., Ins. and R.E. 1,010; Servs. 2,950; Gov't 4,470.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21; last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor Mart(19)	4	TG&Y, Winn-Dixie
Cloverleaf(16)	2	Howard Bros.
College Park(25)	3	TG&Y, Otasco, Winn-Dixie
College Park(12)	3	Jitney Jungle
Village Fair(55)	2	JCPenney, McRae's, Winn-Dixie
Westland Plz.	2	Sunflower
Eastgate(4)	2	

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept. Thur.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Marks-Rothenberg; McRae's.
Variety Stores-Woolworth; TG&Y; Fred's.
Discount Stores-Howard Bros. 2; Lowes; West Cash & Carry; Fred's; Dollar General; TG&Y; Service Merchandise.
Chain Drug Stores-Rexall; Howard's; Tutor 3; Eckerd 2; Revco 3; K&B; Mr. Discount 3.
Chain Supermarkets-Winn-Dixie 4; Kroger; Sunflower; Super Stop 32; Jitney Jungle 2; Sack & Save.
Other Chain Stores-Watson's; Michael's; Butler's (women's); Mangel (women); Lerner Dress; Diana Shop; The Vogue; Goodrich; Goodyear; Western Auto; Firestone; Billups; Busch (jewelry); Anders Furn.; Lott Furn.; Warnoc Furn.; Rhodes Furn.; Auto Shack; Mary Carter; Sherwin-Williams; S&H Green Stamps; Eleanor Shop; Otasco.

14 - NEWSPAPERS: STAR (e) 23,265; (S) 26,903; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-12 22nd Ave.; PO Box 1591, Meridian, MS 39301; Tel. (601) 693-1551.
National Representative: Papert Companies.

NATCHEZ

1 - LOCATION: Adams County, E&P Map A-4. On the Mississippi River. 95 mi. SW of Jackson. On U.S. Hwys. 61, 84, 65; State Hwys. 20, 24.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-N.A.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Royale.
Intracity Bus Line-Natchez.

3 - POPULATION:
Corp. City 80 Cen. 22,015; E&P 86 Est. 23,667
CZ-ABC: (80) 28,135
RTZ-ABC: (80) 49,062
County 80 Cen. 38,035; E&P 86 Est. 38,776
City & RTZ-ABC: (80) 77,197
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,818; E&P 86 Est. 8,742
County 80 Cen. 12,806; E&P 86 Est. 13,642
CZ-ABC: (80) 9,758
RTZ-ABC: (80) 15,867
City & RTZ-ABC: (80) 25,625

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$485,900,900
Savings & Loan	2	$26,839,456

6 - PASSENGER AUTOS: County 27,256 (All Vehicles)

7 - ELECTRIC METERS: Residence 8,624

8 - GAS METERS: Residence 8,488

9 - PRINCIPAL INDUSTRIES: Oil Production & Related Prods.; Tires; Pulp & Paper Prods.; Lumber; Pecan Shelling; Asbestos Prods.; Steel Prods.; Chem.; Farming; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15; last killing frost, Mar. 15

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty(10)	NA	Pik-Quick Mkt.
Magnolia(21)	NA	A&P, West Dept.
Nosser City(9)	NA	Jitney Jungle
Trace Town(21)	NA	Sears, Winn-Dixie, McCrory, Radio Shack
Riverfront(5)	NA	Supr. Furn.
St. Catherine(8)	NA	Piggly Wiggly, United Dollar
Lewis-Vidalia(10)	NA	Otasco, Sterling, United Dollar
Howard Bros.(2)	NA	Howard Bros., Jitney Jungle
Kroger Ctr.	NA	K&B Drugs, Kroger
Natchez Mall(45)	NA	JCPenney, Beall's, McRae's Dept.

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-H.F. Byrne; Sears; West Bros.; JCPenney; Ullman's; Beall's; McRae's.
Variety Stores-S.H. Kress; Sterling; McCrory; United Dollar; Howard Bros.; Kent's Otasco; TG&Y; Dollar General.
Discount Stores-Howard Bros.; Discount City.
Chain Drug Stores-Gilbert Rexall 2; Natchez Super 2; K&B; Treasury; Eckerd.
Chain Supermarkets-A&P 2; Big Star 4; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2; Minit Man 6; Natchez Super 2; Dixie Dandy; In-n-Out 2; Pik Quick 2; Kroger; Red & White; IGA; Budget Saver.
Other Chain Stores-Mangels; Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop; Goodyear; Butler's Shoe; International KB; Goodrich; Sherwin-Williams; Singer; U.S. Paint.

14 - NEWSPAPERS: DEMOCRAT (m) 13,519; (S) 13,883; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Elsberry, Adv. Mgr., DEMOCRAT, 503 N. Canal St., Natchez, MS 339121; Tel. (601) 442-9101.
National Representative: Landon Associates.

OXFORD

1 - LOCATION: Lafayette County, E&P Map C-2, County Seat. Agricultural, lumber area; 62 mi. SE oof Memphis, TN on State Hwys. 6, 7; 22 mi. E of I-55, U.S. 35.

2 - TRANSPORTATION: Railroads-Natchez Trace Railway.
Motor Freight Carriers-Rebel; Freeman Truck Lines 18.
Airlines-Flight Line.

3 - POPULATION:
Corp. City 80 Cen. 9,882; E&P 86 Est. 7,006
County 80 Cen. 31,030; E&P 86 Est. 31,995

4 - HOUSEHOLDS:
City 80 Cen. 3,932; E&P 86 Est. 2,826
County 80 Cen. 9,623; E&P 86 Est. 10,511

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$155,000,000
Savings & Loan	3	$315,000,000

6 - PASSENGER AUTOS: County 16,890 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chamber's Corp.; Kellwood; Champion Building Prods.; Emerson Electric.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oxford Mall	NA	JCPenney, Beall Ladymon
East Gate Plz.	NA	Big Star, Otasco, Chaney's Drugs
Kiamie's	NA	
Mid Town(8)	NA	Sears, Liberty I
Oakwood Plz.	NA	Wal-Mart, Liberty II
Rainbow Ctr.	NA	
Tradeswinds	NA	Kroger, TG&Y, Treasury Drugs

13 - RETAIL OUTLETS: Department Stores-J.E. Neilson Co.; JCPenney.
Variety Stores-TG&Y.
Discount Stores-Johnson's Discount Furn.; Nationwide Salvage; Wal-Mart.
Chain Drug Stores-Treasury; Chaney's; K&B.
Other Chain Stores-Goodyear; Otasco; Sears; Freds.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 4,444; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Nina Goolsby, Ed., EAGLE, 916 Jackson Ave.; PO Box 866, Oxford, MS 38655; Tel. (601) 234-4331.
National Representative: Papert Companies.

PASCAGOULA

1 - LOCATION: Jackson County, (In Pascagoula MSA), E&P Map C-6 County Seat. Shipbuilding, papermaking, oil refinery, commercial fishing, chemicals, import, export, small diversified industries. SE part of State. 100 mi. E of New Orleans, LA; 40 mi. SW of Mobile, AL; On U.S. Hwy. 90; State 63; I-10.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Mississippi Export.
Motor Freight Carriers-7.
Intercity Bus Lines-Teche Greyhound; Gulf Transport.
Airlines-Southern Airways.
Water-10 Barge Lines. Cargo Liners through Port.

3 - POPULATION:
Corp. City 80 Cen. 29,318; E&P 86 Est. 27,306
NDM-ABC: (80) 133,738
County/MSA 80 Cen. 118,015; E&P 86 Est. 122,974

4 - HOUSEHOLDS:
City 80 Cen. 10,033; E&P 86 Est. 9,736
County/MSA 80 Cen. 37,589; E&P 86 Est. 40,816
NDM-ABC: (80) 42,296

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$536,281,402
Commercial	8	$1,596,795,919

6 - PASSENGER AUTOS: County 83,343 (all vehicles)

7 - ELECTRIC METERS: County 48,304

8 - GAS METERS: County 18,360

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipbuilding 12,200; Paper & Allied 2,150; Food & Kindred 790; Chem. & Allied 600; Apparel 1,280; Stone, Clay & Glass 325; Seafood 540; Oil Refinery 1,250; Pet Food 120.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost, Dec. 30; last killing frost, Feb. 7.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Delmas, 1 on Krebs, 40 stores; Moss Point: 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deep South(11)	NA	West Bros., Rhodes Furn., Firestone
Bel Air(12)	NA	D & G Supermarket
Searstown(18)	NA	Eckerd, Goodyear
K mart Plz.(3)	NA	K mart, K&B Drugs
Bellview Plz.(5)	NA	Winn-Dixie, Kent's
Singing River(74)	NA	JCPenney, McRaes, Beall's, Wilsons, Sears, Brumfield's

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Some on Thur. and Fri.; few on Sat.; Supermkts. Thur., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Alco; Brumfield's; Sears; JCPenney; West Bros.; Hale's; K mart; McRaes; Beall's.
Discount Stores-Bargain Annex.
Variety Stores-McClellan; Fred's; TG&Y.
Chain Drug Stores-Southwest; Eckerd; Central; K&B.
Chain Supermarkets-Winn-Dixie; Greer's; Delchamps 2.
Other Chain Stores-Auto Accessories: Firestone, Goodyear 2, Otasco; Jewelry: Felts, Johnson Bros., Lorch's, Zale's, Hausmanns; Furniture: McGregor's, Rhodes, Gulf, Blackman's, Alberts; Shoes: Gryder's, Baker, Kinney; Paints: Sherwin-Williams, Harris, Burk Hall, Napko, Var-Tung Devoe, Dutch Boy BLP.

14 - NEWSPAPERS: MISSISSIPPI PRESS REGISTER (e-mon to fri) 23,328; (S) 24,133; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr. or Ralph Williams, Adv. Mgr., MISSISSIPPI PRESS REGISTER, 405 Delmas Ave.; PO Box 849, Pascagoula, MS 39567; Tel. (601) 762-1111.
National Representative: Newhouse Newspapers Metro Suburbia.

PICAYUNE

1 - LOCATION: Pearl River County, E&P Map C-5. Manufacturing, agriculture, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.
Motor Freight Carriers-Roadway; Highway Express; Red Ball; Ryder.

Intercity Bus Lines-Greyhound.
Airlines-See New Orleans International Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,361; E&P 86 Est. 10,555
County 80 Cen. 33,795; E&P 86 Est. 38,815

4 - HOUSEHOLDS:
City 80 Cen. 3,479; E&P 86 Est. 3,544
County 80 Cen. 11,004; E&P 86 Est. 13,210

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$420,221,000
Commercial	3	$726,000,000

6 - PASSENGER AUTOS: County 27,084 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,055

8 - GAS METERS: Residence 3,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chem. 201; Electrical 588; Containers 298; Wood Proc. 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10; last killing frost, Mar. 10.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mississippi Mall	1	Winn-Dixie, Murphy's Mart, Eckerd Drugs
Pine Tree Plz.(9)	1	Delchamps, TG&Y, K&B Drugs
Northgate(6)	1	IGA, Sears (catalog)
Picayune(8)	NA	Westside, West Bros.

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-9 p.m., Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Boston Store; Mitchell's; Salloumns; West Bros.
Discount Stores-Fred's; Dollar General.
Variety Stores-Murphy's Mart; TG&Y.
Chain Drug Stores-K&B; Eckerd.
Chain Supermarkets-Winn-Dixie; Delchamps; IGA; Sunflower; Westside.
Other Chain Stores-Shoetown; Goodyear; Sears (catalog); Western Auto; Radio Shack 2; Otasco; Kenwin Shop.

14 - NEWSPAPERS: PICAYUNE ITEM (e-tues to fri; S) 5,847; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, 214 Curran Ave.; PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.
National Representative: Papert Companies.

STARKVILLE

1 - LOCATION: Oktibbeha County, E&P Map C-3. In Northeastern part of MS.

2 - TRANSPORTATION: Railroads-Gulf and Mississippi.
Motor Freight Carriers-7.
Airlines-Republic; American Eagle; Atlantic Southeastern.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,169; E&P 86 Est. 16,439
County 80 Cen. 36,018; E&P 86 Est. 38,558
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,520; E&P 86 Est. 6,068
County 80 Cen. 10,980; E&P 86 Est. 11,978

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$400,000,000
Savings & Loan	2	$22,500,000

6 - PASSENGER AUTOS: County 19,883

7 - ELECTRIC METERS: Residence 6,480

8 - GAS METERS: Residence 5,125

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State & Federal Agric. Research 1,050 ($250); Apparel 275 (N.A.); Felt Mfg. 210 ($300); Furn. Mfg. 350 ($300); Cml. metal blades (N.A.); Metal Bldg. Mfg. 450 (N.A.); Univ. Educ. 1,700 Faculty & other employees; Copper Fab. 100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 78-104; Fall 30-88; Winter 18-75. First killing frost, Nov. 4; last killing frost, Mar. 12.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Main and Lafayette Sts.; Jackson and Washington.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
82 Plz.(9)	1	Sunflower, Bargain Town
Southdale(11)	2	Sears, Semco
State(13)	2	Withit, Piggly Wiggly
Village Mall(20)	3	Wal-Mart, Cato's, Payless Shoes
La Galarie(10)	1	APB Photo, Gerri's Apparel
University Sq.(7)	2	Danver's Restaurant, Harco Drugs
College Park	1	George Sherman, Hallmark, Dixie's, Nikki's, Towne and Campus

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mullins; Ashley's.
Variety Stores-Bargain Town; Kent's.
Discount Stores-Fred's Dollar Store; Wal-Mart; Semco; Richey's; Withit; Habit; Foxx's Closet.
Specialty Shops-Cory's; Suzanne Shop; Mothers-n-Others; Lazy S Western; Dixie's Dress Shop; McMurray Shoes; Saxons Shoes; Thomas'; George Sherman Clothiers; Towne & Campus Dress Shoppe.
Chain Drug Stores-Revco; Value Rite; Harco.
Chain Supermarkets-Kroger; Sunflower Foods; Food Ctr. Warehouse; Sack and Save; Piggly Wiggly.
Other Chain Stores-Western Auto; Bob Caldwell Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Kenwin Dress Shops; Otasco; Cato's Dress Shop; Shoe City; Payless Shoe Source; Radio Shack; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (m) 6,730; sworn Sept. 28, 1985.
Local Contact for Advertising and Merchandising Data: Thomas Ball, Ed., NEWS, 316 University Dr.; PO Drawer 1068, Starkville, MS 39759; Tel. (601) 323-1642.
National Representative: Papert Companies.

TUPELO

1 - LOCATION: Lee County, E&P C-2, County Seat. Manufacturing, shopping and wholesale center for NE Miss. and NW Alabama. Located in NE part of state, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2 - TRANSPORTATION: Railroads-Gulf & Mississippi; Burlington Northern.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Republic Express; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 23,905; E&P 86 Est. 24,790
CZ-ABC: (80) 27,322
RTZ-ABC: (80) 258,907
County 80 Cen. 57,061; E&P 86 Est. 60,937
City & RTZ-ABC: (80) 286,229

4 - HOUSEHOLDS:
City 80 Cen. 8,925; E&P 86 Est. 9,553
County 80 Cen. 19,970; E&P 86 Est. 22,265
CZ-ABC: (80) 10,116
RTZ-ABC: (80) 87,894
City & RTZ-ABC: (80) 98,010

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,039,877,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 45,912 (all vehicles)

7 - ELECTRIC METERS: Residence 9,845

8 - GAS METERS: Residence 10,020

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,120 ($336); Elect. Prods. 1,125 (N.A.); Food 1,110 ($295); Apparel 2,350 ($213); Furn. 2,320 ($346).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main(9)	1	Howards, Fred P. Gattis
Downtown Mall(32)	1	JCPenney, Super D
Hancock	2	Hancock Fabrics
All American Plz.	2	National Menswear, Rick's TV & Appliance
Tupelo Mall(41)	1	Walgreens, Sears, McRae's, Krogers
Traceway	2	Wal-Mart, Blount's
Food Ctr.	2	Wal-Mart, Super D, Blount's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. 9 p.m.; Food 9 or midnight.

13 - RETAIL OUTLETS: Department Stores-Reed's; Black's; Sears; JCPenney; McRae's.
Variety Stores-McCrory.
Discount Stores-Howard's; Fred's Dollar; Wal-Mart 2.
Chain Drug Stores-Roy's; Thomas-Kincannon-Elkin; Medical Center; T&S; SupeRx; Walgreens; Super D 2; Community Discount.
Chain Supermarkets-Kroger; Todd's Big Star; Turner's; Palmers Big Star; Blount's Foodarama 3; Sack & Save; Food World; Sav-A-Lot.
Other Chain Stores-Quality Stamps; Firestone; Goodyear; Western Auto; Lowe's; Wickes; Radio Shack; Red Rooster; Hancock Fabrics; Western Auto; Natl. Men's Wear; Furn. Ctr.; Dreifus Jewelry; Hofheimers; Royce; Gallenkamp Shoes; Audio Systems; Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Raymons; McDuffie's.

14 - NEWSPAPERS: JOURNAL (m) 35,460; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Johnnie Kelso, Controller, JOURNAL, 1655 S. Green; Box 909, Tupelo, MS 38802; Tel. (601) 842-2611.
National Representative: Papert Companies.

VICKSBURG

1 - LOCATION: Warren County, E&P Map B-4, County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, TN; 235 mi. N of New Orleans, LA.

2 - TRANSPORTATION: Railroads-Mid-South Railway.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,434; E&P 86 Est. 23,474
CZ-ABC: (80) 25,434
RTZ-ABC: (80) 90,880
County 80 Cen. 51,627; E&P 86 Est. 51,839
City & RTZ-ABC: (80) 116,314
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,292; E&P 86 Est. 8,724
County 80 Cen. 17,355; E&P 86 Est. 18,194
CZ-ABC: (80) 9,292
RTZ-ABC: (80) 28,132
City & RTZ-ABC: (80) 37,424

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$47,632,428
Commercial	4	$327,900,074

6 - PASSENGER AUTOS: County Est. 35,226 (all vehicles)

7 - ELECTRIC METERS: Residence 18,865

8 - GAS METERS: Residence 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trailers 200; Chem. 139; Lighting Fixtures 500; Lumber 1,082; R.R. Shops 300; Feed Mills 98; Children's Apparel 301; Cement 100; Rubber Reclaiming 100; Tank Mfg. 73; Pole Line Hdwe. 28; Ship Building 1,345; Paper Mill 265; Oil Mill 60; Federal Gov't 4,480; State Gov't 917.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost, Nov. 3; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Washington St.; 3 on Clay St.; 3 on Crawford St.; 3 on South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Village(52)	2	Sears, TG&Y, Walgreens
Dixie Plz.(14)	2	Winn-Dixie, TG&Y
Pemberton Mall(52)	2	Wal-Mart, JCPenney, McRaes, Beall's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9; Sears until 7 on Tues.-Thur.

13 - RETAIL OUTLETS: Department Stores-Charlie's; Sears; JCPenney; McRae's; Beall-Ladymon; Wal-Mart.
Variety Stores-Murphy's; TG&Y 2; Howard Bros.
Chain Drug Stores-Walgreens; Howard Bros.; K&B; Treasury; Revco.
Chain Supermarkets-A&P 2; Jitney Jungle 4; Super G; Sunflower 2; Help Yourself; Kroger; Whse. Food Ctr.; Big Star; Country Market.
Other Chain Stores-Singer Co.; Firestone; Goodrich; Thom McAn; Murphy's; Zale's Jewelers; Regents; Fred's Dollar Store; Gordon's; Radio Shack; Lerner's Shop; Endicott-Johnson; Hallmark; Dollar General; Cato's; Lane Bryant; Brooks Fashions; Merle Norman; Nutrition Ctr.; Regis.

14 - NEWSPAPERS: POST (e) 15,104; (S) 15,590; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Cashman, III. Pub., POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545.
National Representative: Papert Companies.

WEST POINT

1 - LOCATION: Clay County, E&P Map C-2, County Seat. Agric. Ctr.; 90 mi. N of Meridian; 120 mi. W of Birmingham, AL; 150 mi. SE of Memphis, TN. On State Hwys. W45, 50, 23, 46 and 47.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Columbus & Greenville.
Intercity Bus Lines-Tri-State Trailways.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 8,811; E&P 86 Est. 8,781
County 80 Cen. 21,082; E&P 86 Est. 22,379

4 - HOUSEHOLDS:
City 80 Cen. 3,141; E&P 86 Est. 3,277
County 80 Cen. 6,776; E&P 86 Est. 7,581

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$535,163,000
Savings & Loan	2	$205,055,790

6 - PASSENGER AUTOS: County 13,249 (all vehicles)

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Boiler Making 1216; Textiles 455; Meat Packing 1629; Rubber Prods. 253; Metal Prods. 100; Concrete Prods. 52; Agric. Prods. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Shopping Centers-Point Plz. (Sunflower, Plz. Drugs); West Main Shopping Ctr. (Wal-Mart, Kroger, Harco Drug, Pay-Less Shoes, Kent's, Otasco); Westland (Gibson's Discount & Drugs, Big Star).
Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hill's; Fred's; Kenwin Dress Shop; Cato's, Showbarn; Rebecca's.
Variety Stores-Gibson; General Store.
Discount Stores-Fred's; Wal-Mart; Kent's; Payless Shoes.
Chain Drug Store-Plz.; Rose; Gibson's Pharmacy; Harco.
Chain Supermarkets-Big Star; Kroger; Sunflower.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Smith & Byars; Otasco.

14 - NEWSPAPERS: DAILY TIMES LEADER (e) 3,743; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Carol Harris, Office Mgr., DAILY TIMES LEADER, 227 Court St.; PO Drawer 1176, West Point, MS 39773; Tel. (601) 494-1422.
National Representative: Papert Companies.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher
11 West 19th Street
New York, N.Y. 10011

MISSOURI SURVEYS

METROPOLITAN STATISTICAL AREAS

Columbia-Boone County.
Joplin-Jasper and Newton Counties.
Kansas City, MO-KS-Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, MO; Johnson, Leavenworth, Miami and Wyandotte Counties, KS
St. Joseph-Buchanan County.
St. Louis, MO-IL-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe, St. Clair Counties, IL
Springfield-Christian and Greene Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1987
Under 5 Years	371	354	365
5-14 Years	920	738	761
15-24 Years	785	907	934
25-44 Years	1,061	1,293	1,335
45-64 Years	982	977	1,011
65 and Over	559	648	670
TOTAL	4,678	4,917	5,076

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	903	1,073	2,009
General Mdse	2,227	2,777	4,169
Food	3,295	4,754	6,364
Automobiles	3,545	3,992	7,210
Gasoline Stations	1,497	2,228	2,345
Apparel	691	992	1,495
Furniture	658	780	1,488
Eat-Drink Places	1,321	1,986	3,154
Drugs	445	610	852
TOTAL SALES	15,920	21,655	31,943

BLUE SPRINGS

1 - LOCATION: Jackson County (In Kansas City, MO-KS MSA). E&P Map A-3. 20 mi. E of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-Bill Starr Trucking; all major carriers in Kansas City area.
Intercity Bus Lines-Metro Bus Lines.
Airlines-4 mi. from public airport with 3,808 ft. runway; all major airlines at Kansas City International Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,927; E&P 86 Est. 25,872
County 80 Cen. 629,180; E&P 86 Est. 628,115
MSA 80 Cen. 1,433,372; E&P 86 Est. 1,505,485

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,300; E&P 86 Est. 8,531
County 80 Cen. 242,053; E&P 86 Est. 253,517
MSA 80 Cen. 536,800; E&P 86 Est. 580,985

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$295,284,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 396,111

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Medicine 450; R.R. Electronics 450; Auto Parts 220; Consumer Goods 150; Metal Fab. 145; Cardboard Pkg. 100; Fiberglass Fab. 95; Stone Quarries 38.

10 - CLIMATE: Av. Temp.-July 88, Jan. 32

11 - TAP WATER: Municipal system.

12 - RETAILING: Principal Shopping Centers-Hwy. 7, Hwy. 40, Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Independence(135)	8	Sears, Dillard's, Jones Store
Kingsridge	NA	United Super
Blue Ridge Mall(87)	12	JCPenney, Mont. Ward, Jones
Country Club(16)	NA	Furniture Barn, Revco
White Oak Plz.(36)	NA	Sears, United Super

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Revco; Drug Depot; Osco.
Chain Supermarkets-Price Chopper; United Super; Food Barn.

14 - NEWSPAPERS: EXAMINER (e-mon to fri; m-sat) 4,673; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Pete Esser, Jr., Adv. Dir., EXAMINER, Vesper at Missouri 7, Blue Springs, MO 64015; Tel. (816) 229-9161.
National Representatives: Missouri Press Service; U.S. Suburban Press.

BOONVILLE

1 - LOCATION: Cooper County. County Seat. On I-70 & State Hwys. 40, 5, 87, 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70, Hwy. 5.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Southwestern Greyhound.
Airport-Jesse P. Viertel Memorial Airport, 1 mile.
River Port-Missouri River.

3 - POPULATION:
Corp. City 80 Cen. 6,959; E&P 86 Est. 6,848
County 80 Cen. 14,643; E&P 86 Est. 15,154
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,606; E&P 86 Est. 2,700
County 80 Cen. 5,382; E&P 86 Est. 5,841

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$84,325,000
Savings & Loan	2	$174,339,312

6 - PASSENGER AUTOS: County 7,305

7 - ELECTRIC METERS: Residence 2,583

8 - GAS METERS: Residence 2,244

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Elect. Appliances 250 ($255); Bakery 165 ($300); Fiberboard 65 ($255); Mobile Homes 75 ($255); Clothing Mfg. 93 ($200); Base Board Heaters 140 ($255).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 5 side street blocks.
Neighborhood Shopping Centers-Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection; Boone Village Shopping Center-south of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Franklin	3	IGA, United Super
North Boonville	1	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-Orschein's; Places; Dollar General; Wal-Mart.
Chain Supermarkets-IGA; Boonville United Super; Price Chopper.
Other Chain Stores-Western Auto; Rupp Automotive; Gerling's Parts Stop; Boonville Auto Parts (NAPA).

14 - NEWSPAPERS: NEWS & ADVERTISER (e-mon to fri) 3,574; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Scott Jackson, Sales Mgr., NEWS & ADVERTISER, E. 412 High St., Boonville, MO 65233; Tel. (816) 882-5335.
National Representative: Missouri Press Service.

BROOKFIELD

1 - LOCATION: Linn County. E&P Map B-2. 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 5,555; E&P 86 Est. 5,556
County 80 Cen. 15,495; E&P 86 Est. 15,642

4 - HOUSEHOLDS:
City 80 Cen. 2,423; E&P 86 Est. 2,474
County 80 Cen. 6,312; E&P 86 Est. 6,654

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$75,000,000

6 - PASSENGER AUTOS: County 8,384

7 - ELECTRIC METERS: Residence 2,129

8 - GAS METERS: Residence 1,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 100 ($200); Uniforms 150 (N.A.); Auto assemblies 100 (N.A.); Pharmaceutical Supplies 90 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-87; Summer 52-101; Fall 11-88; Winter-6-50. First killing frost, Nov. 8; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Drug, Discount, Dept. stores.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Discount Stores-Wal-Mart.
Chain Drug Stores-Mart's; Sam's Presciption Shop.
Chain Supermarkets-Cash Saver; IGA Foodliner; Howard's Market.

14 - NEWSPAPERS: NEWS-BULLETIN (e-mon to fri) 5,015; sworn Sept. 24, 1985.
Local Contact for Advertising and Merchandising Data: Noel A. Clark, Adv. Mgr., NEWS-BULLETIN, 107-109 N. Main, Brookfield, MO 64628; Tel. (816) 258-4237.
National Representative: None.

CAPE GIRARDEAU

1 - LOCATION: Cape Girardeau County, E&P Map D-4. Education, industrial and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound; Great Southern.
Airlines-Britt Air; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 34,361; E&P 86 Est. 34,526
CZ-ABC: (80) 34,361
RTZ-ABC: (80) 76,889
County 80 Cen. 58,837; E&P 86 Est. 61,784
City & RTZ-ABC: (80) 111,250

4 - HOUSEHOLDS:
City 80 Cen. 12,505; E&P 86 Est. 12,938
County 80 Cen. 20,968; E&P 86 Est. 22,891
CZ-ABC: (80) 12,505
RTZ-ABC: (80) 27,272
City & RTZ-ABC: (80) 39,777

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$393,579,000
Savings & Loan	3	$757,332,000

6 - PASSENGER AUTOS: County 31,528

7 - ELECTRIC METERS: Residence 15,455

8 - GAS METERS: Residence 10,622

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Garment 671; Trans. 1,291; Shoes 1,091; Cement Mfg. 183; Hospitals 2,100; Soft Drink Bottlers 80; Util. 225; Plastics 177; Constr. 1,665; Food Whse. 291; Paper 1,121; Elect. Signs 110; Printing 150; Steel 172; Furn. 50; Telephone 275; Whol. Hdwe. 186; University 9,000 students, 1,060 employees.
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 66-86; Fall 49-69; Winter 29-40. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-3 blocks on Main St., 10 on Broadway, 2 on Good Hope and 3 on Sprigg.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plz.(30)	5	Sears
West Pk. Mall(80)	7	Famous-Barr, JCPenney, Venture

Principal Shopping Days-Sat., Mon., Fri.
Stores Open Evenings-Mall stores 9:30 Mon. through Sat., Downtown until 8 on Thur., Town Plz. until 9 Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr; JCPenney; Sears.
Variety Stores-Woolworth.
Discount Stores-K mart; Wal-Mart; Venture.
Chain Supermarkets-Schnucks; National Del-Farms; IGA; Ward's Food Mart; Storey's Food Giant; Aldi's.
Other Chain Stores-Dollar General; Naturalizer; Footworks; Gallenkamp Shoes; Maurice's; Lerner's; Red Cross Shoe Store; Goodyear; Firestone; Radio Shack; So-Fro Fabrics; Camelot Music; Disc Jockey; Dimensions; Worth's; Orscheln's; Sherwin-Williams; 7-Eleven; Thom McAn; Kinney; Waldenbooks; Dreifus Jewelers.

14 - NEWSPAPERS: SOUTHEAST MISSOURIAN (e-mon to fri) 13,533; (S) 14,054; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Irvin Landewee, Adv. Dir., SOUTHEAST MISSOURIAN, 301 Broadway, Cape Girardeau, MO 63701; Tel. (314) 335-6611.
National Representative: Papert Companies.

CARROLLTON

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. Agric. ctr. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24, 65; State Hwy. 10.

2 - TRANSPORTATION: Railroads-Norfolk & Western; AT&SF.

3 - POPULATION:
Corp. City 80 Cen. 4,700; E&P 86 Est. 4,491
County 80 Cen. 12,131; E&P 86 Est. 11,537

4 - HOUSEHOLDS:
City 80 Cen. 1,986; E&P 86 Est. 1,898
County 80 Cen. 4,769; E&P 86 Est. 4,773

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$74,422,000
Savings & Loan	2	$20,710,000

6 - PASSENGER AUTOS: County 6,278

7 - ELECTRIC METERS: Residence 2,019

8 - GAS METERS: Residence 2,135

9 - PRINCIPAL INDUSTRIES: Frozen Dinners; Oil Refining; Sportswear; Quarry & Ready Mix; Portable Livestock Seeds; Hybrid Seeds; Printing, Pipelines; Feed & Grain Elevators.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nancy's Fashions; Minnis (Ladies'); Carl's Men's Wear; Dickson's Men's Clothing; Freeman Furniture; Carroll Furn.; Shirley's Boots & Shoes.
Discount Stores-Dollar General; Places.
Chain Drug Stores-Fellers; Main; Roseberry.
Chain Supermarkets-Faulk's Quality Mkt.; Walt's Warehouse Grocery; Harold's Market; Mulchs United; Super.
Other Chain Stores-A&B Hdwe.; Sears (catalog); Ace Hdwe.; Carrollton Lumber Co.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,400; sworn Oct. 1, 1986.
Local Contact for Advertising and Merchandising Data: Daryl DeVries, Pub., DEMOCRAT, Hwy 65 S., Carrollton, MO 64633; Tel. (816) 542-0881.
National Representative: Missouri Press Service.

CHILLICOTHE

1 - LOCATION: Livingston County, E&P Map B-2, County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, IL. On U.S. Hwys. 36, 65.

2 - TRANSPORTATION: Railroads-North Missouri Railroad Co.; Norfolk & Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,089; E&P 86 Est. 8,657
County 80 Cen. 15,739; E&P 86 Est. 15,700

4 - HOUSEHOLDS:
City 80 Cen. 3,678; E&P 86 Est. 3,561
County 80 Cen. 6,021; E&P 86 Est. 6,228

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$90,266,000
Savings & Loan	1	$24,300,000

6 - PASSENGER AUTOS: County 7,750

7 - ELECTRIC METERS: Residence 3,635

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gloves 450; Brick & Tile 75; Creamery 145; Air Cleaners 230; Truck Line 98; Tool & Dye 10.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.
Neighborhood Shopping Centers-6 blocks on South Washington; 11 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center(11)	NA	Place's
Southtown(9)	NA	Craig's United Super
Walnut Shpg. Ctr.	NA	Aldi, McDonald's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Wal-Mart.
Variety Stores-Matco.
Discount Stores-Orscheln Farm & Home Supply; Westlake Ace Hardware; Wal-Mart; Dollar General.
Chain Supermarkets-United Super; HyVee; Aldi's.

14 - NEWSPAPERS: CONSTITUTION-TRIBUNE (e-mon to fri) 5,787; sworn Oct. 9, 1985.
Local Contact for Advertising and Merchandising Data: Chris Cox, Natl. Adv. Mgr., CONSTITUTION-TRIBUNE, 818 Washington St., Chillicothe, MO 64601; Tel. (816) 646-2411.
National Representatives: Missouri Press Service; Landon Associates.

CLINTON

1 - LOCATION: Henry County, E&P Map B-3, County Seat. Shipping ctr. for 3-county agric., mining, industrial and tourism area 85 mi. from Kansas City; 95 mi. from Springfield.

2 - TRANSPORTATION: Railroads-Frisco Missouri-Kansas-Texas.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 8,366; E&P 86 Est. 8,614
County 80 Cen. 19,672; E&P 86 Est. 19,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,431; E&P 86 Est. 3,463
County 80 Cen. 7,763; E&P 86 Est. 8,066

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$145,897,497
Savings & Loan	2	$128,000,000

6 - PASSENGER AUTOS: County 11,320

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,302

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Garments 121; Fireworks 25; Punch Press Mfg. 32; Coal Mining 119; Cheese 445; Power Plant 161; Caskets 3; Can Openers, Blenders, Washing Machines 370; Screen Printing 14.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING: Principal Shopping Center-Town Square on 20 Sts.
Neighborhood Shopping Centers-2nd S., Hwy. 13; Jct. Hwy. 7; Plaza; Truman Lake Mall; Cedar Woods; Eastgate; Clinton Corners; Harmon Gaines.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney.
Variety Stores-Variety Discount.
Discount Stores-Sam's; Wal-Mart; Dollar General.
Chain Drug Stores-Kroisier; Rexall; Drugs Plus.
Chain Supermarkets-Safeway; Plaza United; Food-4-Less; Consumer's; Aldi's.
Other Chain Stores-Sherwin-Williams Paint; Adventureland Video; Coast-to-Coast; McDonald's; Wendy's; Hardee's; Pizza Hut.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 4,150; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Kathy Miles, Adv. Mgr., DEMOCRAT, 212 S. Washington St.; PO Box 586, Clinton, MO 64735; Tel. (816) 885-2281.
National Representative: Missouri Press Service.

COLUMBIA

1 - LOCATION: Boone County (MSA), E&P Map B-3. Part of state educational center; on U.S. Hwys. 40, 63, I-70.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Missouri Transit; Transcontinental; Kincaid.
Motor Freight Carriers-10.
Airlines-Ozark; Air Midwest; Brit; Resort Air; (Columbia Regional Airport).

3 - POPULATION:
Corp. City 80 Cen. 62,061; E&P 86 Est. 61,657
NDM-ABC: (80) 100,376
County/MSA 80 Cen. 100,376; E&P 86 Est. 108,926
Demographic information available from The Columbia Missourian. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,452; E&P 86 Est. 22,165
County/MSA 80 Cen. 35,296; E&P 86 Est. 40,031
NDM-ABC: (80) 35,296

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$515,410,000
Savings & Loan	6	$420,123,647

6 - PASSENGER AUTOS: County 55,230

7 - ELECTRIC METERS: Res. & Bus. 24,000

8 - GAS METERS: Res. & Bus. 22,231

9 - PRINCIPAL INDUSTRIES: Insurance Home Office 1,000 Emp.; Educ. (2 colleges, state university); Mfg.; Printing; Toasters & Toaster Ovens; Air Filters; Elect.; Medical (7 hospitals); Car Seats; Chem. Prods.; Visual/Electronic Prods.

10 - CLIMATE: Min. Temp.-Jan. 21; Max. Temp.-July 87.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.
Shopping Centers (No. of Stores): Biscayne Mall (40); Broadway (18); Columbia Plaza (7); Eastgate Plaza (7); Forum (14); K mart (7); Parkade Plaza (30); North County Shopping Center (10); North Providence (5); Temple Stephens (7); Crossroads West (25); Whitegate (6); Columbia Mall (100); Rock Bridge Center (17); Village South (13); Green Meadows (7).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Thur.; food & shopping centers every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Goldes; Sears; Roth's; Montgomery Ward; Dillards.
Discount Stores-K mart; Skagg's; Wal-Mart 3; Target.

Chain Drug Stores-D&H 3; Skagg's; SupeRx.
Chain Supermarkets-Nowells 3; IGA; Gerbes 2; Schnuck's; Price Chopper; 7-Eleven; Colonial 3; Casey's 3; Food Barn; Columbia AF Super; Aldis; Shop 'N Save; Temple Stephens; Sarah's Country Store.
Other Chain Stores-Firestone; Midwest Auto; Goodyear; Zale's Jewelers; Sherwin-Williams; Cook Paint; Sutherland Lumber.

14 - NEWSPAPERS: MISSOURIAN (m-tues to sat; S) 5,169; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Tom Turner, Adv. Mgr., MISSOURIAN, 301 S. Ninth St., Columbia, MO 65201; Tel. (314) 442-3161.
National Representative: Missouri Press Service.
TRIBUNE (e-mon to fri) 17,262; (m-sat) 16,532; (S) 20,720; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Debbie Devlin, Adv. Mktg. Dir., TRIBUNE, 4th & Walnut Sts.; PO Box 798, Columbia, MO 65205; Tel. (314) 449-3811.
National Representative: Papert Companies.

CRYSTAL CITY

See FESTUS

DEXTER

1 - LOCATION: Stoddard County, E&P Map D-4. Manufacturing & agricultural area; 40 mi. S of Cape. On U.S. Hwy. 60; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Missouri Pacific; St. Louis-Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airlines-Ozark at Cape Girardeau (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 7,043; E&P 86 Est. 7,403
County 80 Cen. 29,009; E&P 86 Est. 29,853

4 - HOUSEHOLDS:
City 80 Cen. 2,885; E&P 86 Est. 3,059
County 80 Cen. 10,694; E&P 86 Est. 11,532

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$110,000,000
Commercial	2	$56,000,000

6 - PASSENGER AUTOS: County 14,067

7 - ELECTRIC METERS: Residence 3,950

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoes 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1; last killing frost, Mar 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks W. of main business district (17 stores). Also Town & Country Shopping Ctr.-7 stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Fred's.
Discount Stores-Wal-Mart; Discount City; Dollar General.
Variety Stores-Ben Franklin.
Chain Supermarkets-Rebel Mkt.; IGA; Town & Country; Piggly Wiggly.
Other Chain Stores-Orschelen Farm Supply; Western Auto; Stovall's.

14 - NEWSPAPERS: STATESMAN (e-mon to fri) 5,040; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Sherm Smith, Natl. Adv. Mgr., STATESMAN, 200 W. Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
National Representatives: Landon Associates; Missouri Press Service; American Newspaper Representatives.

EXCELSIOR SPRINGS

1 - LOCATION: Clay County (In Kansas City, MO-KS PMSA). E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2 - TRANSPORTATION: Railroads-Milwaukee CR&P.
Motor Freight Carriers- 4.

3 - POPULATION:
Corp. City 80 Cen. 10,424; E&P 86 Est. 10,835
PMSA 80 Cen. 1,433,372; E&P 86 Est. 1,505,485
County 80 Cen. 136,488; E&P 86 Est. 141,661

4 - HOUSEHOLDS:
City 80 Cen. 3,798; E&P 86 Est. 4,412
County 80 Cen. 49,743; E&P 86 Est. 54,078
PMSA 80 Cen. 344,092; E&P 86 Est. 580,965

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$100,000,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 95,796

7 - ELECTRIC METERS: Residence 3,731

8 - GAS METERS: Residence 3,712

9 - PRINCIPAL INDUSTRIES: Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N. Jesse James.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crown Hill(19)	NA	Price Shopper
"Y"(21)	NA	Food Barn
Bob's IGA Shpg. Ctr. (15)	NA	IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Flanders; JCPenney; Sears; Ruth Kings; Style Shop; John Lewis.
Variety Stores-Wal-Mart; Dollar General; Sears.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-IGA; Thriftway; Safeway; Price Shopper; Food Barn.
Other Chain Stores-Coast-to-Coast; Sentry Hardware; HWI Hardware.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 2,754; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Molly Martin, Sales Mgr., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-3147.
National Representative: None.

FESTUS-CRYSTAL CITY

1 - LOCATION: Jefferson County, E&P Map C-3 (In St. Louis, MO-IL MSA). 35 mi. S of St. Louis. On State Hwys. 61 and 67; I-55.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific.
Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3
Airport-2,200 ft. paved & lighted.

3 - POPULATION:
Corp. Cities 80 Cen. 11,147; E&P 86 Est. 9,940
Festus 80 Cen. 7,574; E&P 86 Est. 6,886
Crystal City 80 Cen. 3,573; E&P 86 Est. 3,054
MSA 80 Cen. 2,375,814; E&P 86 Est. 2,400,882
County 80 Cen. 146,814; E&P 86 Est. 158,168
Note: Festus and Crystal City are divided only by a street in business section.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,132; E&P 86 Est. 3,733
Festus 80 Cen. 2,756; E&P 86 Est. 2,524
Crystal City 80 Cen. 1,376; E&P 86 Est. 1,209
County 80 Cen. 47,385; E&P 86 Est. 53,206
MSA 80 Cen. 844,814; E&P 86 Est. 887,148

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$160,001,000

6 - PASSENGER AUTOS: County 87,617

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Glassware; Nuclear Fuel; Chem.; Lead Smelter; Can Mfg.; Bottle Mfg.

10 - CLIMATE: Min. & Max. Av. Temp.-Summer 82-92; Fall 65-85; Winter 0-25.

11 - TAP WATER: Wells; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Shopping Area-2 blocks on Bailey Rd. (Crystal City), and 6 blocks on Main St. (Festus).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Industrial Court	2	Kroger, Gasen's
Twin City Mall(25)		Venture, National Foods, Golde's Dept.
Gannon's Ctr.	1	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat. & day on Sun. at nearby shopping centers; downtown open 9:00 a.m. to 5:30 p.m. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Golde's; Venture; Wal-Mart.
Chain Supermarkets-Kroger; National; Mountford's; Bi-Rite.
Other Stores-Gasen's Drug; Glaser-Medicare Drug; Dollar General; Fashion Gal/Kingscourt; Payless Shoes; Colonel Day's; Wabash-Goodyear Tires; Western Auto; Radio Shack; Auto Shack; Midas Muffler; Sears (catalog).

14 - NEWSPAPERS: NEWS DEMOCRAT (m-mon to fri) 5,881; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Roger Reinhart, Pub., NEWS DEMOCRAT, 3 Industrial Drive, Festus, MO 63028; Tel. (314) 937-9811.
National Representative: American Newspaper Representatives; Hearst Advertising Service.

FLAT RIVER

1 - LOCATION: St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-Missouri Illinois.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,443; E&P 86 Est. 4,251
CZ-ABC: (80) 11,293
RTZ-ABC: (80) 25,669
County 80 Cen. 42,600; E&P 86 Est. 45,015
City & RTZ-ABC: (80) 36,962

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,733; E&P 86 Est. 1,709
CZ-ABC: (80) 4,265
RTZ-ABC: (80) 9,058
County 80 Cen. 15,189; E&P 86 Est. 16,807
City & RTZ-ABC: (80) 13,323

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$150,000,000
Commercial	6	$148,827,000

6 - PASSENGER AUTOS: County 24,069

7 - ELECTRIC METERS: County 18,388

8 - GAS METERS: County 9,396

9 - PRINCIPAL INDUSTRIES: County-Shoe Mfg.; Clothing; Precision Machine Parts; Furn.; Pre-Fab Homes; Electronics Mfg.; Glass Mfg.; State Hospital; Regional Postal Ctr.; State Employment Office; Regional Social Security Office; Candy Factory; Mushroom Cannery.

10 - CLIMATE: Min & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - Retailing: Shopping Center-Plaza (10 stores); Mineral Area (8 stores).

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Golde's.
Discount Stores-Wal-Mart.
Chain Drug Stores-Ragan Rexall; Medicate; Wal-Mart.
Chain Supermarkets-IGA 4; Kroger; Tom-Boy; Aldi's; Karsch's; Town & Country.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,004; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Weir, Pub., JOURNAL, 1513 Saint Joe Dr., Flat River, MO 63601; Tel. (314) 431-2010
National Representative: Scripps League Newspapers.

FULTON

1 - LOCATION: Callaway County, E&P Map C-3, County Seat. Agricultural, educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and I-70 (7 mi. N).

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-4.
Intercity Bus Lines-Northeast Missouri; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,046; E&P 86 Est. 9,515
County 80 Cen. 32,252; E&P 86 Est. 33,721

4 - HOUSEHOLDS:
City 80 Cen. 3,468; E&P 86 Est. 3,014
County 80 Cen. 10,658; E&P 86 Est. 11,683

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$15,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 15,824

7 - ELECTRIC METERS: Residence 3,473

8 - GAS METERS: Residence 3,004

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 100; Farm Mach. 120; Printing 100; State Ment. Hosp. 500; 2 Colleges; Nuclear Power Plant 1,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 62-100; Fall 41-63; Winter -13-42.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briggs Wal-Mart(3)	NA	IGA, Wal-Mart
Winston Plz.(5)	NA	K mart, Gerbes

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Some grocery; drug; hdwe. & rel.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Blattner's.
Variety Stores-V&S.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Save-A-Lot; Gerbes; Briggs IGA; Aldi's.
Other Chain Stores-Westlakes; Orschelin; True Value Hardware.

14 - NEWSPAPERS: SUN (m-tues to sat; S) 4,736; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Mary Van Orden, Adv. Mgr., SUN, 5th and Ravine, Fulton, MO 65251; Tel. (314) 642-7272.
National Representatives: Papert Companies; Missouri Press Service.

HANNIBAL

1 - LOCATION: Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Mid-American.

3 - POPULATION:
Corp. City 80 Cen. 18,811; E&P 86 Est. 19,779
CZ-ABC: (80) 18,941
RTZ-ABC: (80) 78,820
Counties 80 Cen. 37,549; E&P 86 Est. 39,271
Marion 80 Cen. 28,638; E&P 86 Est. 30,371
Ralls 80 Cen. 8,911; E&P 86 Est. 8,900
City & RTZ-ABC: (80) 97,761

4 - HOUSEHOLDS:
City 80 Cen. 7,164; E&P 86 Est. 7,840
CZ-ABC: (80) 7,164
RTZ-ABC: (80) 29,401
Counties 80 Cen. 13,879; E&P 86 Est. 15,216
Marion 80 Cen. 10,696; E&P 86 Est. 11,847
Ralls 80 Cen. 3,183; E&P 86 Est. 3,369
City & RTZ-ABC: (80) 36,565

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$142,404,000
Savings & Loan	7	$5,488,696,000

6 - PASSENGER AUTOS: Counties: Marion 14,902; Ralls 3,369

7 - ELECTRIC METERS: Residence 7,143

8 - GAS METERS: Residence 7,152

9 - PRINCIPAL INDUSTRIES: Industry-Food, Dairy & Bev.; Bldg. Matls.; Mach. & Tools; Shoes; Furnaces & Metal Stamping; Cement; Agric. Chem.; Heating Element Mfg.; Canning; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14; last killing frost, Apr 13.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers-South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores including Wal-Mart, Westlakes, JCPenney, Kroger's); Steamboat Bend Center (TG&Y Family Center, IGA).

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Dollar General; JCPenney.
Variety Stores-TG&Y.
Discount Stores-K mart; TG&Y; Wal-Mart.
Chain Drug Stores-SupeRx; Best Buy.
Chain Supermarkets-Kroger's; Natl. Food; Hy-Klas 3; Aldi; Food-For-Less.
Other Chain Stores-Sears (catalog); Chanen Auto; Westlake Hardware; Autowise; Christa Rentals.

14 - NEWSPAPERS: COURIER-POST (e) 11,753; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Smith, Sales Mgr.; Lawrence E. Weill, Ed./Gen. Mgr., COURIER-POST, 200 N. Third St., Hannibal, MO 63401; Tel. (314) 221-2800.
National Representatives: Papert Companies; Missouri Press Service.

INDEPENDENCE

1 - LOCATION: Jackson County, (In Kansas City, MO-KS MSA). E&P Map A-3, County Seat. Joins Kansas City on East.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; GM&O; Kansas City Southern; Illinois Central/Golf; Amtrak.
Intercity Bus Lines-K. C.; Greyhound.
Motor Freight Carriers-154.
Airlines-TWA; Continental; Central; Ozark; Delta; C&S; United; Eastern; Braniff; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 111,806; E&P 86 Est. 111,569
MSA 80 Cen. 1,433,372; E&P 86 Est. 1,505,485
County 80 Cen. 629,180; E&P 86 Est. 628,115

4 - HOUSEHOLDS:
City 80 Cen. 42,429; E&P 86 Est. 43,002
County 80 Cen. 242,053; E&P 86 Est. 253,517
MSA 80 Cen. 536,800; E&P 86 Est. 580,985

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$421,000,000
Savings & Loan	7	$2,100,000,000

6 - PASSENGER AUTOS: County 396,111

7 - ELECTRIC METERS: Residence 41,429

8 - GAS METERS: Residence 39,000

9 - PRINCIPAL INDUSTRIES: City Zone-Steel Prods.; Furn.; Bedding; Chem.; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Mach.; Ice Cream; Pop; Asphalt; Jet Fuel; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dyes; Plastics; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum & Fiberglass Awnings; Agricultural Lime; Liquid Nitrogen; Custom Software; Indust. Trucks; Playing Cards; Concrete Forms & Pipe; Drive Shafts; Rail Spikes; Meat Proc.; Rock Phosphate; Potash; Religious Books; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; Dairy Equip.; Salad Oil; Electronic Equip.; Cement; Plastics; Printing & Pub.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-100; Fall 30-60; Winter -15-45. First killing frost, Oct. 25; last killing frost, Apr. 21

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Shopping Centers-(Distance from Shopping District): Englewood, 1 mi.; Fairmont, 4 mi.; Maywood, 2 mi.; Blue Ridge, 4 mi.; Independence Center, 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alton Plaza(4)	NA	Thriftway, TG&Y
Chrisman Plz.(12)	NA	Save Mart, TG&Y
Susquehanna(12)	NA	Coast-to-Coast, United Super, Ben Franklin
Gaslight Sq.(15)	NA	Fashion Gal, Robinsons, United Super
Hi Way 24(11)	NA	Thriftway, Dollar General
Hub Regional(10)	NA	
Independence(120)	NA	Dillard's, Jones, Sears
Noland Plaza(9)	NA	Uniroyal, World Radio
Noland South	NA	Children's Palace, Payless Cashways, Clothworld
Plaza 71(11)	NA	Radio Shack, Drug Emporium
Sterling View	NA	Food Barn
39th & Noland(11)	NA	Marshalls, Venture
Independence Corners(7)	NA	Price Chopper, Revco

Principal Shopping Days-Mon., Tues., Fri., Sat.
Stores Open Evenings-Tues., Fri.; Shopping Centers, some 2 nights; some 6.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Dillard's; Jones Store; Walton's Wholesale Club.
Discount Stores-K mart; Venture.
Variety Stores-Woolworth; TG&Y 3; Ben Franklin 2.
Chain Drug Stores-K mart; Revco 3; Osco 3.
Chain Supermarkets-Food Barn 2; Milgram; U.S. Supers 5; Thriftway 2; Price Chopper 2; Save Mart 2; Food Barn; Mr. B's.
Other Chain Stores-J.C. Sloan; Children's Palace; Western Auto; Hancock Fabrics; Levitz Furniture; Payless Shoes; Davis Paint; Goodrich; Uniroyal; Sutherland's P.

14 - NEWSPAPERS: EXAMINER (e-mon to fri; m-sat) 20,644; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Pete Esser, Jr., Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64051; Tel. (816) 254-8600.
National Representatives: Missouri Press Service; U.S. Suburban Press.

JEFFERSON CITY

1 - LOCATION: Cole County, E&P Map B-3. State Capital, County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army). 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

2 - TRANSPORTATION: Railroads-Missouri Pacific; MO-KS-TX; Amtrak.
Water-River Barge Line; Federal Barge; Adrian Dock.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Transit; Continental Trailways.
Airlines-Ozark Air Midwest; TW Express; Britt; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 33,619; E&P 86 Est. 34,020
CZ-ABC: (80) 43,723
RTZ-ABC: (80) 110,119
County 80 Cen. 56,663; E&P 86 Est. 62,953
City & RTZ-ABC: (80) 153,842

4 - HOUSEHOLDS:
City 80 Cen. 12,639; E&P 86 Est. 13,531
County 80 Cen. 19,781; E&P 86 Est. 23,037
CZ-ABC: (80) 15,837
RTZ-ABC: (80) 38,252
City & RTZ-ABC: (80) 54,089

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$390,130,000
Commercial	4	$789,204,000

6 - PASSENGER AUTOS: County 34,820

7 - ELECTRIC METERS: City Res. 15,815

8 - GAS METERS: City Res. 10,963

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage-N.A.)-Shoes 600; Printing & Bookbinding 357; State Gov't 13,000; Cosmetics 1,000; Warehousing 100; Elect. Assembly 1,201; Shoe Distribution 200; Automotive Seating 120; Heavy Duty Radiators 150; Magazine Distribution 400; Mfg. of Washer Parts 100.
Principal Pay Days-28th to 30th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 60-100; Fall 38-80; Winter 10-60. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Capital & Downtown Malls 4 blocks on High St., east and west, with one block off High St., north and south.
Neighborhood Shopping Centers-Missouri Blvd., East High St.; Hwy. 50 West; Hwy. 50 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Mall(63)	5	Golde's, Sears, JCPenney, Dillard's
Southwest Plaza(4)	3	IGA, Mont. Ward
Mart Center(12)	3	Wal-Mart, Food 4 Less
K mart Center	3	K mart, Price Chopper
Apache Flats	6	Home of Bargains

Stores Open Sundays-Food; Drug; Retail.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Herman's; Golde's; Sears.
Discount Stores-House of Bargains; Wal-Mart; K mart.
Chain Drug Stores-Super D; Medicare Glaser.
Chain Supermarkets-IGA 2; Safeway; Gerbes 2; Aldi Benner; HyVee; Food 4 Less; Price Chopper.

14 - NEWSPAPERS: CAPITAL NEWS (m-tues to sat) 4,175; POST-TRIBUNE (e-mon to fri) 17,620; NEWS and TRIBUNE (S) 23,603; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roger Connell, CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65102; Tel. (314) 636-3131.
National Representative: Papert Companies.

JOPLIN

1 - LOCATION: Jasper and Newton Counties (MSA). E&P Map A-4. Industrial, agricultural, recreational, distributional and chemical center.

2 - TRANSPORTATION: Railroads-KCS; Missouri Pacific; Burlington Northern.
Motor Freight Carriers-120.
Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Air Midwest; Resort Air; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 39,023; E&P 86 Est. 38,732
CZ-ABC: (80) 60,603
RTZ-ABC: (80) 201,674
Counties/MSA 80 Cen. 127,513; E&P 86 Est. 135,416
Jasper 80 Cen. 86,958; E&P 86 Est. 91,405
Newton 80 Cen. 40,555; E&P 86 Est. 44,011
City & RTZ-ABC: (80) 262,277
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,045; E&P 86 Est. 16,769
Counties/MSA 80 Cen. 48,436; E&P 86 Est. 53,804
Jasper 80 Cen. 33,560; E&P 86 Est. 36,875
Newton 80 Cen. 14,876; E&P 86 Est. 16,929
CZ-ABC: (80) 24,127
RTZ-ABC: (80) 75,078
City & RTZ-ABC: (80) 99,205

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$170,171,960
Commercial	6	$363,083,033

6 - PASSENGER AUTOS: Counties-Jasper 51,464; Newton 23,167

7 - ELECTRIC METERS: Residence 24,143

8 - GAS METERS: Residence 17,481

9 - PRINCIPAL INDUSTRIES: Steel Castings; Leather Goods; Hydraulic Pumps; Electronics; Explosives; Chem.; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equip.; Feed Mills; Earth Crushers; Store Fixt.; Furn.; Roofing; Creosoted Prods.; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furn.; Bearings; Offset Printing Presses.
Principal Industrial Pay Days-Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 20; last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main and Joplin Sts.
Neighborhood Shopping Centers-S. Joplin and 20th to 30th on Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Aire	4	Cloth World
East-Gate(4)	3	Wal-Mart
Eastmoreland	1	Sears
North Park(79)	3	JCPenney, Newman, Mont. Ward, Famous Barr, Venture
Wal-Mart Ctr. W.	3	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Newman's; Sears; JCPenney; Montgomery Ward; Famous Barr.
Discount Stores-May's City 2; Wal-Mart 3; K mart; Venture.
Chain Drug Stores-Walgreens.
Chain Supermarkets-IGA Thriftway 2; Consumers 3; Dillon's; Skaggs Alpha Beta.

14 - NEWSPAPERS: GLOBE (m) 38,090; (S) 44,372; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Terri Heckmaster, Ret. Adv. Mgr., GLOBE, 117 East 4th St., Joplin, MO 64801; Tel. (417) 623-3480.
National Representative: Branham/Newspaper Sales.

KANSAS CITY

1 - LOCATION: Jackson County E&P Map A-3 (In Kansas City, MO-KS MSA). On Missouri and Kansas border at junction of Kansas and Missouri Rivers.

2 - TRANSPORTATION. Railroads-11 Trunklines serving Kansas City, including Santa Fe, Burlington Northern, Illinois Central Gulf, Norfolk Southern and Union Pacific.
Motor Freight Carriers-254.
Freight Steamship Lines-3.
Interstate Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Trans World; Ozark; Continental; United; Delta; Frontier; Midway; Republic; Eastern; ...r-ican; Northwest; Southwest; USAir; Braniff; Western.

3 - POPULATION:
Corp. City 80 Cen. 448,159; E&P 86 Est. 422,918
CZ-ABC: (80) 1,175,637
RTZ-ABC: (80) 586,457
County 80 Cen. 629,180; E&P 86 Est. 628,115
MSA 80 Cen. 1,433,372; E&P 86 Est. 1,505,485
City & RTZ-ABC: (80) 1,762,094
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 175,227; E&P 86 Est. 175,773
County 80 Cen. 242,053; E&P 86 Est. 253,517
MSA 80 Cen. 536,800; E&P 86 Est. 580,985
CZ-ABC: (80) 442,066
RTZ-ABC: (80) 206,151
City & RTZ-ABC: (80) 648,217

5 - BANKS	NUMBER	EST. DEP.
Commercial	115	$7,340,000,000
Savings & Loan	27	$2,810,000,000

6 - PASSENGER AUTOS: County 396,111

7 - ELECTRIC METERS: 500,000

8 - GAS METERS: PMSA 400,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 118,700 ($440); Durable Goods 67,700 ($471); Lumber & Furn. 3,400 ($265); Stone, Clay & Glass Prods. 4,200 ($420); Primary Metal Ind. 3,600 ($393); Fab. Metal Prods. 9,400 ($386); Mach. except Elect. 7,600 ($409); Elect. Equip. & Supplies 20,100 ($418); Trans. Equip. 15,500 ($684); Motor Vehicles & Equip. 15,200 ($690); Other Durable Goods 4,000 ($248); Non-Durable Goods 51,000 ($388); Food & Kindred Prods. 9,300 ($418); Apparel & Textile Prods. 2,500 ($189); Paper & Allied Prods. 5,700 ($427); Printing & Pub. 19,800 ($405); Chem. & Allied Prods. 8,800 ($418); Petroleum & Coal Prods. 600 ($453); Other Non-Durable Goods 4,300 ($302).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.
Shopping Centers-Neighborhood 131; Regional 11; Community 38.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department & Food nightly; stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Halls; JCPenney; Jones; Montgomery Ward; Saks Fifth Avenue; Sears; Dillard's.
Discount Stores-Half Price Store; K mart; Service Merchandise; Venture; Dolgin's; Richman Gordman; Wal-Mart.
Variety Stores-Ben Franklin; TG&Y.
Chain Drug Stores-Revco 28; Osco 18; Treasury 11; Bruce Smith 3.
Chain Supermarkets-Aldi 6; Bob's IGA 8; Food Barn 20; Food-For-Less 3; Hen House 2; Justrite 3; Milgram 4; Payless 4; Price Chopper 11; Safeway 18; Savemart 18; Thriftway 28; United Super 38.

14 - NEWSPAPERS: TIMES (m) 277,051; STAR (e-mon to fri) 226,895; STAR (S) 402,261; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael Tully, STAR & TIMES, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4156.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

KENNETT

1 - LOCATION: Dunklin County, E&P Map D-5, County Seat. Heart of rich agricultural area. 100 mi. NW of Memphis; 225 mi. SW of St. Louis; 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-Film Trans.; Inman; Jones; American; Elfrink.
Intercity Bus Lines-Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,145; E&P 86 Est. 9,714
County 80 Cen. 36,324; E&P 86 Est. 36,343

4 - HOUSEHOLDS:
City 80 Cen. 4,024; E&P 86 Est. 3,864
County 80 Cen. 13,588; E&P 86 Est. 14,184

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$243,790,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 16,408

7 - ELECTRIC METERS: Residence 4,024

8 - GAS METERS: Residence 3,872

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 1,100 ($160); Elv. 340 (N.A.); Auto Equip. 150 (N.A.); Printing 200 ($175).

10 - CLIMATE: Mean Temp.-Jan. 38; Apr. 60; July 80; Oct. 64.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-8 blocks on Court Square; 3 blocks S; 2 blocks W; 9 blocks E; 2 blocks N.
Shopping Areas-8 blocks Hwy. 25 N.; 11 E. on Hwy. 412; 10 W. on Hwy. 84; 5 blocks on S. By-Pass.

13 - RETAIL OUTLETS: Department Stores-James Kahn; JCPenney; Wilcoxson's; Sears (catalog); Smith's; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward; Something Special; Fabric Shop; Little Caboose; Heritage; Jackson Shoes.
Discount Stores-Riggs Supply; Wal-Mart; Lambertson's; Alco; Fred's; K mart.
Chain Supermarkets-Gowan's Foods; Safeway; Parr's; Kroger.
Other Chain Stores-Firestone; Goodyear; Barton Lumber Co.; Revco Drug; Sonic; True Value; Parts Plus.

14 - NEWSPAPERS: DUNKLIN DEMOCRAT (e) 7,420; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT, 212-4 N. Main St., Kennett, MO 63857; Tel. (314) 888-4500.
National Representative: Landon Associates.

KIRKSVILLE

1 - LOCATION: Adair County, E&P Map B-2, County Seat. Residential; 200 mi. NW of St. Louis; On U.S. Hwy. 63; State 6, 11.

2 - TRANSPORTATION: Railroads-Norfolk-Western; AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Missouri Transit.
Airlines-Green Hills.

3 - POPULATION:
Corp. City 80 Cen. 17,167; E&P 86 Est. 17,856
County 80 Cen. 24,870; E&P 86 Est. 25,895

4 - HOUSEHOLDS:
City 80 Cen. 6,264; E&P 86 Est. 6,414
County 80 Cen. 8,947; E&P 86 Est. 9,398

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$152,700,000
Savings & Loan	2	$113,108,000
Federal Land Bank	1	N.A.

6 - PASSENGER AUTOS: County 10,464

7 - ELECTRIC METERS: County 9,000

8 - GAS METERS: County 6,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hourly Wage)-Plastics 550 ($5.05); Concrete 100 ($5.00); Bus. Forms 260 ($5.31); Shoes 600 ($4.53); Hospitals 1,250 ($7.10); Colleges 1,700 ($6.85).
Principal Industrial Pay Days-Fri., 15th & last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-90; Summer 41-98; Fall -5-80; Winter -13-65. First killing frost, Oct. 13; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Centers-Central Business District (25 stores); Lincoln Square Shops (6 stores-Dollar General, Sears); Hwy. 63 South (Wal-Mart, JCPenney).
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Places; Dollar General.
Discount Stores-Pamida; Wal-Mart; K mart.
Chain Drug Stores-Mont; Rexall Associate.
Chain Supermarkets-IGA Foodliner 10; Hy-Vee; Cash Saver; Easter's; Foodbarn; Safeway.
Other Chain Stores-Western Auto; Farm & City Supply; Midwest Auto; West Lake; True Value Hdwe.

14 - NEWSPAPERS: EXPRESS & NEWS (e-mon to fri) 9,480; (S) 9,940; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS, 110 E. McPherson St., Kirksville, MO 63501; Tel. (816) 665-2808.
National Representative: Missouri Press Service.

LEBANON

1 - LOCATION: Laclede County, E&P Map B-4, County Seat. Dairy, agricultural & resort center. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On I-44; State 5, 32, 64.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Mo. Transit; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,507; E&P 86 Est. 10,098
County 80 Cen. 24,323; E&P 86 Est. 27,281

4 - HOUSEHOLDS:
City 80 Cen. 3,965; E&P 86 Est. 4,349
County 80 Cen. 9,023; E&P 86 Est. 10,551

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$180,018,925

6 - PASSENGER AUTOS: County 13,666

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prods. 240 (N.A.); Furn. 65 ($150); Milk Plant 115 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southdale	1	Wal-Mart
Interstate(14)	NA	Consumers Mkt.
Jefferson Isle(13)	NA	Otasco
South Hwy.(5)	NA	K mart
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Scott's Clothing; Downtown Lebanon; Haydon's; Jim 'N I.
Variety Stores-Anthony's; Bill's Farm & Home; Otasco; O'Neils.
Discount Stores-Wal-Mart; Consumers Family Center; K mart.
Chain Drug Stores-Medicare; Wal-Mart.
Chain Supermarkets-IGA Foodliner; Consumer's; M.F.A. Exchange; Ramey's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,760; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Beth Edwards, Gen. Mgr., RECORD, 290 S. Madison; PO Box 192, Lebanon, MO 65536; Tel. (417) 532-9131.
National Representative: Missouri Press Service.

MACON

1 - LOCATION: Macon County, E&P Map B-2, County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36, 63.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Missouri Transit; Continental Trailways; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,680; E&P 86 Est. 6,077
County 80 Cen. 16,313; E&P 86 Est. 17,331
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,348; E&P 86 Est. 2,533
County 80 Cen. 6,386; E&P 86 Est. 7,140

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$2,480,961,913
Commercial	5	$100,892,000

6 - PASSENGER AUTOS: County 8,547

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning 450 ($250); Elect. Appliances 650 ($225); Screw Machine Prods. 21 ($250); Mining 200 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Center-Macon Plz.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Places; Dollar General; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Miller's (Rexall).
Chain Supermarkets-Prenger's IGA; Consumers Mkt.; Super Valu.
Other Chain Stores-Sears (catalog); Orscheln's; Westlakes.

14 - NEWSPAPERS: CHRONICLE-HERALD (e-mon to fri) 3,833; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Evelyn Brown, Adv. Dir., CHRONICLE-HERALD, 217 W Bourke St., Macon, MO 63552; Tel. (816) 385-3121.
National Representatives: Landon Associates; Missouri Press Service.

MARSHALL

1 - LOCATION: Saline County, E&P Map B-2, County Seat. 80 mi. E of Kansas City; 190 mi. W of St. Louis on Hwys. 65, 240 and 41.

2 - TRANSPORTATION: Railroads-I.C.G.; Missouri Pacific.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 12,781; E&P 86 Est. 13,211
County 80 Cen. 24,919; E&P 86 Est. 24,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,729; E&P 86 Est. 4,999
County 80 Cen. 9,363; E&P 86 Est. 9,802

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$154,000,000
(Saline County; 3 in Marshall)		
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 12,884

7 - ELECTRIC METERS: Residence 6,844

8 - GAS METERS: Residence 5,800

9 - PRINCIPAL INDUSTRIES: Shoe Factory; Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prods.; Precast Concrete Building Panels; Welding Works; Hog Proc.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft, treated; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Mall	NA	Wal-Mart
Marshall Plaza	NA	Safeway, Payless

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.
Discount Stores-Sam's Bargain Town; Wal-Mart.
Chain Supermarkets-IGA 2; Food Barn; Consumers.
Other Chain Stores-Sears; Firestone; Goodyear; Gamble's; Payless Shoes.

14 - NEWSPAPERS: DEMOCRAT-NEWS (e) 4,895; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Lou White, Adv. Mgr., DEMOCRAT-NEWS, 121 N. Lafayette, Marshall, MO 65340; Tel. (816) 886-2233.
National Representatives: Missouri Press Service; Papert Companies.

MARYVILLE

1 - LOCATION: Nodaway County, E&P Map A-2, County Seat. NW portion of state, 40 mi. N of St. Joseph; 90 mi. N of Kansas City; 120 mi. S of Omaha. Industry, agriculture, and education center on U.S. Hwy. 71, State Hwy. 136.

2 - TRANSPORTATION: Railroads-St. Louis-Omaha division of the Wabash; CB&Q.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,558; E&P 86 Est. 9,746
County 80 Cen. 21,996; E&P 86 Est. 22,727

4 - HOUSEHOLDS:
City 80 Cen. 2,639; E&P 86 Est. 3,241
County 80 Cen. 7,687; E&P 86 Est. 7,973

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$155,847,524
Savings & Loan	2	$160,329,645

6 - PASSENGER AUTOS: County 10,208

7 - ELECTRIC METERS: Residence 2,985

8 - GAS METERS: Residence 2,671

9 - PRINCIPAL INDUSTRIES: Tire Chains; Lightning Rods; Steel Tubing; Alkaline Batteries; Steel Prods.; Educ. (State University); Meat Packing; Pre-Packaged Diapers; Commercial Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maryville Mall(5)	NA	JCPenney, K mart
Mary Mart(4)	NA	Watkin's Hdwe., Sears (catalog)
Village(4)	NA	HyVee Mkt., Easter's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Village Shpg. Ctr. every evening until 9; Mary Mart Center every evening until 7; Downtown Thur. until 9; Maryville Mall every evening until 9

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General; Sears (catalog); Pamida; Montgomery Ward.
Variety Stores-K mart; Wal-Mart.
Chain Supermarkets-Thomas; HyVee; Easter's Super Valu; Sack 'n Save.
Other Chain Stores-Firestone Tires; Brown's Shoes; Livingston Clothing; 7-Eleven; Tober's; Goodrich Dairy; Rupp Automotive; L&L Auto Parts; Maurices; Regis; Casey; Shop & Hop; Fields Clothing.

14 - NEWSPAPERS: DAILY FORUM (e-mon to fri; m-sat) 4,845; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Kay Wilson, Adv. Mgr., DAILY FORUM, 111 E. Jenkins St.; PO Box 188, Maryville, MO 64468; Tel. (816) 582-3165.
National Representative: None.

MEXICO

1 - LOCATION: Audrain County, E&P Map C-3, County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; ICG.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 12,276; E&P 86 Est. 12,061
CZ-ABC: (80) 12,276
RTZ-ABC: (80) 38,670
County 80 Cen. 26,458; E&P 86 Est. 26,024
City & RTZ-ABC: (80) 50,946
Demographic Information available from Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 4,773; E&P 86 Est. 4,854
County 80 Cen. 9,779; E&P 86 Est. 10,015
CZ-ABC: (80) 4,773
RTZ-ABC: (80) 14,034
City & RTZ-ABC: (80) 18,807

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$120,800,000
Savings & Loan	2	$210,500,000

6 - PASSENGER AUTOS: County 12,864

7 - ELECTRIC METERS: Residence 4,759

8 - GAS METERS: Residence 4,111

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fire Brick 1,183 (N.A.); Food 197 (N.A.); Plastic Prods. 131.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10; last killing frost, Mar. 1.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Washington and Jefferson; 2 blocks on Monroe, Promenade, Jackson and Liberty.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Trail(9)	3	Wal-Mart
West Plaza(15)	1	TG&Y, Dollar General, Kline's, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General; Goodyear; Kline's; Ashley's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall; Medicare-Glaser.
Chain Supermarkets-IGA; Hoffman's; Aldi's; Hickman's.
Other Chain Stores-Westlake's.

14 - NEWSPAPERS: LEDGER (e) 10,996; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joe A. May, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.
National Representatives: Papert Companies; Missouri Press Service.

MOBERLY

1 - LOCATION: Randolph County, E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

2 - TRANSPORTATION: Railroads-Norfolk & Southern service to Kansas City, St. Louis, Omaha, Des Moines.
Motor Freight Carriers-5.
Intercity Bus Lines-Kincaid Bus Lines.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 13,418; E&P 86 Est. 13,054
CZ-ABC: (80) 13,418
RTZ-ABC: (80) 48,606
County 80 Cen. 25,460; E&P 86 Est. 26,211
City & RTZ-ABC: (80) 62,024
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,365; E&P 86 Est. 5,402
County 80 Cen. 9,240; E&P 86 Est. 9,984
CZ-ABC: (80) 5,365
RTZ-ABC: (80) 17,743
City & RTZ-ABC: (80) 23,108

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$190,000,000
Savings & Loan	2	$125,000,000

6 - PASSENGER AUTOS: County 12,800

7 - ELECTRIC METERS: Res. City 6,790; County 9,482

8 - GAS METERS: Res. City 5,161; County 6,397

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Appliances 450; Brake Lever 340; Railroad 500; Coal Mining 165; Missouri Training Center 230; Pre-Fabricated Homes 58; Automobile Finishes 267; Printing Companies 100; Trucking 165; Athletic Equip. 50; First Aid Equip. 80; Moberly Regional Medical Center 295; Associated Electric 150. Total labor force 10,899.
Principal Pay Days-R.R. 1st & 15th; Others Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.
Discount Stores-TG&Y; Family Store; Wal-Mart.
Chain Drug Stores-McKenzie Prescription; Burton's Rexall; The Medicine Shop.
Chain Supermarkets-IGA 2; Price Chopper; Food Barn; Food 4 Less.
Other Chain Stores-Firestone; Goodyear; M.F.A. (farm); Davis Paint; Pay Less Shoes; Westlake's Ace Hardware; Orscheln Farm & Home; Rupp Automobile; Super 8; Aldis; Meller's Photo; Sonic; Coast-to-Coast; Sears (catalog).

14 - NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-mon to fri) 9,052; (S) 9,492; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N Williams, Moberly, MO 65270; Tel. (816) 263-4123.
National Representatives: Missouri Press Service; Papert Companies.

MONETT

1 - LOCATION: Barry and Lawrence Counties, E&P Map B-4. 50 mi. W of Springfield; 40 mi. SE of Joplin. On Hwys. 60 and 37

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,148; E&P 86 Est. 6,164
Counties 80 Cen. 53,381; E&P 86 Est. 57,947
Barry 80 Cen. 24,408; E&P 86 Est. 27,100
Lawrence 80 Cen. 28,973; E&P 86 Est. 30,847

4 - HOUSEHOLDS:
City 80 Cen. 2,460; E&P 86 Est. 2,284
Counties 80 Cen. 20,046; E&P 86 Est. 22,790
Barry 80 Cen. 9,305; E&P 86 Est. 10,836
Lawrence 80 Cen. 10,741; E&P 86 Est. 11,954

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$137,550,000
Savings & Loan	2	$27,518,597

6 - PASSENGER AUTOS: Barry County 13,647; Lawrence County 15,368

7 - ELECTRIC METERS: Residence 2,834

8 - GAS METERS: Residence 2,656

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Poultry Proc. 650; Aluminum Fab. 271; Tool & Machine Parts 120; Clothing 220; Shoes 550.
Principal Pay Days-Fri., Sat., Mon., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 4 on U.S. 60 Bypass.
Principal Shopping Days-Department Stores-Tues., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Supermarkets; one drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Brownsberger's; Mode O'Day; Fashion Corner; Mansfield; The Niche.
Variety Store-Modern Variety.
Discount Stores-Wal-Mart.
Chain Drug Stores-Bruner (Assoc. Druggists).
Chain Supermarkets-Ramey (Assoc. Whol. Grocers) 2; Consumers Market; G & W Foods.
Other Chain Stores-Otasco.

14 - NEWSPAPERS: TIMES (e) 4,484; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: C. R. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.
National Representative: Missouri Press Service.

NEOSHO

1 - LOCATION: Newton County (In Joplin MSA). E&P Map A-4, County Seat. Trading & shipping center. SW part of State, 170 mi. S of Kansas City on State Hwys. 60 & 71.

2 - TRANSPORTATION: Railroads-Kansas City Southern; Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,493; E&P 86 Est. 10,211
County 80 Cen. 40,555; E&P 86 Est. 44,011
MSA 80 Cen. 127,513; E&P 86 Est. 135,416

4 - HOUSEHOLDS:
City 80 Cen. 3,827; E&P 86 Est. 4,248
County 80 Cen. 14,876; E&P 86 Est. 16,929
MSA 80 Cen. 48,436; E&P 86 Est. 53,804

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$132,000,000
Savings & Loan	2	$72,000,000

6 - PASSENGER AUTOS: County 23,167

7 - ELECTRIC METERS: Residence 4,246

8 - GAS METERS: Residence 3,619

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 494 ($250); Textile 750 ($230); Electronics 500 ($350); Furn. 500 ($340).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-2 blocks on four streets.
Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Fri.; Discount & Food nightly.
Stores Open Sundays-Food; Drug; Wal-Mart Discount.

13 - RETAIL OUTLETS: Department Stores-McGinty's; JCPenney.
Discount Stores-Wal-Mart.
Variety Stores-McCrory; Dollar General.
Chain Drug Stores-Wal-Mart Pharmacy.
Chain Supermarkets-Consumer's; McClintock's IGA; Rameys.
Other Chain Stores-Montgomery Ward; Sears; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 6,146; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ralph Walker, Adv. Mgr., NEWS, 1006 W. Harmony St., Neosho, MO 64850; Tel. (417) 451-1520.
National Representative: Missouri Press Service.

NEVADA

1 - LOCATION: Vernon County, E&P Map A-4, County Seat. Agric. & wholesale ctr. Light manufacturing. Women's junior college. West Central part of state. 90 mi. S of Kansas City; 270 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 71, 54.

2 - TRANSPORTATION: Railroads-Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers-5.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,044; E&P 86 Est. 8,391
County 80 Cen. 19,806; E&P 86 Est. 19,800

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,514; E&P 86 Est. 3,351
County 80 Cen. 7,497; E&P 86 Est. 7,862

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$90,912,000
Savings & Loan	1	$2,221,485,672

6 - PASSENGER AUTOS: County 9,656

7 - ELECTRIC METERS: Residence 5,180

8 - GAS METERS: Residence 3,255

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hospital 1,137 (N.A.); Garment Mfg. 270 ($175); Decorative Prods. 450 ($200); Heavy Duty Air Filters 190 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3; last killing frost, Apr. 15.

11 - TAP WATER: Treated deep wells; state approved.

12 - RETAILING: Principal Shopping Center-7 blocks on Sq.
Neighborhood Shopping Centers-Osage and Austin, East Austin, W. city limits & Hwy. 54.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Place.
Discount Stores-Wal-Mart; Save Mart.
Chain Supermarkets-Paul & Jerry's; IGA; Thriftway; Aldi.
Other Chain Stores-Country Kitchen; Tapjac Home Center; Sears (catalog); McDonald's; Maurices; Roberts; The Ladies Peddler.

14 - NEWSPAPERS: MAIL (e-mon to fri) 5,078; HERALD (S) 5,022; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Laura Titus, Adv. Dir., MAIL & HERALD, 131 S. Cedar, Nevada, MO 64772; Tel. (417) 667-3344.
National Representative: Missouri Press Service.

POPLAR BLUFF

1 - LOCATION: Butler County, E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Amtrak.
Intercity Bus Lines-Continental.
Airlines-SEMO.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 17,139; E&P 86 Est. 16,740
CZ-ABC: (80) 17,139
RTZ-ABC: (80) 112,486
County 80 Cen. 37,693; E&P 86 Est. 38,837
City & RTZ-ABC: (80) 129,625

4 - HOUSEHOLDS:
City 80 Cen. 6,936; E&P 86 Est. 6,916
County 80 Cen. 14,181; E&P 86 Est. 15,244
CZ-ABC: (80) 6,936
RTZ-ABC: (80) 41,586
City & RTZ-ABC: (80) 48,522

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$197,527,000 All Branches
Commercial	3	$208,744,138

6 - PASSENGER AUTOS: County 18,272

7 - ELECTRIC METERS: Residence 6,764

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of wage Earners (Av. Wkly. Wage)-Shoes 500 ($312); Paper Box 150 ($200); Upholstered Furn. 500 ($160); Machine Parts 85 ($240); Rubber Co. 247 ($275); Lingerie 82 ($200).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 4 on Broadway; 3 on Vine St.; 2 on Fifth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansion Mall(25)	NA	Wal-Mart, Collom's Pic-Pac
Valley Plz.(31)	NA	JCPenney, Safeway
Poplar Bluff Sq.(10)	NA	Sniders, IGA
Westwood Vlg.(12)	NA	Morgan Jewelry

Stores Open Evenings-Downtown Fri.; Shopping Ctrs. Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Roth's; JCPenney; Newberry; Sears (catalog).
Variety Stores-Newberry.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Safeway; Gowan's; Sniders IGA 2; Barnes Grocer Co. 2; Pic-Pac 2; Kroger.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Sherwin-Williams; Oklahoma Tire & Supply; Dollar General.

14 - NEWSPAPERS: DAILY AMERICAN REPUBLIC (e) 15,228; (S) 15,532; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Wolpers, Pub., AMERICAN REPUBLIC, 206 Poplar St., Poplar Bluff, MO 63901; Tel. (314) 785-1414.
National Representatives: Landon Associates; Missouri Press Service.

RICHMOND

1 - LOCATION: Ray County, E&P Map B-2 (In Kansas City, MO PMSA) County Seat.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,499; E&P 86 Est. 5,425
PMSA 80 Cen. 1,433,372; E&P 86 Est. 1,505,485
County 80 Cen. 21,378; E&P 86 Est. 22,111
Demographic information available from Mid America Regional Council, Kansas City, MO

4 - HOUSEHOLDS:
City 80 Cen. 2,246; E&P 86 Est. 2,317
County 80 Cen. 7,512; E&P 86 Est. 8,143
PMSA 80 Cen. 344,092; E&P 86 Est. 360,985

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$83,038,000
Savings & Loan	2	$53,688,428

6 - PASSENGER AUTOS: County 10,929

7 - ELECTRIC METERS: Residence 3,233

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 130; Candy 90; Storm Doors N.A.; Sheltered Workshop N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Main, Thornton & College St. (34 stores). Richmond Hills Shopping Ctr. 1 mile away (9 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Wal-Mart.
Other Chain Stores-Hallmark; United Super.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,905; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Sandra Creek, Adv. Mgr., NEWS, 116 N. Main St., Richmond, MO 64085; Tel. (816) 776-5454.
National Representative: Missouri Press Service.

ROLLA

1 - LOCATION: Phelps County, E&P Map C-3. County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63.

2 - TRANSPORTATION: Railroads-Burlington-Northern (Main St. Louis to Southwest).
Motor Freight Carriers-Beaufort, Yellow Freight, Highway Trans.; UPS, Federal Express.
Intercity Bus Lines-Trailways; Greyhound; Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,303; E&P 86 Est. 13,697
County 80 Cen. 33,633; E&P 86 Est. 37,322

4 - HOUSEHOLDS:
City 80 Cen. 4,683; E&P 86 Est. 4,553
County 80 Cen. 11,509; E&P 86 Est. 13,085

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$84,635,421
Commercial	3	$199,757,378

6 - PASSENGER AUTOS: County 18,285

7 - ELECTRIC METERS: Residence 6,071

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Cooling Fans 149; Dog & Cat Foods 49; Commun. Servs. 174; Plastic Pipes 64; Medical Servs. 600; Gov't Servs. 2,448; China Dolls 20; Pub. & Printing 57.

10 - CLIMATE: Avg. Temp.-Jan. 33; July 78. Avg. rainfall 41"; snowfall 15.9".

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-7 blocks on Pine St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(4)	NA	Darr's, Dollar General
Forum(19)	NA	JCPenney, TG&Y, National

Principal Shopping Day-Sat.
Stores Open Evenings-Downtown-Fri.; Forum-Mon. through Sat.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); JCPenney.
Discount Stores-Wal-Mart, K mart; TG&Y.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Big Star; National; Save A Lot.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,566; (S) 7,566; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Laraine Creighton, Ret. Adv. Mgr. or Janet Roach, Nati. Adv. Mgr., NEWS, 101 W. 7th St., Rolla, MO 65401; Tel. (314) 364-2468.
National Representatives: Missouri Press Service; American Newspaper Representatives.

ST. JOSEPH

1 - LOCATION: Buchanan County, (MSA). E&P Map A-2. County Seat. Agricultural, industrial, livestock and wholesale center.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Chicago & North Western; Missouri Pacific; Union Pacific.
Motor Freight Carriers-26.
Intercity Bus Lines-Trailways Bus System; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 76,691; E&P 86 Est. 77,244
CZ-ABC. (80) 79,935
RTZ-ABC. (80) 154,338
County/MSA 80 Cen. 87,888; E&P 86 Est. 86,580
City & RTZ-ABC. (80) 234,273

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,088; E&P 86 Est. 30,433
County/MSA 80 Cen. 32,917; E&P 86 Est. 33,788
CZ-ABC. (80) 30,229
RTZ-ABC. (80) 57,143
City & RTZ-ABC. (80) 87,372

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$782,354,000
Savings & Loan	6	$313,535,000

6 - PASSENGER AUTOS: County 47,591

7 - ELECTRIC METERS: Residence 35,500

8 - GAS METERS: Residence 30,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods: Walnut, Concrete, Structural Steel, Wire Rope, Auto Cables, Hydraulic Jacks, Medical Kits, Fire Fighting Equip., Boats, Elect. Signs 2,800; Nondurable Goods: Meat Pkg. 600, Dairy, Bakery Grains, Candy 1,750, Apparel 1,000, Chems. & Allied Prods. 800, Pub., Stationers, Paper Prods. 1,850; Nonmanufacturing: Construction 1,300, Trans. & Util. including Railroads 2,300; Whol. Trade 1,900; Ret. Trade 6,800. (Av. Wkly. Wage Mfg. $320).
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost, Oct. 14; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 4th to 8th St.; Edmond to Francis St.
Neighborhood Shopping Centers (No. of Stores)-Ashland 12; 26th and Frederick Ave. 8; Beck Road Plaza 6; Jakes Center 5; Valley 6; 6100 King Hill Ave. 20; Lake and Illinois 14; Maplewood Manor 13; Midland Shopping 7; Frederick Plaza 5; St. Joseph Ave. Mall 4; Woodlawn 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belt Center(10)	4	TG&Y
Belt & Mitchell(13)	4	Green Hills
East Hills(45)	3	JCPenney, Mont. Ward, Osco
East Ridge Vlg.(11)	3	
Hillcrest Plz.(7)	6	Drive-In SM, Half Price Store
King Hill Plz.(10)	6	Kovac's, TG&Y
K mart Plz.(2)	4	K mart, Save-Mart
Mart Plz.(13)	4	Paris Plus
Northgate(9)	3	Wal-Mart

Principal Shopping Days-Sat., Mon., Thur.
Stores Open Evenings-Downtown Fri. to 8:30. Food Mon. through Sat. to 9, Sun. to 6.

13 - RETAIL OUTLETS: Department Stores-United; Hirsch; Sears; Montgomery Ward; JCPenney.
Discount Stores-K mart; Wal-Mart; Half Price Store.
Variety Stores-Kresge's;Woolworth; TG&Y; Venture.
Chain Drug Stores-Osco 2; Hermans 3; Melmed 3; Rexall.
Chain Supermarkets-Affiliated Supers 11; Green Hills 5; Drive-In 6; Thomas Mkts., 7-Eleven 4; Convenient Food Mart 4; Food Barn 2; Food 4 Less 2.
Other Chain Stores-Dolgins; Firestone; Goodyear; Goodrich; Duling Optical; Zale's; Sherwin-Williams; Father & Son Shoes; Kinney Shoes; Naturalizer Shoes; Pay Less Shoes; Steve's Shoes; Redwing Shoes; Pearle Vision Ctr.; Thom McAn; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Sutherland Lumber; Western Auto.

14 - NEWSPAPERS: GAZETTE (m-mon to fri) 44,888; NEWS-PRESS (e-mon to fri) 13,942; NEWS-PRESS/GAZETTE (m-sat) 47,392; (S) 49,094; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS and GAZETTE, 9th & Edmond Sts., St. Joseph, MO 64502; Tel. (816) 279-5671.
National Representative: Branham/Newspaper Sales.

ST. LOUIS

1 - LOCATION: Independent City (In St. Louis, MO-IL MSA). E&P Map D-3. Distribution Center. In East-Central part of state near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

2 - TRANSPORTATION: Railroads-B&O; C&EI; CB&Q; ICG; IT; C&NW; LN; MK&T; Missouri Pacific; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; three shortline & railroads for switching only. 10 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.
Motor Freight Carriers-350.
Freight Barge Lines-14.
Intercity Bus Lines-14.
Airlines-American; British Airways; Delta; Eastern; Frontier; Northwest; Ozark; Republic; Jet America; United; TransAmerica; TWA; USAir; Pan American; Britt; Western; Skyways; Air Midwest; Resort Air; Mississippi Valley; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 453,085; E&P 86 Est. 407,302
NDM-ABC. (80) 2,000,539
County 80 Cen. 974,815; E&P 86 Est. 993,829
MSA 80 Cen. 2,375,814; E&P 86 Est. 2,400,882
Demographic Information avsilable from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 178,048; E&P 86 Est. 166,971
County 80 Cen. 344,870; E&P 86 Est. 366,766
MSA 80 Cen. 844,814; E&P 86 Est. 887,148
NDM-ABC. (80) 714,965

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	45	$10,700,000,000
Commercial	256	$21,240,795,000

6 - PASSENGER AUTOS: County 681,816

7 - ELECTRIC METERS: Residence City & County 505,000

8 - GAS METERS: Residence City & County 500,000

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Total Mfg. 227,000; Durable Goods 143,900; Lumber & Furn. 5,200; Stone, Clay & Glass 3,600; Primary Metal Industries 14,600; Fab. Metal Prods. 17,500; Machinery, Except Electrical 18,900; Elect. & Electronic Equipment 15,000; Trans. Equip. 55,900; Instruments & Misc. Mfg. 13,200. Non-Durable Goods 83,100 - Food & Kindred Prods. 21,300; Textiles & Apparel 6,700; Paper & Paper Prods. 5,700; Printing & Pub. 16,700; Chem. & Allied Prods. 20,700; Petroleum & Coal Prods. 2,400; Leather & Leather Prods. 4,500; Other Non-Durable Goods 5,100. Total Non-Mfg. 836,200. Mining 3,600; Construction 50,400; Trans. & Public Util. 74,500; Whol. & Ret. Trade 251,000; Fin., Ins. & R.E. 63,500; Service, Except Domestic 252,700; Total Gov't 140,500.
Principal Pay Days-Bldg. Fri.; Railroads 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 68-86; Fall 49-67; Winter 26-42.

11 - TAP WATER: St. Louis-Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois-Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-Alton Square, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys, Des Peres Square, Eastgate Plaza, Florissant Meadows, Galleria, Grandview Plaza, Hampton Village, Jamestown Mall, Lakeview Plaza, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, St. Louis Centre, St. Louis Union Station, South County Center, Sunset Hills Plaza, Town & Country Mall, Village Square, Warson Village, West County Center, West Port Plaza.
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon., Thur.; Suburban-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr 14; Alton Square, Chesterfield, Clayton, Crestwood, Downtown, Mid Rivers Mall, Northland, Northwest Plaza, Plaza Frontenac, St. Clair Square; JCPenney 9; Grandview Plaza, house, West County. Dillard's/Stix, Baer & Fuller 9; Chesterfield Mall, Crestwood Plaza, Downtown, Galleria, Jamestown Mall, River Roads, St. Clair Square, South County; Sears 6; South Grand, St. Clair Square. JCPenney 9; Grandview Plaza, Hampton Village, Mark Twain, South County, Town & Country Mall, West County Center.
Variety Stores-Woolworth 16; Kresge 2; Ben Franklin 15.
Discount Stores-Grandpa's 6; K mart 25; Target 10; Venture 12; Dolgins 5; Service Merchandise 3.
Chain Drug Stores-Gasen 17; Glaser/Medicare 59; Kare 15; C.F. Knight 4; Walgreens 36; Schnucks Pharmacy 14.
Chain Supermarkets-AG 169; Aldi Discount Foods 12; Dierberg's 7; Flotken's; General Grocer 96; Kroger 54; IGA 61; Overland Dairy 7; National 40; Schnucks 57; Shop 'N Save 15; Tom Boy/Tru Buy 46.
Other Chain Stores-Aronsons 2; Boyds 7 (2 subway shops); Central Hdwe. 10; Firestone 19; Florsheim 6; BF Goodrich; Golde's 4; Goodyear 17; Hill-Behan 15; Lane Bryant 7; Richman Brothers 4; Western Auto 12; Brooks Brothers; Jeans West 7; The Limited 8; Montaldo's; Neiman-Marcus; J. Riggins 5; Saks Fifth Avenue; Union Jack 3; Helen Wolff 4; Casual Corner 8; Marshall's 4; Fashion Gal 21; DeBasio 2; Carafiols 2; Craig; Crossroads 2; Fair Mercantile; Lammert's; Levitz; Pat Riley 11; Rothman 6; Tipton Electric 14; Wood Works 4; Gucci; Radio Shack 47; Coats 'n Things 7; Albert's 5; Pier One 3.

14 — NEWSPAPERS: POST-DISPATCH (m-mon to fri) 318,587; (m-sat) 279,830; (S) 519,505; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Dir., POST-DISPATCH, 900 N. Tucker Blvd., St. Louis, MO 63101; Tel. (314) 622-7416.
National Representatives: Leonard Co.; Newhouse Newspapers Metro Suburbia.

SEDALIA

1 - LOCATION: Pettis County, E&P Map B-3, County Seat. Industrial & agric. ctr. On U.S. Hwys. 50, 65; 65 mi. W of Jefferson City; 93 mi. ESE of Kansas City.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,927; E&P 86 Est. 18,779
CZ-ABC. (80) 20,927
RTZ-ABC. (80) 75,567
County 80 Cen. 36,378; E&P 86 Est. 36,173
City & RTZ-ABC. (80) 96,494

4 - HOUSEHOLDS:
City 80 Cen. 8,589; E&P 86 Est. 8,082
County 80 Cen. 13,839; E&P 86 Est. 14,363
CZ-ABC. (80) 8,589
RTZ-ABC. (80) 27,201
City & RTZ-ABC. (80) 35,790

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$350,000,000
Commercial	5	$284,019,000

6 - PASSENGER AUTOS: County 18,787

7 - ELECTRIC METERS: Residence 10,852

8 - GAS METERS: Residence 9,559

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 159 ($380); Glass 132 ($329); Textile 429 ($365); Shoes 538 ($255); Util. 221 ($356); Road Constr. 366 ($369); Metal Proc. 467 ($251); Elect. Motor Housewares 337 ($199); Dairy Prods. 41 ($294); Photo Proc. 198 ($242); Truck Bodies 480 ($268); Disinfectants 119 ($251); Steel Rope Cable 142 ($341); Alum. Cable 391 ($309); Chem. 46 ($304); Auto Wheels 458 ($241); Air Compressors 137 ($325); Metal Tool Boxes 467 ($290); Printing-Pub. 145 ($318); Civ. Emp. WAFB 377 ($284); City, County, State & Fed. Emp. 242 ($283).

10 - CLIMATE: Average Temp.-Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Ohio St.; 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.
Neighborhood Shopping Centers-Fifth and Engineers Sts.; 3 blocks on W. 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.); West Broadway-13 blocks (Warren to Thompson Blvd.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thompson Hills(22)	2	JCPenney, Roth's Consumers, Wal-Mart, Gambles, Skaggs, Osco
State Fair(28)	2	Bings, K mart, Sherwin-Williams
Consumer's	4	Consumer's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open-Mon., Fri. Evg.; Food Sun.

13 - RETAIL OUTLETS: Department Stores-C.W. Flower; JCPenney; Roth's.
Discount Stores-Town & Country (Shoes); Wal-Mart; Kings Court Clothing; K mart.
Chain Drug Stores-Osco; Bing's Rexall 2.
Chain Supermarkets-Consumer's 2; Bing's 3; AF Super; Safeway; Aldi's.
Other Chain Stores-Sears; Singer Co.; Connors; Firestone; Merle Norman; Payless Shoes; Westlake Hdwe.; Western Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber; Herrman Lumber; Fashion Crossroads; MFA Tire; Show Me Electronics; Radio Shack; B.F. Goodrich; Computerland.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 14,189; (S) 15,502; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Alexander, Adv. Mgr., DEMOCRAT, 7th & Massachusetts Aves., Sedalia, MO 65301; Tel. (816) 826-1000.
National Representative: Papert Companies.

SIKESTON

1 - LOCATION: Scott County. E&P Map D-4. Trade center, grain & cotton market Midway between St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55, 57.

2 - TRANSPORTATION: Railroads-Frisco; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; St. Louis-Cape; Connor.

3 - POPULATION:
Corp. City 80 Cen. 17,431; E&P 86 Est. 17,848
CZ-ABC. (80) 17,431
RTZ-ABC. (80) 75,194
County 80 Cen. 39,647; E&P 86 Est. 40,737
City & RTZ-ABC. (80) 92,625

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,344; E&P 86 Est. 6,724
CZ-ABC. (80) 6,344
RTZ-ABC. (80) 26,552
County 80 Cen. 13,967; E&P 86 Est. 15,030
City & RTZ-ABC. (80) 32,896

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$288,830,304
Commercial	3	$151,583,266

6 - PASSENGER AUTOS: County 20,911

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: Residence 5,279

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 200; Lock 292; Milk Cartons 125; Wooden Pallets 116; Concrete Block 520; Bakery Prods. 130; National Lock 290; Leather Jackets; Plastic Wire & Cable 118.
Principal Industrial Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 58; Summer 78; Fall 61; Winter 38.

11 - TAP WATER: Alkaline, hard (8 gpg).

12 - RETAILING: Principal Shopping Centers-2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.
Neighborhood Shopping Centers-U.S. Hwy. 61 South (S. Kings Highway); U.S. Hwy. 62-East (Malone Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsway Plz.(45)	NA	Piggly Wiggly, JCPenney
Mid-Towner Vlg.(18)	NA	Wal-Mart, Sears, P.N. Hirsch
Kingway Shops(15)	NA	Kroger
North Main Port(12)	NA	

Principal Shopping Days-Fri., Sat., Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Buckner Ragsdale; JCPenney; Accent Shop; Eubank Finney; Falkoffs; Mary's Botique; Golde's.
Discount Stores-Homestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber, Inc.; Moore's Firestone.
Chain Drug Stores-Super D 2.
Chain Supermarkets-IGA; Piggly Wiggly; Stan's.
Other Chain Stores-Goodyear, Malone & Hyde; Sears; Mode O'Day; Baskin-Robbins; Radio Shack; Singer; Otasco.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 9,031; (S) 9,267; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Howard Harper, Adv. Dir., STANDARD, 205 S New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.
National Representative: Papert Companies.

SPRINGFIELD

1 - LOCATION: Greene County (MSA). E&P Map B-4. County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center. On U.S. I-44, Hwy.44, U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In SW part of the state; 185 mi. SE of Kansas City, 221 mi. SW of St. Louis; 302 mi. NW of Memphis, TN.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Missouri Pacific.
Motor Freight Carriers-20.
Intercity Bus Lines-Continental Trailways; Jefferson Transit; Greyhound; Sunnyland Stages; M.K.O.; Missouri Transit; Ark-Mo Coach Lines; Springfield City Utilities.
Airlines-Ozark; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 133,116; E&P 86 Est. 135,196
CZ-ABC. (80) 133,116
RTZ-ABC. (80) 357,248
MSA 80 Cen. 207,704; E&P 86 Est. 223,047
County 80 Cen. 185,302; E&P 86 Est. 197,379
City & RTZ-ABC. (80) 490,364

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,702; E&P 86 Est. 55,270
County 80 Cen. 69,199; E&P 86 Est. 77,056
MSA 80 Cen. 77,178; E&P 86 Est. 86,605
CZ-ABC. (80) 51,702
RTZ-ABC. (80) 131,417
City & RTZ-ABC. (80) 183,119

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$874,936,000
Commercial	10	$1,170,990,000

6 - PASSENGER AUTOS: County 108,681

7 - ELECTRIC METERS: Residence 58,723

8 - GAS METERS: Residence 51,377

9 - PRINCIPAL INDUSTRIES: Clothing; Furn.; Paper Cups & Containers; Tablets & Pub.; Dairy; Auto Trailers & Truck Beds; R.R. Equip.; Agric. Prods.; Food Proc.; U.S. Gov't Offices; Chem. Prods.; Meat Packing; Fab. Metals; Rubber V. Belts; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Prods.; Pub.; Lumber; Plastics; Optical Prods.; Prestressed Concrete.

10 - CLIMATE: Min. & Max. Temp.-Spring 4-48; Summer 45-113; Fall 9-92; Winter 20-92. First killing frost, Sept. 27; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plz. Shopping Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Mall(140)	NA	Dillard's, JCPenney, Mont. Ward, Sears
Battlefield Sq.	NA	Venture
Brentwood(32)	NA	Cloth World, Western Auto, Radio Shack
Country Club(40)	NA	Consumers
Crighton Ctr.(8)	NA	Crighton Supply
Downtown Park Central(90)	NA	Heer's
Fremont Ctr.(24)	NA	Athletic Attic, Rag Merchants
Glen Isle(19)	NA	Ed. V. Williams, Missouri Mill
Hill Crest(7)	NA	Consumers, Ben Franklin
K mart(10)	NA	K mart
North Town Mall(50)	NA	Wal-Mart, Consumers, Medicare Glaser
Old Town(19)	NA	Ethan Allen
Parkcrest(28)	NA	Consumers, Ben Franklin
Plaza(50)	NA	Freeman's
Plaza Tower's Ctr.(33)	NA	Miss Mizzou
Southern Hills(23)	NA	Consumers, Ben Franklin
Tiffany Sq.(43)	NA	Dale's Farm Market
Town & Country(9)	NA	Dillons
Village(13)	NA	Sears
Wedgewood(9)	NA	Maschino's Hdwe., Consumers
Commercial St.(100)	NA	

Principal Shopping Days-Mon., Thur,. through Sun.
Stores Open Evenings-Mon. and Fri., Battlefield Mall open 6 nights.
Stores Open Sundays-Food, Drug, Discount Houses, and Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Busy Bee 2; Dillard's; Heers, Inc. 2 (Allied Unit); JCPenney; Newman's; Montgomery Ward; Sears; Golde's; Famous Barr.
Catalog-Sears; Serv. Merchandise; JCPenney.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Skaggs 2; Barnes General Store; Venture; Farmers Market; K mart 3; Wal-Mart 4; Service Merchandise.
Chain Drug Stores-Skaggs 3; Osco 2; Medicare Glaser 6; Gordon Rexall; Cotter's Rexall; Grove Pharmacy 3; Venture Drugs; Pay-Rite.
Chain Supermarkets-Rameys 5; So-Lo 8; Dillons 3; Smitty's 2; Consumers 10.

Other Chain Stores-Auto Supplies: Western Auto, Goodyear 2, Goodrich, Firestone, Stinger's 6, O'Reilly Auto 8, Otasco 4, Midas Muffler 2; Shoes: Allen Barker's, Dryer-Williams 4, Pay-Less 2, Kinney's 2, Quali-Craft, Thom McAn, Jarmen, Hush Puppies 2, Buster Brown, Edison; Women's Apparel: Farris 3, Paris, Stuarts, Tempo Fashions; Jewelry & Optical: Hess & Culbertson, Zale's 3, Douglas Optical 2, Pearl Optical 2, King Optical, The Spec Shop; Furniture: Edward Keith, Mulholan's, Sedgewick's, Gilbert, Wheeler's, Ethan Allen Carriage House, King Comfort, La-Z-Boy, Factory Furniture World; Others: Cook Paint & Varnish, Russell Stover, Fuggit, Git & Go 20, 7-Eleven 4.

14 - NEWSPAPERS: NEWS (m-mon to fri) 34,577; LEADER & PRESS (e-mon to fri) 25,736; NEWS & LEADER (m-sat) 57,434; (S) 91,653; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Becky Koch, Natl. Adv. Mgr., NEWS and LEADER & PRESS, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.
National Representative: Gannett Media Sales.

TRENTON

1 - LOCATION: Grundy County. E&P Map B-2. County Seat. Agricultural and residential center. 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in N central part of State. On U.S. Hwy. 65 and State 6.

2 - TRANSPORTATION: Railroads-Chicago and Northwestern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,811; E&P 86 Est. 7,002
County 80 Cen. 11,959; E&P 86 Est. 11,587

4 - HOUSEHOLDS:
City 80 Cen. 2,957; E&P 86 Est. 3,097
County 80 Cen. 4,866; E&P 86 Est. 4,895

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$103,846,000

6 - PASSENGER AUTOS: County 5,918

7 - ELECTRIC METERS: County 7,326

8 - GAS METERS: County 3,691

9 - PRINCIPAL INDUSTRIES: Dairies; R.R.; Bakery; Cement & Sand Prods.; Tractor Parts & Service; Vaults & Bldg. Materials; Farm Prods.; Foods; Chem.; Meat Proc.; Radiator Mfg.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Center-Eastgate (15 stores-Dollar General, Hy-Vee Foods, IGA Foodliner, Place's Family Ctr., Ben Franklin, JCPenney).
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.
Variety Stores-Ben Franklin.
Discount Stores-Place's.
Chain Supermarkets-Hy-Vee, IGA Foodliner.
Other Chain Stores-Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN-TIMES (e) 4,386, sworn Sept. 28, 1985.
Local Contact for Advertising and Merchandising Data: Wendell Lenhart, Pres., REPUBLICAN-TIMES, PO Box 548, 122 E. Eighth St., Trenton, MO 64683; Tel. (816) 359-2212.
National Representative: Missouri Press Service.

WARRENSBURG

1 - LOCATION: Johnson County. E&P Map B-3. County Seat. Agricultural Center. Central Missouri State University and Whiteman AFB. On U.S. 50 Hwy.; State Hwy. 13; 50 mi. E of Kansas City; 90 mi. W of Jefferson City.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Non-scheduled flights only.

3 - POPULATION:
Corp. City 80 Cen. 13,807; E&P 86 Est. 13,194
CZ-ABC. (80) 13,807
RTZ-ABC. (80) 25,252
County 80 Cen. 39,059; E&P 86 Est. 39,155
City & RTZ-ABC. (80) 39,059

4 - HOUSEHOLDS:
City 80 Cen. 4,100; E&P 86 Est. 4,070
CZ-ABC. (80) 4,100
RTZ-ABC. (80) 8,439
County 80 Cen. 12,539; E&P 86 Est. 13,120
City & RTZ-ABC. (80) 12,539

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$198,229,412
Commercial	3	$120,699,000

6 - PASSENGER AUTOS: County 18,575

7 - ELECTRIC METERS: Residence 6,444

8 - GAS METERS: Residence 6,400 (incl. business)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Uniforms 482; Energy Prods.
Principal Industrial Pay Days-Sat., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-102; Fall 40-80; Winter -2-50. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; fluoridation 0.55.

12 - RETAILING: Principal Shopping Center-13 blocks on Holden St., Pine St., Culton St., Washington, Railroad St.
Neighborhood Shopping Centers-Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Mall	3	Bi-Lo
Northpark(16)	2	JCPenney, Price Chopper
Wal-Mart	3	Wal-Mart

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Foster's; Vernaz.
Variety Stores-Wal-Mart.
Chain Drug Stores-Cripps; Revco.
Chain Supermarkets-Bi-Lo 2; Safeway; Price Chopper.
Other Chain Stores-Sears; Payless Shoes; JCPenney; Sherwin-Williams.

14 - NEWSPAPERS: STAR-JOURNAL (e-mon to fri) 5,500; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market St., Warrensburg, MO 64093; Tel. (817) 747-8123.
National Representative: Missouri Press Service.

WAYNESVILLE

1 - LOCATION: Pulaski County. E&P Map B-4. County agricultural center; near Fort Leonard Wood Military Base; in center of state. 75 mi. NE of Springfield; on U.S. I-44; State 17 & 133.

2 - TRANSPORTATION: Railroads-St. Louis-San Francisco.

3 - POPULATION:
Corp. City 80 Cen. 2,879; E&P 86 Est. 3,219
County 80 Cen. 42,011; E&P 86 Est. 44,505

4 - HOUSEHOLDS:
City 80 Cen. 1,087; E&P 86 Est. 1,356
County 80 Cen. 10,525; E&P 86 Est. 12,070

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$18,000,000

6 - PASSENGER AUTOS: County 18,101

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Military Base; Farming Corn & Wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 3.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Bobby's Shopping Ctr. (17 stores); Gateway (9 stores); Main Gate (8 stores); Mini-Mall (21 stores).

13 - RETAIL OUTLETS: Chain Stores-Sav-A-Lot; Wal-Mart; IGA.

14 - NEWSPAPERS: DAILY FORT GATEWAY GUIDE (e-mon to fri) 4,532; SUNDAY GUIDE (S) 4,576; sworn Sept. 29, 1985.
Local Contact for Advertising and Merchandising Data: Herb Pyles, Gen. Mgr., FORT GATEWAY GUIDE, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.
National Representatives: Missouri Press Service; American Newspaper Representatives.

WEST PLAINS

1 - LOCATION: Howell County, E&P Map C-4, County Seat. Shipping & wholesale ctr.; agriculture, dairy, & oak lumber area. South central part of state; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2 - TRANSPORTATION: Bus Lines-Continental Trailways.
Motor Freight Carriers-3.
Airlines-2 charter planes.

3 - POPULATION:
Corp. City 80 Cen. 7,741; E&P 86 Est. 8,012
County 80 Cen. 28,807; E&P 86 Est. 31,216
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,232; E&P 86 Est. 3,457
County 80 Cen. 10,759; E&P 86 Est. 12,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$191,770,003
Savings & Loan	2	$64,990,736

6 - PASSENGER AUTOS: County 15,180

7 - ELECTRIC METERS: Residence 3,650

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 565 ($150); Sawmill 436 ($136); Woodworking 153 ($138); Truck Bodies 345 ($195); Elect. 595 ($162); Sales and Service 1,250 ($147); Beef cattle and feeder pigs, annual sales $26,739,900 (1980).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 62-98; Fall 30-75; Winter 0-40. First killing frost, Sept. 27; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; chlorinated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Court Sq.; 1 on S. Main; 4 on West Main; 3 East Main; 3 Wash. Ave.; 2 W. Broadway; 4 Hwy. 63 N.
Shopping Centers-Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).
Principal Shopping Days-Sat., Mon.
Stores Open Evenings-Parkway Shopping Ctr.; Southern Hills Shopping Ctr.; McCrory on the Sq.

13 - RETAIL OUTLETS: Department Stores-Aid's; Dollar General; Richards Bros. Dry Goods; Padgett Hardware; J. W. Mushrush Co.
Discount Stores-McCrory; Wal-Mart.
Chain Drug Stores-Wilke Walgreens; Red Apple Rexall; Revco; Medicine Shoppe.
Chain Supermarkets-Nu-Way; Richards Bros. 6; Wallace Owens; Ramey's Foodland; Stanley's Thriftway Foodliner.
Other Chain Stores-Herrman Lumber; Goodyear; Sears; Meeks Building Center; Parts Pro.

14 - NEWSPAPERS: QUILL (e-mon to fri) 9,192; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Judith Hurler, Adv. Mgr., QUILL, 125 N. Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.
National Representative: Missouri Press Service.

E&P Market Guide
Since 1924

MONTANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Billings-Yellowstone County.
Great Falls-Cascade County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	57	64	69
5-14 Years	151	123	132
15-24 Years	122	149	160
25-44 Years	155	221	238
45-64 Years	141	145	156
65 and Over	68	85	91
TOTAL	694	787	846

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	260	266	404
General Mdse	245	300	366
Food	599	927	993
Automobiles	604	730	1,080
Gasoline Stations	272	388	325
Apparel	137	197	238
Furniture	122	164	255
Eat-Drink Places	275	413	500
Drugs	99	135	148
TOTAL SALES	2,848	3,955	4,711

ANACONDA

See BUTTE

BILLINGS

1 - LOCATION: Yellowstone County (MSA), E&P Map D-3, County Seat. Shipping, small mfg. Oil exploration, supply and refining. Trans. agric., livestock shipping & wholesaling ctr. On U.S. Hwys. 10, 12, 87, 310; I-90 and 94; 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane, WA.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Trailways; Greyhound; Rimrock Stages; Intermountain Lines; Karst Bus Lines; KAL Lines.
Airlines-Northwest; Western; Frontier; Continental; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 67,942; E&P 86 Est. 72,201
CZ-ABC: (80) 86,493
RTZ-ABC: (80) 174,086
County/MSA 80 Cen. 108,035; E&P 86 Est. 123,171
City & RTZ-ABC: (80) 260,579
Demegraphic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,265; E&P 86 Est. 29,191
County/MSA 80 Cen. 39,891; E&P 86 Est. 47,594
CZ-ABC: (80) 32,732
RTZ-ABC: (80) 61,439
City & RTZ-ABC: (80) 94,171

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$764,370,000
Savings & Loan	2	$269,451,473

6 - PASSENGER AUTOS: County 68,733

7 - ELECTRIC METERS: Residence 32,786

8 - GAS METERS: Residence 30,682

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,100 ($527); Mfg. 3,900 ($401); Trans., Commun., Pub. Util. 3,900 ($376); Trade 15,700 ($196); Fin., R.E., Ins. 2,300 ($210); Servs. 11,300 ($194); Gov't 8,000 (N.A.).
Principal Pay Days-1st & 15th; Railroad 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25; last killing frost, May 15.

11 - TAP WATER: Alkaline; very soft in spring and summer; very hard in winter. Not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on N 27 St.; 1 on S 27 St.; 5 on N Bway.; 4 on N 29 St.; 2 on S 29 St.; 3 on N 30 St.
Neighborhood Shopping Centers-Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W at Cook Ave.; 10th St. W on Broadwater Ave.; 24th St. W & Cental; 13th & 16th St. W & Grand Ave.; Wicks Lane & Highway 10E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Evergreen(15)	2	Odegaard's
Vet's Park	1	IGA
Broadwater(10)	1	Kuchera Furniture
Westgate(5)	2	IGA
Four Seasons	3	Heights, IGA, Western Drug
West Park(70)	2	Albertson's, Sears
Buttrey(16)	1	Buttrey's, Woolworth
K mart	4	K mart
LaBelle's	4	LaBelle's
Rimrock Mall(100)	4	Hennessy's, Wards, JCPenney
Target Store	4	Target

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Hart Albin; Cole's; JCPenney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's.
Chain Drug Stores-Odegaard; Osco 2.
Variety Stores-Woolworth 2.
Discount Stores-Gibson's 2; K mart; LaBelle's; Target.
Chain Supermarkets-Albertson's 2; Buttrey's 5; K mart; 12 independent supermarkets; IGA 7.
Other Chain Stores-Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdw.; Big Bear; Three Sisters; K-G Men's; House of Fabrics; Zale's Jewelry; Baker Shoes; Dahle's; Stevenson's.

14 - NEWSPAPERS: GAZETTE (m) 58,374; (S) 60,394; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Lamphiear, Adv. Dir., GAZETTE, 401 N. Broadway, Billings, MT 59101; Tel. (406) 657-1352.
National Representative: Branham/Newspaper Sales.

BOZEMAN

1 - LOCATION: Gallatin County, E&P Map C-3, County Seat. South central part of state. Shopping; Wholesale; small mfg.; small grain and hay farming; livestock; tourist and ski center; Home of Montana State Univ.; 85 miles E of Butte; 146 miles W of Billings on I-90; Hwys. 10 and 191.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMStP&P.
Airlines-Northwest Orient; Frontier; Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Intermountain Stage; Karst Stage.

3 - POPULATION:
Corp. City 80 Cen. 21,645; E&P 86 Est. 23,519
CZ-ABC: (80) 27,305
RTZ-ABC: (80) 28,117
County 80 Cen. 42,865; E&P 86 Est. 49,579
City & RTZ-ABC: (80) 55,422

4 - HOUSEHOLDS:
City 80 Cen. 7,512; E&P 86 Est. 7,752
County 80 Cen. 14,923; E&P 86 Est. 17,866
CZ-ABC: (80) 9,415
RTZ-ABC: (80) 10,399
City & RTZ-ABC: (80) 19,814

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$306,864,000
Savings & Loan	3	$92,000,000

6 - PASSENGER AUTOS: County 26,777

7 - ELECTRIC METERS: Residence 11,153

8 - GAS METERS: Residence 6,689

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Forest Prod. 450 ($185); Electronics ($185); Heavy Constr. 400 ($255); Cement 110 ($235); Univ. 700 ($165).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50.

11 - TAP WATER: Alkaline, 2 sources hard; 1 source soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St. and 2 N. and S. of Main; 11 on N. 7th; W. Main from 10th to 20th Sts.; Main Mall and University Shopping Center W. edge of town.
Neighborhood Shopping Center-College St. at 8th & 9th; Northgate Ctr., N. 7th; Valley Ctr., Belgrade.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Groceries; Drugs; Discounts; Main Mall.

13 - RETAIL OUTLETS: Department Stores-Chambers-Fisher; JCPenney; Conrad's; The Bon; Anthony's.
Discount Stores-Gibson's; K mart; Ernst; Wonder World (Value Giant).
Chain Drug Stores-Western Drug; Osco; Pay'n Save.
Chain Supermarkets-Safeway; Buttrey's; IGA; Albertsons.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,767; (S) 13,190; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Allen W. Jones, Adv. Mgr., CHRONICLE, 32 S Rouse; PO Box 1188, Bozeman, MT 59715; Tel. (406) 587-4491.
National Representative: Newspaper Advertising Service.

BUTTE-ANACONDA

1 - LOCATION: Butte in Silver Bow County; Anaconda in Deer Lodge County, E&P Map B-3, County Seat. Mining and agric. ret., whol., trans. and miscellaneous mfg. ctr. Southwest part of the state (Butte); 66 mi. SW of Helena; 449 mi. N of Salt Lake City, UT; 1,141 mi. W of Minneapolis, MN; 329 mi. E of Spokane, WA; U.S. Hwys. 10S, 91, I-15, I-90.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight-18.
Bus Lines-Intermountain Trans.; Greyhound.
Airlines-Western; Big Sky.

3 - POPULATION:
Corp. Cities 80 Cen. 49,723; E&P 86 Est. 46,011
Butte 80 Cen. 37,205; E&P 86 Est. 34,822
Anaconda 80 Cen. 12,518; E&P 86 Est. 11,189
CZ-ABC: (80) 42,518
RTZ-ABC: (80) 84,062
Counties 80 Cen. 50,610; E&P 86 Est. 46,841
Silver Bow 80 Cen. 38,092; E&P 86 Est. 35,652
Deer Lodge 80 Cen. 12,518; E&P 86 Est. 11,189
City & RTZ-ABC: (80) 126,580
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,677; E&P 86 Est. 17,829
Butte 80 Cen. 14,256; E&P 86 Est. 13,720
Anaconda 80 Cen. 4,421; E&P 86 Est. 4,109
CZ-ABC: (80) 16,484
RTZ-ABC: (80) 29,186
Counties 80 Cen. 19,026; E&P 86 Est. 18,163
Silver Bow 80 Cen. 14,605; E&P 86 Est. 14,054
Deer Lodge 80 Cen. 4,421; E&P 86 Est. 4,109
City & RTZ-ABC: (80) 45,670

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$307,137,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Counties: Silver Bow 19,284; Deer Lodge 5,773

7 - ELECTRIC METERS: Residence 18,506; Butte 14,241; Anaconda 4,265

8 - GAS METERS: Residence 15,523; Butte 12,133; Anaconda 3,390

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-N.A.
Principal Pay Days-Fri., Sat., 10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-51; Summer 43-75; Fall 26-55; Winter 4-30. First killing frost, Sept. 16; last killing frost, May 29.

11 - TAP WATER: Butte and Anaconda-Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping ctr.). Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrison Ave.	1	Safeway
Butte Plaza(40)	4	Buttrey's, Skaggs, Woolworth
East Gate IGA	2	IGA
JCPenney	5	JCPenney

Stores Open Evenings-Shopping ctr. & food: Daily to 9; Sun. 12-5; Food to Midnight; Auto Dealers: Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney (Butte and Anaconda); Lutey's; Woolworth.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88; Coast-to-Coast (Butte and Anaconda); Marchion Hardware (Anaconda).
Chain Drug Stores-Skaggs; Thrifty Rexall; Osco (Anaconda).

Chain Supermarkets-Safeway 2; Buttrey's 2; Lens; Terminal; IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).
Other Chain Stores-Gallenkamp Shoes; Sherwin-Williams; Singer Co.; United Building Center; Gamer Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Cenex; House of Fabrics.

14 - NEWSPAPERS: MONTANA STANDARD (m) 17,341; (S) 17,627; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dan J. Killoy, Adv. Dir., MONTANA STANDARD, 25 W. Granite, Butte, MT 59701; Tel. (406) 782-8301.
National Representative: Branham/Newspaper Sales.

GREAT FALLS

1 - LOCATION: Cascade County (MSA). E&P Map C-2. County seat. Agric. and livestock economy; Regional trade ctr.; Malmstrom AFB. In the ctr. of the state. On U.S. Hwy. 87, 89, 91, I-15.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Intermountain
Airlines-Northwest Orient; Western; Frontier; United; Big Sky.
Charter Air Service-Rocky Mountain Air; Valley Aviation; Falcon Aviation; Dan Gliko Helicopters.

3 - POPULATION:
Corp. City 80 Cen. 56,725; E&P 86 Est. 55,113
CZ-ABC: (80) 71,239
RTZ-ABC: (80) 95,514
County MSA 80 Cen. 80,696; E&P 86 Est. 80,860
City & RTZ-ABC: (80) 166,753
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,879; E&P 86 Est. 22,297
County/MSA 80 Cen. 29,385; E&P 86 Est. 30,717
CZ-ABC: (80) 26,170
RTZ-ABC: (80) 33,270
City & RTZ-ABC: (80) 59,440

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$528,992,000
Savings & Loan	2	$110,821,999

6 - PASSENGER AUTOS: County 45,277

7 - ELECTRIC METERS: Res. 24,029; Comm. 3,324

8 - GAS METERS: Res. 20,334; Comm. 1,939

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-In Cascade Co.-Agric., Forestry 1,100 ($240); Oil & Mining 18 ($584); Constr. 1,499 ($427); Mfg. 1,082 ($364); Trans., Commun., & Pub. Util. 1,361 ($360); Whol. Trade 2,001 ($361); Ret. Trade 6,055 ($220); Fin., Ins., & R.E. 1,918 ($336); Servs. 6,600 ($273); Gov't 4,832 ($356); Air Force 4,400 ($353).
Principal Industrial Pay Days-Mon., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Central Ave.; 8 on 1st Ave. N; 5 on 1st Ave. S; 54 blocks on 10th Ave. S.
Neighborhood Shopping Centers-6th Ave. N bet. 25th and 26th Sts.; 1st Ave. NW bet. 6th & 7th Sts.; 10 Ave. S. bet. 35th & 36th Sts.; 10th & 11th Ave. S bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. S bet. 26th & 27th Sts.; 10th Ave. S bet. 48th & 49th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th St. North(12)	2	Reds IGA
10th Ave. South(4)	NA	Denny's IGA
West Side	1	Noble's Foodland
2100 10th Ave. S.	3	Buttreys, Target
Holiday Vlg.(90)	2	Albertson's, Mont. Ward, JCPenney, Herberger's
Westgate(18)	2	Buttreys
NW Bypass(5)	2	K mart, Shopko, Pay-n-Save, Ernst

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Bon Marche (Allied Stores); Sears; Montgomery Ward; JCPenney; C.R. Anthony; Herbergers; Poulsen's.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88.
Discount Stores-K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear; Shopko; Target.
Chain Drug Stores-Western 3; Osco 3; Pay'N Save.
Chain Supermarkets-Ryan Merc.; IGA 2; Buttrey Foods 3; Albertson's; Circle K 8; Mini-Mart 5.
Other Chain Stores-Coast-to-Coast; Conrad's; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Claire's Boutique; Our Own Hardware; Swiss Colony; Zale's Jewelry; House of Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center.

14 - NEWSPAPERS: TRIBUNE (m) 35,062; (S) 41,521; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Daniel L. Henderson, Natl. Adv. Mgr., TRIBUNE, 205 River Dr. S.; Box 5468, Great Falls, MT 59403; Tel. (406) 761-6666.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HAMILTON

1 - LOCATION: Ravalli County. E&P Map B-3. County Seat. 48 mi. S of Missoula; on U.S. Hwy. 93.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Bitter Root Stage.

3 - POPULATION:
Corp. City 80 Cen. 2,661; E&P 86 Est. 2,624
County 80 Cen. 22,493; E&P 86 Est. 26,479

4 - HOUSEHOLDS:
City 80 Cen. 1,254; E&P 86 Est. 1,244
County 80 Cen. 8,008; E&P 86 Est. 9,831

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$69,273,902

6 - PASSENGER AUTOS: County 13,168

7 - ELECTRIC METERS: Residence 2,591

8 - GAS METERS: Residence 2,201

9 - PRINCIPAL INDUSTRIES: Lumbering Mills; Dairy Prods. Processing; Fruit & Vegetable Cannery; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Log Home Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline; hard, deep well water.

12 - RETAILING: Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Grocery, sporting goods, variety, wine.

13 - RETAIL OUTLETS: Variety Stores-Sprouse-Reitz; Ben Franklin; Bonanza 88.
Chain Drug Stores-Downing's Rexall; Walgreens.
Chain Supermarkets-Safeway; Economy; IGA; Excell Low Cost Ctr.
Other Chain Stores-JCPenney; Anthony's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); Montgomery Ward; Western Auto; UBC.

14 - NEWSPAPERS: REPUBLIC (m-mon to fri) 4,153; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jo Gmazel-Bartley, Adv. Mgr., REPUBLIC, 232 Main St., Hamilton, MT 59840; Tel. (406) 363-3300.
National Representatives: National Advertising Service; Scripps League Newspapers.

HAVRE

1 - LOCATION: Hill County. E&P Map D-1. County Seat. Shipping, education, agricultural and livestock center.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-3.
Intercity Bus Lines-Intermountain; Burlington Northern.
Airlines-Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 10,891; E&P 86 Est. 11,210
County 80 Cen. 17,985; E&P 86 Est. 18,536

4 - HOUSEHOLDS:
City 80 Cen. 4,069; E&P 86 Est. 4,051
County 80 Cen. 6,305; E&P 86 Est. 6,583

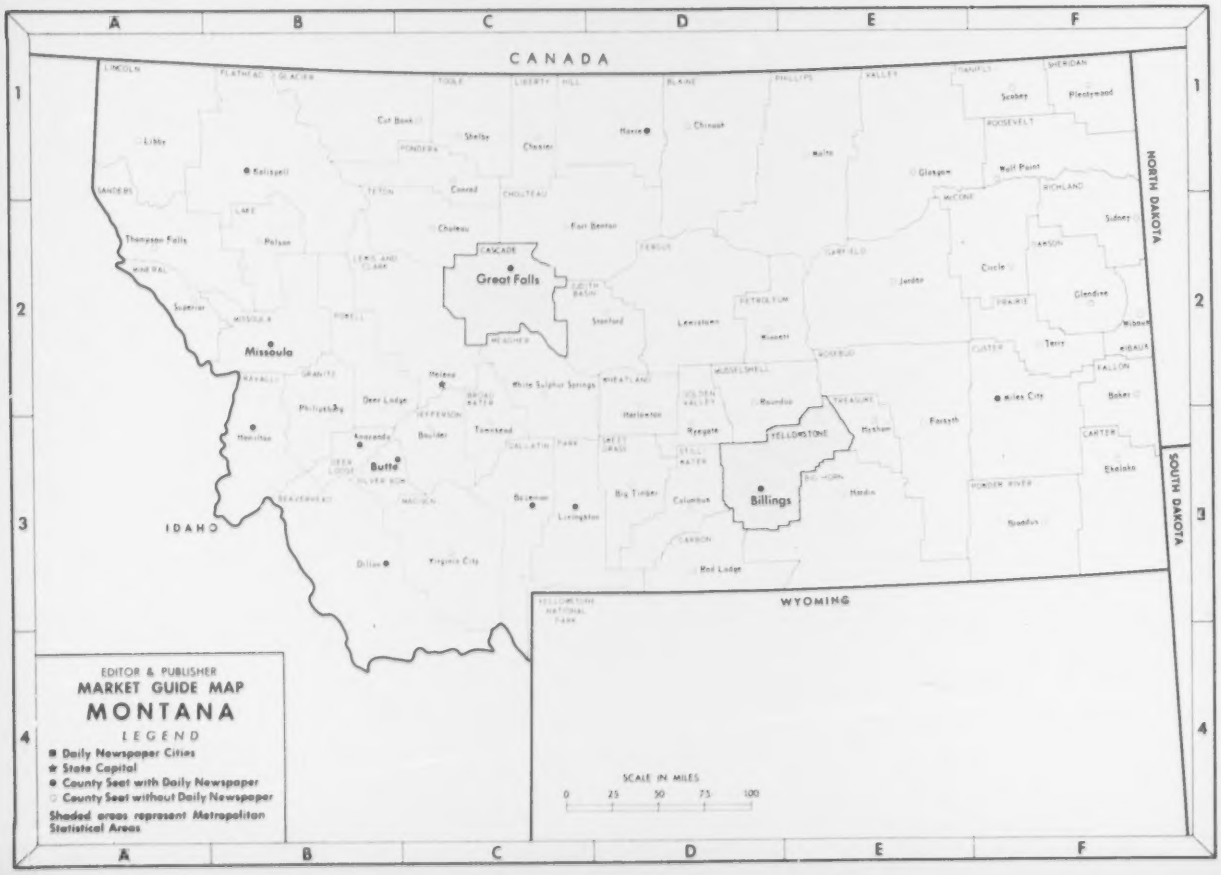
5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$137,157,000
Savings & Loan	2	$69,319,956

6 - PASSENGER AUTOS: County 8,966

7 - ELECTRIC METERS: Residence 4,958

8 - GAS METERS: Residence 4,303

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 900.
Principal Industrial Pay Days-1st & 15th.



10 - CLIMATE: Min. & Max. Temp.-Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 4 sts.; The Atrium, downtown shopping mall (30 units); Holiday Village (42 units).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gamble's; JCPenney; Woolworth's; Coast-to-Coast; Herbergers; K mart.
Variety Stores-Fleet Wholesale; Bonanza 88; Sandvig's.
Chain Drug Stores-Western 3; Osco.
Chain Supermarkets-Buttrey; IGA.
Other Chain Stores-Montgomery Ward; Sears (catalog); Kinney Shoes; House of Fabrics; Anita Shops; Maurice's; Hallmark; Desmonds; Zale's.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 4,600; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Dwight C. Pfeifer, DAILY NEWS, 119 2nd St.; PO Box 431, Havre, MT 59501; Tel. (406) 265-5795.
National Representative: None.

HELENA

1 - LOCATION: Lewis and Clark County. E&P Map C-2. State Capital, County Seat. On U.S. Hwys. 12 and 91; I-15; 65 mi. NE of Butte; 94 mi. SW of Great Falls. A telephone communications ctr.

2 - TRANSPORTATION: Railroads-Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Bus Lines-Intermountain.
Airlines-Northwest; Western Airline; Big Sky; Morrison Flying Service; Capital Aero-air taxi.

3 - POPULATION:
Corp. City 80 Cen. 23,938; E&P 86 Est. 23,865
NDM-ABC: (80) 38,853
RTZ-ABC: (80) 11,191
County 80 Cen. 43,039; E&P 86 Est. 47,832
NDM & RTZ-ABC: (80) 50,044

4 - HOUSEHOLDS:
City 80 Cen. 9,475; E&P 86 Est. 9,258
County 80 Cen. 16,066; E&P 86 Est. 18,735
NDM-ABC: (80) 14,565
RTZ-ABC: (80) 3,859
NDM & RTZ-ABC: (80) 18,424

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$126,973,000
Commercial	5	$224,935,000

6 - PASSENGER AUTOS: County 26,413

7 - ELECTRIC METERS: Residence 21,196

8 - GAS METERS: Residence 11,595

9 - PRINCIPAL INDUSTRIES: Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Govt.
Principal Pay Days-1st, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2; last killing frost, May 2.

11 - TAP WATER: Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, 8 blocks on N & S Main St.; Capital Hill Ctr., 11th & Roberts; Lundy Ctr., Euclid & N Benton; Northgate Plz., N Montana & Cluster.
Neighborhood Shopping Centers-Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th & Prospect; Montana & Cedar.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital Hill(44)	NA	JCPenney, Hennessy's, Thriftway
Lundy's(8)	NA	Bergum, Thriftway, Ben Franklin
Northgate(6)	NA	Gibson's, Thriftway, Power-Townsend Co.
Downtown(45)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Mon.; Food every night, Shopping Ctrs. every night, some Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hennessy's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Bergum.
Chain Supermarkets-Buttrey's; Safeway; Thriftway; Albertson's; Heritage IGA.
Other Chain Stores-Goodyear; Sears (catalog); Coast to Coast; K-G Men's Stores; Conrad's; Galenkamp Shoes; Radio Shack; Woolcott's; Leslie's Hallmark; Maurice's.

14 - NEWSPAPERS: INDEPENDENT RECORD (e) 13,291; (S) 13,797; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike McGrorty, Adv. Dir., INDEPENDENT RECORD, 317 Cruse St.; PO Box 4249, Helena, MT 59601; Tel. (406) 442-7190.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

KALISPELL

1 - LOCATION: Flathead County. E&P Map B-1. County Seat. Trading center; on Flathead River in NW part of state; 30 mi. from Glacier Natl. Park; 250 mi. W of Great Falls, 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Intermountain Trans.; Brown Bus; Lincoln Stage Line.
Airlines-Frontier; Western; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 10,648; E&P 86 Est. 10,200
County 80 Cen. 51,966; E&P 86 Est. 57,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,396; E&P 86 Est. 4,007
County 80 Cen. 18,790; E&P 86 Est. 26,741

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$130,300,000
Commercial	4	$251,304,206

6 - PASSENGER AUTOS: County 31,875

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 10,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Mills 1,000 ($370); Wood Prods. 300 ($380); Aluminum 700 ($450); Fruit Packing 250 ($225); Semi Tool High-Tek 60 ($8.00 per hr.); Farming, Grain, Mint Cattle, Dairy, Seed Potatoes 1,500 ($200).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13; last killing frost, May 5-30.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on 1st Ave. E; 2 on 1st Ave. W; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E. Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 W; K mart, Hwy. 2 E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitefish	15	Markus, Safeway
Mountain Mall(30)	NA	
Somers	8	Peoples
Columbia Falls	15	Davall, B&B
Bigfork	12	Lake Hills
B&B(6)	NA	Fred Meyer
Gateway West Mall	3	Drug Fair, Safeway
Kalispell Ctr.	NA	Herbergers, Penneys

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. to 9.
Stores Open Sundays-Gateway West Mall; K mart; Buttreys-Zauner Boys; Cardinal True Value; B&B; Evergreen Discount; JCPenney.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; B&B; Herbergers.
Discount Stores-Sportsman Surplus; Bonanza; K mart; Drug Fair.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Rexall; Walgreens 2; Osco; Drug Fair.
Chain Supermarkets-Safeway; Buttrey's; Rosauers.

14 - NEWSPAPERS: INTER LAKE (e-mon to fri) 12,631; (S) 12,631; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: C. Patrick King, Pub., INTER LAKE, 727 E. Idaho, Kalispell, MT 59901; Tel. (406) 755-7000.
National Representative: Newspaper Advertising Service.

LIVINGSTON

1 - LOCATION: Park County. E&P Map C-3. County Seat. Business entrance Yellowstone Natl. Park. 115 mi. W of Billings; 125 mi. E of Butte. On U.S. Hwy. 89 and I-90.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,994; E&P 86 Est. 7,021
County 80 Cen. 12,660; E&P 86 Est. 13,553
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,843; E&P 86 Est. 2,693
County 80 Cen. 4,924; E&P 86 Est. 5,514

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000
Savings & Loan	1	$57,000,000

6 - PASSENGER AUTOS: County 8,152

7 - ELECTRIC METERS: Residence 4,364

8 - GAS METERS: Residence 3,355

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,100 ($250); Mfg. 210 ($400); Services, Misc. 425 ($400); Lumbering 500 ($450); Railroad 200 ($700).
Principal Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17; last killing frost, June 1.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Main; 1 on 2nd & connecting sts.
Nearby Shopping Centers-John's IGA; Livingston Plaza; High Country Shopping Mall; Sleeping Giant Trade Ctr.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery, Supermarkets, Western Drug, Sleeping Giant Trade Ctr.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Robbins, Inc.; Corral West.
Variety Stores-Ben Franklin.
Chain Supermarkets-Wes Sooper; John's IGA.
Chain Drug Stores-Western Drug.
Other Chain Stores-True Value; Jerry's Hardware Hank; Bernina; Sears (catalog); Coast-to-Coast; Goodyear; Mini-Mart; Superamerica; Mode O'Day; Champion Auto Store.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 3,701; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir., ENTERPRISE, 401 S. Main St.; PO Box 665, Livingston, MT 59047; Tel. (406) 222-2000.
National Representative: Landon Associates.

MILES CITY

1 - LOCATION: Custer County. E&P Map F-2. County Seat. Shipping and whol. ctr. In SE corner of state at confluence of Tongue and Yellowstone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.
Bus Lines-Greyhound.
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 9,602; E&P 86 Est. 10,124
County 80 Cen. 13,109; E&P 86 Est. 13,903
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,779; E&P 86 Est. 4,166
County 80 Cen. 4,901; E&P 86 Est. 5,491

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$110,000,000

6 - PASSENGER AUTOS: County 6,764

7 - ELECTRIC METERS: Residence 4,636

8 - GAS METERS: Residence 3,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stockyards 75 (N.A.); R.R. 300 ($247); Medical 150 ($260); Printing 54 ($265).
Principal Industrial Pay Days-2nd & 18th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 50-105; Fall 25-75; Winter-40-40. First killing frost, Oct. 1; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: Principal Shopping Centers-36 blocks on eight streets; Miles City Downtown Plz. Shopping Ctr.-10 stores.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Shores; Anthony's; K mart.
Variety Stores-Milo's; Squire Shop; Ben Franklin.
Chain Drug Stores-Rexall; Osco.
Chain Supermarkets-Buttrey's; Reynolds; IGA.
Other Chain Stores-Miles & Ulmer; Coast-to-Coast; Sears.

14 - NEWSPAPERS: STAR (e-mon to fri) 4,157; (wknd) 4,350; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Fred Gedney, Adv. Mgr., STAR, 13 N. 6th St.; Box 1216, Miles City, MT 59301; Tel. (406) 232-0450.
National Representative: Landon Associates.

MISSOULA

1 - LOCATION: Missoula County. E&P Map B-2. County Seat. Manufacturing, distributing and education center 210 mi. E of Spokane, WA; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-Intermountain; Greyhound; Missouri Valley Trails.
Airlines-Northwest; Frontier; Western.

3 - POPULATION:
Corp. City 80 Cen. 33,388; E&P 86 Est. 31,810
CZ-ABC: (80) 56,670
RTZ-ABC: (80) 73,245
County 80 Cen. 76,016; E&P 86 Est. 77,705
City & RTZ-ABC: (80) 129,915

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,604; E&P 86 Est. 13,337
County 80 Cen. 28,019; E&P 86 Est. 29,904
CZ-ABC: (80) 21,643
RTZ-ABC: (80) 25,520
City & RTZ-ABC: (80) 47,163

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$278,649,000
Savings & Loan	2	$135,808,000

6 - PASSENGER AUTOS: County 42,440

7 - ELECTRIC METERS: Residence 22,396

8 - GAS METERS: Residence 17,469

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,693 ($340); U.S. Forest Service 860 ($300); R.R. 300 ($250); Univ. 3,111 ($140); Hospitals 1,260 ($180).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20; last killing frost, May 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on N Higgins; 5 on S Higgins; 3 on Front St.; Main and Broadway.
Neighborhood Shopping Areas-Broadway W; 3 blocks on Front St. E & Main St. E; 6 blocks on Broadway E, Highway 93 South (2).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(94)	5	Sears, Hennessey's, Hart-Albin, JCPenney
Tremper's(11)	3	Buttrey
Holiday Vlg.(20)	3	Albertson's, Osco, Sprouse-Reitz
East Gate(2)	2	East Gate Drug
Fairway	3	Buttrey's
South Center	3	
Town & Ctry.(4)	4	Super Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All stores, Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; JCPenney; Sears; Hennessey's; Hart-Albin.
Variety Stores-Bonanza.
Discount Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Rexall; Walgreens; Buttrey; Osco.
Chain Supermarkets-Safeway 2; Buttrey's 2; Albertson's; Super Save 3; Rosauers.
Other Chain Stores-Firestone; Coast-to-Coast; K-G Men's; Safeway Dry Goods; Singer Co.; House of Fabrics; Radio Shack; Pay 'N Save; Ernst.

14 - NEWSPAPERS: MISSOULIAN (m) 28,574; (S) 30,800; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Schroeder, Adv. Mgr., MISSOULIAN, 500 S. Higgins Ave.; PO Box 8029, Missoula, MT 59807; Tel. (406) 721-5200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NEBRASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Lincoln-Lancaster County.
Omaha, NE-IA-Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
Sioux City, IA-NE-Woodbury County, IA; Dakota County, NE.

POPULATION ESTIMATES

(Thousands)

Age Group	1978	1980	1987
Under 5 Years	120	123	126
5-14 Years	301	239	246
15-24 Years	258	296	306
25-44 Years	327	413	426
45-64 Years	296	293	303
65 and Over	183	206	212
TOTAL	1,485	1,570	1,619

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	357	439	708
General Mdse	686	784	1,017
Food	972	1,420	1,616
Automobiles	1,094	1,295	2,034
Gasoline Stations	530	743	661
Apparel	235	345	443
Furniture	261	328	539
Eat-Drink Places	474	669	860
Drugs	139	201	235
TOTAL SALES	5,145	6,995	8,884

ALLIANCE

1 - LOCATION: Box Butte County, E&P Map A-2, County Seat. Wholesale center. On Hwys. 2, 385; 400 mi. from Omaha; 240 mi. from Denver.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Star Bus.
Motor Freight Carriers-3.
Airlines-G.P. Express Commuter.

3 - POPULATION:
Corp. City 80 Cen. 9,920; E&P 86 Est. 10,584
CZ-ABC: (80) 9,920
RTZ-ABC: (80) 30,149
County 80 Cen. 13,696; E&P 86 Est. 14,411
City & RTZ-ABC: (80) 40,069

4 - HOUSEHOLDS:
City 80 Cen. 3,718; E&P 86 Est. 4,090
County 80 Cen. 5,038; E&P 86 Est. 5,596
CZ-ABC: (80) 3,718
RTZ-ABC: (80) 11,039
City & RTZ-ABC: (80) 14,757

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$146,814,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 7,069

7 - ELECTRIC METERS: Residence 4,271

8 - GAS METERS: Residence 3,633

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 200 ($192); R.R. 2,210 ($425).
Principal Pay Days-Wed.; R.R. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

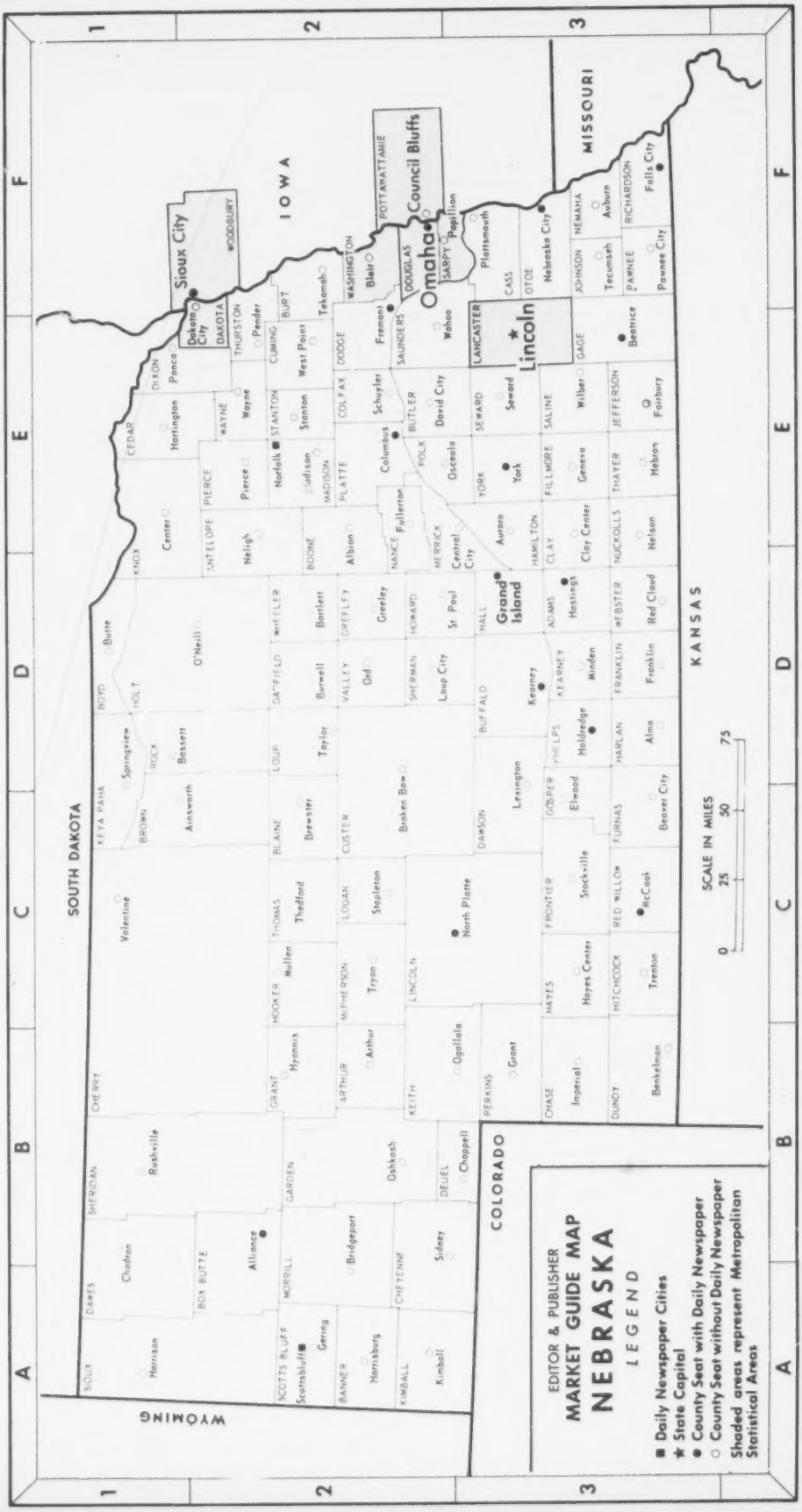
12 - RETAILING: Principal Shopping Center-8 blocks on Box Butte Ave. and Third St.
Neighborhood Shopping Centers-4 blocks on E. Third; 5 blocks on W. Third; 1400 W. Third.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Third	1	Shop & Save, K mart, Alco
East Third	1	Wegner Motor, Safeway

Principal Shopping Days-Sat., Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rhoads; Sears.
Discount Stores-Wheeler's; Pamida; Alco; K mart.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Safeway; Jack & Jill; Shop & Save.
Other Chain Stores-Hardware Hank; Radio Shack; Redman's Shoes.



14 - NEWSPAPERS: TIMES HERALD (e) 4,040; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Swanson, Adv. Dir., TIMES-HERALD, 114 E. 4th; PO Box G, Alliance, NE 69301; Tel. (308) 762-3060.
National Representative: Branham/Newspaper Sales.

BEATRICE

1 - LOCATION: Gage County, E&P Map E-3, County Seat. Agric. ctr. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys. 77, 136; State Hwy. 4.

2 - TRANSPORTATION: Railroads-Burlington; U.P.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 12,891; E&P 86 Est. 13,784
CZ-ABC: (80) 12,891
RTZ-ABC: (80) 38,695
County 80 Cen. 24,456; E&P 86 Est. 24,766
City & RTZ-ABC: (80) 51,586

4 - HOUSEHOLDS:
City 80 Cen. 5,255; E&P 86 Est. 5,824
CZ-ABC: (80) 5,255
RTZ-ABC: (80) 14,746
County 80 Cen. 9,245; E&P 86 Est. 9,788
City & RTZ-ABC: (80) 20,001

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$130,946,501
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 12,465

7 - ELECTRIC METERS: 6,596

8 - GAS METERS: 5,291

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Assembler, Prod. ($214); Chem. Oper. ($380); Electrician ($340); Laborer, Mat'l Hdlg. ($200); Lathe Oper. ($256); Maint. Mechanic Plt. ($260); Milling Machine Oper. ($216); Punch Press Oper. ($24.); Secretary ($182); Sewing Machine Oper. ($170); Tool & Die Maker ($290); Welder ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Nearby Shopping Centers-Indian Creek (K mart, Alco, Jack & Jill).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kampler's; Alco (Duckwall).
Discount Stores-Pamida; K mart.
Chain Drug Stores-Rexall; Medicine Chest.
Chain Supermarkets-Boogaart's; IGA; Jack & Jill; Super Market; Price Chopper; Econo-Food.
Other Chain Stores-Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Payless Shoes; OK Tire Co.; Coast-to-Coast; Ben Franklin.

14 - NEWSPAPERS: SUN (e) 10,712; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Burt Foreman, Adv. Mgr., SUN, 200 N. 7th; PO Box 847; Beatrice, NE 68310; Tel. (402) 223-5233.
National Representative: Branham/Newspaper Sales.

COLUMBUS

1 - LOCATION: Platte County, E&P Map E-2, County Seat. Agricultural area; manufacturing and retail center; 85 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N & S); 544 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-AAA.

3 - POPULATION:
Corp. City 80 Cen. 18,061; E&P 86 Est. 18,162
CZ-ABC: (80) 18,061
RTZ-ABC: (80) 46,081
County 80 Cen. 28,852; E&P 86 Est. 29,753
City & RTZ-ABC: (80) 64,142

4 - HOUSEHOLDS:
City 80 Cen. 6,389; E&P 86 Est. 6,882
County 80 Cen. 10,084; E&P 86 Est. 10,916
CZ-ABC: (80) 6,389
RTZ-ABC: (80) 16,703
City & RTZ-ABC: (80) 23,092

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$253,200,000
Savings & Loan	6	$476,300,000

6 - PASSENGER AUTOS: County 16,621

7 - ELECTRIC METERS: Residence 7,179

8 - GAS METERS: Residence 5,749

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shop 1,425 ($250); Electronics 1,560 ($200); Med. & Surg. Inst. 1,050 ($230); Auto Parts Mfg. 270 ($280); Agricultural Building 1,160 ($280); Agricultural Equip. 2,300 ($280).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-83; Summer 60-88; Fall 26-77; Winter 9-46. First killing frost Oct. 11; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 3 Sts.
Nearby Shopping Center-On U.S. Hwy. 30 (15 blocks): U.S. 30 Center (Pamida); Westgate Shpg. Ctr. (Wal-Mart, Hy Vee).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Geo. Schweser's Sons; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Pamida; Alco; K mart; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Tooley.
Other Chain Stores-Sears; Coast-to-Coast; Firestone; True Value Hdwe.; Hy Vee; Food-4-Less; Family Thrift Ctr.; Maurice's; Tobers; Brass Buckle.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 10,976; (S) 11,151; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dick Toof, Adv. Mgr., TELEGRAM, 1254 27th Ave., Columbus, NE 68601; Tel. (402) 564-2741.
National Representative: Branham/Newspaper Sales.

FALLS CITY

1 - LOCATION: Richardson County, E&P Map F-3. Shpg. & medical ctr. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State Hwy. 4.

2 - TRANSPORTATION: Railroads-Missouri Pacific (Main Line div. pt.); Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound (U.P.).

3 - POPULATION:
Corp. City 80 Cen. 5,374; E&P 86 Est. 5,548
County 80 Cen. 11,315; E&P 86 Est. 11,179

4 - HOUSEHOLDS:
City 80 Cen. 2,237; E&P 86 Est. 2,318
County 80 Cen. 4,479; E&P 86 Est. 4,586

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$90,000,000
Savings & Loan	All branches	$60,000,000

6 - PASSENGER AUTOS: County 5,638

7 - ELECTRIC METERS: Residence 2,175

8 - GAS METERS: Residence 1,988

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 114; Meat Pkg. 75; Agric. related 65; Misc. 150; Tool & Die 90.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 13; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on Stone, Chase & Harlan.
Principal Shopping Days-Sat., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Chaney's.
Chain Supermarkets-Nash Finch 2.
Other Chain Stores-Firestone; Coast-to-Coast; Pamida; Brown's Shoe; Mode O'Day; Sears; Tober's; Goodrich Dairy.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,942; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Bus. Mgr., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.
National Representative: Branham/Newspaper Sales.

FREMONT

1 - LOCATION: Dodge County, E&P Map E-2, County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77, 275; State Hwy. 8.

2 - TRANSPORTATION: Railroads-U.P.; Chicago Northwestern; Burlington Northern.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow-Black Hills.

3 - POPULATION:
Corp. City 80 Cen. 23,979; E&P 86 Est. 24,069
CZ-ABC: (80) 26,151
RTZ-ABC: (80) 47,019
County 80 Cen. 35,847; E&P 86 Est. 35,670
City & RTZ-ABC: (80) 73,170

4 - HOUSEHOLDS:
City 80 Cen. 9,129; E&P 86 Est. 9,334
County 80 Cen. 13,292; E&P 86 Est. 13,811
CZ-ABC: (80) 9,882
RTZ-ABC: (80) 16,791
City & RTZ-ABC: (80) 26,673

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$267,040,711
Savings & Loan	5	$210,590,606

6 - PASSENGER AUTOS: County 19,174

7 - ELECTRIC METERS: Residence 12,041

8 - GAS METERS: Residence 9,419

9 - PRINCIPAL INDUSTRIES: Meat Packing; Poultry Proc.; Seed Proc.; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Pre-Cut Homes; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Structural Wood Systems; Hydraulic Equip.; Cemetery Markers; Bridal Gowns; Foam Prods.; Fertilizer; Metal Stamping; Metal Fabricating; Food Proc.; Ornamental Iron; Midland College; Tent & Awning; Refrigerated Whse.; Ladies Slacks & Skirts; Machine Shop; Livestock Feed Additives; Seat Mfg. Total employ. 16,142.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 76-87; Fall 46-54; Winter 26-29.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-12 Blocks Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fremont Mall(24)	NA	JCPenney, Walgreens
Parkview Ctr.(27)	NA	Miller Drug
Gateway Ctr.(7)	NA	
Alco Plz.(7)	NA	Duckwall

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Thur.; Mall every evening exc. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schweser's; Philips.
Variety Stores-Woolworth.
Discount Stores-Alco; K mart; 1/2 Price Store; Wal-Mart.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Hinky Dinky; Food 4 Less; Save Mart; Super Valu.
Other Chain Stores-Firestone; Goodyear; Harding Glass; Goodrich Dairy; Ace Hdwe.; Redman's; Buck's; Pearle Vision Ctr.; Tober's; House of Fabrics; Sears; Montgomery Ward; Sherwin-Williams; Singer; Radio Shack; 7-Eleven; Kwik Shop; Applause Video; Coast-to-Coast; Diamond Vogel Paint; Earl May Garden; Medicine Chest; Payless Shoe Source; ValCom.

14 - NEWSPAPERS: TRIBUNE (e) 11,662; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ed Gambardella, Adv. Mgr., TRIBUNE, 135 N. Main, Fremont, NE 68025; Tel. (402) 721-5000.
National Representative: Gannett Media Sales.

GRAND ISLAND

1 - LOCATION: Hall County, E&P Map D-3, County Seat. Meat packing, farm equip. mkt. and shipping ctr.; railroad terminus; on I-80; U.S. Hwys. 30, 34, 281; State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2 - TRANSPORTATION: Railroads-Union Pac.; Burlington Northern; CB&QRR.
Motor Freight Carriers-42.
Airlines-Air Midwest; Rocky Mountain; AAA Air.
Intercity Bus Lines-Greyhound; Continental Trailways; United Motorways.

3 - POPULATION:
Corp. City 80 Cen. 37,780; E&P 86 Est. 38,560
CZ-ABC: (80) 37,781
RTZ-ABC: (80) 71,194
County 80 Cen. 47,690; E&P 86 Est. 50,258
City & RTZ-ABC: (80) 108,930

4 - HOUSEHOLDS:
City 80 Cen. 12,819; E&P 86 Est. 13,449
County 80 Cen. 17,463; E&P 86 Est. 19,177
CZ-ABC: (80) 12,819
RTZ-ABC: (80) 27,062
City & RTZ-ABC: (80) 39,881

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 26,368

7 - ELECTRIC METERS: Residence 14,804

8 - GAS METERS: Residence 15,611

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 3,662, including farm equip., farm and steel bldgs., Automotive, Food proc.; Gov't 2,577; Ret. 3,942; Whol. 930; Trans. and Util. 783; Fin. & R.E. 572; Serv. 2,127; all others 1,615.
Principal Pay Days-1st, 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on 3rd St.; 6 on 4th St.; 14 on cross streets; Five Points Shpg. Ctr., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Variety Store; 2 Shopping Malls on N. Hwy. 281; 750,000 ft.; 8 blocks on S. Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conestoga(60)	2	Brandeis, Miller & Paine, JCPenney, Sears
Grand Island(20)	2	Richman Gordman, Shopko

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Sears, JCPenney's-Wed., Fri.; Food, Malls-nightly & Sun.
Stores Open Sundays-5 Supers; Malls; Discount Stores.

13 - RETAIL OUTLETS: Department Stores-Skagway; Brandeis; JCPenney; Sears; Miller & Paine; Schwesers.
Discount Stores-Skagway; Richman Gordman; K mart; Shopko; Wheelers.
Chain Drug Stores-Bens'; Walgreens.
Chain Supermarkets-Jack & Jill 3; Boogarts 2; Econo Foods; Bag & Save.
Other Chain Stores-Goodyear; Swan's (furn.); Mode O'Day; Brodkey Jewelers; Singer Co.; Shoes: Kinney, Redman, Brown, National; Gen Nutrition; So-Fro Fabrics; Jo Ann Fabrics; Zale's; Maurices; Waldenbooks; Sidle's; Sherwin-Williams; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; US Tech; Video Kingdom.

14 - NEWSPAPERS: INDEPENDENT (e) 25,472; (S) 26,309; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Rob James, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68802; Tel. (308) 382-1000.
National Representative: Branham/Newspaper Sales.

HASTINGS

1 - LOCATION: Adams County, E&P Map D-3, County Seat. Shipping; wholesale; miscellaneous light manufacturing. College center. South central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 20 miles south of I-80.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak; Union Pacific; Missouri Pacific (freight).
Intercity Bus Lines-Continental Trailways; Republic Valley; Hi-Line.
Airlines-GP Air.

3 - POPULATION:
Corp. City 80 Cen. 23,045; E&P 86 Est. 22,869
CZ-ABC: (80) 23,045
RTZ-ABC: (80) 56,656
County 80 Cen. 30,656; E&P 86 Est. 30,941
City & RTZ-ABC: (80) 79,701
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,295; E&P 86 Est. 9,574
County 80 Cen. 11,740; E&P 86 Est. 12,370
CZ-ABC: (80) 9,295
RTZ-ABC: (80) 21,286
City & RTZ-ABC: (80) 30,581

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$27,600,000
Commercial	3	$220,719,796

6 - PASSENGER AUTOS: County 16,262

7 - ELECTRIC METERS: Residence 11,257

8 - GAS METERS: Residence 9,669

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Prods. 250 ($262); Beef Proc. 165 ($265); Instrument Mfg. 300 ($280); Ethanol Prods. 50 ($283); Irrigation Equip. 250 ($297); Various Prods. 220 ($261); Fertilizer 67 ($212); Cartons and IBM Cards 140 ($283); Newspaper Printing, Photography 122 ($253); Cooling and Heating Equip. 118 ($230); Irrigation Pipes, Engines and Equip. 308 ($295); Swine Production 90 ($298); Electricity 90 ($212); Natural Gas 149 ($305); Baked Goods 270 ($312); Farm Equip. 498 ($256); Plastic Pipe 46 ($280); Mobile Homes 114 ($285); Hospital 501 ($267)
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas-5th and E Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281; K mart on W Marion Rd., Allen's Shopping Center, Downtown, Gibson's on S Burlington. 1/2 Price Store & Econofoods, Western Mall on S Burlington and Imperial Mall on Marion Rd. & 12 St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Mall(46)	2	Brandeis, Sears, Walgreens, Woolworth, Herbergers

Principal Shopping Days-Thur., Fri., Sat., Sun. for Mall.
Stores Open Evenings-All Stores-Thur.

13 - RETAIL OUTLETS: Department Stores-Schweser's; Brandeis; JCPenney; Allen's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Big G; Allen Drug; Gibson's; K mart; 1/2 Price Store.
Chain Drug Stores-Walgreens; Bert's Rexall 2.
Chain Supermarkets-Jack & Jill 3; IGA; Allen's; Econofoods; Gibson's.
Other Chain Stores-Firestone; Sears (catalog); Gallenkamp Shoes; Mode O'Day; Maurice's; Brodkey's; Herbergers; Radio Shack; So-Fro Fabrics; Wheeler's; Video Kingdom; Stevenson's. Stevenson's.

14 - NEWSPAPERS: TRIBUNE (e) 16,781; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Heath, Gen. Mgr., TRIBUNE, 908 W. 2nd St., Hastings, NE 68901; Tel. (402) 462-2131.
National Representative: Branham/Newspaper Sales.

HOLDREGE

1 - LOCATION: Phelps County. E&P Map C-3 South central part of state, 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383; State 23; 17 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Burlington; Amtrak.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-Ideal.

3 - POPULATION:
Corp. City 80 Cen. 5,624; E&P 86 Est. 5,778
CZ-ABC. (80) 5,624
RTZ-ABC: (80) 23,226
County 80 Cen. 9,769; E&P 86 Est. 10,168
City & RTZ-ABC. (80) 28,850

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,267; E&P 86 Est. 2,390
CZ-ABC. (80) 2,267
RTZ-ABC: (80) 8,852
County 80 Cen. 3,699; E&P 86 Est. 4,009
City & RTZ-ABC. (80) 11,119

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$146,745,572
Saving & Loan	2	$95,479,577

6 - PASSENGER AUTOS: County 5,607

7 - ELECTRIC METERS: Residence 2,515

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 10 ($242); Monument Mfg. 17 (N.A.); Weaving 107 ($230); Medical Supplies 650 ($251)
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-82; Summer 69-99; Fall 30-85; Winter -16-47. First killing frost, Oct. 1; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wheelers.
Discount Stores-Pamida; Medicine Chest; Coast-to-Coast.
Chain Supermarkets-Jack & Jill; Hinky Dinky.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 3,779; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield St.; PO Box 344, Holdrege, NE 68949; Tel. (308) 995-4441.
National Representative: Branham/Newspaper Sales.

KEARNEY

1 - LOCATION: Buffalo County. E&P Map D-3. County Seat. 186 mi. W of Omaha; 373 mi. E of Denver. On U.S. Hwy. 30; I-80; State Hwy. 10, 40, 44.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington.
Motor Freight Carriers-11.
Intercity Bus Lines-Interstate; Greyhound; Continental.
Airlines-GP Express.

3 - POPULATION:
Corp. City 80 Cen. 21,158; E&P 86 Est. 23,311
CZ-ASC. (80) 21,750
RTZ-ABC: (80) 48,314
County 80 Cen. 34,797; E&P 86 Est. 38,581
City & RTZ-ABC: (80) 29,064
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,485; E&P 86 Est. 8,360
County 80 Cen. 12,284; E&P 86 Est. 14,001
CZ-ABC. (80) 7,485
RTZ-ABC: (80) 17,896
City & RTZ-ABC. (80) 25,381

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$311,095,829
Savings & Loan	6	$81,342,110

6 - PASSENGER AUTOS: County 18,287

7 - ELECTRIC METERS: Residence 9,758

8 - GAS METERS: Residence 7,185

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Kearny State College 665; Metal & Ing. Pumps 149; Oil Filters 673; Plug Valves 175; Pharmaceutical Stoppers & Closures 256; Regional Hospital 607; Psychiatric Hospital 180; Truck Generators 106; Grain drying Equip. 56; Auto Valves 855.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Summer 58-100; Fall 38-87; Winter 15-49. First killing frost, Oct. 10; last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Downtown Shopping Center-6 blocks S on Central Ave.; 14 N on Hwy. 10; 5 E on Hwy. 30; 8 W on Hwy. 30.
Neighborhood Shopping Centers-6 blocks E. 25 St.
Shopping Centers-North-Hilltop Mall (35 stores), Econofoods, Hinky Dinky, Alco, Scan & Save; Woodridge (6 stores), West-K mart, East-Easton/Bob's Super Store, Ponderosa Mall 7, South - TSC and Wheelers.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Discount, Mall.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Hellmans; Herberger's.
Variety Stores-Kaufmann-Wernert.
Discount Stores-Wheelers; TSC; Bob's Super-Store; Alco, K mart; Wal-Mart.
Drug Stores-ABC; Valley Prescriptions 2; Medical Arts; Econodrug; B.J.'s; Walgreens.
Chain Supermarkets-Boogaart; Econofoods; IGA; Bob's Super Store; Hinky-Dinky.
Other Chain Stores-Firestone; Goodyear; Wards; S&H Green Stamps; Goodrich; Earl May Nursery; Western Auto; Gambles; Coast-to-Coast; Radio Shack; 7-Eleven; Video Kingdom; Ace Hardware; Brass Buckle; Little Professor; Scweiser's.

14 - NEWSPAPERS: HUB (e) 11,180; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve Trybus, Adv. Mgr., HUB, 13 E. 22nd, Kearney, NE 68847; Tel. (308) 237-2152.
National Representative: Branham/Newspaper Sales.

LINCOLN

1 - LOCATION: Lancaster County (MSA). E&P Map E-3. State Capital, County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of state; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington-Northern; Union Pacific; Missouri-Pacific.
Motor Freight Carriers-Interstate 26; Regional 22.
Intercity Bus Lines-Lincoln City; Trailways; Greyhound.
Airlines-United; Frontier; Air Midwest; Air Express Service; Federal Express; Emery; Airborne Freight; BN Air Freight; CF Air Freight; Capitol Cartage Company; Ozark; American West.

3 - POPULATION:
Corp. City 80 Cen. 171,932; E&P 86 Est. 183,600
CZ-ABC. (80) 173,465
RTZ-ABC: (80) 167,872
County/MSA 80 Cen. 192,884; E&P 86 Est. 205,974
City & RTZ-ABC. (80) 341,337
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,934; E&P 86 Est. 72,154
County/MSA 80 Cen. 71,769; E&P 86 Est. 79,710
CZ-ABC. (80) 65,415
RTZ-ABC: (80) 61,712
City & RTZ-ABC. (80) 127,127

5 - BANKS	NUMBER	EST. DEP.
Commercial	11	$1,198,618,000
Savings	6	$598,824,000

6 - PASSENGER AUTOS: County 103,321

7 - ELECTRIC METERS: Total 84,317; Residence 73,710

8 - GAS METERS: Residence 67,326

9 - PRINCIPAL INDUSTRIES: Total Employment 112,393; Agricultural 2,376; Mfg. 12,925; Durable Goods 6,563; Nondurable Goods 6,362; Constr. 3,508; R.R. Trans. 1,843; Commun., Util. 2,546; Whol. 5,092; Ret. 18,218 Fin., Ins. & R.E. 7,845; Servs. 21,287; Fed. Gov't 2,497; State Gov't 16,850; Local Gov't 10,122.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-73; Summer 61-87; Fall 29-78; Winter 13-38. First killing frost, Oct. 12; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Lincoln Center (CBD), including: 4 blocks on O St.; 4 on N St.; 3 on P St.; Gateway at 61st and O Sts.
Neighborhood Shopping Centers-2 blocks at 14th & South; 2 at 27th & Randolph; 3 at 48th & St. Paul; 3 at 61st & Havelock; 3 at 48th & Prescott; 2 at Winthrop Road & Ryons; 2 at 70th & Vine; 4 at 48th & Vine.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(66)	4	Mont. Ward, Sears, Miller & Paine, Brandeis
Piedmont(17)	3	IGA
Rathbone(12)	3	Leon's, Food Mart
Indian Vlg.(14)	3	
Bishop Heights	4	Shopko
Northridge Ctr.(6)	3	Osco, Hy-Vee
Briarhurst(8)	5	Hoppe Lumber
Meadowlane(16)	5	Jack & Jill
48th & Vine	3	K mart, Rich.-Gord.
Westgate (8)	1	Food Bonanza
Belmont(9)	2	Savemart
Clock Tower(15)	5	Classic Foods
East View(22)	3	Super Saver, Osco, Target
Van Dorn(14)	3	1/2 Price Store
East Park Plz.(57)	4	Osco, IGA, Ardans
Edgewood	6	Osco, IGA

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur.; Food-Some Thur., some each weeknight.

13 - RETAIL OUTLETS: Department Stores-Brandeis; Miller & Paine; Sears; Montgomery Ward; JCPenney; Shopko; Richmond-Gordman; Target.
Discount & Variety Stores-K mart; Osco; Ardans; 1/2 Price Store.
Chain Drug Stores-Walgreens 5; Wagey 3; Rexall 5; Four Star 4; Gilmour-Danielson 2; Winter; K-Ray 3; Osco 5.
Chain Supermarkets-Hy-Vee 4; IGA 9; Hinky Dinky 3; Jack & Jill 2; Food-4-Less 3; Shusters 2.
Other Chain Stores-Barker Shoes; Baker Shoes; B. Dalton Books; Kinney Shoe; Famous Footwear; Lawlor's Sporting; DeCosta Sporting; Natelson's; Tober's Fashions; Zale's Jewelry; Coast-to-Coast 3; Bostonian Shoes; Tandy; Colortile; The Limited; Radio Shack; Pier I; True Value; Our Own Hdwe.; Sutherland's; Wheeler's; Gibson; TSC Farm Stores; Land & Sky; Earl May Garden; World Radio; Curtis Mathes; Seiferts; Braums; Olympic Village; Athletes Foot; Casual Corner; Applause Video; The Video Station; Payless Shoes; Goldstein-Chapman; Landon's; Tires Inc.; Best Shot Waterbeds.

14 - NEWSPAPERS: STAR (m) 36,749; JOURNAL (e) 43,996; JOURNAL & STAR (S) 79,052; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Shriner, Gen. Sales Mgr., JOURNAL and STAR, 926 P St.; PO Box 81609, Lincoln, NE 68501; Tel. (402) 475-4200.
National Representative: Branham/Newspaper Sales.

McCOOK

1 - LOCATION: Red Willow County. E&P Map C-3. County Seat. Agricultural ctr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City; 285 mi. E of Denver; 285 mi. SW of Omaha.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-G.P. Express.

3 - POPULATION:
Corp. City 80 Cen. 8,404; E&P 86 Est. 8,550
CZ-ABC: (80) 8,404
RTZ-ABC: (80) 38,988
County 80 Cen. 12,615; E&P 86 Est. 12,995
City & RTZ-ABC: (80) 47,392

4 - HOUSEHOLDS:
City 80 Cen. 3,309; E&P 86 Est. 3,441
County 80 Cen. 4,795; E&P 86 Est. 5,143
CZ-ABC: (80) 3,309
RTZ-ABC. (80) 14,855
City & RTZ-ABC: (80) 18,164

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$73,081,327
Savings & Loan	3	Est. $7,500,000

6 - PASSENGER AUTOS: County 6,994

7 - ELECTRIC METERS: Residence 3,481

8 - GAS METERS: Residence 3,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Trans. 400; Oil Producers 350; Rubber Hose Co. 450; Grain Prods. Co. 50; Burns Lab. 75.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Sept. 15; last killing frost, Apr. 13. Mean annual temp. 60.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Norris Ave.; 14 on B St.; 4 on C St.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; DeGroff's; Carmichaels; Vogue; Clapp's; Mode O'Day; Alco; Yellow Front; Conrad's.
Variety Stores-Ben Franklin; Wal-Mart.
Discount Stores-Alco.
Chain Supermarkets-Hinky-Dinky; Safeway; Country Corner; U-Save; Warehouse Foods.
Other Chain Stores-Sidles; Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GAZETTE (e) 10,271; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Harry Allen Strunk, Pub., GAZETTE, West First & E Sts., McCook, NE 69001; Tel. (308) 345-4500.
National Representative: Branham/Newspaper Sales.

NEBRASKA CITY

1 - LOCATION: Otoe County. E&P Map F-3. County Seat. Agricultural area; Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 73-75; State Hwy. 2; I-29.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Burlington Northern.
Bus Lines-Greyhound.
River Barge Line-Sioux City-New Orleans; Hoffman Towing.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 7,127; E&P 86 Est. 7,048
County 80 Cen. 15,183; E&P 86 Est. 15,179

4 - HOUSEHOLDS:
City 80 Cen. 2,784; E&P 86 Est. 2,841
County 80 Cen. 5,801; E&P 86 Est. 6,015

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$59,500,000
Savings & Loan	2	$181,000,000

6 - PASSENGER AUTOS: County 7,773

7 - ELECTRIC METERS: Residence 2,850

8 - GAS METERS: Residence 2,585

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 130 ($200); Gas Meters 470 ($240); Garment Mfg. 280 ($170); Packing & Subcontracting 80 ($134).

10 - CLIMATE: First killing frost, Oct. 9; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Central Ave.; 10 off Central Ave.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dammast's.
Variety Stores-Woolworth.
Discount Stores-Pamida; Duckwall; Alco.
Chain Supermarkets-Super-Value; IGA; Jack & Jill.
Other Chain Stores-Tober's Fashion; Earl May; Sears (catalog).

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 3,701; (S) 3,701; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Nick Partsch, Pub., NEWS-PRESS, 123 S 8th St., Nebraska City, NE 68410; Tel. (402) 873-3334.
National Representative: Branham/Newspaper Sales.

NORFOLK

1 - LOCATION: Madison County, E&P Map E-2. Residential center; 60 mi. W of Missouri River; 115 mi. NW of Omaha; 75 mi. SW of Sioux City, 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State Hwys. 24, 35.

2 - TRANSPORTATION: Railroads-C&NW; UP.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; P.Y.N. Arrow; Black Hills Stage Line.
Airlines-Triple "A."

3 - POPULATION:
Corp. City 80 Cen. 19,449; E&P 86 Est. 20,495
CZ-ABC: (80) 19,449
RTZ-ABC: (80) 88,867
County 80 Cen. 31,382; E&P 86 Est. 32,679
City & RTZ-ABC: (80) 108,316
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,471; E&P 86 Est. 8,242
County 80 Cen. 11,586; E&P 86 Est. 12,602
CZ-ABC: (80) 7,471
RTZ-ABC: (80) 31,711
City & RTZ-ABC: (80) 39,182

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$320,000,000
Savings & Loan	2	$184,836,839

6 - PASSENGER AUTOS: County 16,617

7 - ELECTRIC METERS: Residence 9,702

8 - GAS METERS: Residence & Comm'l 7,343

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 700; Dairy & Poultry Proc. 148; Steel 280; Steel Fab. 475; Medical 500; Beef Proc. 150; Bottling 72.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-71; Summer 59-97; Fall 25-75; Winter 8-35. Av. an. precipitation, 23.79 in. Av. length of growing season, 155 days.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-Downtown Norfolk-1st to 8th Sts. on Norfolk Ave., 1 block each on 3rd, 4th & 5th Sts. N and S of Norfolk Ave. Principal stores: Alco; Stinsons, Ashleys, Style Shop, Tom's Music, Bomgaars, Lynn & Sons, Century Lumber, Ballantyne Furn.; Wetzel & Truex Jewelery; The Centrum.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plz.	1	JCPenney/Herbergers, Schwesers
Westside Plz.	2	Gibson's, Lynn & Sons, Ballantynes
Westgate Plz.	NA	Rexall, Radio Shack
South Hwy. 81	NA	Payless Shoes, Thriftway, Wards
Country Club Plz.	NA	Pic 'N Save

Principal Shopping Days-Thur., Fri., Sat. Most stores open Thur. until 9 and Sun. 1-5 P.M.

13 - RETAIL OUTLETS: Department Stores-Stinson's; JCPenney; Herbergers; Sears (catalog); Schweser's.
Discount Stores-Gibson's; K mart; Alco; ShopKo; Wal-Mart.
Chain Supermarkets-Hy-Vee; County Market (Super Value); Whse. Mkt.; East & West.
Other Chain Stores-Firestone; Singer's; Mode O'Day; Goodyear; Brodkey Jewelery; Team Electronics; Century Lbr.; Earl Mays; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Tober's; Payless Family Shoes; Holiday Station Store; True Value Hdwe.

14 - NEWSPAPERS: NEWS (e) 22,500; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry G. Bartscher, Adv. Mgr., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.
National Representative: Branham/Newspaper Sales.

NORTH PLATTE

1 - LOCATION: Lincoln County, E&P Map C-3, County Seat. Railroad center. Central part of state; 232 mi. from state capital; 289 mi. from Omaha. At intersection of Interstate 80; U.S. Hwy 83.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 24,509; E&P 86 Est. 23,780
CZ-ABC: (80) 26,847
Bal. in NDM-ABC: (80) 47,093
County 80 Cen. 36,445; E&P 86 Est. 35,239
Total NDM-ABC: (80) 73,940

4 - HOUSEHOLDS:
City 80 Cen. 9,178; E&P 86 Est. 8,912
County 80 Cen. 13,245; E&P 86 Est. 13,337
CZ-ABC: (80) 9,967
Bal. in NDM-ABC: (80) 17,239
Total NDM-ABC: (80) 27,206

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$145,474,116
Savings & Loan	6	$90,562,000

6 - PASSENGER AUTOS: County 17,908

7 - ELECTRIC METERS: 12,982

8 - GAS METERS: Residence 10,132

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 105 ($138); R.R. 1700 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).
Principal Pay Days-R.R. 1st, 15th. Food and Textile: Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-99; Summer 33-109; Fall 25-105; Winter 16-76. First killing frost, Sept. 23; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard. Source-wells; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Dewey St., 12 on Jeffers; 5 on 4th, 5th and 6th; 2 on 3rd.
Neighborhood Shopping Centers-S. Jeffers and W. A; E. 4th St; A & Carr Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gibson's	1	Gibson, Home Furniture
Westfield(27)	2	Sixth St. Mkt., Coast-to-Coast, Ben Franklin
The Mall(40)	NA	JCPenney, Osco, Safeway, Herberger's
Parkade Plz.(12)	NA	Alco, Sixth St. Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Daily except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schweser's; Sears; Herberger's; Shopko.
Variety Stores-Woolworth, Ben Franklin.
Discount Stores-Gibson's; Alco; K mart; Wheelers; Pay 'N Pak; Shopko.
Chain Drug Stores-Osco.
Chain Supermarkets-Safeway; 6th St. Mkt. 5.
Other Chain Stores-Sherwin-Williams; Mode O'Day; Firestone; Coast-to-Coast; Maurice's; Claire's Boutique; Swiss Colony; So-Fro Fabrics; Radio Shack; KWAL Paint; 84 Lumber; Goodyear; K-G Men's Store; Ace Hdwe.; Payless; Regis Hairdressers.

14 - NEWSPAPERS: TELEGRAPH (m-tues to sat) 15,676; (S) 16,118; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Manny Padilla, Adv. Mgr., TELEGRAPH, 621 N. Chestnut, North Platte, NE 69101; Tel. (308) 532-6000.
National Representative: Branham/Newspaper Sales.

OMAHA

1 - LOCATION: Douglas County (In Omaha, NE-IA MSA). E&P Map F-2, County Seat. Food processing, retail/wholesale trade, military, insurance, educational, medical center, livestock market. Eastern portion of state on Missouri River; 476 mi. W of Chicago; 358 mi. S of Minneapolis/St. Paul; 205 mi. N of Kansas City; 540 mi. E of Denver. On I-80, I-29; U.S. 6, 30, 73, 75, 275; State 36, 38, 50, 64, 85, 96, 131, 133, 370.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Illinois Central; Norfolk & Western; Union Pacific System (HQ); Union Pacific/Missouri Pacific.
Motor Freight Carriers-100.
Rail Passenger Service-Amtrak.
River Barge Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Northwest Orient; Eastern; TWA; Republic; Ozark; Frontier/People Express; American; America West; Western, Continental.

3 - POPULATION:
Corp. City 80 Cen. 333,111; E&P 86 Est. 314,729
County 80 Cen. 397,884; E&P 86 Est. 408,010
MSA 80 Cen. 585,907; E&P 86 Est. 606,143
NDM-ABC: (80) 483,053
RTZ-ABC: (80) 326,850
NDM & RTZ-ABC: (80) 809,903

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,261; E&P 86 Est. 113,039
County 80 Cen. 146,405; E&P 86 Est. 156,749
MSA 80 Cen. 208,746; E&P 86 Est. 225,221
NDM-ABC: (80) 172,432
RTZ-ABC: (80) 118,479
NDM & RTZ-ABC: (80) 290,911

5 - BANKS	NUMBER	DEPOSITS
Commercial	43	$4,444,050,000
Savings & Loan	10	$6,811,888,000

6 - PASSENGER AUTOS: County 216,973

7 - ELECTRIC METERS: Residence 126,549

8 - GAS METERS: Residence 101,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Equip. 9,964 ($413); Meat Proc. 3,980 ($355); Other Food 7,309 ($449); Metals 2,637 ($534); Printing & Publ. 3,738 ($377); Chem. 1,036 ($410); Other Mfg. 5,774 ($250).
Principal Pay Days-Industrial, Fri.; others 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-62; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Moderately alkaline; moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Westroads, 102nd & Dodge, 161 stores; Crossroads 72nd & Dodge, 36 stores; Southroads, 1001 Fort Crook Road N., Bellevue, 38 stores; Midlands Mall, downtown Council Bluffs, 52 stores; downtown Omaha, 16th & Douglas.

Neighborhood Shopping Area-S. Omaha, 10 blocks at S. 24th & N. Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 3 blocks at 76th & Main; Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
American Plz.(16)	7	Shopko, Food-4-Less
Baker Sq.(23)	11	Brandeis, Baker's, Walgreens
Bel-Air Plz.(40)	10	Food City
Bellevue Plz.(13)	7	K mart, No Frills, Walgreens
Bluff Plz.(3)	5	JCPenney, Bluff Super Foods
Bluffs Northway(5)	4	Richman Gordman, Hy-Vee, Drug Town
Brentwood Sq.(41)	12	Richman Gordman, Baker's, Walgreens
The Center(15)	3	Younkers
Center Plz.(13)	7	Ardan, Walgreens
Crossroads(36)	5	Brandeis, Sears, Walgreens
Frederick Sq.(17)	7	Baker's, Shopko
K mart North(3)	6	K mart
K mart South(6)	5	K mart
Maple Plz.(7)	8	Target, Walgreens
Midlands Mall(52)	3	Sears, Brandeis, Philips, Walgreens
Montclair(27)	11	Half-Price, Service Merchandise
Old Orchard W.(14)	11	Richman Gordman
Orchard Plz.(40)	11	Target
Plaza North(12)	9	Baker's, Richman Gordman
Regency Ct.(27)	8	
Saddle Creek(3)	3	Target, Hinky Dinky, Walgreens
Sherwood Pl.(10)	8	K mart,
Shopko North(1)	9	Shopko
Shopko West(1)	12	Shopko
Southroads Plz.(2)	6	Albertson's, Richman Gordman
Southroads(38)	6	Brandeis, Sears, JCPenney
Village Shopping Ctr.(14)	8	Skaggs, Hy-Vee,
36th & Q(2)	5	Half-Price, Food-4-Less
Westgate Plz.(14)	7	Brandeis
Westroads(161)	8	Mont. Ward, JCPenney, Younkers, Brandeis, Walgreens
Westwood Plz.(38)	10	K mart, Skaggs, Hy-Vee

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Food & Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Brandeis 7; Montgomery Ward; JCPenney 3; Philips 3; Richman Gordman 5; Sears 3; Younkers 2.
Discount Stores-K mart 8; Walgreens 16; Target 3; Ardan; Half-Price 4; Service Merchandise; Pamida; ShopKo 4.
Variety Stores-Ben Franklin 2; Mangelsen's/Makin's; Woolworth 3.
Chain Drug Stores-Walgreens 16; Osco 7; Keystone 3; Kohll's 5; Central Park 4; Beaton 4; Bogard's 3; Clark 2; Drug Town 2; Seig 2; A&A 8.
Chain Supermarkets-Albertson's 5; Baker's 2, Hinky Dinky 3; Food City 2; Hy-Vee 9; Super Valu 2; Spartan 7; Bag 'N' Save 2; No Frills 5; Jack & Jill 3; Kwik Shop 32; Convenient 13; 7-Eleven 22; Town & Country 6; Casey's 4; IGA 2; Eight eleven 2; Taylor's Quik-Pik 5; Food-4-Less 5; Phil's Foodway 3; Bushy John's 3.

Other Chain Stores-Abigail Uniform; Applause Video; Arts Auto Supply; Baker Shoes; Ben Simon's; Big Sur Waterbeds; J Bragg's; Buck's Shoes; Burlington Coat Factory Outlet; Carriage House; Children's Palace; Catherines Stout Shoppe; Chess King; Color Tile; Designer's Depot; Crandell's; Daisy; B. Dalton Books; Diamond-Vogel Paint; Earl May; Famous Footwear; Fashion Find; Fashions-at-Large; Firestone; Flagg Bros.; Florsheim; Flower City; Foreman & Clark; Fox Photo; Fredericks of Hollywood; General Nutrition; Genuine Parts; Gibb's Girls; Glidden Paint; Goldstein-Chapmans; B. F. Goodrich; Goodyear; Haney Shoes; Henry Field; Hickory Farms; House of Large Sizes; Iowa Paint; Jaccard's, Jeans West; Jerry Leonard; Johnson Cashway; Junction; Jr. Shoe World; Kay-Bee Toys; Kinney; Lerner's Shops; Landons; Lawlor's Sport Gds.; Marshall's; Maternity Modes; Michelle's Millard Lumber; Mr. Automotive; Motherhood Maternity; Natelson's; Payless Shoe Source; Natl. Shirt; Natl. Uniform; Normans Shoes; Northwest Fabric; Oracle; Payless Cashway; Peck & Peck; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Radio Shack; Seiferts; Sherwin-Williams; Singer; So-Fro Fabrics; Sophir-Morris Paint; Spencer Gifts; Stereo West; Susie's Casuals; Sutherland Lumber; T.J. Maxx; Tober's; Toys Plus; Tully's; T.V. & Stereo Town; Unuroyal; Westlake Ace Hdwe.; Waldenbooks; Wheeler's; Wickes Lumber; Wolf Bros. Western; World Radio; Youngtown; Zale's; Zondervan Books.

14 - NEWSPAPERS: WORLD-HERALD (m-mon to fri) 118,752; (e-mon to fri) 102,128; (m-sat) 209,732; (S) 284,225; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Kaplan, Natl. Adv. Mgr., WORLD-HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SCOTTSBLUFF

1 - LOCATION: Scotts Bluff County, E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, shipping and medical center for irrigated North Platte Valley and surrounding ranch areas. Wholesale center.

2 - TRANSPORTATION: Railroads-Burlington-Northern at Scottsbluff and Union Pacific at Gering.
Motor Freight Carriers-10.
Intercity Bus Lines-Star.
Airlines-Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 14,156; E&P 86 Est. 13,477
CZ-ABC: (80) 24,765
Bal. in NDM-ABC: (80) 82,677
County 80 Cen. 38,344; E&P 86 Est. 38,387
Total NDM-ABC: (80) 107,442

4 - HOUSEHOLDS:
City 80 Cen. 5,516; E&P 86 Est. 5,322
County 80 Cen. 13,813; E&P 86 Est. 14,467
CZ-ABC: (80) 9,115
Bal. in NDM-ABC: (80) 30,462
Total NDM-ABC: (80) 39,577

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$829,143,000
Commercial	5	$190,365,000

6 - PASSENGER AUTOS: County 19,638

7 - ELECTRIC METERS: Residence 15,048

8 - GAS METERS: Residence 13,842

9 - PRINCIPAL INDUSTRIES: Sugar; Trailer; Furn.; Farm Chem.; Feed; Farm Mach. Mfg.; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Wkly. Wage-$225.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-66; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14; last killing frost, May 17.

11 - TAP WATER: Alkaline; hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Broadway; Monument Mall (40 stores) Hwy. 26 East; 4 on First Ave.; 3 on Avenue A; 5 on Gering; E. 20th Place.
Neighborhood Shopping Centers-W. 27th at Ave. B; E. Overland Drive, between 5th and 17th Aves.; S. Bway. at 11th St.; 5 blocks on E. 20th Place.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Herbergers; JCPenney.
Discount Stores-Discount Furniture; Yellow Front; Wheeler's; Gibson's; K mart; Alco; Pay 'N Pak; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Super Drug; Rexall; Mart's Merit; McCosh.
Chain Supermarkets-Safeway; Jack & Jill 2; Co-op; Town & Country; Alexanders; Henry's Mkt.
Other Chain Stores-Firestone; Sears (catalog); Brown Shoes; S&H Green Stamps; Goodyear; Payless Shoes; Coast-to-Coast; Hallmark.

14 - NEWSPAPERS: STAR-HERALD (m-tues to sat) 16,559; (S) 17,859; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charlotte Christensen, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0670.
National Representative: Branham/Newspaper Sales.

YORK

1 - LOCATION: York County, E&P Map E-3, County Seat. Some light mfg.; 100 mi. from Omaha; 50 mi. from Lincoln; 260 mi. from Kansas City; at junction of U.S. Hwys. 34, 81, I-80.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 7,723; E&P 86 Est. 8,901
County 80 Cen. 14,798; E&P 86 Est. 15,939

4 - HOUSEHOLDS:
City 80 Cen. 2,939; E&P 86 Est. 3,458
County 80 Cen. 5,428; E&P 86 Est. 6,032

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$177,950,000
Savings & Loan	3	$66,400,000

6 - PASSENGER AUTOS: County 7,809

7 - ELECTRIC METERS: Residence & Cml. 5,804

8 - GAS METERS: Residence 3,084

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Irrigation Pipe 75 ($287); Mobile Homes 135 ($301); Electronics Assembly 140 ($221); Aviation Products 250 ($279).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-100; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks on Lincoln and Grant Aves. (U.S. 81 North & South).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Chain Drug Stores-Rexall; Pamida.
Discount Stores-Wheeler's; Pamida; Alco; Wal-Mart.
Chain Supermarkets-Grand Central Super Valu; EconoFoods; Price Chopper.
Other Chain Stores-Sears; Coast-to-Coast; Tober's; S&H Green Stamps; Goodyear; L & W Serv. Ctr. (Firestone); True Value Hardware; 7-Eleven; Pump & Pantry.

14 - NEWSPAPERS: NEWS-TIMES (e) 6,048; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Don Gillen, Pub., NEWS-TIMES, 327 Platte Ave.; PO Box 279, York, NE 68467; Tel. (402) 362-4478.
National Representative: Branham/Newspaper Sales.

NEVADA SURVEYS

METROPOLITAN STATISTICAL AREAS

Las Vegas-Clark County.
Reno-Washoe County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	44	56	72
5-14 Years	100	117	149
15-24 Years	79	147	188
25-44 Years	134	250	320
45-64 Years	101	163	209
65 and Over	31	66	85
TOTAL	489	799	1,023

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	199	261	542
General Mdse.	362	595	957
Food	593	1,187	1,723
Automobiles	637	947	1,895
Gasoline Stations	295	564	633
Apparel	139	261	416
Furniture	127	203	421
Eat-Drink Places	290	545	885
Drugs	149	179	276
TOTAL SALES	3,069	5,343	8,510

CARSON CITY

1 - LOCATION: Carson City, an Independent City (formerly Ormsby County), E&P Map A-3, County Seat. State Capital; commercial, recreation and agricultural center; 30 mi. S of Reno; 14 mi. E of Lake Tahoe; 4,697 ft. elevation; 146.9 sq. mi. area.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight); Amtrak (from Reno); Western Pacific.
Bus Lines-Lake Stage Lines; Gray Lines.
Airlines-(Reno) Air California; Eastern; Republic; PSA; United; Western; Frontier; Sky West; Sun World.
Trucking-Consolidated.

3 - POPULATION:
Corp. City 80 Cen. 32,022; E&P 86 Est. 38,537
NDM-ABC: (80) 32,022

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,074; E&P 86 Est. 15,588
NDM-ABC: (80) 12,074

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 20,218

7 - ELECTRIC METERS: Residence 14,879

8 - GAS METERS: City & County 10,622

9 - PRINCIPAL INDUSTRIES: Gov't; Tourism; Light Mfg.; Whol.-Ret. Sales.

10 - CLIMATE: Min. & Max. Temp.-Jan. Av. Low 19; July Av. High 89; Sunshine 266 days a yr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Carson St.; 6 blocks S (27 stores; 8 blocks N (3 major stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carson St.(30)	NA	Sears, Safeway
Silver City(27)	2	K mart, Radio Shack, Albertson's
Carson Mall(33)	2	JCPenney
Frontier Plz.(45)	3	Pay 'N Pak
Mayfair Ctr.(5)	4	Mayfair, Thrifty Drug
Warehouse Ctr. (30)	4	Warehouse Mkt., Coast-to-Coast, Ben Franklin
Carson Sq.(20)	4	Long's Drug, Lucky's, Radio Shack
Six Flags(3)	6	-
Winnie West(6)	3	Winchells Donuts, 7-Eleven

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Mervyn's; K mart.
Chain Drug Stores-Raley's; Thrifty; Osco.
Chain Supermarkets-Safeway; Mayfair; Warehouse Markets; Albertson's; Lucky's; Safeway; Raley's.
Other Chain Stores-Carson Furn.; Grand Auto; Triple S Tires; 7-Eleven 4; Millers Outpost; True Value Hardware; Ace Hardware; Pay 'N Pak; Radio Shack; Kragen Auto Supply; House of Fabrics; Firestone; Red Wing Shoes; Fotomat; Curtis Mathis; Sherwin-Williams; Karl's Jr.; Bob's Big Boy; Handy Helper; Outdoorsman; Goodyear Tire.

14 - NEWSPAPERS: NEVADA APPEAL (e-mon to fri) 9,598; (S) 10,786; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank Sharp, Adv. Dir., NEVADA APPEAL, 200 Bath St.; PO Box 2288, Carson City, NV 89701; Tel. (702) 882-2111.
National Representative: Papert Companies.

ELKO

1 - LOCATION: Elko County, E&P Map C-2, County Seat. Interstate Hwy. 80 bet. Salt Lake City and Reno.

2 - TRANSPORTATION: Railroads-Western Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 8,758; E&P 86 Est. 11,013
CZ-ABC: (80) 8,758
RTZ-ABC: (80) 12,551
County 80 Cen. 17,269; E&P 86 Est. 22,517
City & RTZ-ABC: (80) 21,309

4 - HOUSEHOLDS:
City 80 Cen. 3,353; E&P 86 Est. 3,966
County 80 Cen. 6,350; E&P 86 Est. 8,661
CZ-ABC: (80) 3,353
RTZ-ABC: (80) 4,393
City & RTZ-ABC: (80) 7,746

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 9,863

7 - ELECTRIC METERS: Residence 4,183

8 - GAS METERS: Residence 2,605

9 - PRINCIPAL INDUSTRIES: City Zone-Tourism; Railroad; Trucking; Constr.; Ranching; Electronics Mfg.; Mining.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-60. First killing frost, Sept. 30; last killing frost, June 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elko Shopping Plz.(21)	NA	JCPenney, Mode O'Day
Sun Rise Ctr.(10)	NA	Albertson's, Payless, Sprouse-Reitz

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Anacabe's; Western Auto; Bob's Togs.
Variety Stores-Sprouse-Reitz; Payless; Osco.
Chain Drug Stores-Walgreens; Payless; Osco.
Chain Supermarkets-Safeway; Mayfair; Albertson's.

14 - NEWSPAPERS: FREE PRESS (e) 4,114; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, 491 Fourth St.; PO Box 1330, Elko, NV 89801; Tel. (702) 738-3119.
National Representative: Landon Associates.

ELY

1 - LOCATION: White Pine County, E&P Map C-3, Ely, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City. On U.S. Hwys. 6, 50, 93.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Maxway; U.P.S.; Valley Cargo.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 4,882; E&P 86 Est. 5,592
County 80 Cen. 8,167; E&P 86 Est. 8,221

4 - HOUSEHOLDS:
City 80 Cen. 1,841; E&P 86 Est. 2,100
County 80 Cen. 3,003; E&P 86 Est. 3,135

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$40,000,000
Savings & Loan	1	$10,000,000

6 - PASSENGER AUTOS: County 3,861

7 - ELECTRIC METERS: Residence 4,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Constr. & Mfg.; Trans. & Util.; Total Employed 3,808.
Principal Industrial Pay Day-Tues.

10 - CLIMATE: Min. & Max. Temp.-Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct.; last killing frost, May 28.

11 - TAP WATER: Alkaline, very hard; 197 ppm.

12 - RETAILING: Principal Shopping Center-8 blocks in center of town.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nanette's; Cononelos Furn.; Wilson Bates.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Economy; Steptoe; East Ely; Professional Phcy.
Chain Supermarkets-Safeway; IGA; Bradley's.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,383; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Dir., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.
National Representative: Papert Companies.

FALLON

1 - LOCATION: Churchill County, E&P Map B-2, 62 mi. from Reno, NV.

2 - TRANSPORTATION: Motor Freight Carriers-1.
Airlines-Served by airport at Reno, Nevada.

3 - POPULATION:
Corp. City 80 Cen. 4,262; E&P 86 Est. 4,557
County 80 Cen. 13,917; E&P 86 Est. 15,179

4 - HOUSEHOLDS:
City 80 Cen. 1,752; E&P 86 Est. 1,853
County 80 Cen. 5,074; E&P 86 Est. 5,759

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 7,692

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric.; Navy Base; Mfg. plants; Dairy; Cattle.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Summer 103; Winter 18. First killing frost Oct.; last killing frost Apr.

11 - TAP WATER: Soft; fluoridated.

LAS VEGAS

12 - RETAILING: Principal Shopping Center-Frontier Village, Raley's.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Most open until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mode O'Day; Sears (catalog); Montgomery Ward.

Discount Stores-Office Supply.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Frontier; Raley's.
Chain Supermarkets-Raley's; Safeway.

14 - NEWSPAPERS: LAHONTAN VALLEY NEWS & EAGLE STANDARD (m-tues to sat) 4,270; sworn Sept. 27, 1985.

Local Contact for Advertising and Merchandising Data: Joyce Thompson, Adv. Mgr., LAHONTAN VALLEY NEWS & EAGLE STANDARD, PO Box 1297, Fallon, NV 89406; Tel. (702) 423-6041.
National Representative: Landon Associates.

1 - LOCATION: Clark County, Las Vegas (MSA). E&P Map C-5, County Seat. Industrial, mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15, 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-57.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonapah-Reno Stage Line; Las Vegas Transit System; Ray & Ross; Sun Valley; Westside Charter Service.
Major Airlines-America West; American; Braniff; Continental; Delta; Eastern; Frontier; Muse Air; Northwest Orient; Ozark; PSA; Republic; Southwest; Sunworld; TWA; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 164,674; E&P 86 Est. 189,150
NDM-ABC: (80) 463,087
County/MSA 80 Cen. 461,816; E&P 86 Est. 592,402
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,114; E&P 86 Est. 72,868
County/MSA 80 Cen. 173,563; E&P 86 Est. 232,522
NDM-ABC: (80) 173,891

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$5,376,349,000
Savings & Loan	6	$2,713,608,000

6 - PASSENGER AUTOS: County 271,396

7 - ELECTRIC METERS: Residence 242,723

8 - GAS METERS: Residence, Commercial & Industrial 110,433

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Hotels, Gaming & Recreation 73,700; Mining 300; Constr. 13,300; Trans. Util. 14,200; Whol./Ret. Trade 48,900; Fin., Ins., R.E. 11,600; Serv. 121,800; Gov't (excluding military) 16,000; Nellis AFB & Indian Spring AFB 11,000; Nellis AFB (civilian) 2,600; Nev. Test Site 7,000.
Principal Industrial Pay Days-Thur., Fri.

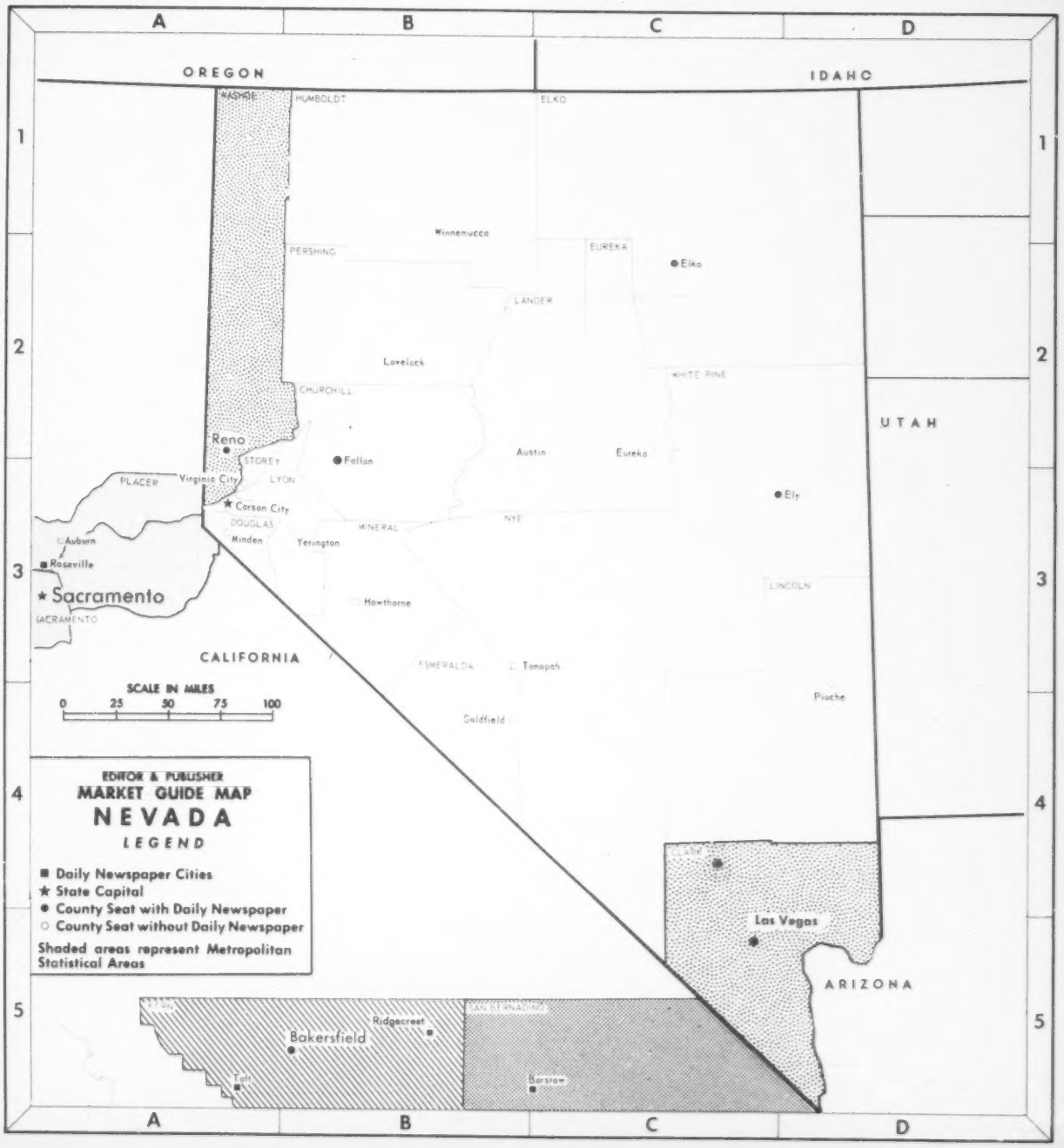
10 - CLIMATE: June 1984 Av. monthly high 97, low 70; Dec. 1984 Av. monthly high 53, low 36; High temp. 1983, 109. Rainfall 1984, 6.85 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Las Vegas is divided east/west by the strip with Boulevard Mall in the east & Meadows Mall in the west. Third major mall is The Fashion Show on the Las Vegas Strip with 140 merchants.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tropicana E Ctr.(18)	NA	Albertson's, Nevada S&L Ole's Plus
Green Valley	NA	Smith's Food King
Commercial Ctr.(30)	NA	Aaron Bros.
Mission Ctr.	NA	Lucky, Osco,
Park Place	NA	Von's, Mervyn's, Service Merchandise
Renaissance Ctr.	NA	Alpha Beta
Spring Oaks Plz.	NA	Lucky, Pic 'N Save
Spanish Oaks	NA	Albertson's Osco
Decatur Meadows (27)		Vons, Ardan, Aaron Bros.
Civic Ctr. Plz.(32)	NA	Smith's Food King
College Pk.	NA	Safeway, Lucky, Osco, Miller's Outpost



13 - RETAIL OUTLETS: Department Stores-Broadway Southwest; Bullock's; Diamonds/Dillard's; Goldwaters; JCPenney; Montgomery Ward; Mervyn's; Neiman Marcus; Saks Fifth Avenue; Sears.
Discount Stores-Ardan; Gemco; K mart; Wonder World.
Variety Stores-Woolworth; Sprouse-Reitz; Pic 'N Save;
Chain Drug Stores-Thrifty; White Cross; Osco.
Chain Supermarkets-Albertsons 10; Alpha Beta 4; Gemco 2; Lucky 12; MayFair; Safeway 9; Smiths Food King 13; Vons 6.
Other Chain Stores-B. Dalton; Bernina; Breuner's Home Furnishers; Carpet Barn; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Color Tile; Fashion Conspiracy; Fischer's Ethan Allen Gallery; Florsheim; Foxmoor Casuals; Fredericks; Gallenkamp's; Hallmark; Harris & Frank; Hickory Farms; Home Lumber; Household Finance; House of Fabrics; J. Herbert Hall; Judy's; Kinneys; Leeds-Qualicraft; Lerner; Merle Norman; McMahan's Furn.; Millers Outpost; Naturalizer; Ole's; Peck & Peck; Pittsburgh Paints; Radio Shack; RB Furn.; Red Cross Shoes; Sees Candy; Show off; Silverwoods; Singer; Size 5-7-9; Standard Brands; Stride Rite; Tandy Leather; Wallpaper To Go; Western Auto; Zale's.

14 - NEWSPAPERS: REVIEW-JOURNAL (all day-mon to fri) 105,478; (m-sat) 98,962; (S) 122,090; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Harpster, Adv. Dir., REVIEW-JOURNAL, PO Box 70, Las Vegas, NV 89125; Tel. (702) 383-0365.
National Representative: Papert Companies.
SUN (m-mon to fri) 62,613; (m-sat) 55,342; (S) 80,043; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Hall, Adv. Dir., SUN, 121 S Highland; PO Box 4275, Las Vegas, NV 89127; Tel. (702) 385-3111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RENO

1 - LOCATION: Washoe County, E&P Map A-2 (In Reno MSA). Situated at the eastern base of the Sierra Nevada Mountains. 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. E of San Francisco, CA via I-80. On U.S. Hwys. 395, I-80.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental Trailways; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines-United; Air California; American; Delta; Hughes Airwest; PSA; TWA; Western.

3 - POPULATION:
Corp. City 80 Cen. 100,756; E&P 86 Est. 113,966
NDM-ABC: (80) 245,066
County/MSA 80 Cen. 193,623; E&P 86 Est. 232,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,705; E&P 86 Est. 50,207
County/MSA 80 Cen. 77,204; E&P 86 Est. 96,427
NDM-ABC: (80) 96,664

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$1,081,254,768
Commercial	5	$2,481,824,823

6 - PASSENGER AUTOS: County 114,076

7 - ELECTRIC METERS: Residence & Bus. 83,010

8 - GAS METERS: Residence & Bus. 47,810

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 8,900 ($457); Mfg. 8,600 ($257); Trans., Commun. & Util. 7,700 ($324); Total Trade 22,700 ($214); Fin., Ins. & R.E. 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gov't 15,000 ($307); Educ. 5,600 ($232).
Principal Industrial Pay Days-10-20, 15-30.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29; last killing frost, June 29.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 10 blocks on Virginia St. and Sierra St. and connecting sts. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
Neighborhood Shopping Centers-Value Ctr., S Virginia St.; Keystone Sq., Keystone Ave.; Lakeside Plz., Plumb Ln.; Plz., 4th St.; Pyramid Park, Kietzke Ln.; Ideal Moana Ln.; Old Town Mall-S Virginia; Meadowood Mall-S Virginia Vlg., California Ave., Clarkson's Plz., Gentry Way; Town & Country, Vassar Way; Del Monte, S Virginia St.; Moana East, Moana Ln.; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Grand Central, Oddie Blvd.; Sterling Vlg., Denslow Dr.; Bonanza Sq., N Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plz., Prater Way; Ross Plz., Rock Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lakeside Plz.(21)	NA	Albertson's, Thrifty
Park Lane(64)	NA	Sears, Weinstock's
Moana West(30)	NA	
Shoppers Sq.(51)	NA	Mayfair, Skaggs
Old Town Reno(50)	NA	Breuner's, Eagle
McCarran Plz.(19)	NA	Mervyn's, Safeway, Skaggs, Warehouse, Lawrence's
Meadowood(110)	NA	Macy's, JCPenney, Joseph Magnin

Principal Shopping Days-Department Stores-Thur., Fri. & Sat.; Food-Every night.
Stores Open Evenings-Food-Every night.
Stores Open Sundays-Food and 35% retail.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Gray Reids; Weinstock; Mervyn's; Macy's; Lawrence's; Roos-Atkins; Liberty House; Grodins.
Variety Stores-Woolworth 2; Sprouse-Reitz 3.
Discount Stores-K mart 2; Skaggs; Grand Central.
Chain Drug Stores-Skaggs 2; Thrifty; Pay Less; Raley's 5; Rexall 4.
Chain Supermarkets-Safeway 4; Raley's 6; Albertson's 4; Mayfair 2; Warehouse Mkt. 10; Gemco; 7-Eleven 17.
Other Chain Stores-Western Auto; The Fashion; Karl's; Leeds; Rogers; Edises; Gensler-Lee; Lerner's; J. Magnin; Gallenkamp; Mode O'Day; Lanz; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahen's; Smither's Clothiers; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Harris & Frank; Breuner's; See's Candy; Anita Shops; Radio Shack; House of Fabrics; House of Nine; Swiss Colony; Weisfield's; Shaw's Candy; Goodyear; Walden; Pic-A-Dilly; Baskin-Robbins; Alber's; Ardan; B.F. Goodrich; Sav-Time; Little Professor; Nobby; Hallmark; Ethan Allen; RB Furn.

14 - NEWSPAPERS: RENO GAZETTE-JOURNAL (m-mon to fri) 59,463; (S) 71,497; Mar. 30, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Virginia Sohn, Adv. Dir.; John C. Green, Mktg. Dir., RENO GAZETTE-JOURNAL, 955 Kuenzli Lane; Box 22000, Reno, NV 89520; Tel. (702) 788-6200.
National Representative: Gannett Media Sales.

NEW HAMPSHIRE SURVEYS

METROPOLITAN STATISTICAL AREAS

Manchester-Manchester city; Bedford and Goffstown towns in Hillsborough County; Allenstown and Hooksett towns in Merrimack County; Auburn and Candia towns in Rockingham County.
Portsmouth-Dover-Rochester, NH-ME-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME.

PRIMARY METROPOLITAN STATISTICAL AREAS

Lawrence-Haverhill, MA-NH-Lawrence, Newburyport and Haverhill cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, MA; Atkinson, Brentwood, Danville, Derry, East Kingston, Hamstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH.
Lowell, MA-NH-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, MA; Pelham town in Hillsborough County, NH.
Nashua-Nashua City; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mont Vernon and Wilton towns in Hillsborough County, Londonderry town in Rockingham County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, MA-NH-Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua, NH PMSA; and Salem-Gloucester, MA PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	65	63	72
5-14 Years	149	145	149
15-24 Years	126	171	188
25-44 Years	171	264	320
45-64 Years	149	175	209
65 and Over	78	103	85
TOTAL	738	921	1,023

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	240	332	695
General Mdse	353	525	882
Food	826	1,252	1,849
Automobiles	649	949	1,932
Gasoline Stations	237	398	459
Apparel	135	244	408
Furniture	122	192	417
Eat-Drink Places	253	418	697
Drugs	78	133	202
TOTAL SALES	3,387	5,354	8,696

CLAREMONT

1 - LOCATION: Sullivan County, E&P Map B-5. Shpg. Ctr. for 35 mi. radius in NH and VT. Ctr. for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12, 103; Near I-91 & I-89.

2 - TRANSPORTATION: Railroads-Boston & Maine; Claremont & Concord.
Motor Freight Carriers-13.
Intercity Bus Lines-Vt. Transit; Greyhound; Sullivan County Transit.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,557; E&P 86 Est. 14,717
CZ-ABC: (80) 14,557
RTZ-ABC: (80) 54,917
County 80 Cen. 36,063; E&P 86 Est. 39,368
City & RTZ-ABC: (80) 69,474
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,967; E&P 86 Est. 5,061
County 80 Cen. 16,486; E&P 86 Est. 15,178
CZ-ABC: (80) 5,653
RTZ-ABC: (80) 19,991
City & RTZ-ABC: (80) 25,644

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$74,280,402
Commercial	4	$63,807,641

6 - PASSENGER AUTOS: County 25,899

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durables & Precision Machine in Vt. 3,000 ($225); N.H. 3,300 ($215); Non-Durable-Textiles, Plastics, Paper in Vt. 1,000 ($175); N.H. 2,300 ($180).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-66; Summer 54-93; Fall 24-58; Winter 8-40. First killing frost, late Sept.; last killing frost, May 20.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.
Neighborhood Shopping Centers-6 blocks on Washington St.; 1 on Maple Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Plz.	25	Rich's, Purity Supreme, K mart
Lebanon Mall	25	IGA
Newport	10	Ames, Aubuchon, IGA
Springfield Plz.(22)	16	Young's, Sears, P&C, Ames, Grand Union
Sugar River Plz.(12)	10	Violette's AG, Rite Aid
Washington St. Plz.	NA	K mart, Fayva, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. Super Markets every evening until 11:00 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Ames; Furman's; Marson's; JCPenney; Britts.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Rexall; Adams; CVS; Brooks; Duffys; General Sales; Cus, MD; Rite Aid; Carls.
Chain Supermarkets-Jiffy Marts; IGA; P&C; Grand Union 2.
Other Chain Stores-W. E. Aubuchon Hdwe.; Sherwin-Williams; Goodyear; Radio Shack; Dunkin Donuts.

14 - NEWSPAPERS: EAGLE-TIMES (e-mon to fri) 9,789; (S) 10,523; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael O. Quinn, Adv. Dir., EAGLE-TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 miles from Boston. At hub of U.S. Hwys. I-89, I-93, 3-4, 202; State Hwys. 3A, 9, 13, 36, 103, 106.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10
Intercity Bus Lines-Capital; Vermont Transit; Greyhound; Concord Trailways; Whitney's; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 30,400; E&P 86 Est. 29,560
CZ-ABC: (80) 30,400
RTZ-ABC: (80) 84,159
County 80 Cen. 98,302; E&P 86 Est. 106,116
City & RTZ-ABC: (80) 114,559

4 - HOUSEHOLDS:
City 80 Cen. 11,471; E&P 86 Est. 10,867
County 80 Cen. 34,674; E&P 86 Est. 39,454
CZ-ABC: (80) 11,471
RTZ-ABC: (80) 29,084
City & RTZ-ABC: (80) 40,555

5 - BANKS	NUMBER	EST. DEP.
Savings	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 78,787

7 - ELECTRIC METERS: Residence 14,050

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 7,344 ($310); Mfg. 4,542 ($299); Trans., Util., Commun. 584 ($359); Mfg. 4,542 ($299); Trades 5,178 ($236); Fin., Ins., R.E. 2,668 ($339); Servs. 5,326 ($287); Contracting/Bldg. 616 ($278). Total employed in Concord, 26,258 ($285).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 3 on State; 2 each on Pleasant, Warren, School.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(12)	NA	Zayre, Howland, DeMoulas, Rite Aid
Eddy Plaza(9)	NA	Osco, Shaws, Rich's
Eagle Square	NA	
Market Place(58)		
Bradlees	NA	DeMoulas, Bradlees, Prism Photo, JCPenney

Other Neighborhood Shopping Centers-Penacook; West Concord; East Concord, Concord Heights; South Street at Clinton and Broadway.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. Some, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Howlands.
Discount Stores-Bradlees; Rich's; Zayre.
Chain Supermarkets-A&P 2; Mr. Grocer 3; IGA; Shaw's; DeMoulas 2.
Other Chain Stores-Scott Jewelry; Sherwin-Williams; Endicott-Johnson; Goodyear; Carroll; So-Fro Fabrics; Toy City; Solomons; Allied Radio

Shack; Grossman's Lumber; Merrimack Furniture; Ralph Pill Electric; Martin's Hosiery; CVS; Tru-Value Hdwe.; Wilber's Servistar; Treisman's; Rich's; Osco; Steenbeke's Home Supply; Medi Mart; Prism Photo; Artisan Outlet; Perfecta Camera; Tom Ray Office Supply; Major Appliance; Goulet Supply; Rite Aid; Fayva Shoe; Rooks; Dexter Dunham; Bass Shoe.

14 - NEWSPAPERS: MONITOR (e) 21,551; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Ebbets, Adv. Dir.; Kim Nolan-Tremblay, Ret. Mgr., MONITOR, 3 N. State St., Concord, NH 03301; Tel. (603) 224-5301.
National Representative: Landon Associates.

DOVER

1 - LOCATION: Strafford County (In Portsmouth-Dover-Rochester, NH-ME MSA). E&P Map D-5, County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-32.
Intercity Bus Lines-Trailways; Greyhound; C&J Airport Limousine Service; C.O.A.S.T.

3 - POPULATION:
Corp. City 80 Cen. 22,377; E&P 86 Est. 23,187
County 80 Cen. 85,408; E&P 86 Est. 94,494
NDM-ABC: (80) 90,023
MSA 80 Cen. 188,060; E&P 86 Est. 209,285
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,378; E&P 86 Est. 8,559
County 80 Cen. 29,104; E&P 86 Est. 33,843
MSA 80 Cen. 67,630; E&P 86 Est. 77,270
NDM-ABC: (80) 30,651

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,491,000
Savings & Loan	1	$37,568,000
Savings	2	$132,972,000

6 - PASSENGER AUTOS: County 59,544

7 - ELECTRIC METERS: Residence 11,658

8 - GAS METERS: Residence 892

9 - PRINCIPAL INDUSTRIES: Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Elect. Components; Fiber Goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Prods.; Mica Products; Steel Fabricators; Leather Products.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rochester Mall(10)	NA	
Lilac City Mall(22)	NA	
Dover/Central Avenue(30)	NA	Star Market
Somersworth(10)	NA	
Tri-City Plz.(14)	NA	
Dover	NA	A&P, IGA, Shaw's
Newington Mall(70)	NA	Mont. Ward, Portecus, Bradlees, Shaw's
Fox Run Mall(96)	NA	Sears, Filene's, JCPenney, Jordan Marsh

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Discount, Variety & Food.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Brooks; Rich's; Jordan Marsh; K mart; JCPenney; Service Mdse.; Sears; Filene's.
Discount Stores-Off Price Outlets; Bradlees; Porteous; Pease Air Base PX.
Chain Supermarkets-A&P; Star Mkt.; Shaw's 4; Purity Supreme; S&S Foods; Shop 'N Save 4; DeMoulas 2.
Other Chain Stores-Western Auto; Globe; Radio Shack.

14 - NEWSPAPERS: FOSTER'S DEMOCRAT (e) 26,370; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Chick, Sales/Mktg. Dir., FOSTER'S DEMOCRAT, 333 Central Ave., Dover, NH 03820; Tel. (603) 742-4455.
National Representative: Landon Associates.

HANOVER

See LEBANON

KEENE

1 - LOCATION: Cheshire County. E&P Map B-6, County Seat. Industrial & retail ctr. in SW part of State on State Hwys. 9, 10, 12, 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2 - TRANSPORTATION: Motor Freight Carriers-25.
Intercity Bus Lines-People's; Vermont Transit.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 21,449; E&P 86 Est. 21,459
NDM-ABC:(80) 62,116
County 80 Cen. 62,116; E&P 86 Est. 66,647

4 - HOUSEHOLDS:
City 80 Cen. 7,601; E&P 86 Est. 7,061
County 80 Cen. 21,832; E&P 86 Est. 24,279
NDM-ABC:(80) 21,832

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$264,094,322
Savings & Loan	1	$54,519,627
Commercial	3	$133,982,000

6 - PASSENGER AUTOS: County 45,622

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 9,131 ($334); Durable goods 6,082 ($356); Nondurable goods 3,049 ($290); non-mfg. 15,370 ($240). Total all industry 24,501 ($275).
Principal Individual Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-77; Summer 41-94; Fall 18-79; Winter-12-51. First killing frost, Oct. 5; last killing frost, May 8.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-Central Sq.; 4 blocks on Main St.; 2 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Mill(40)	NA	Joe Jones Ski & Sport, Cherry Webb & Touraine
Fairbanks(15)	NA	Super Place, Medi-Mart
Keene Plz.(2)	NA	Edward's, Heartland Drug
Riverside Plz.(18)	NA	Bradlees
West St.(13)	NA	Rich's, CVS

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Main St.; Shopping Centers every night.
Stores Open Sun.-12 noon to 6.

13 - RETAIL OUTLETS: Department Stores-Goodnow's; Bradlees; Rich's.
Variety Stores-Woolworth.
Discount Stores-Jupiter.
Chain Drug Stores-Rexall; Walgreens; CVS; Brooks 2; Heartland.
Chain Supermarkets-Edward's; Super Place 2; Wilbers 2; IGA.
Other Chain Stores-Agway Farm & Garden Center; Bass; Blue Seal Feeds & Needs; Cherry Webb & Touraine; DeOrsey's Home Entertainment Center; Dexter; Dunham; Fayva; Goodyear; Grossman's; Hilson's Home Centers; Joe Jones Ski & Sports Shop; McAuliffe Office Supplies; Micro Services of New England; Perfecta Camera; Radio Shack; R & R Jewelry; Sears; Sherwin-Williams; So-Fro Fabrics; Jo-Ann Fabrics; Prism Photo; Poore Simons.

14 - NEWSPAPERS: SENTINEL (e) 15,013; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Colin R. Lyle, Adv. Dir., SENTINEL, 60 West St., Keene, NH 03431; Tel. (603) 352-1234.
National Representative: Landon Associates.

LACONIA

1 - LOCATION: Belknap County. E&P Map C-4. County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Interstate; Trailways; Concord Coach.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 15,575; E&P 86 Est. 14,958
CZ-ABC: (80) 15,575
RTZ-ABC: (80) 74,146
County 80 Cen. 42,884; E&P 86 Est. 46,595
City & RTZ-ABC: (80) 89,721

4 - HOUSEHOLDS:
City 80 Cen. 5,632; E&P 86 Est. 4,361
County 80 Cen. 15,573; E&P 86 Est. 17,671
CZ-ABC: (80) 5,632
RTZ-ABC: (80) 26,996
City & RTZ-ABC: (80) 32,628

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$85,016,000
Savings	2	$122,634,794
Savings & Loan	1	$51,700.000

6 - PASSENGER AUTOS: County 32,949

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Engineering 125; Woodstove Mfg. 65; Woodworking 250; Knitting 235; Gen. Mfg. 746; Electronics 400.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Court St.; 1 on Union Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keller's Plaza(4)	4	Timberline Shoes
Lake Region(14)	4	Osco, K mart, Radio Shack, Sears, Star Mkt.
Belknap Mall(15)	1	Shaw's, Zayre, CVS, Tempo Fashions
Franklin	10	Rite Aid, Steenbek, Newberry
Capital(12)	26	Britt's
Concord	26	Shaws, Howlands, Rich's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-O'Shea's; Zayre.
Variety Stores-Newberry.
Discount Stores-Globe; K mart.
Chain Drug Stores-Rexall 2; Osco; CVS; Value Plus.
Chain Supermarkets-IGA; Dan's Star Mkt.; Shaw's; Mr. Grocer.
Other Chain Stores-Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14 - NEWSPAPERS: CITIZEN (e) 10,144; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: C. Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St.; PO Box 40, Laconia, NH 03246; Tel. (603) 524-3800.
National Representative: Landon Associates.

LEBANON-HANOVER, NH-WHITE RIVER JUNCTION, VT

1 - LOCATION: Grafton County, NH, Windsor County, VT. E&P Map B-4. Mfg. & industrial ctr. At junction of Mascoma, Connecticut & White Rivers, 123 mi. from Springfield, MA; 142 mi. from Boston, MA; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

2 - TRANSPORTATION: Railroads-Boston & Maine; Vermont Central; Canadian Pacific; Canadian National; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-White River; Vermont Transit; Boston & Main; Greyhound.
Airlines-Precision Airlines; Command.

3 - POPULATION:
Corp. Cities 80 Cen. 22,835; E&P 86 Est. 23,880
Lebanon, NH 80 Cen. 11,134; E&P 86 Est. 11,854
Hanover, NH 80 Cen. 9,119; E&P 86 Est. 9,358
White River Junction, VT 80 Cen. 2,582; E&P 86 Est. 2,668
Counties 80 Cen. 116,836; E&P 86 Est. 126,322
Grafton, NH 80 Cen. 65,806; E&P 86 Est. 71,768
Windsor, VT 80 Cen. 51,030; E&P 86 Est. 54,554
NDM-ABC: (80) 30,614
RTZ-ABC: (80) 36,118
NDM & RTZ-ABC: (80) 66,732

4 - HOUSEHOLDS:
Cities 80 Cen. 6,729; E&P 86 Est. 6,550
Lebanon, NH 80 Cen. 4,504; E&P 86 Est. 3,778
Hanover, NH 80 Cen. 2,225; E&P 86 Est. 1,816
White River Junction, VT 80 Cen. N.A.; E&P 86 Est. 956
Counties 80 Cen. 42,275; E&P 86 Est. 47,723
Grafton, NH 80 Cen. 23,221; E&P 86 Est. 26,380
Windsor, VT 80 Cen. 19,054; E&P 86 Est. 21,343
NDM-ABC: (80) 10,594
RTZ-ABC: (80) 13,197
NDM & RTZ-ABC: (80) 23,791

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$260,000,000
Commercial	10	$305,000,000

6 - PASSENGER AUTOS: Grafton, NH 46,109; Windsor, VT N.A.

7 - ELECTRIC METERS: Residence 7,864

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Several blocks in each town in City Zone. Upper Valley Shpg. Plz.; West Lebanon Shpg. Plz.; Powerhouse Mall; Glen Rd. Plz.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri., Mon., through Sun. in Plzs.

13 - RETAIL OUTLETS: Department Stores-Surprise; Ward's; JCPenney.
Discount Stores-Rich's; K mart.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Rexall 3; CVS; Carl's.
Chain Supermarkets-P&C 5; IGA; Purity Supreme; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.
Other Chain Stores-Aubuchon; Agway; Western Auto; Sears; Midas Muffler; Trustworthy; Tru-Value; Radio Shack; Sherwin-Williams; Nugents; Fayva Shoe; Dexter Shoe; Beaconway; Carroll Reed; Singer; Dunham Shoe; Billicks; Bass Shoe; Hoffmans Furniture; Hallmark Card Yard; Carvelle's Ice Cream; NAPA.

14 - NEWSPAPERS: VALLEY NEWS (e) 17,714; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS, PO Box 877, White River Junction, VT 05001; Tel. (603) 298-8711.
National Representative: Landon Associates.

MANCHESTER

1 - LOCATION: Hillsborough County, E&P Map C-6 (MSA). Industrial, whol. & ret. ctr.; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; I-93, 293.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-39.
Intercity Bus Lines-Vermont Transit; Concord Trailways.
Airlines-USAir; Business Express; Eastern Express; United.

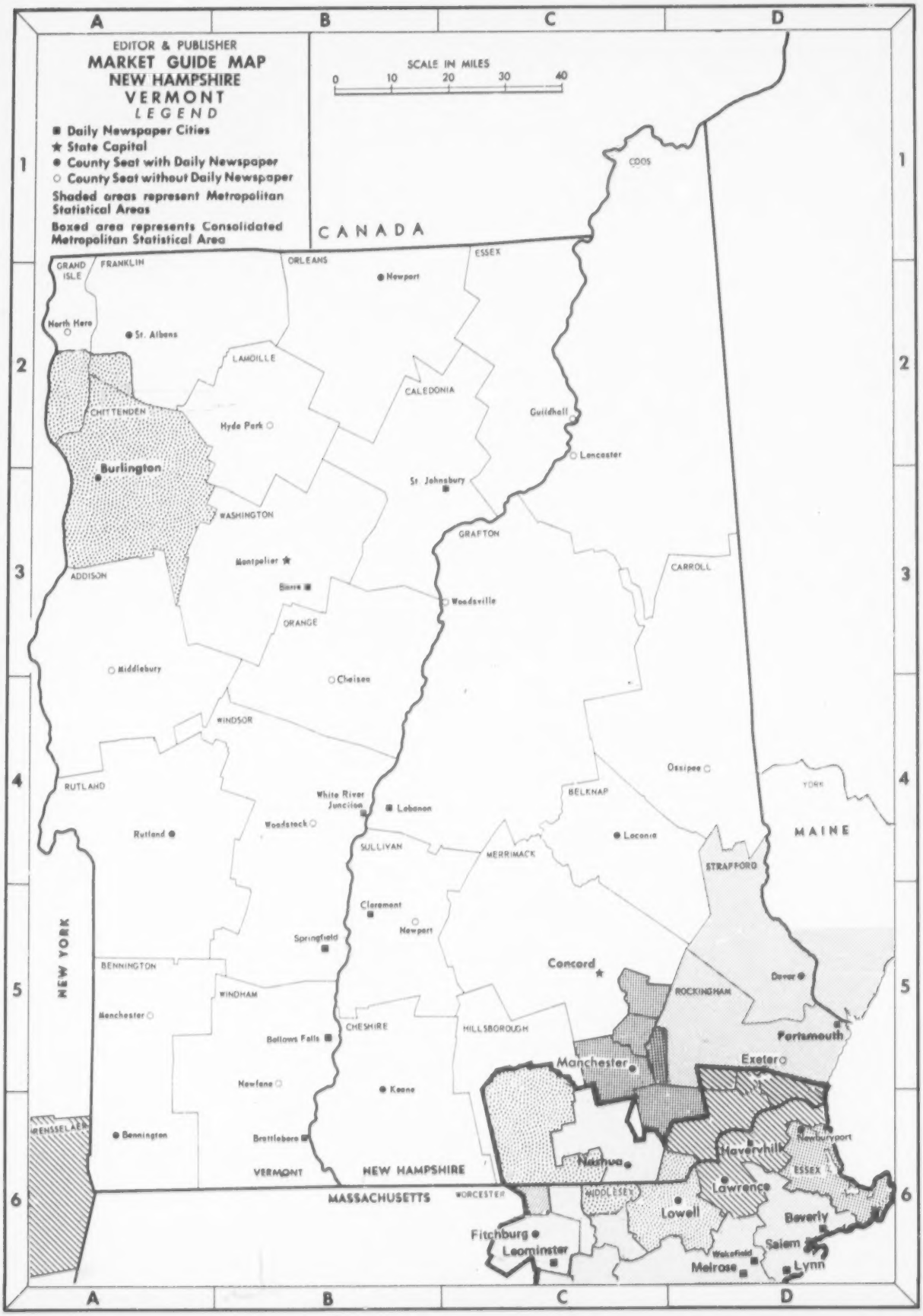
3 - POPULATION:
Corp. City 80 Cen. 93,500; E&P 86 Est. 91,656
CZ-ABC: (80) 135,961
RTZ-ABC: (80) 247,609
County 80 Cen. 276,608; E&P 86 Est. 306,301
MSA 80 Cen. 129,305; E&P 86 Est. 137,409
City & RTZ-ABC: (80) 383,570
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,334; E&P 86 Est. 35,870
County 80 Cen. 95,820; E&P 86 Est. 110,694
MSA 80 Cen. 46,233; E&P 86 Est. 52,159
CZ-ABC: (80) 48,240
RTZ-ABC: (80) 85,746
City & RTZ-ABC: (80) 133,986

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$534,967,000
Savings & Loan	1	$305,000.000
Commercial	6	$702,000,000

6 - PASSENGER AUTOS: County 218,767

7 - ELECTRIC METERS: Residence 59,726


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 10 20 30 40
A B C D
1 2 3 4 5 6
CANADA
COOS
ESSEX
ORLEANS
GRAND ISLE
FRANKLIN
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
CARROLL
ADDISON
Barre
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
YORK
RUTLAND
White River Junction
Lebanon
BELKNAP
Woodstock
Rutland
Laconia
MAINE
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
Concord
Dover
BENNINGTON
ROCKINGHAM
NEW YORK
WINDHAM
Manchester
Portsmouth
CHESHIRE
HILLSBOROUGH
Bellows Falls
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Haverhill
Newburyport
Nashua
ESSEX
VERMONT
NEW HAMPSHIRE
Lawrence
MIDDLESEX
MASSACHUSETTS
WORCESTER
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

8 - GAS METERS: Residence 18,438

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber, Wood Prod., Furn. 650 ($209); Elect., Electronic, Mach. 5,950 ($223); Metal Prod. 750 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Slightly acid, very soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on Elm St., N to S, Webster to Queen City Ave.; Easterly and Westerly 2 blocks; excepting Bridge, 2 blocks; Hanover, 4 blocks.
Neighborhood Shopping Centers-Granite St. S Main 6 blocks; Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; S Maple St., & So. Willow, 14 blocks; W Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Ave. & Massabesic St., 3 blocks; Webster St. & D.W. Hwy. N, 16 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall of N.H.(88)	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth, Star Mkt.
Victor Plaza(5)	2	Alexander's, Richs
Bedford Mall(26)	5	Alexander's, Jordan Marsh, Mont. Ward
Hampshire Plz.(20)	NA	Radio Shack, Naturalizer Shoes
Family Center	4	Star Mkt., Osco
South Willow	3	Bradlees, Alexander's
K mart(Hooksett)	5	K mart, Shaw's
K mart(So. Willow) (11)	5	K mart, Filene's Basement Store
McGregor St.	2	Osco, Star Mkt.
Goffstown Plz.(12)	6	Stuart's, Shaw's, Radio Shack

Principal Shopping Days-Thur., Sat., Sun., Mon.
Stores Open Evenings-Shpg. ctrs., discount stores, supermarkets, neighborhood.
Stores Open Sundays-Shpg. ctrs., supermarkets, neighborhood.

13 - RETAIL OUTLETS: Department Stores-Sears; Jordan Marsh; Moreau's; Filene's; Lechmere; Almy's; Bon Ton; Montgomery Ward.
Variety Stores-Woolworth.
Discount Stores-Mammoth Mills; Zayre; Bradlees; CVS; Osco Drug; Caldor; 606; K mart; Stuart's; Richs.
Chain Drug Stores-Gosselin 5; Osco 2; Hospital Phcy. 3; Brooks 3.
Chain Supermarkets-IGA 4; Star Mkt. 3; Alexander's 4; Bi-Wise 2; Shaw's 4; Superfine 4.
Other Chain Stores-Aubuchon Hdwe.; Radio Shack; Stowells; Sherwin-Williams; Gagnon; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field & Hickory; Richard's Shoe; Wallach's; Curtis Mathes; Agway; Grossman's; Florsheim Shoe; Kay Jewelers; Karten's; Hickory Farms; A.S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith; Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms; Doctor Pet; Photo Corral; Mothercare; Zale's Jewelers; Rite Aid; Spencer Gifts; Pearle Vision; B. Dalton Bookseller; Mail Drug; ADAP Auto Parts; Robbins Auto; T.J. Maxx; Marshall's; So-Fro Fabrics; Sullivan Tire; Toys R Us; Dexter Shoe; Sanel Auto Parts; Footwear House; Perfecta Camera; Prism Photo.

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New York, N.Y. 10011

14 - NEWSPAPERS: UNION LEADER (m) 68,538; NEW HAMPSHIRE SUNDAY NEWS (S) 85,658; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Francis J. Brennan, Adv. Dir., UNION LEADER and NEW HAMPSHIRE SUNDAY NEWS, 35 Amherst St., Manchester, NH 03105; Tel. (603) 668-4321.
National Representative: Sawyer-Ferguson-Walker.

NASHUA

1 - LOCATION: Hillsborough County (PMSA). E&P Map C-6, County Seat. At junction of Nashua and Merrimack Rivers, 40 mi. N of Boston. On Daniel Webster Hwy, Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways of NE; Hudson; Vermont; Community.
Intracity Bus Lines-City Bus.

3 - POPULATION:
Corp. City 80 Cen. 67,865; E&P 86 Est. 74,168
CZ-ABC: (80) 95,004
RTZ-ABC: (80) 67,894
County 80 Cen. 276,608; E&P 86 Est. 306,301
PMSA 80 Cen. 142,527; E&P 86 Est. 163,197
City & RTZ-ABC: (80) 162,898
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,489; E&P 86 Est. 27,589
County 80 Cen. 95,820; E&P 86 Est. 110,694
PMSA 80 Cen. 47,725; E&P 86 Est. 57,371
CZ-ABC: (80) 32,382
RTZ-ABC: (80) 21,464
City & RTZ-ABC: (80) 53,846

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$498,001,103
Savings & Loan	2	$234,701,102

6 - PASSENGER AUTOS: County 218,767

7 - ELECTRIC METERS: Residence 38,771

8 - GAS METERS: Residence 18,901

9 - PRINCIPAL INDUSTRIES: Computers; Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Prods.; Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hdwe.; Language Trainers; Packaging Materials; Chem.; Laboratory Equip.; Federal Aviation Control Center; Graphic Arts.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4; last killing frost, May 26.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pheasant Lane Mall	4	Sears, Jordan Marsh, JCPenney, Lechmere
Nashua Mall(51)	1	Mont. Ward, Almy's Dept., Bradlees
Southgate(7)	4	Stuart's, DeMoulas Mkt.
Royal Ridge Mall(14)	3	Marshall's, Purity Supreme, Pharmacity
Hudson Mall(6)	3	Alexander's Mkt.
Simoneau Plz.(15)	NA	Bradlees, JCPenney, McQuade's
Turnpike Pl.(7)	2	First Natl., Rich's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9.30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; McQuade's; Rich's; Miller's; Almy's; Marshall's; JCPenney.
Discount Stores-Kimrick Mills; Bradlees; Rich's; Stuart's; CVS; Marshall's; Zayre.
Chain Drug Stores-MD Stores; CVS; Pharmacity; Osco.
Chain Supermarkets-Shaw's; Kealey Farms; Soucy's Mkts. 3; Alexander's 3; DeMoulas 4; Purity Supreme.

14 - NEWSPAPERS: TELEGRAPH (e) 29,733; Mar. 30, 1986 ABC.
NOTE: S edition started Apr. 6, 1986. Publisher guarantees circ. of 30,237.
Local Contact for Advertising and Merchandising Data: Bruce Hartmann, Adv. Mgr., TELEGRAPH, PO Box 1008, Nashua, NH 03061; Tel. (603) 882-2741.
National Representative: Landon Associates.

PORTSMOUTH

1 - LOCATION: Rockingham County (In Portsmouth-Dover-Rochester, NH-ME MSA). E&P Map D-5. County Seat. 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 18, 4. State Hwys. 16, 95, 101, 108, 151. Starting point of NH toll road. Resort area.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Timberlane; Greyhound; Oyster River Transportation; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,254; E&P 86 Est. 25,636
CZ-ABC: (80) 41,452
RTZ-ABC: (80) 109,549
County 80 Cen. 190,345; E&P 86 Est. 216,588
MSA 80 Cen. 188,060; E&P 86 Est. 209,285
City & RTZ-ABC: (80) 151,001
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,424; E&P 86 Est. 8,720
County 80 Cen. 65,951; E&P 86 Est. 78,478
MSA 880 Cen. 67,630; E&P 86 Est. 77,270
CZ-ABC: (80) 14,705
RTZ-ABC:(80) 39,452
City & RTZ-ABC: (80) 54,157

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$397,506,000
Commercial	3	$284,200,000

6 - PASSENGER AUTOS: County 172,060

7 - ELECTRIC METERS: Residence 9,500

8 - GAS METERS: Residence 3,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic 1,200; Civil Serv. 8,000; Shoe & Leather 500; Ins. 550; Wire & Cable 550; Fish Proc. 300; Misc. Mfg. 500; Military 5,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Congress; 1 on Vaughan Mall; 1 on Fleet; 2 on Market; 3 on Daniel; 3 on Pleasant; downtown area (110 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lafayette Plz.	3	Woolworth
Newington(72)	3	Anderson Little, CVS, Shaw's, Bradlees, Porteous Mitchell, Mont. Ward
Southgate Plz.(7)	3	Shaw's, Rich's, Brooks
K mart Plz.(10)	2	K mart, Marshall's, DeMoulas Mkt., Osco
Fox Run Mall(100)	3	Jordan Marsh, CVS, Filene's, Sears
Portsmouth	NA	AAA, Parade, A&P
Maine Outlet Mall(20)	NA	Dinnerware Plus, Rippoffs
Tidewater Mall(4)	NA	Lenox China

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Kimball's; Porteous Mitchell; Filene's; Jordan Marsh; Sears.
Variety Stores-Newberry; Woolworth.
Discount Stores-K mart; Rich's; Bradlees; Marshall's.
Chain Drug Stores-General Sales; Osco; Lavердier; CVS; Welby; Brooks.
Chain Supermarkets-A&P; Pic-N-Pay; Shaw's; DeMoulas; Shop & Save.
Other Chain Stores-Thom McAn; Barbara Moss; Tweeter; Ross Jewelers; Stowell's Jewelers; Karten's Jewelers; Singer Co.; Atherton's; Radio Shack; Touraine's; Artisan; Anderson Little; Hickory Farms; Scott's; Zale's; Carlyle & Co.; Cumberland's; Fanny Farmer.

14 - NEWSPAPERS: HERALD (e) 14,106; (S) 13,821; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Azio J. Ferrini, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801; Tel. (603) 436-1800.
National Representative: Thomson Newspapers.

NEW JERSEY SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, PA-NJ-Carbon, Lehigh and Northampton Counties, Pa; Warren County, NJ
Atlantic City-Atlantic and Cape May Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bergen-Passaic-Bergen and Passaic Counties.
Jersey City-Hudson County.
Middlesex-Somerset-Hunterdon-Hunterdon, Middlesex and Somerset Counties.
Monmouth-Ocean-Monmouth and Ocean Counties.
Newark-Essex, Morris, Sussex and Union Counties.
Philadelphia, PA-NJ-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ
Trenton-Mercer County.
Vineland-Millville-Bridgeton-Cumberland County.
Wilmington, DE-NJ-MD-New Castle County, DE; Cecil County, MD; Salem County, NJ

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.
Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	590	463	478
5-14 Years	1,404	1,114	1,147
15-24 Years	1,122	1,285	1,321
25-44 Years	1,748	2,018	2,080
45-64 Years	1,613	1,624	1,678
65 and Over	694	860	869
TOTAL	7,171	7,364	7,593

Based on U.S. Census.

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Camden-			
Cherry Hill	154	30	19.2
Elizabeth	106	28	26.7
Jersey City	224	42	18.6
Newark	329	61	18.6
Passaic-			
Clifton	127	43	34.2
Paterson	138	40	28.7
Perth Amboy-			
Woodbridge	129	53	40.7
Union City	56	36	63.9
Vineland	54	8	18.2

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	918	1,324	2,531
General Mdse.	3,009	3,621	5,565
Food	5,836	8,433	11,376
Automobiles	4,225	6,114	11,381
Gasoline Stations	1,804	3,158	3,330
Apparel	1,440	2,258	3,444
Furniture	1,122	1,688	3,292
Eat./Drink Places	2,148	3,160	4,816
Drugs	609	1,001	1,389
TOTAL SALES	24,287	36,307	53,599

ASBURY PARK

1 - LOCATION: Monmouth County, (In Monmouth-Ocean PMSA); E&P Map C-3, Trading ctr. for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Conrail; New York and Long Branch (passenger and freight). **Motor Freight Carriers**-43. **Intercity Bus Lines**-Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro. **Airlines**-Scheduled flights from Monmouth County Airport to JFK Intl., Washington Natl.

3 - POPULATION:
Corp. City 80 Cen. 17,015; E&P 86 Est. 17,640
NDM-ABC: (80) 849,211
County 80 Cen. 503,173; E&P 86 Est. 540,610
PMSA 80 Cen. 849,211; E&P 86 Est. 928,814
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,207; E&P 86 Est. 8,124
County 80 Cen. 170,130; E&P 86 Est. 190,982
NDM-ABC: (80) 298,434
PMSA 80 Cen. 298,434; E&P 86 Est. 341,530

5 - BANKS	NUMBER	DEPOSITS
Commercial	35	N.A.
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Monmouth Co. 219,968; Ocean Co. 170,858

8 - GAS METERS: Monmouth Co. 125,000; Ocean Co. 100,000

9 - PRINCIPAL INDUSTRIES: Electronics; Util.; Glass, Apparel & Needlepoint; Foods; Horse Breeding; Recreation; Financial Institutions; Publishing; Educ.; Retailing; Light Mfg.; Perfume; Chem.; Military Installations; Farming; Mach.; Plastics; Metal Prod.; Real Estate; Constr.; Tourism; Boat Building; Commercial Fishing. **Principal Industrial Pay Day**-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-78; Fall 49-63; Winter 26-39. First killing frost, oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ocean Co. Mall (102)	30	JCPenney, Sears, Bamberger's
Lacey Mall(21)	40	Shop-Rite
Kennedy Mall	20	Shop-Rite
Brick Plz.(33)	20	A&P, Steinbach, Jamesway, Caldor
Dover Mall(31)	25	Shop-Rite, Bradlees
Sea Girt Mall	12	Foodtown
Toms River(19)	30	Acme, Radio Shack, Caldor, Foodtown
Seaview Sq.(140)	4	Stern's, Sears, Steinbach
Lakewood Plz.	20	Foodtown, Shelby
Bradlee Hazlet Plz.	20	Bradlees
Laurel Sq.(30)	14	K mart, Pathmark
Shrewsbury(15)	7	Acme
Monmouth(155)	6	Bamberger's, Hahne's, Abraham & Straus, Caldor, JCPenney
Middlebrook(20)	5	Channel Home Ctr.
Manalapan Mall (20)	NA	CVS, Steinbach's
Peddler's Vlg.(8)	NA	
Circle Plz.(6)	NA	Child World

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All stores are open Wed., Fri. evenings (city); 6 nights at shpg. ctrs.

13 - RETAIL OUTLETS: Department Stores-Monmouth and Ocean Counties: Steinbach Co. 4; Sears 3; Caldor 3; Bamberger's 2; JCPenney 2; Bradlees 4; K mart 5; Rickel's 4; Jamesway 4; Channel Lumber 12; Hahne's; Best Products 2; Consumer Dist. 4.
Variety Stores-Newberry; Green.
Chain Drug Stores-Parke, Rite Aid; Medi-Mart; Genovese.
Chain Supermarkets-Acme 8; Cumberland Farms 63; Grand Union 6; Shop-Rite 14; Foodtown 28; 7-Eleven 34; Pathmark 7; Kwik Check; Krauzer 32; Wawa 22.
Other Chain Stores-Kinney 8; Thom McAn 3; Shoetown 9; Goodyear 11; Radio Shack 20; Cloth World 2; Baker's 2; Lerner's 4; Marshall's 2; Braddock's; Firestone 12; Brick Church 3; Arthur's; Castro Convertible 2; Singer 8; Sherwin-Williams 7; Reed Jewelers 2; Fanny Farmer; Littman Jewelers 3; Gordon Jewelers 2; Hickory Farms 3; Flower Time 2; Watchung Pool 2.

14 - NEWSPAPERS: PRESS (e) 129,839; (S) 192,887; Mar. 31, 1986 ABC

Local Contact for Advertising and Merchandising Data: Richard Allen, Adv. Mgr., ASBURY PARK PRESS, 3601 Highway 66, Neptune, NJ 07754; Tel. (201) 922-6000.
National Representative: Sawyer-Ferguson-Walker.

ATLANTIC CITY

1 - LOCATION: Atlantic County (MSA). E&P Map B-5. Casino resort, vacation, and convention center. On Atlantic Ocean; end of the Atlantic City Expressway; 8 mi. E of Garden State Pkwy.; 5 mi. E of U.S. Hwy. 9. On U.S. Hwy. 30, 40, 322. Atlantic City is 60 mi. E of PA; 120 mi. S of NY; 179 mi. N of WA.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-23.
Bus Lines-N.J. Transit; Adventure Trails; Capitol; Gray Line; Greyhound; Harran; Leisure Line; Lion Tours; Shortline; Trailways.
Airlines-Allegheny Commuter (Bader Field).
Waterways-Cape May-Lewes Ferry.

3 - POPULATION:
Corp. City 80 Cen. 40,199; E&P 86 Est. 35,153
NDM-ABC: (80) 406,589
County 80 Cen. 194,119; E&P 86 Est. 203,905
MSA 80 Cen. 276,385; E&P 86 Est. 298,994
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,736; E&P 86 Est. 16,011
County 80 Cen. 71,806; E&P 86 Est. 78,825
NDM-ABC: (80) 149,241
MSA 80 Cen. 104,153; E&P 86 Est. 118,169

5 - BANKS	NUMBER	DEPOSITS
Commercial	111	$1,622,141,000
Mutual Savings Societies	2	$35,008,000
Savings Institutions	50	$1,520,983,000
Credit Unions	18	$36,355,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence County 86,000

8 - GAS METERS: Residence County 39,396

9 - PRINCIPAL INDUSTRIES: Casinos; Ret. Trade; Hotel/Motel; Eating & Drinking Places; Contact & Special Trade Constr.; Mfg.; Stone, Clay & Glass Prods.; Trans.; Whol. Trade; Fin., Ins. & R.E.; Business Servs.; Health Servs.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5; last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; 45% fluoridated, 55% not fluoridated.

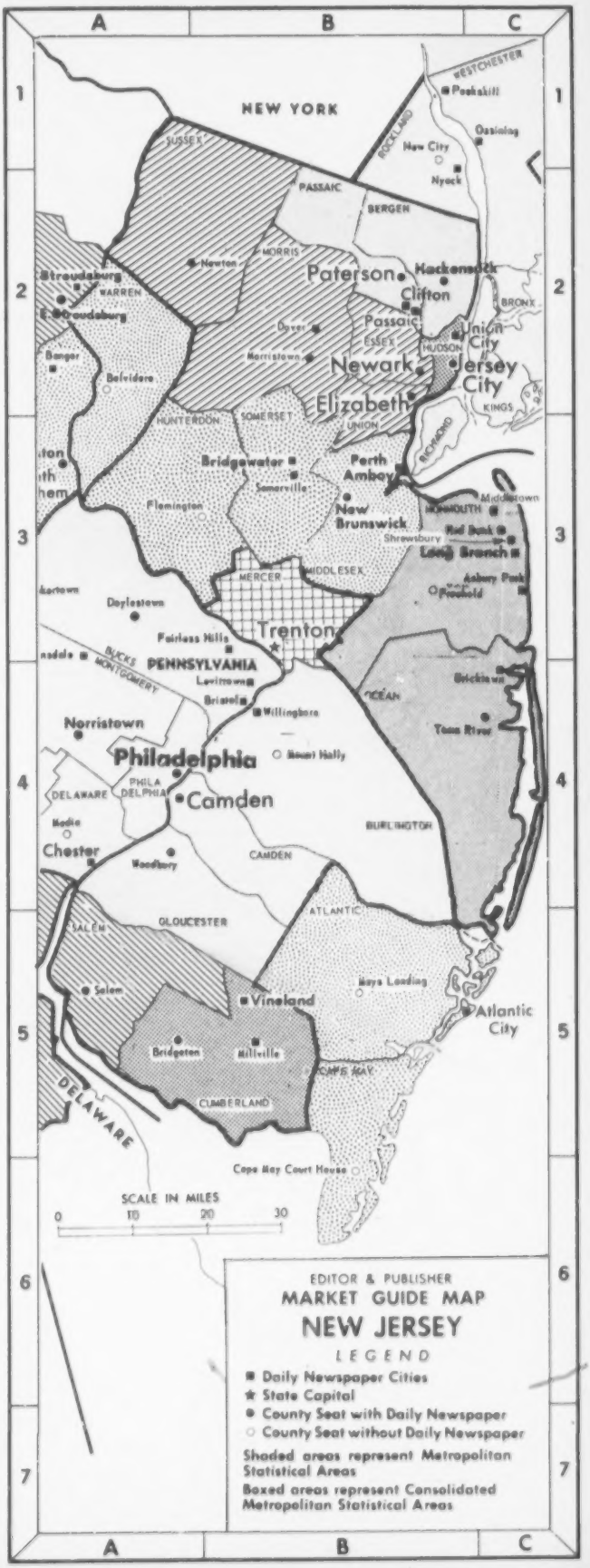
12 - RETAILING: Downtown Shopping-10 blocks on Atlantic Ave.; 8 on Pacific Ave.; 10 on Boardwalk; Ocean One Ctr.
Neighborhood Shopping-Absecon; Brigantine; Cape May; Linwood; Margate; Northfield; Ocean City; Pleasantville; Ventnor; Vineland; Wildwood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardiff Center	10	Pathmark, Rickels, Bradlees
Central Sq.(42)	10	
Court House Vlg.	33	Murphy Mart, Super Fresh
Cumberland Mall	40	Bradlees, JCPenney, The Dry Goods
Hammonton Plz.	28	Jamesway, Acme, Eckerd
Jamesway Plz.	33	Jamesway, Acme
Manahawkin Plz.	40	K mart, Reynolds, Rite Aid
Ocean Co. Mall	60	Bamberger's, CVS, Sears, JCPenney
Ocean One Mall (Atlantic City) (120)	NA	
Pleasantville Ctr.	8	K mart, Thrift
Rio Mall	39	K mart, Super Fresh, Thrift Drug
Shore Mall	10	JCPenney, Sears, Steinbach's
Silo Plaza	8	Silo
Somers Point Plz.	20	Jamesway, Acme
Tilton Ctr.	8	Thriftway, Jamesway
Toms River	60	Caldors, Foodtown, Reynolds
Ventnor Plz.	1	Shop-Rite, Bradlees
Village Shops	39	Reynolds
Vineland Ctr.	40	Sears, Eckerd

Principal Shopping Days-Sun., Mon., Thur., Fri.
Stores Open Evenings-Ret. Wed.; Food Mon.-Fri. About 80% Ret. and Food open Sun.

13 - RETAIL OUTLETS: Department Stores-Bradlees; Caldor; House and Garden; JCPenney; Jamesway; K mart; Reynolds; Sears; Steinbach's; The Dry Goods.



Chain Drug Stores-CVS; Eckerd; Rite Aid; Thrift.
Chain Supermarkets-Acme; Foodtown; Pathmark; Shop-Rite; Super Fresh; Thriftway.
Other Chain Stores-American Appliance; Baker's; Brooks; Bob Kislin; Buten; Carvel; Casual Corner; Color Tile; Command Performance; Cumberland Farms; Dee's Appliance; Dunkin' Donuts; Ethan Allen Galleries; Florsheim Shoes; Goodyear; Hickory Farms; Hit or Miss; Jack Lang; Kinney; Lerners; Littman Jewelers; MAB; Morton's Jewelcor; Murphy Mart; Payless Shoes; Pep Boys; Penn Jersey; Radio Shack; Rafters; Reese Palley Jewelers; Rickels; Sherwin-Williams; Silo; Singer; Spencer Gifts; T.J. Maxx; The Limited & Limited Express; Tiny Tots; Thom McAn; WaWa; 7-Eleven; 84 Lumber.

14 - NEWSPAPERS: PRESS (m) 78,222; (S) 87,197; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Cliff Madsen, Natl. Adv. Mgr., PRESS, 1900 Atlantic Ave., Atlantic City, NJ 08404; Tel. (609) 345-1234.
National Representative: Sawyer-Ferguson-Walker.

BRICKTOWN

See TOMS RIVER

BERGEN COUNTY

See HACKENSACK

BRIDGETON

1 - LOCATION: Cumberland County. (In Vineland-Millville-Bridgeton PMSA). E&P Map A-5. County Seat. Farming and glass manufacturing center. State Hwys. 77, 49; 40 mi. S of Philadelphia, PA; 40 mi. W of Atlantic City.

2 - TRANSPORTATION: Railroads-N.J. Central (frt.).
Motor Freight Carriers-10.
Intercity Bus Lines-Transport of N.J.; Garden State Coachway.

3 - POPULATION:
Corp. City 80 Cen. 18,795; E&P 86 Est. 17,169
NDM-ABC: (80) 49,721
County/PMSA 80 Cen. 132,866; E&P 86 Est. 135,884
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,681; E&P 86 Est. 6,395
County/PMSA 80 Cen. 44,287; E&P 86 Est. 47,375
NDM-ABC: (80) 16,685

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,981,768
Savings & Loan	2	$75,464,176

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 8,570

8 - GAS METERS: Residence 2,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,450 ($204); Glass Mfg. 1,350 ($265); Textiles 1,840 ($174); Mach. 150 ($180).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.
Neighborhood Shopping Centers-Broad and W. Pk. Dr.; 1 block on N. Pearl St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeton(10)	NA	Acme, Thrift Drug
Jamesway Plz.(8)	NA	Thriftway, Eckerd, Jamesway
Hopewell(8)	NA	Cusano's Variety

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri., Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Wax Bros.; JCPenney; Rovner's.
Variety Stores-Woolworth; Jamesway; Ames; Family Dollar.
Chain Drug Stores-Rite Aid; Eckerd; Thrift.
Chain Supermarkets-Thriftway; Acme; IGA; Chian's 2; Eatmor; Fishers Mkt.; Shop 'N Bag.
Other Chain Stores-Sears (catalog); J.S. Raub Shoes; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 11,840; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James G. Homan, Adv. Dir., NEWS, 100 E. Commerce St.; PO Box 596, Bridgeton, NJ 08302; Tel. (609) 451-1000.
National Representative: Landon Associates.

BRIDGEWATER

1 - LOCATION: Somerset County. (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and I-287; 19 mi. N of Garden State Pkwy. and NJ Tpke.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Transport of NJ; Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.
Airlines-All at Newark Airport.

3 - POPULATION:
Township 80 Cen. 29,175; E&P 86 Est. 29,487
NDM-ABC: (80) 390,875
PMSA 80 Cen. 886,383; E&P 86 Est. 934,706
County 80 Cen. 203,129; E&P 86 Est. 214,184
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Township 80 Cen. 8,804; E&P 86 Est. 9,207
County 80 Cen. 67,368; E&P 86 Est. 74,373
PMSA 80 Cen. 647,317; E&P 86 Est. 322,911
NDM-ABC: (80) 129,510

5 - BANKS	NUMBER	DEPOSITS
Savings	4	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County Est. 47,000

8 - GAS METERS: County Est. 38,000

9 - PRINCIPAL INDUSTRIES: (NDM)-Chem. Apparel; Textiles. Fabricated Metals; Printing; Pub.; Pharmaceuticals; Elect. Prods.; Constr.; Rubber; Plastics; Cosmetics; Farming; Food Proc.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas (NDM)-Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen; Middlesex; South Plainfield; Piscataway.
Shopping Centers (NDM)-Middlesex Mall; Blue Star Ctr.; Somerset Shpg. Ctr; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Vlg.; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plz.; Hillsborough Shpg. Plz.; Rustic Mall; Stirling Plz.; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. shopping strip along Route 22 from Springfield to Somerville, over 50 diversified ret. outlets.
Shopping Centers in Entire Market Area Include-Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plz.; Montgomery Plz.

13 - RETAIL OUTLETS: Department Stores (NDM)-Sears; Bamberger's; Hahne's; Stern's; Epsteins.
Variety Stores-S.S. Kresge; Woolworth.
Discount Stores-Kmart; Channel Lumber; Lanecco; Bradlees.
Chain Drug Stores-Sav-on; CVS; Rexall; Walgreens; Pathmark; Drug Fair.
Chain Supermarkets-A&P 13; Acme 5; Foodtown 7; Grand Union 3; Laneco 2; Pathmark 4; Plus Discount 3; Shop-Rite 9; Stop N Shop 2.
Other Leading Stores & Chain Stores-Huffman-Koos; Mirons; Fabric Land; Firestone; Roth & Schlengers; Goodyear; Penn Jersey; B.F. Goodrich; Pep Bros.; Midas Muffler; Singer Sewing; Imperial Magnavox; Brick Church; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods.

14 - NEWSPAPERS: COURIER-NEWS (e) 50,948; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David J. Enstad, Adv. Dir., COURIER-NEWS, 1201 Route 22, Bridgewater, NJ 08807; Tel. (201) 722-8800.
National Representatives: Gannett Media Sales; U.S. Suburban Press; Publishers' Representatives of Florida.

CAMDEN-CHERRY HILL

1 - LOCATION: Camden County. (In Philadelphia, PA-NJ, PMSA). E&P Map A-4. Camden is County Seat; on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial ctr.; On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge between S Phila. & Gloucester links with Penna. Tpke. via Schuylkill Expwy. Benjamin Franklin Bridge between Center City, Phila. and Camden. Betsy Ross Bridge between NE Phila. and Pennsauken, Rte. 130. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2 - TRANSPORTATION: Railroads-Conrail; Patco High Speed line.
Motor Freight Carriers-244.
Intercity Bus Lines-Transport of New Jersey; Trailways.
Airlines-At Airport in Philadelphia.

3 - POPULATION:
Corp. Cities 80 Cen. 153,695; E&P 86 Est. 148,708
Camden 80 Cen. 84,910; E&P 86 Est. 76,027
Cherry Hill 80 Cen. 68,785; E&P 86 Est. 72,681
NDM-ABC: (80) 733,896
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
County 80 Cen. 471,650; E&P 86 Est. 489,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 50,059; E&P 86 Est. 52,114
Camden 80 Cen. 28,204; E&P 86 Est. 28,581
Cherry Hill 80 Cen. 21,855; E&P 86 Est. 23,533
County 80 Cen. 162,508; E&P 86 Est. 176,538
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730
NDM-ABC: (80) 249,114

5 - BANKS	NUMBER	DEPOSITS
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods 38,800 (Av. Hrly. Wage $9.18); Mfg., Non Durable Goods 28,400 (Av. Hrly. Wage $10.60); Non-Mfg. 277,300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haddonfield	8	
Black Horse Pike(40)	5	Bradlees, JCPenney
Brooklawn(2)	8	K mart
Burlington	16	Sears, Strawbridge & Clothier
Cherry Hill Mall (113)	5	Bambergers, Strawbridge & Clothier, JCPenney
Deptford Mall(130)		Sears, Bambergers, Wanamaker's
Echelon Mall	10	Strawbridge & Clothier, JCPenney, Stern's
Moorestown Mall(85)	10	Wanamaker, Stern's, Sears
Stratford(14)	10	Clover
Westmont(34)	3	Clover, A&P
Woodcrest(15)	9	Shop'n Bag, Channel
Airport Circle(4)	2	K mart

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Food-Wed., Thur., Sat.
Stores Open Evenings-Dept.-Mon. to Sat.; Food-Tues. through Fri.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Strawbridge & Clothier 3; Bamberger's; Gimbels; Wanamaker's; Pomeroys.
Discount Stores-Dee's; Pennsauken Mart; Clover Stores; K mart; Dry Goods; Bradlees; Caldor; T.J. Maxx.
Specialty Stores-Charles David; Diane Furs; Zinman Furs, Lillian Albus; Town & Country; Fashion Bug; Lane Bryant; Country Set; Marianne; Loehmann's; Samar Fashions; Talbots; Marshalls.
Variety Stores-Ben Franklin; Woolworth; McCrory's.
Furniture Stores-Bellmawr; DiMona's; Doughertys'; Howard Hill; Menchel-McDonald; Nastasi's; Newman's Home Furnishings; Philmore; Ressa Bros.; Sullivan Furniture Co.; Robert I. Weir; Levitz; Levin's.
Electrical Appliance Stores-Electrical Center; Hubbs Corner; Dee's; Pearlman's; Nastasi's; Moffa's; A B C Discount Appliances; American Appliances; Sam's Appliances; Silo; Shuman's.
Chain Drug Stores-Lincoln; Quality 6; SupeRx; Thrift 8; Worner; Rite Aid; Eckerd; CVS; Drug Emporium; Cost Cutters.
Chain Supermarkets-Acme; Shop-Rite; Shop 'N Bag; Pathmark; SuperFresh; Talk of the Town.
Corporate Chains-Frankford-Quaker; Thriftway; Perlof Bros.; 7-Eleven; Wa-Wa Markets; Plus Foods; Stop N Shop; AM-PM Mini Mart.
Other Chain Stores-Automotive: B.F. Goodrich, Firestone, Goodyear, Penn Jersey, Pep Boys, Rayco Auto Seat Cover Co., Midas Muffler Co., Rem Auto Supply, Aamco; Car Rentals: Hertz, Avis Rent-A-Car, Biddle Car & Truck Rental, Budget Rent-a-Car, Automotive Rentals, Inc.; Candy: Dairy Maid, Bayard's Chocolate Houses, Bowers Candies; Flooring: Best Tile Co., Allied Floor Covering, Tile City; General Merchandise: Singer Sewing Machines, Hanscom's Bakery, Kiddie Mart, Rickles; Jewelry: Zale's, Littmann's, Kellmer, Baily, Banks & Biddle, Merrill's, Tappins; Men's Apparel: Jack Lang, Jackman's, Dodd's, Jack King, Clothing Whse., Turf's, Mr. Good Buys, Mr. How, Best Prods., Men's Loft; Women's Apparel: Holly Stores, Joy Hosiery, Charming Shoppes, Fashion Bug; Marshall's; Metal Fences: Anchor Fence, Cyclone Fence; Paints: Buten Paints, Sherwin-Williams, M.A. Bruder & Son, DuPont, Dutch Boy, Benjamin Moore, Finnaren and Haley, Pittsburgh, Spred-Glidden, Martin Paint; Shoes: Martin, Baker's, A.S. Beck, Buster Brown, Father & Son, Florsheim, Hanover, Thom McAn, Burts, Chandler's, Regal, Flagg, Hardy, Shoe-Town.

14 - NEWSPAPERS: COURIER-POST (e-mon to fri) 108,360; (m-sat) 104,203; (S) 101,065; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Herman F. Trasmondi, Adv. Dir., COURIER-POST, 301 Cuthbert Blvd.; PO Box 5300, Cherry Hill, NJ 08034; Tel. (609) 663-6000.
National Representative: Gannett Media Sales.

CLIFTON

See PASSAIC

DOVER

1 - LOCATION: Morris County. E&P Map B-2. (In Newark PMSA). Mfg. & military ctr.; NW part of State; 45 mi. E of NYC.

2 - TRANSPORTATION: Railroads-NJ Transit. , **Intercity Bus Lines**-Greyhound; Public Transport of N.J.; Lakeland; West Morris; Transit.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,681; E&P 86 Est. 14,553
NDM-ABC: (80) 157,582
PMSA 80 Cen. 1,878,294; E&P 86 Est. 1,894,065
County 80 Cen. 407,630; E&P 86 Est. 427,561
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,901; E&P 86 Est. 5,070
County 80 Cen. 131,820; E&P 86 Est. 144,728
PMSA 80 Cen. 647,317; E&P 86 Est. 681,314
NDM-ABC: (80) 51,279

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$232,105,000
Savings & Loan	7	$401,131,062

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 126,161

8 - GAS METERS: Residence 26,800

9 - PRINCIPAL INDUSTRIES: No. of Employees-Arsenal 8,500; Appliances 400; Glass 300; Paperboard 1,100; Drugs 2,800; Electronics 4,000; Plastics 400; Timers 400; Packaging Mach. 350; Pipe & Ceramics 500; Clothing 800; Aircraft Radio 650.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 53-85; Fall 29-58; Winter 16-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover(30)	NA	JCPenney, Sears
Ledgewood Circle(2)	NA	A&P, Endicott Johnson
Ledgwood Mall(55)	NA	Jamesway
Town Sq.	NA	JCPenney, Hahne's, Bamberger's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Newberry; Bamberger's; Hahne's.
Discount Stores-K mart.
Chain Supermarkets-A&P; Acme; Foodtown; Shop-Rite; Pathmark; Grand Union.
Other Chain Stores-Goodrich; Firestone; Littman Jewelry; Kinney Shoes; Thom McAn; Sherwin-Williams; Loft Candy; Wick's Lumber; Zale's; Channel; Rickel; Brick Church; Thrift Drug.

14 - NEWSPAPERS: NORTH JERSEY ADVANCE (m-mon to fri) 9,296; (S) 9,412; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Carl Shell, Adv. Mgr., ADVANCE, PO Box 800, Flanders, NJ 07836; Tel. (201) 347-5400.
National Representative: Landon Associates.

ELIZABETH

1 - LOCATION: Union County (In Newark PMSA). E&P Map B-2. County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Arthur Kill and Newark Bay; U.S. Hwys. 1, 9.

2 - TRANSPORTATION: Railroads-NJ Transit; Rahway Valley; Amtrak; Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.
Airlines-American; Eastern; Trans World; USAir; United; Aero; Flying Tiger; Slick; TWA; Pan Am; Delta; Piedmont; N.Y. Airways; World Airways; Continental; People Express.

3 - POPULATION:
Corp. City 80 Cen. 106,201; E&P 86 Est. 109,146
NDM-ABC: (80) 504,094
County 80 Cen. 504,094; E&P 86 Est. 512,924
PMSA 80 Cen. 1,878,294; E&P 86 Est. 1,894,065

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,878; E&P 86 Est. 42,355
County 80 Cen. 177,973; E&P 86 Est. 188,794
PMSA 80 Cen. 647,317; E&P 86 Est. 681,314
NDM-ABC: (80) 177,973

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,345

8 - GAS METERS: Residence 39,965

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Gas and Chem. 3,310; Phcy. Prods. 9,768; Auto 5,206; Cookies 900; Elect. Equip. 3,700.

10 - CLIMATE: Av. Temp.-Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Half mile south from Penna. Railroad arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, E to Union Sq. Many fine stores on first blocks of most cross sts. off Broad St. E and W to Elizabeth Ave. and N of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers-6 ctrs. throughout city. Neighborhood stores located near all residential sections.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cranford	4	
Linden	4	
Roselle(22)	3	Foodtown, Medi-Mart
Garwood	5	
Menlo Park(86)	8	Bamberger's, Alexander's
Short Hills(140)	9	Bloomingdale's, Lord & Taylor, W&J Sloane, B. Altmans, Bonwit Teller
Woodbridge(121)	7	A&S, Ohrbach, Hahne, Stern's, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Furniture-nightly (ex. Sat.); Other ret.-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Variety Stores-Newman's 3; Green; C. H. Martin; McCrory; K mart; Bradlees 3.
Discount Stores-Daffy Dan's; Seaman's Furn.; Brick Church; Trader Horn.
Chain Drug Stores-Rite Aid 4; Shor's 2; Medi-Mart; CVS 3.
Chain Supermarkets-A&P 9; Pathmark 6; Foodtown 12; Shop-Rite 6; Acme 6; IGA 2.
Other Chain Stores-Thom McAn; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; General Nutrition; Father & Son; Shoe Town; Toys 'R' Us; Channel.

14 - NEWSPAPERS: JOURNAL (e) 32,500; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Donahue, Adv. Dir., JOURNAL, 295 N. Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.
National Representative: Landon Associates.

HACKENSACK-BERGEN COUNTY

1 - LOCATION: Bergen County. E&P Map B-2 (In Bergen-Passaic PMSA). County Seat. On Hwys. 1, 3, 4, 9, 17, 46, 80. 8 mi. from New York; 9 mi. E of Paterson; 14 mi. N of Newark; Garden State Pkwy.; N.J. Tpke.

2 - TRANSPORTATION: Railroads-NJ Transit; Main/Bergen County; Pascack Valley Line.
Intercity Bus Lines-Academy Bus Tours; Community Bus; Carefree Bus; De Camp Bus Lines; NJ Transit Bus Operations; Hudson Transit (Shortline); Hudson Bus Corp.; Greyhound; Rockland (Red and Tan); Adirondack Trailways; Fairlawn Transportation; Leisure Line; Transit Charter Service.
Motor Freight Carriers-N.A.
Airlines-Emery; Federal Express (fght.); Purolator; Air National; Alfa Aero Freight; Teterboro Airport N.Y. and all airports.

3 - POPULATION:
Corp. City 80 Cen. 36,039; E&P 86 Est. 37,955
County 80 Cen. 845,385; E&P 86 Est. 856,811
MSA 80 Cen. 1,292,970; E&P 86 Est. 1,311,504
NDM-ABC: (80) 845,385
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,827; E&P 86 Est. 17,569
County 80 Cen. 300,410; E&P 86 Est. 318,825
MSA 80 Cen. 453,873; E&P 86 Est. 482,068
NDM-ABC: (80) 300,410

5 - BANKS	NUMBER	DEPOSITS
Commercial	25	$8,067,828,000
Savings & Loan	33	$5,507,043,000
Savings	4	$1,523,580,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence County 262,549

8 - GAS METERS: Residence County 258,843

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants-Misc. Plastic Prod. 41; Lithographic Commercial Printing 33; Letterpress Commercial Printing 33; Electronic Components 24; Non-electrical Mach. 17.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55; First killing frost, Oct. 1; last killing frost, Apr. 20.

11 - TAP WATER: Moderately alkaline, moderately soft; not fluoridated.

12 - RETAILING: Principal Shopping District-Garden State Plz., 105 Stores; Bergen Mall, 80 Stores; The Fashion Ctr., 28 Stores; Paramus Pk., Paramus, 120 Stores; Riverside Sq. Hackensack, 91 stores.
Additional Shopping Areas-Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park; Paramus.
Neighborhood Shopping Areas-Municipality.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garden State Plz.(105)	NA	Bamberger's, JCPenney, Gimbels
Bergen Mall(80)	NA	Stern's, Ohrbach's, J.J. Newberry
Chestnut Ridge(24)	NA	Grand Union
Paramus Pk.(120)	NA	Abraham & Straus, Sears
Riverside Sq.(91)	NA	Bloomingdale's, Saks, Conrans
The Fashion Ctr.(28)	NA	B. Altman, Lord & Taylor
Caldor Ctr.(14)	NA	Caldor
Linwood Plz.(26)	NA	Foodtown
Mahwah Plz.(20)	NA	A&P
Fair Ridge(15)	NA	A&P
Urban Farms(18)	NA	Gristede's
Park Ridge(11)	NA	A&P
Interstate(32)	NA	Sears, Grossman's
Rochelle Pk.(10)	NA	Shop-Rite
Allendale(16)	NA	A&P
Foster Vlg.(28)	NA	Grand Union
Closter Plz.(37)	NA	Woolworth's, K mart, Grand Union
Cresskill Plz.(6)	NA	King's Super Mkt.
Pascack Valley(21)	NA	Channel, Grand Union
Elmwood(15)	NA	Walgreens, Channel
Ramsey Sq.	NA	Bradlees, Channel
Saddle Brook Mall(21) Passaic County	NA	Bradlees
Willowbrook(179)	NA	Bamberger's, Ohrbach's, Sears, Sterns
West Belt Mall(50)	NA	JCPenney, Fortunoff
Preakness	NA	Sterns, Rickel
Wayne Hills(39)	NA	Meyer Bros., K mart

Stores Open Evenings-Food & Dept. Stores, Bergen County Shpg. Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-County: Sears; Lord & Taylor; B. Altman; Packard's; Bambergers; Stern Bros.; Gimbels; Alexander's; Bloomingdale's; Ohrbach's; Saks Fifth Ave.; Abraham & Straus; Fortunoff; JCPenney.
Variety Stores-Woolworth; Kresge; Newberry.
Discount Stores-Valley Fair; Bradlees; K mart; Toys R Us; Caldors; Marshall's.
Chain Lumber/Hardware-Channel Industries; Rickel Home Ctr.; Kay's.
Chain Drug Stores-Whelan; Rexall 3; Genovese 4; Walgreens; Rite Aid 15; CVS 19; Medi-Mart.
Chain Supermarkets-Acme 3; A&P 19; Grand Union 23; Gristede; Kings 3; Shop-Rite 18; Foodtown 15; Pathmark 6; IGA 4; Fine Fair; C-Town; Basics; Packards.
Other Chain Stores-Shoes: Miles, A. S. Beck, Baker's, Thayer McNeil, Stenchever's, Globe, Florsheim, Shoe-Town, Red Cross, National Coward's, Chandler's, Thom McAn, Kinney; Candy: Loft's, Fanny Farmer, Russell Stover, Barracini; Clothing: He Man Shops, Lowits, Lane Bryant, MacHughe's, Roaman's, Schlessinger's, Florence Shop, Sealfon's, Plymouth Shops, Ann Taylor Sportswear, Syms, Susan Ives, Roger Kent, Lorry's, Bond's, Wollach's, National Shirt, Lerner, Melburn; Jewelry: Wiss Jewelers, Marcus Jewelers, Fortunoff; Others: Adler's, Radio Shack, Trader Horn, Friendly Frost, Sam Goody, Roots, Field Bros.; Conrans; Furniture: Carlyle, Einstein Moomjy, Huffman-Koos, Kaufman, Levitz, Sporting Goods: Morsan's, Herman's; Marshalls; Britches; Filene's Basement.

14 - NEWSPAPERS: RECORD (e-mon to fri) 161,969; SUNDAY RECORD (S) 227,205; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Kimball, Adv. Dir., RECORD, 150 River St., Hackensack, NJ 07601; Tel. (201) 646-4000; in NYC (212) 279-8484.
National Representative: Sawyer-Ferguson-Walker.

JERSEY CITY

1 - LOCATION: Hudson County (PMSA). E&P Map B-2. County Seat. Industrial, wholesale, residential & educational center occupies 14.65 square mi. on peninsula formed by Hudson River & Upper N.Y. Bay on E & S & Hackensack River & Newark Bay on W.

2 - TRANSPORTATION: Railroads-Journal Sq. Trans. Ctr.; Lehigh Valley; Hoboken Shore & Path.
Motor Freight Carriers-117.
Intercity Bus Lines-Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue; Edwards Lakes to Sea; Domenico; Central Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 223,532; E&P 86 Est. 212,399
CZ-ABC: (80) 507,672
RTZ-ABC: (80) 420,104
County/PMSA 80 Cen. 556,972; E&P 86 Est. 552,888
City & RTZ-ABC: (80) 927,176
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 80,720; E&P 86 Est. 82,098
CZ-ABC: (80) 189,779
RTZ-ABC: (80) 160,112
County/PMSA 80 Cen. 207,857; E&P 86 Est. 215,763
City & RTZ-ABC: (80) 349,891

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$2,451,650,000
Savings & Loan	15	$3,464,108,000
Commercial	21	$5,104,200,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: City Residence 196,512

8 - GAS METERS: City Residence 196,480

9 - PRINCIPAL INDUSTRIES: Metro Area-Container Port; Pharmaceutical Prods.; Lamps; Food Packing; Radio & TV Sets; Iron Prods.; Candy; Soap; Carbon; Chem.; Wearing Apparel; Paper Prods.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining; Fin./Ins.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Plz.(40)	3	Toys 'R Us, Bradlees
Stadium Plz.(2)	4	Rickels, K mart, Pathmark
Harmon Meadows (34)	6	Annie Sez
Twin City Plz.(12)		Acme, McCrory
Channel Shoprite(3)	NA	Channel Lumber

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Woolworth; Grand; McCrory; Home Fair; Jupiter 2; Odd Lots 4.
Discount Stores-Bradlees; K mart 2; Wonder Store 4; C.H. Martin 4; TSS Seedman 2.
Chain Drug Stores-Rexall 5; Rite Aid 7; Drug Guild; Rite Way 12; Rock Bottom.
Chain Supermarkets-A&P 14; Shop-Rite 15; Food Town 7; Pathmark 3; Acme 3; Shelley's 2; IGA; Basics; Met 5.
Other Chain Stores-Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Martin Paints; National Shoes; Midas; A.S. Beck; Kinney Shoes; Kay Jewelers; Lynn; Allied Radio Shack; Channel Co.; Shoe Town; Knapp; Fayva; Zale's Jewelers; Mandee; Rickels; Beauty Barn; Hit or Miss; GNC; Consumers; Trader Horn; Joyce Leslie; Brick Church Appliance; Modells; Annie Sez; Casual Woman; Lerner Shops.

14 - NEWSPAPERS: JERSEY JOURNAL (e-mon to fri) 62,211; (e-sat) 59,034; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306; Tel. (201) 653-1000.
National Representative: Newhouse Newspapers Metro Suburbia.

MIDDLETOWN
See RED BANK

MILLVILLE

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA). E&P Map B-5. Industrial ctr. On State Hwys. 47 and 49 at the head of navigation on the Maurice River 41 mi. from Philadelphia; 47 mi. from Atlantic City; 130 mi. from NYC.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-11.
Intercity Bus Lines-Public Service; Bridgeton; New Jersey Transit; Garden State Coachways.

3 - POPULATION:
Corp. City 80 Cen. 24,815; E&P 86 Est. 26,215
CZ-ABC: (80) 24,815
RTZ-ABC: (80) 13,170
County/PMSA 80 Cen. 132,866; E&P 86 Est. 135,884
City & RTZ-ABC: (80) 37,985

4 - HOUSEHOLDS:
City 80 Cen. 9,007; E&P 86 Est. 9,763
County/PMSA 80 Cen. 44,287; E&P 86 Est. 47,373
CZ-ABC: (80) 9,007
RTZ-ABC: (80) 4,071
City & RTZ-ABC: (80) 13,078

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$53,000,000
Savings & Loan	2	$31,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 10,905

8 - GAS METERS: Residence 4,997

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass Mfg. 4,700; Textile Mfg. 600; Sand Mining 560; Airworks & Aircraft Repairs.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-24.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on High, Main and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Delsea(2)	6	Sears
Cumberland Mall(60)	NA	Bradlees, Wilmington Dry Goods, Pathmark

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept.-Fri. Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Fath's.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Rite Aid.
Chain Supermarkets-Acme; Pathmark; Thriftway; IGA.
Other Chain Stores-Endicott-Johnson (shoes); Diana Shop; Goodyear; Firestone.

14 - NEWSPAPERS: DAILY (e) 6,568; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Brad Borton, Adv. Dir., DAILY, 22 E. Vine St., Millville, NJ 08332; Tel. (609) 825-3456.
National Representatives: Landon Associates; Robert Hitchings & Co.

MORRISTOWN

1 - LOCATION: Morris County (In Newark PMSA). E&P Map B-2, County Seat. Manufacturing & education center.

2 - TRANSPORTATION: Railroads-Morristown & Erie; NY, Susquehanna & Western; Erie Lackawanna; Central Railroad of NJ.
Motor Freight Carriers-1.
Intercity Bus Lines-Morristown; Public Service; De-Camp.

3 - POPULATION:
Corp. City 80 Cen. 16,614; E&P 86 Est. 16,069
NDM-ABC: (80) 359,857
PMSA 80 Cen. 1,878,294; E&P 86 Est. 1,894,065
County 80 Cen. 407,630; E&P 86 Est. 427,561

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,534; E&P 86 Est. 6,570
County 80 Cen. 131,820; E&P 86 Est. 144,728
PMSA 80 Cen. 647,317; E&P 86 Est. 681,314
NDM-ABC: (80) 117,051

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$351,031,802
Savings & Loan	4	N.A.
Commercial	2	$697,811,109

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 138,096

8 - GAS METERS: Residence 24,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Public Util. 1,218; Chem. Prods. 2,663; Printing 687; Constr. 570; Rubber 305; Food 372; Paper 1,547; Engin. 2,891; Pharmaceuticals 1,095.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 60-97; Fall 32-80; Winter 28-50. First killing frost, Oct.; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown(9)	NA	A&P
Baldwin Manor(11)	NA	Baldwin Phcy., Foodtown
Troy(19)	NA	Pathmark, K mart
Morris County Mall(77)	3	Bradlees, Stop & Shop
Rockaway Town Sq.(204)	16	Bamberger's, Sears, JCPenney

Principal Shopping Days-Fri., Wed., Sat.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Bamberger's; M. Epstein; Sears; JCPenney.
Discount Stores-Jamesway; Rockaway Sales 2; K mart; Bradlees; Caldors.
Variety Stores-Woolworth.
Chain Drug Stores-Sav On; Foods Plus; Thrift; CVS; Drug Fair.
Chain Supermarkets-A&P 3; Acme 2; Grand Union; Foodtown 3; Shop Rite 8; Pantry Pride; Progressive 4; W&O; Finast; Kings; Stop & Shop.

14 - NEWSPAPERS: RECORD (m-mon to fri) 61,009; (m-sat) 57,406; (S) 71,099; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John W. Carnahan, Adv. Dir./Mktg., RECORD, 55 Park Pl., Morristown, NJ 07960; Tel. (201) 538-2000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NEW BRUNSWICK

1 - LOCATION: Middlesex County (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3, County Seat. Industrial and educational center, 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 26; Lincoln Hwy., New Jersey Tpke., Rt. 287.

2 - TRANSPORTATION: Railroads-Conrail; N.J. Transit.
Motor Freight Carriers-71.
Water-Raritan River.
Intercity Bus Lines-Transport of N.J.; Continental Trailways; Suburban; Greyhound; Middlesex; Star.

3 - POPULATION:
Corp. City 80 Cen. 41,442; E&P 86 Est. 42,406
CZ-ABC: (80) 189,428
RTZ-ABC: (80) 206,086
County 80 Cen. 595,893; E&P 86 Est. 623,885
City & RTZ-ABC: (80) 395,514
PMSA 80 Cen. 886,383; E&P 86 Est. 934,706
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,244; E&P 86 Est. 14,641
County 80 Cen. 196,708; E&P 86 Est. 215,546
CZ-ABC: (80) 63,544
RTZ-ABC: (80) 66,229
City & RTZ-ABC: (80) 129,773
PMSA 80 Cen. 292,591; E&P 86 Est. 322,911

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$607,284,000
Savings & Loan	11	$471,290,000
Commercial	13	$1,603,440,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 17,090

8 - GAS METERS: Residence 14,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals 4,830; Medical Goods 3,210; Elect. 2,160; Apparel 4,830; Trans. 3,840.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20; last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on George St.; 5 on Albany St.; 3 on Neilson; 3 on Church; 2 on Bayard; 2 on Paterson; 1 on Livingston; Miracle Mall; U.S. Route 1; Tano Mall.
Neighborhood Shopping Center-5 blocks on French St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brunswick(26)	2	Caldor, Grand Union, Woolworth
Brunswick Sq.(85)	8	Bamberger's, JCPenney
Kilmer Plz.	4	Acme, Save-on Drugs, Tops Appliance
Menlo Park Mall(80)	10	Alexander's, Bamberger's
Middlesex Mall(52)	8	Pathmark, Stern's, K mart
MidState Mall	6	Best, Acme, Shop-Rite, Newberry's
Village Green(27)	7	Tool-A-Thon, He-Man Shop
Woodbridge Ctr. (233)	13	Abraham & Strauss, Stern's, JCPenney, Hahnes, Thom McAn
Rutgers(13)	3	K mart, Foodtown, Thrift Drug
Market Place(14)	10	Sayrewoods(25) 12 Channel, JCPenney
Shoppers(24)	4	Channel, Foodtown, Loehman's, Toys 'R Us
Bradlee's E.B.(4)	5	Bradlees, Olivers, T.J. Maxx, Hermann's
Bradlees, No. Brunswick(5)	2	Bradlees, A&P
American Mall(8)	4	Crazy Eddie, Eyelab
Hadley Ctr.(26)	8	Caldor's, CVS, Foodtown
Quakerbridge Mall (142)	15	Bamberger's, Hahne's, Sears, JCPenney

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most Mon. through Fri.; some on Mon. & Thur. only.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Lerner's; Bamberger's; Alexander's; Loehmann's; Ohrbach's; Abraham & Straus; Sterns; Bradlees.
Variety Stores-Newberry; McCrory; Woolworth.
Discount Stores-Bradlees; Channel; Rickel; K mart; Pergament 2; Caldor; Mr. Goodbuys.
Chain Drug Stores-Drug Fair 3; Sav-On; Walgreens; Rexall; Sunray 2; Thrift; Pathmark; Mandell's; Rite Aid; Metro Drugs; Shop-Rite.
Chain Supermarkets-A&P 7; Shop-Rite; Foodtown 6; Acme; Pathmark; Mayfair 3; Grand Union.
Other Chain Stores-Shoes: Thom McAn, National, A.S. Beck, Miles, Kinney, Florsheim, Selby, Baker's, Hush Puppy, Knapp, Shoe Town, Dollar Discount, Naturalizer, Regal; Clothing: Bond, Rogers, Wallachs, Fashion Bug, Brooks, The Limited, The Gap, Chess King, Lane Bryant; Auto Supplies: Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear; Misc.: Singer Co., Zales, Weiss & Lambert.

14 - NEWSPAPERS: HOME NEWS (e) 59,341; (S) 77,698; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve Ward, Natl. Adv. Mgr., HOME NEWS, 123 How Lane; PO Box 551, New Brunswick, NJ 08903; Tel. (201) 246-5604.
National Representative: Sawyer-Ferguson-Walker.

NEWARK

1 - LOCATION: Essex County (In Newark PMSA). E&P Map B-2, County Seat. Industrial, wholesale and retail center on U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 82, 280, N.J. Tpke. & linked with Garden State Pkwy.

2 - TRANSPORTATION: Railroads-NJ Transit; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger).
Motor Freight Carriers-30.
Intercity Bus Lines-Public Service; Trailways; Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset; Martz; Consolidated Shore.
Airlines-USAir; American; Delta; Eastern; TWA; United; NY Air; Continental; Pan Am; Piedmont; World Airways; People Express; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 329,248; E&P 86 Est. 309,115
CZ-ABC: (80) 1,003,370
RTZ-ABC: (80) 4,224,906
County 80 Cen. 850,451; E&P 86 Est. 830,233
PMSA 80 Cen. 1,878,294; E&P 86 Est. 1,894,065
City & RTZ-ABC: (80) 5,228,276

4 - HOUSEHOLDS:
City 80 Cen. 110,912; E&P 86 Est. 112,637
County 80 Cen. 299,934; E&P 86 Est. 306,437
PMSA 80 Cen. 647,317; E&P 86 Est. 681,314
CZ-ABC: (80) 355,706
RTZ-ABC: (80) 1,454,690
City & RTZ-ABC: (80) 1,810,396

5 - BANKS	NUMBER	DEPOSITS
Savings	11	$1,350,000,000
Savings & Loan	88	$1,840,000,000
Commercial	16	$50,229,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 324,991

8 - GAS METERS: County 343,974

9 - PRINCIPAL INDUSTRIES: Estimated No. of Employees, Essex, Union & Morris Counties-Prim. Metal Ind. 10,700; Fab. Metal Prods. 21,300; Mach. (ex. Elect.) 25,500; Elect. Mach. 38,500; Trans. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prods. 22,000; Textile-Mill Prods. 3,400; Apparel & Textile Prods. 14,600; Paper & Prods. 6,600; Printing & Publishing 11,700; Chem. & Prods. 34,100; Rubber & Plastic Prods. 9,200; Leather & Prods. 4,000; Other Nondurable Goods 3,400; Mining 900; Constr. 28,400; Trans. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & R.E. 48,400; Service & Misc. 110,900; Gov't 85,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost, late Oct.; last killing frost, early Apr.

11 - TAP WATER: Alkaline, soft to medium.

12 - RETAILING: Downtown Shopping Areas-Newark; Livingston; Montclair; Orange; Plainfield; Morristown; Summit; Irvington; East Orange; Elizabeth; Dover; Madison; Maplewood; Westfield; Union; Bloomfield; Somerville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Essex Co.:		
The Common(24)	NA	Lane Bryant
Livingston(127)	NA	Bamberger's, Sears, Hahne's, Epsteins
Oakwood Mall(6)	NA	Kings
The Mall, Short Hills (140)	NA	Bloomingdale's, Abraham & Straus, Bonwit Teller, B. Altman
Pilgrim Plz.(15)	NA	Newberry, Sav-on Drug
Essex Mall(17)	NA	Marshall's, Stop & Shop
West Caldwell(27)	NA	A&P
Essex Green(42)	NA	Woolworth, Shop-Rite
In Morris Co.:		
Dover(30)	NA	Woolworth, JCPenney
Morris Co. Mall(77)	NA	Bradlees, JCPenney, Stop & Shop
Morris Hill Plz.(5)	NA	Rexall Drug, Sherwin-Williams
Rockaway Town Sq.(150)	NA	Bamberger's, Hahne's, Sears, JCPenney
In Union Co.:		
Murry Hill Sq.(45)	NA	
Parkway Plz.	NA	Grand Union, Kresges

Outside Metro Area-Bergen Mall, Paramus; Menlo Park; Blue Star, Watchung; East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shpg. ctr. in themselves, in Somerset County. A 15 mi. shpg. strip along Rt. 22, 40 stores.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Wed., Fri. Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-(Metro Area)-Bamberger's; Steinbach's; Hahne's; Ohrbach's; Sears; Bloomingdale's; B. Altman; Abraham & Straus; JCPenney; Sterns.
Discount Stores-Carr's; J.M. Fields; Newberry; Rickel Bros.; Valley Fair; Channel; K mart; Bradlees; Caldor.
Chain Drug Stores-Rubin Bros. 6; Weisbard Bros. 2; Thrift Drug; Sav-on; CVS; Medi-Mart; Schwartz; Rite Aid 2; Winsor; Angelo 2.
Chain Supermarkets-A&P; Acme; Food Fair; Finast; Grand Union; Shop-Rite; Foodtown; King's; Valley Fair; Pathmark.
Other Leading Stores-Canadian Fur; Loft's Candy; McCrory; Lerner's; Woolworth; Bond's; Wallach's; A.S. Beck; Howard Clothes.
Suburban-B. Altman; Lord & Taylor; Saks Fifth Ave.; Franklin Simon; Huffman-Koos; Harrison Bros.; Marshall's; M. Epstein; Teppers; Wiss Jewelers; Levitz.

14 - NEWSPAPERS: STAR LEDGER (m-mon to fri) 452,148; (m-sat) 409,606; (S) 682,469; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Schwartz, Gen. Adv. Mgr., STAR LEDGER, Star Ledger Plaza, Newark, NJ 07101; Tel. (201) 877-4141.
National Representatives: Newhouse Newspapers Metro Suburbia; Leonard Co.; American Publishers' Representatives.

NEWTON

1 - LOCATION: Sussex County, (In Newark PMSA). E&P Map A-2, County Seat. Recreation, agricultural, manufacturing NW portion of state. 58 mi. NW of NYC; 48 mi. NW of Newark.

2 - TRANSPORTATION: Railroads-2 (Freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Garden State; Lakeland.
Airports-4, plus 1 Heliport.

3 - POPULATION:
Corp. City 80 Cen. 7,748; E&P 86 Est. 6,985
NDM-ABC: (80) 125,421
County 80 Cen. 116,119; E&P 86 Est. 123,347
PMSA 80 Cen. 1,878,294; E&P 86 Est. 1,894,065
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,995; E&P 86 Est. 2,397
County 80 Cen. 37,221; E&P 86 Est. 41,355
NDM-ABC: (80) 40,313
PMSA 80 Cen. 647,317; E&P 86 Est. 681,314

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$950,000,000
Savings & Loan	6	$420,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County 50,021

8 - GAS METERS: County 1,655

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't & Educ. 1,000 ($400); Retailers & Service 600 ($280); Professional & Staff 500 ($400); Mfg. & Fabrics 300 ($265).
Principal Industrial Pay Day-Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11 - TAP WATER: Neutral to alkaline.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clinton St.(10)	NA	Rockaway Sales
Spring St.(49)	NA	Shelby's
Ames/Big N(12)	NA	Ames/Big N, Shepards Fashions
Sussex County Mall(8)	NA	A&P
Newton	NA	Shop-Rite
Sparta Centre(12)	NA	Acme
Hardyston(6)	NA	A&P
Franklin(7)	NA	Shop-Rite
Tri-States(10)	NA	Jamesway
Vernon(8)	NA	A&P
Gristmill(6)	NA	A&P
Wantage(3)	NA	Foodtown

Principal Shopping Days-Mon., Thur., Fri., Sun.
Stores Open Evenings-Ames/Big N; Jamesway; A&P; Acme; Grand Union; Foodtown; Rockaway Sales; Shelby's; Shop-Rite.
Stores Open Sundays-Ames/Big N; A&P; Acme; Grand Union; Shop-Rite; Shepards; Jamesway; Foodtown; Rockaway Sales; Shelby's; Sanders.

13 - RETAIL OUTLETS: Department Stores-Shelby's.
Discount Stores-Jamesway; Rockaway Sales; Ames/Big N.
Variety Stores-R.J. Mars.
Chain Drug Stores-Thrift; Rite Aid; Genovese.
Chain Food Stores-A&P 5; Acme 2; Grand Union 3; Shop-Rite 3; Foodtown.

14 - NEWSPAPERS: HERALD (e-mon to fri) 18,809; (S) 25,804; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ronald R. Waer, Adv. Dir., HERALD, 2 Spring St.; PO Box 10, Newton, NJ 07860; Tel. (201) 383-1500.
National Representatives: Landon Associates; U.S. Suburban Press.

PARSIPPANY

See MORRISTOWN

PASSAIC-CLIFTON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. Industrial center 12 mi. W of New York; 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3, 21.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.
Intercity Bus Lines-Manhattan; Inter-City; De-Camp; Greyhound; Public Transport of N.J.
Airlines-At Teterboro Airport-915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport, all airlines (8 mi.).

3 - POPULATION:
Corp. Cities 80 Cen. 126,851; E&P 86 Est. 124,402
Passaic 80 Cen. 52,463; E&P 86 Est. 52,511
Clifton 80 Cen. 74,388; E&P 86 Est. 71,891
NDM-ABC: (80) 840,949
County 80 Cen. 447,585; E&P 86 Est. 454,673
PMSA 80 Cen. 1,292,970; E&P 86 Est. 1,311,504
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,048; E&P 86 Est. 48,767
Passaic 80 Cen. 19,161; E&P 86 Est. 20,056
Clifton 80 Cen. 28,887; E&P 86 Est. 28,711
County 80 Cen. 153,463; E&P 86 Est. 163,243
NDM-ABC: (80) 292,249
PMSA 80 Cen. 453,873; E&P 86 Est. 482,068

5 - BANKS	NUMBER	DEPOSITS
Commercial(PMSA)	45	$9,535,450,000
Savings & Loan(PMSA)	47	$6,626,264,000
Mutual Savings(PMSA)	8	$1,498,377,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: PMSA 477,170

8 - GAS METERS: PMSA 512,179

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage N.A.)-Fab. Metals 5,300; Non-elect. Mach. 5,400; Elect. Mach. 11,400; Other Durable Goods 6,700; Food 3,200; Printing & Pub. 3,400; Chem. 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Constr. 5,500; Trans. & Util. 6,500; Trade 42,000; Fin., Ins., R.E. 9,300; Servs. 29,000; Gov't 2,800.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.
Shopping Centers-Passaic-Clifton: Main Ave. & Intersecting Sts.; Clifton-Allwood Shpg. Ctr.; Clifton Plz. Shpg. Ctr.; Elmwood Shpg. Ctr.; Garden State Plz.; Styertowne & Bergen Mall; Preakness; Willowbrook; Fashion Ctr.; Paramus Pk.; West Belt Mall; Riverside Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Preakness(42)	NA	Sterns
Elmwood(15)	5	Walgreens, Grand Union, K mart
Fashion Center	10	Lord & Taylor, Altmans, W.J. Sloane
Garden State Plaza(120)	5	Bamberger's, JCPenney
Styertown(32)	2	Grand Union, Rowe Manse
Bergen Mall(74)	6	Ohrbach's Sterns
Willowbrook(175)	9	Bamberger's, Sears, Sterns, Ohrbach's
Paramus Park(117)	7	Sears, A&S, Fortunoff
Clifton Plaza	3	Acme, Channel
West Belt Mall(37)	9	JCPenney, Fortunoff
Riverside Sq.(90)	7	Saks, Bloomingdale's
Wayne Hills(32)	6	Meyer Brothers

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri. Closed Sun. in Bergen County; open Sun. in Passaic County.

13 - RETAIL OUTLETS: Department Stores-Alexander's; B. Altman; Bamberger's 2; Bloomingdale's 3; Canadian Furs; Fortunoff; Meyer Bros.; Ohrbach's 2; JCPenney 2; Sears 4; Sterns 4; Lord & Taylor; J.M. Tome; The Fair; A&S; Saks; Marshall's; Caldor 30.
Discount Stores-K mart; National Family Stores; Bradlees.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Walgreens; Rite Aid; Medi-Mart; CVS; Drug Fair; Genovese.
Chain Supermarkets-A&P 7; Shop-Rite 4; Grand Union 7; Acme Super Saver 2; Pathmark 5; Foodtown 10.
Other Chain Stores-Shoes: Burts, Red Cross, Regal, Miles, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Rogers, Wallach's, Lane Bryant, Canadian; Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys, Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, Garden State Tire; Others: Trader Horn, Radio Shack, Singer Co., Prince Range, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry: Littman's, Wiss, Corbo's, Marcus, Zale's; Furniture: Castro, Huffman-Koos 3, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros., Seaman's, Barney's.

14 - NEWSPAPERS: HERALD-NEWS (e-mon to fri; m-sat) 58,055; (S) 53,894; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Phil Baker, Adv. Dir.; Lawrence Golczewski, Gen. Adv. Mgr., HERALD-NEWS, 988 Main Ave.; PO Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000; In NYC (212) 594-6310.
National Representative: North Jersey Newspapers.

PATERSON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. County Seat. Diversified mfg., 15 mi. W of New York; 10 mi. N of Newark. On U.S. Hwys. 46, 80; State Hwys. 3, 4, 20, 23, 208; Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Transport of New Jersey; Conrail.
Motor Freight Carriers-76.
Intercity Bus Lines-Transport of N.J.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 137,970; E&P 86 Est. 138,188
CZ-ABC: (80) 249,443
RTZ-ABC: (80) 499,085
County 80 Cen. 447,585; E&P 86 Est. 454,673
City & RTZ-ABC: (80) 748,528
PMSA 80 Cen. 1,292,970; E&P 86 Est. 1,311,504
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,113; E&P 86 Est. 48,675
County 80 Cen. 153,463; E&P 86 Est. 163,243
CZ-ABC: (80) 85,615
RTZ-ABC: (80) 164,153
City & RTZ-ABC: (80) 249,768
PMSA 80 Cen. 453,873; E&P 86 Est. 482,068

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$2,737,241,550
Savings & Loan	11	$4,644,570,555

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,212; City 100,519

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 4,800; Trans. & Util. 5,900; Trade 39,700; Fin., Ins. & R.E. 39,700; Service & Misc. 28,200; Gov't 23,900; Fab. Metals 5,200 ($318); Non-Elect. Mach. 4,500 ($201); Elect. Mach. 9,700 ($157); Chem. 9,500 ($241); Food 2,800; Print. & Pub. 4,100; Rubber & Plastics 3,600; Other Nondurables 18,500; Other Durables 6,200.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-100; Fall 30-70; Winter 10-60. First killing frost, Sept. 15-Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St.; 7 on Market St.; 5 on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmwood(15)	3	Walgreens, Grand Union
Garden State Plz.(110)	6	Bamberger's, JCPenney
Bergen Mall(74)	7	Sterns, Ohrbach's
Willow Brook(120)	5	Bambergers, Sears, Ohrbach's, Sterns
Preakness(42)	4	Stern's, A&P
Midland Park	6	Grand Union
Fashion Ctr.	5	Lord & Taylor, B. Altman
Wayne Hills Mall(14)	4	Meyer Bros., K mart
West Belt Mall(37)	5	Fortunoff's, JCPenney
Paramus Park(122)	5	A&S, Sears

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Meyer Bros.; Jacob's.
Discount Stores-Bradlees; K mart; Caldor.
Variety Stores-Woolworth; Martin's; Kresge.
Chain Drug Stores-Walgreens; Rite Aid 2; CVS 4.
Chain Supermarkets-A&P 41; Acme 3; Foodtown 16; Grand Union 17; Pathmark 4; Quick Check 4; Shop-Rite 10; Garden State Farms 27; 7-Eleven 4.
Other Chain Stores-Thom McAn; Singer Co.; Hanover Shoes; Regal Shoe; Goodyear; National Shoe; Miles Shoes; Pep Boys, Shoetown; Baker's; Chandler; Roger's; Firestone; R&S Auto.

14 - NEWSPAPERS: NEWS (m-mon to fri) 41,299; (wknd) 40,614; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Phil Baker, V.P. Adv.; Fred C. Splaine, Ret. Adv. Dir., NEWS, News Plaza & Straight St., Paterson, NJ 07509; Tel. (201) 684-3000.
National Representative: Landon Associates.

PERTH AMBOY-WOODBRIDGE

1 - LOCATION: Middlesex County. (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of NYC; 18 mi. S of Newark; 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Amtrak, NJ Transit.
Intercity Bus Lines-Transport of NJ; Marathon; Hudson; Suburban.
Motor Freight Carriers-43.
Airlines-Almost all at Newark Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 129,025; E&P 86 Est. 127,464
Perth Amboy 80 Cen. 38,951; E&P 86 Est. 40,250
Woodbridge 80 Cen. 90,074; E&P 86 Est. 87,214
County 80 Cen. 595,893; E&P 86 Est. 623,885
NDM-ABC: (80) 356,869
PMSA 80 Cen. 886,383; E&P 86 Est. 934,706
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 42,914; E&P 86 Est. 44,134
Perth Amboy 80 Cen. 13,617; E&P 86 Est. 14,764
Woodbridge 80 Cen. 29,297; E&P 86 Est. 29,370
County 80 Cen. 196,708; E&P 86 Est. 215,546
NDM-ABC: (80) 118,421
PMSA 80 Cen. 292,591; E&P 86 Est. 322,911

5 - BANKS	NUMBER	EST. DEP.
Savings	1	$425,000,000
Savings & Loan	5	$250,000,000
Commercial	3	$300,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 44,217

8 - GAS METERS: Residence 47,111

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precious Metals 1,000 ($500); Oil Ref. 250 ($450); Ceramicware 512 ($350); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances, Steel Making 500 ($400); Service Related; Fin., Legal, etc.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Ctr.
Neighborhood Shopping Centers-3 blocks on Outer Smith St.; 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge 3 on Main St.; Metuchen 3 on Main St.; Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodbridge(256)	2	A&S, Stern's, Ohrbach's, JCPenney, Hahnes
Menlo Park(86)	6	Bamberger's, Alexander's
Sayre Woods(38)	8	JCPenney
South Amboy	8	
Middlesex Mall(17)	12	Pathmark, K mart, Stern's
Oakwood Plz.	NA	Marshall's, Drug Fair

Principal Shopping Days-Thur., Fri., Sat., Sun.
Most Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bamberger's; Alexander's; JCPenney; Abraham & Straus; Ohrbach's; Sterns; Marshall's; Hahnes.
Variety Stores-Woolworth; McCrory; Mickey Finn.
Discount Stores-Bradlees; K mart; Caldor; Service Mdse.; Consumers Distributing.
Chain Drug Stores-Sav-On; Medi-Mart; Drug Fair; Pathmark; Thrift; Rite Aid.
Chain Supermarkets-A&P 16; Foodtown 16; Acme 11; Grand Union 2; Shop-Rite 7; Pathmark 3; Discount Food 2.
Other Chain Stores-Shoes: Knapp, A.S. Beck, Baker, Chandler, National, Kinney, Father & Son, Thom McAn, Shoetown 2, Fayva; Auto Supply: R&S, Auto-Rite, Western Auto; Clothing: Lerner's, Rogers, Wallachs, Bond, Canadian Fur, Field Bros.; Candy: Loft, Barracini.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 51,635; Mar. 31, 1986 ABC.
NOTE: The News Tribune began publishing a Sunday edition Sept. 28, 1986.
Local Contact for Advertising and Merchandising Data: William E. Sherman, V.P. Mktg., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (201) 442-0400.
National Representative: Sawyer-Ferguson-Walker. [illegible]

Editor & Publisher HAS PR advertising you ought to read.

RED BANK-MIDDLETOWN-SHREWSBURY

1 - LOCATION: Monmouth County (In Monmouth-Ocean PMSA). E&P Map C-3. Trading center (427 square mi. area); on Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36; 40 mi. S from New York City; 45 mi. from Trenton.

2 - TRANSPORTATION: Railroads-Conrail (freight & passenger).
Motor Freight Carriers-All Met.
Intercity Bus Lines-North & South Jersey Bus Co., N.Y. Keansburg-Long Branch; Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpke. Express Service to N.Y. & Newark.
Airlines-Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport, Wall Township, Preston Airport, Marlboro; Deep Run Aviation, Marlboro; Gibson Air Academy, Neptune; Lakewood.

3 - POPULATION:
Corp. Cities 80 Cen. 77,567; E&P 86 Est. 83,625
Red Bank 80 Cen. 12,031; E&P 86 Est. 11,714
Middletown 80 Cen. 62,574; E&P 86 Est. 69,115
Shrewsbury 80 Cen. 2,962; E&P 86 Est. 2,796
NDM-ABC: (80) 243,052
County 80 Cen. 503,173; E&P 86 Est. 540,610
PMSA 80 Cen. 849,211; E&P 86 Est. 928,814

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,744; E&P 86 Est. 26,589
Red Bank 80 Cen. 4,908; E&P 86 Est. 4,882
Middletown 80 Cen. 18,841; E&P 86 Est. 20,795
Shrewsbury 80 Cen. 995; E&P 86 Est. 912
County 80 Cen. 170,130; E&P 86 Est. 190,982
NDM-ABC: (80) 77,607
PMSA 80 Cen. 298,434; E&P 86 Est. 341,530

5 - BANKS: 149 Savings, Commercial and Savings & Loan, incl. branches. Deposits NA.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Res./County 155,480

8 - GAS METERS: Residence 102,048

9 - PRINCIPAL INDUSTRIES: Electronics; Education; Army Signal School; Naval Ammunition Depot; Cosmetics; Race Horse Breeding; Apparel; Paper Prods.; Constr.; Electric Mach. Equip.; Lumber Equip.; Fab. Metal Prods.; Instruments; Lumber & Wood Prods.; Misc. Mfg.; Printing & Pub.; Boats; Soft Drinks; Medical Equip.; Hospitals; R.E.; Whol. & Ret. Nurseries; Fruits; Poultry; Dairying; Truck & Farming; Perfumes.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Shrewsbury, Red Bank, Atlantic Highland, Fair Haven, Little Silver, Middletown, Haziet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.

Shopping Centers (County)-Eatontown; Monmouth Mall; Seaview; Square Shopping Mall; Ocean Township; Shrewsbury-Market Place; Shrewsbury Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Bank(175)	3	Steinbach, Foodtown
Monmouth(145)	6	Bamberger's, A&S, JCPenney, Hahnes
Middletown(100)	6	A&P, Sears, Channel, Bradlees
Lincroft(5)	3	Acme
Little Silver(11)	2	A&P
Fair Haven	3	Acme
Haziet(16)	12	K mart, Pergament, Service Mdse., Rickel's
Middlebrook(20)	5	Food Town, Channel
Marlboro	5	A&P
Matawan	14	Nichols Discount City, Drug Fair
Seaview Sq.(140)	7	Sterns, Sears, Steinbach
Eatontown	1	Rickels, A&S, Bamberger's, Hahne's
Colts Neck Towne Shoppes	6	
Shrewsbury Plz. (15)		Marshalls, CVS, Acme
W. Long Branch(6)	5	Shop Rite, A&P, K mart

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Food, drug, service, retail.

13 - RETAIL OUTLETS: Department Stores-Bamberger's; A&S; Steinbach; Sterns; JCPenney; Consumers Dist. Co.; Hahne's; Sears.
Variety Stores-Prown's; Windsor; 5 J's; Franklen Stores; Jo-Ro Inc.; L & S; West End; Deal; Woolworth.
Discount Stores-Bradlees; K mart; Thrifty Cut Rate; Marshalls; Annie Sez; Best Products; Market Place; Kinkel's.
Chain Drug Stores-Genovese; Grand Union; CVS; Pathmark; Rite Aid; Shop Rite; Sun-Ray; Thrift; Family Pharmacy.
Chain Supermarkets-A&P 12; Acme 8; Foodtown 14; Grand Union 6; Pathmark 3; Shop Rite 10; Foodland 3; 7-Eleven 11; Cumberland Farms; Krauszers; Welsh's.
Other Chain Stores-Auto: Rite Auto, Firestone, Star Auto, Western Auto; Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Lady of Fashion Maternity Boutique, Lane Bryant; Shoes: Postur-Line, A.S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Naturalizer, Nunn-Bush, Shoe-Town, Melco, Stride-Rite; Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Rickels, Channel, Kresge, Arthur Murray Dance Studios, Baskin-Robbins, Friendly Ice Cream, Buxton's, Investors Loan, Beneficial Finance, Four Seasons Gift Shop, Household Finance, Littman's Jewelers, Sherwin Williams Paints, Singer Co., Paint-N-Place, Reed's Jewelers, Halle & Stieglitz, Canadian Furs, Pearle Vision Ctr., Pergament.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 22,362; (m-sat) 21,283; (S) 23,192; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George J. Lister, Pub., REGISTER, One Register Plaza, Shrewsbury, NJ 07701; Tel. (201) 542-4000.
National Representatives: Landon Associates; U.S. Suburban Press.

SALEM

1 - LOCATION: Salem County (In Wilmington, DE-NJ-MD-PMSA). E&P Map A-5. County Seat. Manufacturing & agricultural center; SW portion of state. Historical City, 34 mi. SW of Philadelphia; on State Hwys. 49, 45, 5 mi. S of I-295, U.S. 40 NJ Turnpike.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Transport of New Jersey.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 6,959; E&P 86 Est. 6,625
PMSA 80 Cen. 524,108; E&P 86 Est. 542,588
County 80 Cen. 64,676; E&P 86 Est. 68,590

4 - HOUSEHOLDS:
City 80 Cen. 2,567; E&P 86 Est. 2,605
County 80 Cen. 22,330; E&P 86 Est. 24,758
PMSA 80 Cen. 180,986; E&P 86 Est. 195,481

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$250,000,000
Savings & Loan	3	$90,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence/County 28,197

8 - GAS METERS: Residence/County 5,485

9 - PRINCIPAL INDUSTRIES: Floor Coverings; Chem.; Glass; Canned Foods; Farming (Tomatoes & Vegetables).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1; last killing frost, Apr. 5.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pennsville(50)	NA	Ames, K mart, Acme
Christiana(100)	NA	Bamberger's, Strawbridges, JCPenney
Salem(20)	NA	Acme, G.C. Murphy, JCPenney, IGA
Woodstown(15)	NA	Acme
Penns Grove(25)	NA	IGA

13 - RETAIL OUTLETS: Department Stores-Bamberger's.
Discount Stores-K mart.
Chain Supermarkets-IGA.

14 - NEWSPAPERS: TODAY'S SUNBEAM (m-mon to fri) 10,562; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Rollin Iles, Adv. Mgr., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.
National Representative: Landon Associates; U.S. Suburban Press.

SOMERVILLE

See BRIDGEWATER

TOMS RIVER

1 - LOCATION: Ocean County. (In Monmouth-Ocean PMSA). E&P Map C-4. Apparel, Food Processing, Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York; 58 mi. from Philadelphia, PA. Garden State Pkwy., N.J. Tpke., State Hwy. 9.

2 - TRANSPORTATION: Motor Freight Carriers-20.
Intercity Bus Lines-Transport of New Jersey.

3 - POPULATION:
Corp. City 80 Cen. 7,303; E&P 86 Est. 8,007
NDM-ABC: (80) 293,160
County 80 Cen. 346,038; E&P 86 Est. 388,204
PMSA 80 Cen. 849,211; E&P 86 Est. 928,814
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Toms River 80 Cen. 2,860; E&P 86 Est. 2,821
NDM-ABC: (80) 108,446
County 80 Cen. 128,304; E&P 86 Est. 150,548
PMSA 80 Cen. 298,434; E&P 86 Est. 341,530

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$1,314,000,000
Savings & Loan	7	$1,060,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 139,000

8 - GAS METERS: Residence 90,000

9 - PRINCIPAL INDUSTRIES: Military Installation; Farming; Boating; R.E.; Fin. Inst.; Pub.; Util.; Light Mfg.; Constr.; Educ.; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Well ...ter, hard.

12 - RETAILING: Principal Shopping Centers-Ocean County Mall 96 units-Sears, JCPenney, Bamberger's; Brick Plz. 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Sq. 20 units; Riviera Plz. 9 units; Birchwood 10 units; Dover Mall 25 units; Toms River Shpg. 17 units; Bellcrest Mall 5 units; Shop Rite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plz. 19 units; Berkeley Plz. 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plz. 18 units; Lakewood Plz. 20 units; H&O 7 units; Brook Plz. 15 units; Toms River Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eatontown	20	
Toms River(17)	7	A&P, Shop-Rite
Manasquan Cir. Plz.(25)	8	Grand Union
Point Pleasant(11)	6	Grand Union

Principal Shopping Days-Food: Wed., Thur., Sat.; Dept. Stores: Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Most until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Steinbachs; JCPenney; Sears; Bamberger's.
Discount Stores-Bradlees; K mart; Rickels; Channel; Best Products; Caldor.
Variety Stores-H.L. Green; Woolworth; McCrory.
Chain Drug Stores-Lanes; Rexall; Thrift; CVS.
Chain Supermarkets-A&P; Shop-Rite; Grand Union; Foodtown; Pathmark.
Other Chain Stores-Firestone; Goodyear; Penn-Jersey; Western Auto; Atlantic Appliance; Prince Range; R&S; Kinney Shoes; Shoetown; Singer Co.; Sherwin-Williams; M.A.B. Paints; Diamond Pools; Consumers Distributing; Ethan Allen; Toys R Us.

14 - NEWSPAPERS: OBSERVER (m-mon to fri) 23,384; (S) 23,322; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Constance C. Harmon, Adv. Dir., OBSERVER, 8 Robbins St., Toms River, NJ 08753; Tel. (201) 349-3000.
National Representative: Landon Associates.

TRENTON

1 - LOCATION: Mercer County, (PMSA). E&P Map B-3, County Seat. State Capital. Fort Dix Training Center. 60 mi. to NY; 30 mi. to PA. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak.
Airlines-Allegheny Commuter.
Motor Freight Carriers-100.
Intercity Bus Lines-Greyhound; Continental Trailways; Safeway Trails; Blue; Starr; Trenton-Philadelphia Coach; Suburban Transit; New Jersey Transit.

3 - POPULATION:
Corp. City 80 Cen. 92,124; E&P 86 Est. 86,666
CZ-ABC: (80) 255,519
RTZ-ABC: (80) 415,408
County/PMSA 80 Cen. 307,863; E&P 86 Est. 318,763
City & RTZ-ABC: (80) 670,927
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,463; E&P 86 Est. 33,547
County/PMSA 80 Cen. 105,819; E&P 86 Est. 114,787
CZ-ABC: (80) 88,538
RTZ-ABC: (80) 134,635
City & RTZ-ABC: (80) 223,173

5 - BANKS	NUMBER	DEPOSITS
Savings	1	N.A.
Savings & Loan	12	$1,892,455,544
State	4	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 122,950

8 - GAS METERS: 87,316

9 - PRINCIPAL INDUSTRIES: Metal Prods.; Ceramics; Rubber; Non-Electric Mach.; Clay, Stone & Glass; Chem. & Allied Prods.; Elect. Mach.; Equip. & Supplies; Fab. Metal Prods.; Leather Prod.; Lumber & Wood Prods.; Paper & Allied Prods.; Textile; Brewery; Automotive; Gov't.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on State St.; 5 on Broad St.
Neighborhood Shopping Centers-4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ewing(17)	2	Woolworth, Shop Rite, Shop'N Bag
Princeton(56)	12	Epstein's
Levittown(60)	8	Pomeroy's
Home & Fashion	4	
Lawrence(36)	2	S.P. Dunham, Acme, Channel
Hamilton Sq.(9)	5	Jamesway, Shop-Rite
Fairless Hills	7	
Country Club(25)	NA	Sav-On, Tile Discount
Clover Mall	NA	Clover, Thriftway
Independence Mall(29)	NA	G.C. Murphy, Thrift Drug, S.P. Dunham
Oxford Valley Mall(140)	6	Bamberger's, JCPenney, Wanamaker
Morrisville(25)	NA	Acme, Clover, Shop'N Bag, S.P. Dunham
Neshaminy Mall	NA	Strawbridge & Clothier
Hamilton Twp.(9)	3	K mart, Acme
Quakerbridge Mall(140)	NA	Sears, Bamberger's, JCPenney, Hahne's, Bradlees, Caldors

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Mon., Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-S.P. Dunham 3; Sears; Bamberger's 2; Hahne's; JCPenney 2; Clover 2; Pomeroy's; Wanamaker; Epstein's; Montgomery Ward; Strawbridge.
Variety Stores-Woolworth; Kresge; Murphy; McCrory.
Discount Stores-K mart 2; Jamesway 2; Bradlees; Caldors.
Chain Drug Stores-Thrift 3; Sav-On 3; Rite Aid; Medicine Shoppe; Liggett Rexall.
Chain Supermarkets-A&P 2; Acme 8; Shop-Rite 5; Thriftway 7; Shop 'N Bag 5; Pathmark; Super Fresh 3.

Other Chain Stores-National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney; LeRoy; Anderson Little; Red Cross Shoes; Howard Johnson; Rustler; Lazy-Z-Boy; Ethan Allen; Gordon Jewelers; Spiegel (catalog); Roger's Clothes; Norton Paint; Shoetown; Herman Brooks; Sporting Goods; Einstin & Moomjy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zale's.

14 - NEWSPAPERS: TIMES (m) 65,505; (S) 84,059; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Eric Goltzer, V.P. Adv., TIMES, 500 Perry St.; PO Box 847, Trenton, NJ 08605; Tel. (609) 396-3232.
National Representative: Sawyer-Ferguson-Walker.
THE TRENTONIAN (m) 67,938; (sat) 65,760; (S) 64,615; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James E. Keller, Mktg. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.
National Representative: Landon Associates.

UNION CITY

1 - LOCATION: Hudson County (In Jersey City PMSA). E&P Map B-2, 21 minutes from Times Sq., NY; border lines of Hoboken, West New York, North Bergen, Secaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

2 - TRANSPORTATION: Railroads-NJ Transit.
Motor Freight Carriers-98.
Intercity Bus Lines-Trailways; Greyhound; Public Service; Hudson Bus; Esor Bus; Orange & Black.
Airlines-All major lines at Newark Airport.

3 - POPULATION:
Corp. City 80 Cen. 55,593; E&P 86 Est. 56,444
CZ-ABC: (80) 269,119
RTZ-ABC: (80) 428,570
County/PMSA 80 Cen. 556,972; E&P 86 Est. 552,888
City & RTZ-ABC: (80) 697,689
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,781; E&P 86 Est. 21,432
County/PMSA 80 Cen. 207,857; E&P 86 Est. 215,763
CZ-ABC: (80) 107,911
RTZ-ABC: (80) 152,172
City & RTZ-ABC: (80) 260,083

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$3,524,852,066
Savings & Loan	14	$1,345,485,168
Savings	3	$1,632,878,887

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 26,381

8 - GAS METERS: Residence 24,448

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Mfg. 6,852 ($215); Embroidery 3,535 ($205); Furn. 111 ($195); Truck 1,195 ($213); Elect. 1,128 ($200); Chem. 331 ($200); Clothing Textile 3,840 ($179); Printing 1,414 ($250); Food 1,067 ($180); Toiletries 136 ($185); Automotive 2,700 ($183); Lumber 108 ($178); Jewelry 625 ($193).
Principal Industry Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-44 blocks on Bergenline Ave.; 27 blocks on Summit Ave.; Anderson Ave., Cliffside Park; Fair Ridge; Fairview.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Modell's Sporting Goods; Sears; K mart.
Variety Stores-Woolworth 2; Kress.
Discount Stores-BD; Wonder 4; Bargainland 4; Marburn Warehouse; Radio Shack; K mart.
Chain Drug Stores-Rite Aid 8; Rexall 2; Rite-Way; Caldor.
Chain Supermarkets-A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark.
Other Chain Stores-Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Miles Shoes; Adams Hats; Sylvette Specialty 2; Father & Son Shoes; Panelrama Corp.

14 - NEWSPAPERS: DISPATCH (m) 30,878; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Carol Hale, Natl. Adv. Mgr., DISPATCH, 409 39th St., Union City, NJ 07087; Tel. (201) 863-2000.
National Representative: Landon Associates.

VINELAND

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA). E&P Map B-5, Agricultural center. In Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem. Glass & clothing manufacturing, food processing.

2 - TRANSPORTATION: Railroads-New Jersey Central (freight); Conrail.
Intercity Bus Lines-Trailways; Transport of N.J.; Garden State Coachways.

3 - POPULATION:
Corp. City 80 Cen. 53,753; E&P 86 Est. 56,057
CZ-ABC: (80) 58,958
RTZ-ABC: (80) 67,460
County/PMSA 80 Cen. 132,866; E&P 86 Est. 135,884
City & RTZ-ABC: (80) 126,418

4 - HOUSEHOLDS:
City 80 Cen. 17,393; E&P 86 Est. 18,507
County/PMSA 80 Cen. 44,287; E&P 86 Est. 47,373
CZ-ABC: (80) 19,180
RTZ-ABC: (80) 21,674
City & RTZ-ABC: (80) 40,854

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$577,649,957*
Savings & Loans	3	$244,500,000

*2 are branch banks; individual figures not available.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 10,051

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 3,700 ($280); Clothing 3,300 ($290); Food 1,100 ($290).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7; last killing frost, Apr. 13.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District-500-600 blocks on Landis Ave.
Neighborhood Shopping Centers: W. Landis Ave. from West Ave. to Orchard Rd. and along Delsea Dr., Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Mall(60)	8	Bradlees, JCPenney, Wilmington Dry Goods, Pathmark
Vineland Plaza(13)	NA	Eckerd, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; Wilmington Dry Goods; Bradlees.
Discount Stores-K mart; Jamesway; Ames.
Chain Drug Stores-Eckerd 2; Thrift; Rite Aid; CVS.
Chain Supermarkets-Shop-Rite 2; Thriftway; Shop N' Bag.
Other Chain Stores-Shoes: Hanover, Kinney, Endicott-Johnson; Tires: Bridgestone, Toyo, Dayton, Dunlop, General, Wilhelm, Uniroyal, Firestone, Goodyear; Auto Supply: Pep Boys, Penn-Jersey; Jewelry: Crosby's, Horowitz Jewelers; Paint: M.A. Bruder; Sherwin-Williams.
Wholesale Distributors-M. Zuckerman (groceries); Vineland (groceries).

14 - NEWSPAPERS: TIMES-JOURNAL (e) 17,192; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Brad Borton, Adv. Mgr., TIMES-JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
National Representatives: Landon Associates; Robert Hitchings & Co.

WILLINGBORO-BURLINGTON

1 - LOCATION: Burlington County. (In Philadelphia, PA-NJ PMSA). E&P Map B-4. On Delaware River. On Route 130.

2 - TRANSPORTATION: Railroads-NJ Transit.
Motor Freight Carriers-36.
Intercity Bus Lines-Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 50,158; E&P 86 Est. 46,838
Burlington 80 Cen. 10,246; E&P 86 Est. 9,212
Willingboro 80 Cen. 39,912; E&P 86 Est. 37,626
CZ-ABC: (80) 126,584
RTZ-ABC: (80) 200,223
City & RTZ-ABC: (80) 326,807
County 80 Cen. 362,542; E&P 86 Est. 388,362
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,556; E&P 86 Est. 14,098
Willingboro 80 Cen. 10,915; E&P 86 Est. 10,442
Burlington 80 Cen. 3,783; E&P 86 Est. 3,656
County 80 Cen. 114,890; E&P 86 Est. 128,940
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730
CZ-ABC: (80) 40,241
RTZ-ABC: (80) 61,785
City & RTZ-ABC: (80) 102,026

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	15	$198,720,000
Savings	4	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 12,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Prod.; Food; Textiles; Electronic Equip.; Ceramics; Chem.; Explosives; Sand & Gravel; Plastics; Rubber; Constr.; Pipe; Computers; Engineering; Metal-Working; Heating Equip.; Boats.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
Neighborhood Shopping Centers-Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 4 mi.; Bordentown, 9 mi.; Mourestown, 8 mi.; Trenton, 14 mi.; Cherry Hill, 17 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(28)	NA	IGA
Willingboro Plz.(42)	NA	Woolworth, Pomeroy's, Lerner's
Moorestown(85)	NA	Wanamaker's, Stern's, Sears
Cinnaminson(20)	NA	
Willingboro Vlg. Mall(2)	NA	Caldor, Humdingers, Acme
Outlet Sq.(30)	NA	Clover
Burlington Ctr. Mall(125)	NA	Strawbridge & Clothier, Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Daily.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Pomeroy's; Stern's; Wanamaker's; Strawbridge-Clothier 2; Humdingers.
Discount Stores-Gregory 2; K mart 4; Clover Stores 2; Bradlees 3; Caldor 2; Dees 2; Silo 2.
Chain Drug Stores-Thrift; Rite Aid; Pathmark; CVS.
Chain Supermarkets-Acme 8; Pathmark; Shop-Rite 3; Shop 'n Bag 6; Cumberland Farms 26; Red Robin 5; 7-Eleven 18; Super Fresh 3; Wawa 16.

14 - NEWSPAPERS: BURLINGTON COUNTY TIMES (e-mon to fri) 42,300; (S) 46,976; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack DeHaven, Adv. Dir., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046; Tel. (609) 871-8085.
National Representative: Sawyer-Ferguson-Walker.

WOODBRIDGE

See PERTH AMBOY

WOODBURY-GLOUCESTER COUNTY

1 - LOCATION: Gloucester County (In Philadelphia, PA-NJ PMSA). E&P Map A-4, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Public Service; Transport of NJ.

3 - POPULATION:
Corp. City 80 Cen. 10,353; E&P 86 Est. 8,908
NDM-ABC: (80) 199,917
County 80 Cen. 199,917; E&P 86 Est. 211,694
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,827; E&P 86 Est. 3,551
County 80 Cen. 65,129; E&P 86 Est. 72,255
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730
NDM-ABC: (80) 65,129

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$455,065,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Petroleum Refining; Elect. Equip.; Chem.; Fab. Metal Prods.; Agric.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deptford Mall(107)	NA	Bamberger's, Wanamaker, Sears
Woodbury Hts. Plz.(3)	NA	Pathmark, Thrift Drug, Caldor
Sickel's(6)	NA	Shop-Rite, Gaudios
Woodbury(6)	NA	Thriftway
Collegetown-Glassboro(25)	NA	Grossman's, Gaudios, K mart
Woodbury Hts.(2)	NA	Bradlees
Turnersville	NA	Bradlees, Mr. How

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Tues., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Bamberger's, Wanamaker; Caldor; Bradlees.
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Quality; Thrift; Eckerd; Rite Aid; CVS.
Chain Supermarkets-Acme; Shop-Rite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms; Jewel Discount.
Other Chain Stores-Firestone; Pep Boys; Fashion Bug; Sherwin-Williams; S&H Green Stamps; Singer Co.; Diana Shops; Penn-Jersey Auto; Jamesway; Edison Bros.; Channel Home Ctrs.; Shoe Town; Mr. How.

14 - NEWSPAPERS: GLOUCESTER COUNTY TIMES (e-mon to fri) 30,995; (S) 30,216; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Duncovich, Adv. Mgr., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.
National Representatives: Landon Associates; U.S. Suburban Press.

A vital and vibrant news medium for the whole news community

E&P

NEW MEXICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Albuquerque-Bernalillo County.
Las Cruces-Dona Ana County.
Santa Fe-Los Almos and Santa Fe Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1987
Under 5 Years	97	114	134
5-14 Years	242	223	261
15-24 Years	188	257	303
25-44 Years	241	361	425
45-64 Years	178	229	269
65 and Over	70	116	136
TOTAL	1,016	1,300	1,528

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Albuquerque	332	112	33.8

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	250	391	713
General Mdse	451	575	842
Food	839	1,488	1,915
Automobiles	934	1,256	2,229
Gasoline Stations	366	614	617
Apparel	187	323	469
Furniture	182	241	448
Eat-Drink Places	345	616	896
Drugs	110	223	212
TOTAL SALES	4,022	6,319	9,071

ALAMOGORDO

1 - LOCATION: Otero County. E&P Map C-4. County Seat. Home of Holloman Air Force Base.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Texas-OK-NM Transportation.
Airlines-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 24,024; E&P 86 Est. 25,670
CZ-ABC: (80) 26,546
RTZ-ABC: (80) 18,119
County 80 Cen. 44,665; E&P 86 Est. 48,936
City & RTZ-ABC: (80) 44,665

4 - HOUSEHOLDS:
City 80 Cen. 8,921; E&P 86 Est. 8,636
County 80 Cen. 14,608; E&P 86 Est. 16,759
CZ-ABC: (80) 9,472
RTZ-ABC: (80) 5,136
City & RTZ-ABC: (80) 14,608

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$190,965,238
Savings & Loan	3	$98,993,310

6 - PASSENGER AUTOS: County 24,611

7 - ELECTRIC METERS: Residence 13,393

8 - GAS METERS: Residence 10,388

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Force Base 6,637 (An. Payroll $168,018,593); Civil Service 1,412 (An. Payroll $29,240,258); Lumber Prods. 208; Elect. Appliance Mfg. 187; Bus Air Conditioners 160; Gov't Contractors 446.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1; last killing frost, Apr. 15. Annual Precipitation 10.6.

11 - TAP WATER: Alkaline, hard. Not fluoridated.

12 - RETAILING: Principal Shopping Center-White Sands Mall (28 stores-K mart, JCPenney, Beall's).
Neighborhood Shopping Centers-Security Center (15 stores-Hastings, Goodyear, TG&Y, Anthony's); Granada Center (23 stores); Downtown 3 Blocks-Radio Shack, Sears (catalog).
Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping centers.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Beall's; Bonanza City.
Variety Stores-Mott's.
Discount Stores-TG&Y; Surplus City; Value Plus; K mart.
Chain Drug Stores-Revco; Furr's.
Chain Supermarkets-Safeway; Furr's; Big 8.
Other Chain Stores-Goodyear; Firestone; Western Auto; Sherwin-Williams; Hallmark; Hastings; T-Bird Home Centers; Good Housekeeping; 84 Lumber; White Auto; Singer; Sears (catalog); Checker Auto; Payless Shoes; Radio Shack; Zale's; Baskin-Robbins; 7-Eleven; Circle K; General Tire; Gordon Jewelers; Emphasis; Royal Optical; General Nutrition; Stevenson's; Books Galore; NAPA; Do It Center; Foxworth Galbraith; Regis Salon; Computer Works; Peanut Shack; Gold Mine; Kay-Bee Toys.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,100; (S) 10,323; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Clipson, Adv. Mgr., NEWS, 24th & Eudora St.; PO Box 870, Alamogordo, NM 88310; Tel. (505) 437-7120.
National Representative: Papert Companies.

ALBUQUERQUE

1 - LOCATION: Bernalillo County. (In Albuquerque MSA) E&P Map B-2. In N central New Mexico. In the middle Rio Grande Valley, about equidistant from E and W state boundaries. At crossroads of I-40 and 25. Home of Kirtland Air Force Base.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-37.
Intercity Bus Lines-Continental; New Mexico; Greyhound.
Airlines-Trans-World; Continental; Frontier; Ross; American; Eastern; Southwest; Western; United; Delta; Air Midwest; Pacific Southwest; America West; Mesa Air; Trans Colorado; Airways of N.M.; Sun West; Pioneer; West Air.

3 - POPULATION:
Corp. City 80 Cen. 331,767; E&P 86 Est. 357,410
NDM-ABC: (80) 890,389
County/MSA 80 Cen. 419,700; E&P 86 Est. 454,942

4 - HOUSEHOLDS:
City 80 Cen. 124,032; E&P 86 Est. 139,449
NDM-ABC: (80) 302,426
County/MSA 80 Cen. 151,037; E&P 86 Est. 171,170

5 - BANKS	NUMBER	EST. DEP.
Commercial	12	$2,797,872,000
Savings & Loan	6	$2,208,686,000

6 - PASSENGER AUTOS: County 261,716

7 - ELECTRIC METERS: Residence 160,718

8 - GAS METERS: Residence 141,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. 51,300; Servs. & Misc. 53,000; Fin., Ins. & R.E. 12,500; Gov't 43,500; Trans., Util., Commun. 11,600; Constr. 15,300; Mfg. 19,100; Educ.-Schools, Univ.; Research & Dev.
Principal Pay Days-1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on 3 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Academy Plz.(13)	NA	Grand Central Michall's, Samon's Tiger Stores
Altura(3)	NA	Safeway
B&H(8)	NA	Russell's Bakery
North Towne(30)	NA	Safeway
Juan Tabo Plz.(15)	NA	Safeway, Thrifty Drug
Coronado(150)	NA	Sears, Broadway, Goldwater's, Sanger Harris
Carlo's Equestrian(10)		
Corrales Ctr.(20)		Safeway, Walgreens
Eastdale(28)	NA	Safeway, Skaggs
Encantada Sq.(10)	NA	
Fair Plz.(20)	NA	Skaggs, Foodway
Fidelity Sq.(34)	NA	Sleepworld
Five Points(13)	NA	Zales, Shop Rite Mkt.
Franklin Plz.(14)	NA	Safeway, Thrifty Drug
First Plz.(55)	NA	Country Casuals, Design Discovery
Foothills(16)	NA	Alco, Thrifty
Hoffmantown(36)	NA	Fabric Works, Campbell Drug
Goff Plz.(6)	NA	Big Value Drugs
Arrowhead(26)	NA	Grand Central, Albertson's
La Mesa(14)	NA	Foodway
Los Altos(15)	NA	Buy-Low Auto Supply
Manzano(20)	NA	Safeway, TG&Y
Monterey Plz.(11)	NA	Piggly-Wiggly, Sprouse-Reitz
Montgomery Plz. (51)	NA	Safeway, Anthony
Nob Hill(18)	NA	Nob Hill Super Mkt.
Northdale(28)	NA	TG&Y, Foodway
Old Town(10)	NA	Safeway, TG&Y
Parkland Hills(15)	NA	Foodway
Sandia Plz.(10)	NA	TG&Y, Stoller
Tennin Ctr.(12)	NA	Furr's Family Ctr., Pizza Inn
Town & Country(8)	NA	31 Flavors
Westway Plz.(6)	NA	Radio Shack
Wyoming Mall(30)	NA	Woolco
Princess Jeanne (23)	NA	TG&Y, Foodway
Snow Heights(7)	NA	Furr Foods
South San Pedro	NA	Central Super Mkt.
Winrock(124)	NA	Mont. Ward, JCPenney, Dillards, Ben Franklin, Walgreens

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Tues., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Kistler Collister; C.R. Anthony; Dillard's; JCPenney; Sears; Montgomery Ward; Sanger Harris; Broadway; Goldwater's; Mervyn's.
Discount Stores-Gibson; K mart 5; Grand Central.
Variety Stores-Sprouse-Reitz; Ben Franklin; TG&Y; Wray's.
Chain Drug Stores-Walgreens; Payless 13; Skagg's 3; Thrifty 3; Alpha Beta 4.
Chain Supermarkets-Safeway 22; Smith's Food King 5; Furr Food 8; Bag 'N Save 4; Save 'N Gain 4; Circle K Corp. 57; Albertson's 4.
Other Chain Stores-7-Eleven 22; Alsups 23; Firestone; Goodrich; Goodyear; Lerner's Shops (Women's); Sweetbriar (Women's); Maternity Modes; Thom McAn; Kinney; Stover Candy; Singer; White's Auto.

14 - NEWSPAPERS: JOURNAL (m) 101,075; TRIBUNE (e) 45,905; Comb. (m&e) 146,980; JOURNAL (S) 140,635; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Thompson H. Lang, Gen. Adv. Mgr., Albuquerque Pub. Co., 717 Silver Ave. S.W., Albuquerque, NM 87102; Tel. (505) 842-2300.
National Representative: Branham Newspaper Sales.

ARTESIA

1 - LOCATION: Eddy County. E&P Map C-4. Situated 40 mi. S of Roswell; 35 mi. N of Carlsbad; 85 mi. W of Hobbs.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-New Mexico.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,385; E&P 86 Est. 11,096
County 80 Cen. 47,855; E&P 86 Est. 55,749
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,761; E&P 86 Est. 4,147
County 80 Cen. 16,669; E&P 86 Est. 20,343

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$250,000,000
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: County 26,155

7 - ELECTRIC METERS: Residence 3,710

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 2,000 ($350); Agric. 812 ($200); Constr. 75 ($400); Trade Servs. 1,700 ($160); Potash Mines 75 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Main; 3 blocks on Quay.
Neighborhood Shopping Centers-Abo Center, S 13th St. (Furr Foods); TG&Y; K mart; Blue Quail Shpg. Ctr., W. Main.
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Main Place.
Variety Stores-TG&Y; Sprouse-Reitz.
Discount Stores-K mart.
Chain Drug Stores-Walgreens; Revco.
Chain Supermarkets-Safeway; Furr's; Allsups; Sack N Save.
Other Chain Stores-Tru Value; Sears (catalog); T-Bird.

14 - NEWSPAPERS: PRESS (e-mon to fri) 3,970; (S) 4,325; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Gary Scott, Pub., PRESS, 503 W. Main, Artesia, NM 88210; Tel. (505) 746-3524.
National Representative: Landon Associates.

CARLSBAD

1 - LOCATION: Eddy County. E&P Map D-4. County Seat. On Pecos River near center of county, Southeastern section of state.

2 - TRANSPORTATION: Railroads-AT&SF (Clovis, NM).
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; New Mexico & Okla. Coaches; New Mexico Trans.
Airlines-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 25,496; E&P 86 Est. 29,702
CZ-ABC: (80) 26,767
RTZ-ABC: (80) 6,568
City & RTZ-ABC: (80) 33,335
County 80 Cen. 47,855; E&P 86 Est. 55,749

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,811; E&P 86 Est. 11,008
County 80 Cen. 16,669; E&P 86 Est. 20,343
CZ-ABC: (80) 9,656
RTZ-ABC: (80) 1,935
City & RTZ-ABC: (80) 11,591

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$262,950,000
Savings & Loan	4	$125,075,846

6 - PASSENGER AUTOS: County 26,155

7 - ELECTRIC METERS: Residence 14,816

8 - GAS METERS: Res. & Bus. 11,047

9 - PRINCIPAL INDUSTRIES: Potash mining and refining 1,700; Emp. Av. Wage ($400); Annual Payroll $66,963,340; Santa Fe Ry. ships 25,890 cars potash annually; Farming and ranching; Cotton and alfalfa main crops on 25,000 acre irrigation project; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20; last killing frost, Mar. 29.

11 - TAP WATER: 18.9 grains per gal.

12 - RETAILING: Principal Shopping Centers-Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. Shopping Center, 158,000 sq. ft., West Pierce St.; Carlsbad Mall (20 Stores).
Neighborhood Shopping Centers-Northgate on Roswell Hwy. (13 Stores-Furr's, Winns, Trisha's Fashions, Anthony's, Burton Drug); N. Canal St. (Stores-Cindy's).
Principal Shopping Days-Fri., Sat., & Sun.
Stores Open Sundays-Drug; Variety; Supermarkets; Carlsbad Mall.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Bealls.
Variety Stores-Sprouse-Reitz; Woolworth.
Chain Drug Stores-Revco.
Discount Stores-Farmers Market; Carlsbad Surplus City; K mart; Winn's; Wal-Mart.
Chain Supermarkets-Safeway; Albertson's; Furr's; Circle K; IGA Foodliner.
Other Chain Stores-Checker Auto; Payless Shoes; Goodyear; Sears (catalog); Zale's; True Value Hdwe.; Emphasis; Morrey A.; Kinney Shoes; Regis Hairstylist; Western Auto; Peanut Shack; Gordons Jewelers; Aladdin; Stevensons; Castle.

14 - NEWSPAPERS: CURRENT-ARGUS (e-mon to fri) 8,915; (S) 9,591; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Magaret Wade, Adv. Dir., CURRENT-ARGUS, 620 S. Main St.; PO Box 1629, Carlsbad, NM 88220; Tel. (505) 887-5501.
National Representative: None.

CLOVIS

1 - LOCATION: Curry County, E&P Map D-3, County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock; 220 mi. E of Albuquerque.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound, Tex., N.M. & Okla. Coaches.
Airlines-Mesa Air.

3 - POPULATION:
Corp. City 80 Cen. 31,194; E&P 86 Est. 32,145
CZ-ABC: (80) 31,194
RTZ-ABC: (80) 49,405
County 80 Cen. 42,019; E&P 86 Est. 42,568
City & RTZ-ABC: (80) 80,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,268; E&P 86 Est. 11,988
County 80 Cen. 14,419; E&P 86 Est. 15,171
CZ-ABC: (80) 11,268
RTZ-ABC: (80) 16,406
City & RTZ-ABC: (80) 27,674

5 - BANKS

	NUMBER	DEPOSITS
Savings & Loan	5	$197,119,635
Commercial	4	$337,041,656

6 - PASSENGER AUTOS: County 22,362

7 - ELECTRIC METERS: Residence 14,778

8 - GAS METERS: Residence 13,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 188; Constr. 709; Mfg. 530; Trans. 573; Trans. R.R. 850; Meat Packing; Milk Plant; Cannon AFB 3,500-home of 4,200 personnel.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Grand; 6 on Metchell; three Shopping Centers; 60 store mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland(9)	NA	Stansel's Mkt.
Hilltop Plaza(15)	NA	TG&Y, Alco
North Plains Mall (29)	2	JCPenney, Wal-Mart, Beall's

Principal Shopping Days-Mon., Wed., Fri., Sat.

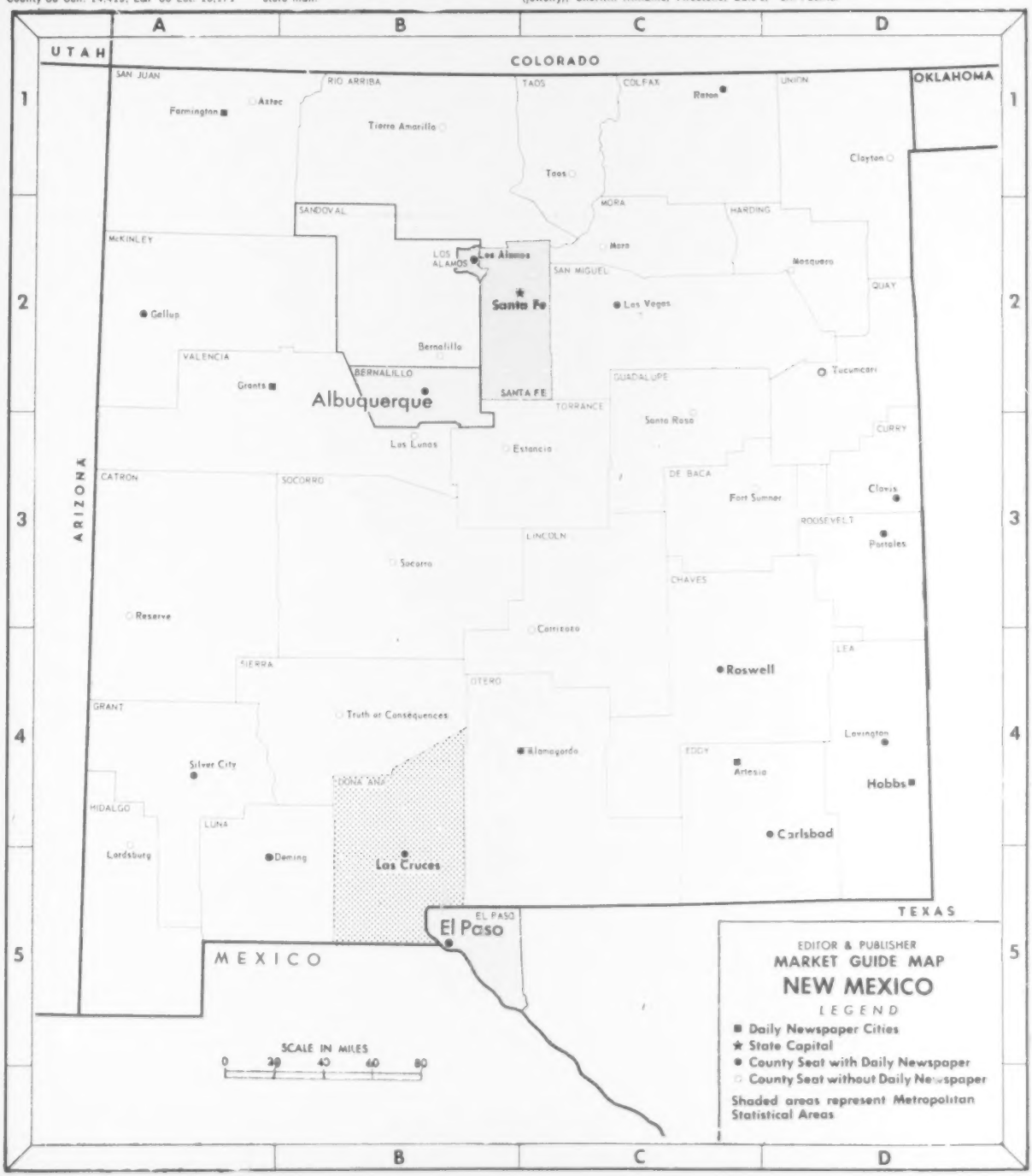
13 - RETAIL OUTLETS: Department Stores-JCPenney; Vohs; Sears, Turners; C.R. Anthony; Beall's.
Discount Stores-TG&Y; K mart; Gebo's; Wal-Mart; Alco.
Chain Drug Stores-Rexall; Walgreens; Highland; Revco.
Chain Supermarkets-Safeway; Furr's; Affiliated 5; Albertson's; Save & Gain.
Other Chain Stores-Otasco; Goodyear; Shaw (jewelry); Sherwin-Williams; Firestone; Zale's; Gordon's Jewelers; Allsup's 11; Circle K 2; Kinney Shoes; Radio Shack 2; Town & Country.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri) 10,292; (S) 11,221; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Natl. Adv. Mgr., NEWS-JOURNAL, 6th & Pile Sts.; PO Box 1689, Clovis, NM 88101; Tel. (505) 763-3431.
National Representative: Papert Companies.

DEMING

1 - LOCATION: Luna County, E&P Map A-5. General farming, livestock. South-central portion of state. On U.S. Hwys. 70, 80, I-10.

2 - TRANSPORTATION: Railroads-AT&SF; Southern Pacific.



Motor Freight Carriers-Merchants' Motor Lines.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,964; E&P 86 Est. 10,923
County 80 Cen. 15,585; E&P 86 Est. 18,016

4 - HOUSEHOLDS:
City 80 Cen. 3,527; E&P 86 Est. 3,982
County 80 Cen. 5,557; E&P 86 Est. 6,699

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$78,419,000
Savings & Loan	1	$71,321,125

6 - PASSENGER AUTOS: County 7,918

7 - ELECTRIC METERS: Residence 6,020

8 - GAS METERS: Residence 4,083

9 - PRINCIPAL INDUSTRIES: Agric.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-100; Winter 30-70.

11 - TAP WATER: 99% pure.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-K mart.
Discount Stores-Surplus City; Ben Franklin; V&S Variety; Revco.
Chain Supermarkets-Safeway; Shur-Sav.

14 - NEWSPAPERS: HEADLIGHT (e-mon to fri) 3,463; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Walter L. Green, Pub., HEADLIGHT, 219 E. Maple; PO Box 881, Deming, NM 88030; Tel. (505) 546-2611.
National Representative: Landon Associates.

FARMINGTON

1 - LOCATION: San Juan County, E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming, shopping and trade center for the San Juan Basin & Four-Corners region of NM, CO, AZ & UT. 185 hwy. mi. NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver, CO; 400 mi. NE of Phoenix, AZ and 34 mi. from Navajo Lake recreation area on San Juan River.

2 - TRANSPORTATION: Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-5.
Airlines-Mesa Aviation; Air Midwest; Trans Colorado; Aspen Airways.

3 - POPULATION:
Corp. City 80 Cen. 30,729; E&P 86 Est. 35,378
CZ-ABC. (80) 31,222
RTZ-ABC. (80) 50,211
County 80 Cen. 80,833; E&P 86 Est. 98,989
City & RTZ-ABC. (80) 81,433

4 - HOUSEHOLDS:
City 80 Cen. 10,665; E&P 86 Est. 11,935
CZ-ABC. (80) 10,804
RTZ-ABC. (80) 14,216
County 80 Cen. 24,859; E&P 86 Est. 31,746
City & RTZ-ABC. (80) 25,020

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$380,937,000
Savings & Loan	2	$119,958,000

6 - PASSENGER AUTOS: County 38,103

7 - ELECTRIC METERS: Res. & Comm. 15,371

8 - GAS METERS: Res. & Comm. 13,200

9 - PRINC'PAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 5,500 ($400); Agric. & Fruit Grow. 1,800 ($160); Constr. 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. 1,400 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-24 blocks on Main St.; 14 blocks on Broadway. Valle Grande Ctr., in Valle Grande subdiv.; Village Square, Ute St. at N. Orchard; Palmer Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd.; Orchard Valley, Farmington Ave. & Main; Animas Valley Mall, 4601 E Main St.; Mesa Shopping Center, 1000 N. Butler Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Animas Valley Mall(110)	NA	Sears, JCPenney, Beall's, LaBelle's, Dillard
Palmer Plz (25)	NA	Britt's
West Main St.(15)	NA	Safeway
Brookside(5)	NA	Sprouse-Reitz
Mesa(15)	NA	Thrifty Discount Mkts.
San Juan Plaza(60)	NA	K mart, Safeway, Wal-Mart, Grand Central
Orchard Valley(8)	NA	Furrs

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Britt's; Beall's; La Belle's; Dillard.
Variety Stores-F.S. Rasco; Sprouse-Reitz; Ben Franklin.
Chain Drug Stores-Farmington; Thrifty; Walgreens.
Discount Stores-K mart; Wal Mart.
Chain Supermarkets-7-Eleven 18; Safeway 2; Furr Food; Sack 'N Save; Thrifty Discount Mkt. 2; Smith's Food King.
Other Chain Stores-Sears; Houston Lumber; Cooper's; Western Auto; Firestone; Hacienda Home Centers, Inc.; Sweetbriar; Construction Supply; Mode O'Day; Kinney Shoes; Komac Paint; Singer Co.; Zale's; Gamble's; Furr's Cafeteria.

14 - NEWSPAPERS: TIMES (e) 16,385; (S) 18,398; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Vincent, Adv. Dir., TIMES, 201 N. Allen; PO Box 450, Farmington, NM 87499; Tel. (505) 325-4545.
National Representative: Landon Associates.

GALLUP

1 - LOCATION: McKinley County, E&P Map A-2. County Seat. Trading center 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Mesa (4 flights daily).

3 - POPULATION:
Corp. City 80 Cen. 18,167; E&P 86 Est. 19,526
CZ-ABC. (80) 18,167
RTZ-ABC. (80) 90,679
County 80 Cen. 54,950; E&P 86 Est. 60,258
City & RTZ-ABC. (80) 108,846

4 - HOUSEHOLDS:
City 80 Cen. 6,014; E&P 86 Est. 5,881
County 80 Cen. 14,671; E&P 86 Est. 16,769
CZ-ABC. (80) 6,014
RTZ-ABC. (80) 20,859
City & RTZ-ABC. (80) 26,873

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$195,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 14,510

7 - ELECTRIC METERS: Residence 9,400

8 - GAS METERS: Residence 6,950

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Federal 2,210; Mining 750; Trade 2,356; Servs. 1,292; Other 1,438.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 53-86; Fall 33-66; Winter 12-46. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Coal, 4 on 66th; Malls N. 666.
Neighborhood Shopping Centers-Uptown Plaza; Downtown Plaza; Little Bear; Zecca Plaza; Rio West Mall; Cedar Hills Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Daily; Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Aaronson; Beall's.
Variety Stores-Sprouse-Reitz 2; Winn's.
Chain Drug Stores-Thrifty 2; Revco 2.
Chain Supermarkets-California 3; Dan Dee; Albertson; Safeway.
Other Chain Stores-Goodrich; Big O Tire; Goodyear; Yellow Front 2; Gamble's; Regis; Payless; Gallenkamp; Kinney; S&H Green Stamps; Houston Lumber; TG&Y; Zale's; Gordons; Alexanders; K mart; G.N.C.; Midas; Fox Photo; Kwik Kopy; Crown TV (Bruce's); Radio Shack 2; Allsups 5; Record Bar; Coach House; Pure Jean Yes; Waldenbooks; Wal-Mart; Sears (catalog).

14 - NEWSPAPERS: INDEPENDENT (e) 12,562; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charles Pullin, Adv. Mgr., INDEPENDENT, PO Box 1210, Gallup, NM 87301; Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.
National Representative: Branham/Newspaper Sales.

GRANTS-MILAN

1 - LOCATION: Cibola County, E&P Map B-1/B-2. Both cities were formerly in Valencia County which was divided into two separate counties, Valencia and Cibola, in July 1981. County Seat of Cibola County is Grants.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 15,198; E&P 86 Est. 14,708
Grants 80 Cen. 11,451; E&P 86 Est. 10,935
Milan 80 Cen. 3,747; E&P 86 Est. 3,773
Valencia County 80 Cen. 30,762; E&P 86 Est. 36,974
Cibola County 80 Cen. 30,347; E&P 86 Est. 25,543
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,710; E&P 86 Est. 4,515
Grants 80 Cen. 3,559; E&P 86 Est. 3,372
Milan 80 Cen. 1,151; E&P 86 Est. 1,143
Valencia County 80 Cen. 19,040; E&P 86 Est. 12,186
Cibola County 80 Cen. N.A.; E&P 86 Est. 8,209

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$55,745,000
Savings & Loan	1	$17,500,000

6 - PASSENGER AUTOS: Cibola County 8,567; Valencia County 23,134.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Employees (Av. Wkly. Wage)-Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourism 1,800 ($216).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baties'(20)	NA	Gambles, Shop Rite, McClellan's, Alco
Hillcrest(6)	NA	Winn's, Mode O'Day, Anthony's, Furn. Mart
Lobo Canyon(20)	NA	TG&Y, Smith's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri. (some); Sat.
Stores Open Sundays-Food.

13 - RETAIL OUTLETS: Department Stores-McClellan's; Anthony's.
Chain Supermarkets-Handy Andy Quick Stops 2; Shop Rite; Sturges 2; Smith Foodway.
Other Chain Stores-Aaronson Bros.; Gamble's; White's; Winn's; Alco; TG&Y.

14 - NEWSPAPERS: BEACON (e-mon to fri) 4,110; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Mario C. Pizii, Adv. Mgr., BEACON, 300 N. 2nd, Grants, NM 87020; Tel. (505) 287-4411.
National Representative: None.

HOBBS

1 - LOCATION: Lea County, E&P Map D-4. Carlsbad, 75 mi. SW; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, TX, 111 mi. SE; Lubbock, TX, 110 mi. NE.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Motor Freight Carriers-5.
Airlines-Mesa; Crown.
Bus Lines-TNMO; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,794; E&P 86 Est. 35,270
CZ-ABC. (80) 29,153
RTZ-ABC. (80) 42,013
County 80 Cen. 55,634; E&P 86 Est. 68,678
City & RTZ-ABC. (80) 71,166
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,948; E&P 86 Est. 12,543
CZ-ABC. (80) 10,109
RTZ-ABC. (80) 13,678
County 80 Cen. 18,786; E&P 86 Est. 24,288
City & RTZ-ABC. (80) 23,787

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$447,125,661
Savings & Loan	3	$42,452,000
Commercial	NA	$447,125,661

6 - PASSENGER AUTOS: County 31,805

7 - ELECTRIC METERS: Residence 19,216

8 - GAS METERS: Residence 11,175

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Oil Equip. and Supply 28,000; Welding; Acidization; Rig Bldg.; Housing & Trucking; Farm Produce Processing; Space Probing Antennas; Truck Beds; Men's Clothing Mfg.; Refining; Chemical Processing Plant; Livestock Feed Lots.

10 - CLIMATE: Av. Winter 27-57; Av. Summer 65-93; Rel. Humidity, Summer, 30%.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-10 blocks from downtown; Broadmoor; Corner of Grimes & Bender, Hobbs Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel Aire(7)	NA	Sears, Winn's, Anthony's
Broadmoor(40)	NA	Mont. Ward, Dunlaps, Anthony's, JCPenney
Hobbs Plaza(16)	NA	Alpha Beta
Covered Mall(42)	NA	
Mini Mall(14)	NA	

Principal Shopping Days-Mon., Wed., Sat.; Best grocery day-Wed.
Stores Open Evenings-Discount stores.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony 2; JCPenney; Dunlap; Sweet Briar.
Variety Stores-Winn's.
Chain Drug Stores-Broadmoor; Walgreens; Cash-mart Pharmacy; Reese 2; Norte Vista; Revco.
Discount Stores-Wal-Mart; K mart; Allwoods.
Chain Supermarkets-Furr's Food; Safeway; Allsup's 10; Smith's; Foodway; Tooties Hom-Ond; Albertson's; Skaggs Alpha Beta; The Box.
Other Chain Stores-Radio Shack; Sears; Payless Shoes; Sherwin-Williams; T-Bird Lumber; Callaway Lumber & Furniture; Smith Furniture; Woods Furniture; Miller-Waldrop Furn.; Whites Auto; Western Auto; Circle K 5; Roadrunner 8.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 10,921; (S) 12,645; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Hendrix, Adv. Mgr., NEWS-SUN, PO Box 860, Hobbs, NM 88240; Tel. (505) 393-2123.
National Representative: Landon Associates.

LAS CRUCES

1 - LOCATION: Dona Ana County (MSA), E&P Map B-5. County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range; 45 mi. N of El Paso, TX. On U.S. Hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-Greyhound; Whitfield; N.M. Transportation; Continental Trailways.
Motor Freight Carriers-9.
Airlines-Mesa; 5 major airlines at El Paso.

3 - POPULATION:
Corp. City 80 Cen. 45,086; E&P 86 Est. 52,712
CZ-ABC. (80) 45,086
RTZ-ABC. (80) 51,254
County/MSA 80 Cen. 96,340; E&P 86 Est. 120,788
City & RTZ-ABC. (80) 96,340

4 - HOUSEHOLDS:
City 80 Cen. 16,165; E&P 86 Est. 19,546
CZ-ABC. (80) 16,165
RTZ-ABC. (80) 14,237
County/MSA 80 Cen. 30,402; E&P 86 Est. 39,890
City & RTZ-ABC. (80) 30,402

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$291,169,000
Savings & Loan	7	$156,048,000

6 - PASSENGER AUTOS: County 58,976

7 - ELECTRIC METERS: Residence 17,774

8 - GAS METERS: Residence 15,630

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-University Education 630 faculty, 701 non-teaching-total 1,331 ($300); Missile Range 4,205 government civilian, 1,406 military, 2,218 contractor-total 7,829 ($300); Agric. and food processing $84 million annually; Hosiery Mfg. 966 ($200); Nurseries 300 ($200); Microswitches 100; Constr. 1,000 ($300); ($300).

10 - CLIMATE: Min. & Max. Temp.-Winter 20-60; Summer 60-90.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mesilla Valley Mall(114)	NA	Sears, Dillard, JCPenney, Wilson's, Walgreens, Beall's
Loretto(32)	NA	
Brazito Mall(22)	NA	Albertson's, Thrifty Drug
Solano Square(16)	NA	Motts
Midway(7)	NA	Goodyear, S&H
Cruces Norte(13)	NA	Albertson's, Revco
University Hgts.(4)	NA	Motts, Furr's
Madrid(10)	NA	Safeway, TG&Y, Rexall
Pan Am Plz.(22)	NA	Furr's, Revco

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Popular Dry Goods; United Fashion; Anthony; Sears; Dillard; Wilsons; Beall's.
Variety Stores-TG&Y; Mott's 2.
Discount Stores-Value Plus; K mart; Furr's; Bonanza City; Wal-Mart.
Chain Drug Stores-Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall; Walgreens; Revco 2.
Chain Supermarkets-Safeway; Furr's 3; Pic Quik 18; Quick Chek 2; Albertson's 2; Circle K 4; Smith Food King.
Other Chain Stores-Firestone; Zale's; Feder's; American Furniture; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdwe.

14 - NEWSPAPERS: SUN-NEWS (e-mon to fri) 17,934; (S) 19,427; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS, 256 W. Las Cruces Ave.; PO Box 1749, Las Cruces, NM 88004; Tel. (505) 523-4581.
National Representative: Landon Associates.

LAS VEGAS

1 - LOCATION: San Miguel County, E&P Map C-2, County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84, 85; State Hwys. 3, 65.

2 - TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,322; E&P 86 Est. 18,241
County 80 Cen. 22,751; E&P 86 Est. 24,612

4 - HOUSEHOLDS:
City 80 Cen. 4,706; E&P 86 Est. 5,606
County 80 Cen. 7,370; E&P 86 Est. 8,273

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 9,473

7 - ELECTRIC METERS: Residence 5,671

8 - GAS METERS: Residence 2,401

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 330 ($250); State Hosp. 916 ($200); Convalescent Care ($200); State Hwy. Dept. 354 ($200); Fiber Board Plant 200 ($200).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; California; TG&Y; K mart; Taichert's; Fashion Tree; Broadway Fashions.
Variety Stores-Wacker's.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Safeway; Furr's; Food Saver Warehouse Foods; Columbia.
Other Chain Stores-Prices Furniture & Hardware; Popular Dry Goods; Nancy's Apparel.

14 - NEWSPAPERS: OPTIC (e-mon to fri) 3,972; sworn Oct. 29, 1985.
Local Contact for Advertising and Merchandising Data: Hazel Hancock, Adv. Mgr., OPTIC, 612 Lincoln, Las Vegas, NM 87701; Tel. (505) 405-6796.
National Representative: Papert Companies.

LOS ALAMOS

1 - LOCATION: Los Alamos County, (In Santa Fe MSA). E&P Map B-2, County Seat. Nuclear Research Center in North Central part. 35 miles NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Airline-Ross Aviation.

3 - POPULATION:
Los Alamos Divn. 80 Cen. 11,039; E&P 86 Est. 10,897
County 80 Cen. 17,599; E&P 86 Est. 19,288
MSA 80 Cen. 92,905; E&P 86 Est. 102,546
Demographic information available from Newspaper See paragraph 14.

4 - HOUSEHOLDS:
Los Alamos Divn. 80 Cen. 4,538; E&P 86 Est. 4,562
County 80 Cen. 6,283; E&P 86 Est. 7,228
MSA 80 Cen. 32,555; E&P 86 Est. 37,594

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$31,000,000
Building & Loan	1	$30,000,000
Credit Unions	4	$61,000,000

6 - PASSENGER AUTOS: County 13,108

7 - ELECTRIC METERS: Residence 7,985

8 - GAS METERS: Residence 6,514

9 - PRINCIPAL INDUSTRIES: Nuclear/scientific research 7,500 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Soft, salty.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(6)	NA	Metzgers Hdwe., Anthony's
Community(30)	NA	Sears, Goodyear
The Village(22)	NA	Ed's Food Market
White Rock(15)	NA	Smith's
Mari-Mac(30)	NA	TG&Y, Revco, Safeway

13 - RETAIL OUTLETS: Variety Stores-TG&Y.
Discount Stores-Anthony's.
Chain Drug Stores-Los Alamos; Revco.
Chain Supermarkets-Speedway; Safeway; Smith's; Ed's Food Market.

14 - NEWSPAPERS: MONITOR (e-tues to fri; S) 4,776; sworn Sept. 24 1985.
Local Contact for Advertising and Merchandising Data: Holly Vigil, Adv. Mgr., MONITOR, 256 D.P. Rel.; PO Box 1268, Los Alamos, NM 87544; Tel. (505) 662-4185.
National Representative: Landon Associates.

LOVINGTON

1 - LOCATION: Lea County, E&P Map D-4; County Seat in SE part of state. On U.S. Hwys. 82, 62; State 18.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Intercity Bus Lines-Greyhound.
Airlines-At Lovington Airport.
Motor Freight Carriers-Apex; ICX; Yellow Transit.

3 - POPULATION:
Corp. City 80 Cen. 9,727; E&P 86 Est. 11,819
County 80 Cen. 55,634; E&P 86 Est. 68,678

4 - HOUSEHOLDS:
City 80 Cen. 3,165; E&P 86 Est. 3,900
County 80 Cen. 18,786; E&P 86 Est. 24,288

5 - BANKS	NUMBER	EST. DEP.
Comm./Savings	N.A.	$268,795,000

6 - PASSENGER AUTOS: County 31,805

7 - ELECTRIC METERS: City Residence 4,312

8 - GAS METERS: City Residence 3,298

9 - PRINCIPAL INDUSTRIES: Oil and Gas Production; Refineries; Irrigated Farming; Ranching.

10 - CLIMATE: Mild, sunny; Summer mean 84; Winter mean 53.

11 - TAP WATER: Alkaline, medium hard. 3,541 meters in use in city.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. (13 stores).
Principal Stores-Sears.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lovington Sq.(6)	1	TG&Y, Safeway, Mr. Gatti's, C.R. Anthony
Mini Mall(6)	1	General Telephone
Town & Country(4)	2	Thriftway
Apaula Ctr.(3)	2	One Shop Convenience
Plains Plz.(4)	1	Lovington Vacuum
June Ctr.(9)	2	Thrifty Drug, Bob's Supermarket

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears; Otasco.
Chain Drug Stores-Thrifty.
Chain Supermarkets-Thriftway; Safeway; Furrs; One Stop; Allsups 4; Circle K 2; Roadrunner.
Other Chain Stores-TG&Y; Western Auto.

14 - NEWSPAPERS: DAILY LEADER (e-mon to fri; S) 2,970; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: John Graham, Pub.; Kathy Jennings, Circ. Mgr.; Joyce Clemens, Adv. Mgr., LEADER, 14 W. Ave. B; PO Box 1717, Lovington, NM 88260; Tel. (505) 396-2844.
National Representative: Papert Companies.

MILAN
See GRANTS

PORTALES

1 - LOCATION: Roosevelt County, E&P Map D-3, County Seat. Agriculture, dairying, oil, education and livestock. Shipping center 120 mi. SW of Amarillo, TX; 98 mi. N of Roswell, NM on U.S. Hwy. 70; State 18, 88.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; New Mexico Trans.; Yellow Transit; CA-IL Express; Apex.

3 - POPULATION:
Corp. City 80 Cen. 9,940; E&P 86 Est. 10,809
County 80 Cen. 15,695; E&P 86 Est. 17,181

4 - HOUSEHOLDS:
City 80 Cen. 3,580; E&P 86 Est. 3,917
County 80 Cen. 5,645; E&P 86 Est. 6,257

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$76,694,000
Savings & Loan	2	$51,112,575

6 - PASSENGER AUTOS: County 7,670

7 - ELECTRIC METERS: Residence 3,871

8 - GAS METERS: Residence 4,112

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farming 500 ($125); Dairying 125 ($200); Farm Proc. 160 ($100); Ranching 75 ($150); Casing Factory 60 ($150); Peanut Mills 143 ($115); Meat Packing Plants 15 ($125); Feed Mills 15 ($125); Univ. Educ. 680 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: Shopping Centers-Sands (Foodtown); Safeway.
Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Turner's.
Variety Stores-Sprouse-Reitz.
Discount Stores-Alco.
Chain Drug Stores-Walgreens; B&J; Thrifty.
Chain Supermarkets-Safeway; Food Town; Home Town 3.
Other Chain Stores-White's.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 4,592; (S) 4,592; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St.; PO Box 848, Portales, NM 88130; Tel. (505) 356-4481.
National Representative: Papert Companies.

RATON

1 - LOCATION: Colfax County, E&P Map C-1, County Seat. Shipping & wholesale center. 225 mi. S of Denver; 228 mi. NE of Albuquerque; 214 mi. NW of Amarillo. On U.S. Hwys. 64, 85, 87; State Hwy. 72; I-25.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,225; E&P 86 Est. 9,055
County 80 Cen. 13,706; E&P 86 Est. 14,695
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,942; E&P 86 Est. 2,708
County 80 Cen. 4,927; E&P 86 Est. 5,522

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,000,000
Savings & Loan	2	$45,004,000

6 - PASSENGER AUTOS: County 6,996

7 - ELECTRIC METERS: Residence 2,470

8 - GAS METERS: Residence 1,161

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 100 (N.A.); R.R. 180 ($400); Lumber Mills 325 (N.A.); Coal Mines 400 ($500); Metal Prods. 275 (N.A.); Furn. 18 (N.A.); National Rifle Assn. 12 ($400); Building Mfg. 40 ($300).
Principal Industrial Pay Days-Mines, Lumber Mills-10th & 25th; Railroads-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-63; Summer 51-83; Fall 32-67; Winter 14-46. First killing frost, Sept. 25; last killing frost, May 17.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Second St.; 2 on 1st St.; 3 on Third St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dona Anna Plaza(14)	NA	Safeway, Revco, Sprouse-Reitz
Mira Monte	NA	Sears (catalog), Fashion Fabrics

Principal Shopping Days-Sat.

13 - RETAIL OUTLETS: Department Stores-Di Lisio's; C.R. Anthony; Rubins; Marchiondo's; JCPenney.
Chain Drug Stores-Revco.
Chain Supermarkets-Safeway.
Other Chain Stores-Gamble's (hardware, furniture); Mode O'Day (women's); Goodyear; Fabrific Fabrics; Coast-to-Coast; K mart; Western Auto.

14 - NEWSPAPERS: RANGE (e-tues to fri; S) 2,723; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Mike Freeman, Pub., RANGE, 208 S. Third, Raton, NM 87740; Tel. (505) 445-2721.
National Representative: Landon Associates.

ROSWELL

1 - LOCATION: Chaves County, E&P Map C-4, County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70, 285 & 380.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-8.
Intercity Bus Lines-New Mexico; Greyhound.
Airlines-Air Midwest; Mesa.

3 - POPULATION:
Corp. City 80 Cen. 39,676; E&P 86 Est. 47,072
CZ-ABC: (80) 40,376
RTZ-ABC: (80) 60,169
County 80 Cen. 51,103; E&P 86 Est. 60,902
City & RTZ-ABC: (80) 100,545

4 - HOUSEHOLDS:
City 80 Cen. 14,519; E&P 86 Est. 17,701
CZ-ABC: (80) 14,847
RTZ-ABC: (80) 20,499
County 80 Cen. 18,194; E&P 86 Est. 22,735
City & RTZ-ABC: (80) 35,346

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$408,180,285
Savings & Loan	4	$530,255,545

6 - PASSENGER AUTOS: County 29,423

7 - ELECTRIC METERS: Residence 15,869

8 - GAS METERS: Residence 15,028

9 - PRINCIPAL INDUSTRIES: Cotton Seed and Oil; Concrete Block; Apparel; University Educ.; Bus. Mfg.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.
Neighborhood Shopping Centers-Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalero Rd.; Main & Pine Lodge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(8)	1	Sears, Furr's Mkt., Anthony Dept.
Del Norte(1)	2	Allwoods
Highland(4)	1	
Monterey(6)	1	
Plains Park(11)	1	Alco, Farmers Ctr. Mkt.
Sunset(3)	2	Sunset Appliance, Shama's
Union Plaza(5)	1	Primm Drug
Wilshire(4)	1	Furr's Mkt.
Roswell Mall(30)	10	JCPenney, Anthony's, Bealls, Wal-Mart

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, Anthony; JCPenney; White's.
Variety Stores-Wackers.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Primm; Mitchell's; Medicine Shop.
Chain Supermarkets-Safeway 2; Furr Food 2; Albertson's; Save N' Gain.
Other Chain Stores-Firestone; Zale's; Checker Auto; Radio Shack; Bealls; Oshmans; Gordon's; Allwoods; Sonic; Big O Tires.

14 - NEWSPAPERS: RECORD (m-mon to fri) 14,311; (S) 15,057; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD, 2301 W Main; PO Box 1897, Roswell, NM 88201; Tel. (505) 622-7710.
National Representative: Papert Companies.

SANTA FE

1 - LOCATION: Santa Fe County (MSA). E&P Map C-2. State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285, I-25.

2 - TRANSPORTATION: Railroads-AT&SF; Amtrak-New Mexico.
Motor Freight Carriers-6: Northwest Transport; ABF Freight; Consolidated Freight.

REACH A TOP TEST MARKET

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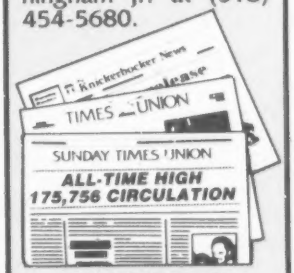

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TIMES UNION
Mornings and Sunday
Knickerbocker News
Evenings

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Airlines-Albuquerque Intl. Airport: American; Continental; Eastern; Frontier; Texas Intl.; TWA; Southwest; America West; Delta; PSA; United; Western. Local: Air Midwest; Crown; ZIA.

3 - POPULATION:
Corp. City 80 Cen. 48,899; E&P 86 Est. 50,102
CZ-ABC. (80) 52,840
Bal. in NDM: (80) 61,046
County 80 Cen. 75,306; E&P 86 Est. 83,258
MSA 80 Cen. 92,905; E&P 86 Est. 102,546
Total NDM-ABC. (80) 113,886

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,836; E&P 86 Est. 18,985
CZ-ABC. (80) 19,214
Bal. in NDM-ABC. (80) 20,043
County 80 Cen. 26,272; E&P 86 Est. 30,366
MSA 80 Cen. 32,555; E&P 86 Est. 37,594
Total NDM-ABC. (80) 39,257

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$691,921,000
Savings & Loan	5	$104,681,000

6 - PASSENGER AUTOS: County 49,186

7 - ELECTRIC METERS: Residence 26,500

8 - GAS METERS: Residence 21,455

9 - PRINCIPAL INDUSTRIES: Clothing; Instruments; Mills; Scientific Labs.; State Capitol Offices; Tourism 4,647; Total Mfg. 1,372; Gov't 8,446; Schools 1,200.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 52-82; Fall 35-61; Winter 10-43. First killing frost, Oct. 1; last killing frost, June 1.

11 - TAP WATER: Neutral, soft in summer; hard in winter; mt. streams and reservoirs.

12 - RETAILING: Principal Shopping Centers-12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo Peralta and Jefferson.
Neighborhood Shopping Centers-Old Santa Fe Trail; Cordova Rd.; Pen Rd.; Cerrillos at Rcdeo Rd.; West Alameda; St. Michaels Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
DeVargas(55)	1	TG&Y, Albertsons, Mont. Ward
St. Michaels Vlg.	2	K mart, Safeway
Cordova Road	2	Skaggs, Kinney Shoes
Pen Road	1	Bonanza, Surplus City
Kaunes Ctr.	1	Kaunes Food Town
Cerrillos Rd.	4	
Coronado Ctr.	2	Furr's, TG&Y, Anthonys, Walgreens
College Plaza	5	Albertson's, Wal-Mart
Villa Linda Mall(104)	5 10	Dillard's, Mervyn's, JCPenney
Plaza Princesa	6	Smith's Foodway
Casa Solana Downtown	1	Warehouse Market Dunlaps, Sears, Guarantee

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Dunlaps; JCPenney; Sears; Montgomery Ward; Guarantee; Anthonys; Dillard's; Bealls.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Bonanza; Surplus City.
Chain Drug Stores-Walgreens-Payless 2; Rexall; Skaggs; Capital; G & C Super Drug 2.
Chain Supermarkets-Kaunes 2; Smith's Food-Way; Safeway 3; Furr's; 7-Eleven; Speedway 4; Albertson's 2; Bag 'N' Save.
Other Chain Stores-Ace Auto; Leed's Shoes; Sweetbrier; Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Zale's; Big O Tires; Coopers Western Wear; House of Fabrics; Revco; Corbins Draperies; Margos; Hickory Farms; Kinney Shoes; B. Dalton Bookseller's; Brook's Casual Corner; Musicland; Seifert's; Waldenbooks.
14-NEWSPAPERS: NEW MEXICAN (m) 16,481; (S) 17,549; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George J. Wetzel, Adv. Dir., NEW MEXICAN, 202 E. Marcy; Box 2048, Santa Fe, NM 87501; Tel. (505) 983-3303.
National Representative: Gannett Media Sales.

SILVER CITY

1 - LOCATION: Grant County. E&P Map A-4. County Seat. 160 mi. NW of El Paso, TX. On U.S. Hwy. 180; State Hwy. 90.

2 - TRANSPORTATION: Motor Freight Carriers-5.
Airlines-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 9,887; E&P 86 Est. 10,697
County 80 Cen. 27,004; E&P 86 Est. 27,763

4 - HOUSEHOLDS:
City 80 Cen. 3,388; E&P 86 Est. 3,679
County 80 Cen. 8,586; E&P 86 Est. 9,449

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	3	$126,490,000
Savings & Loan	2	$48,960,000

6 - PASSENGER AUTOS: County 12,193.

7 - ELECTRIC METERS: County 11,294.

8 - GAS METERS: County 7,284.

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Copper: Lead; Zinc; Gold; Silver; Manganese; Molybdenum; Vanadium; Iron; Cattle Raising; Lumber; Farming; Mining and Smelting-2,900 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 42-85; Winter 28-65.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Centers-(No. of Miles from Downtown)-Hudson Street 10 stores; Silver Heights 4 stores (9 mi.); Hurley (18 mi.); Tyrone (5 mi.).
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, Maxwell House; JCPenney; C.R. Anthony; Factory 2-U.
Variety Stores-Sprouse-Reitz.
Discount Stores-K mart.
Chain Drug Stores-Rexall; Rx Fee System; Savon.
Chain Supermarkets-Safeway; Furr's; Snappy Mart 12; Albertson's.

14 - NEWSPAPERS: PRESS & INDEPENDENT (e) 6,375; sworn Oct. 18, 1985.
Local Contact for Advertising and Merchandising Data: William F. Ely, Natl. Adv. Mgr., PRESS & INDEPENDENT; Box 740, Silver City, NM 88062; Tel. (505) 388-1576.
National Representative: None.

NEW YORK SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy-Albany, Greene, Montgomery, Rensselaer, Saratoga and Schenectady Counties.
Binghamton,-Broome and Tioga Counties.
Elmira-Chemung County.
Glens Falls-Warren and Washington Counties.
Poughkeepsie-Dutchess County.
Rochester-Livingston, Monroe, Ontario, Orleans and Wayne Counties.
Syracuse-Madison, Onondaga and Oswego Counties.
Utica-Rome-Herkimer and Oneida Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Buffalo-Erie County.
Nassau-Suffolk-Nassau and Suffolk Counties.
New York-Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland and Westchester Counties.
Niagra Falls-Niagra County.
Orange County-Orange County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Buffalo-Niagra Falls-Includes Buffalo PMSA and Niagra Falls PMSA.
New York-Northern New Jersay-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PSMA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	1,488	1,136	1,133
5-14 Years	3,393	2,591	2,576
15-24 Years	2,949	3,117	3,102
25-44 Years	4,421	3,728	4,782
45-64 Years	4,039	3,728	3,690
65 and Over	1,951	2,162	2,143
TOTAL	18,241	17,557	17,426

Based on U.S. Census.

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
New York	7,071	1,407	19.9

RETAIL SALES ESTIMATES
(Millions)

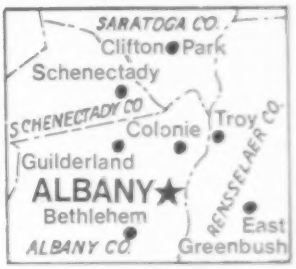
Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	1,752	2,510	4,560
General Mdse.	6,645	7,574	11,123
Food	12,611	17,946	21,573
Automobiles	7,512	9,743	17,329
Gasoline Stations	2,984	4,415	4,448
Apparel	3,342	5,229	7,621
Furniture	2,266	3,485	6,492
Eat./Drink Places	4,953	7,268	10,564
Drugs	1,629	2,524	3,949
TOTAL SALES	50,696	72,267	101,403

ALBANY

1 - LOCATION: Albany County (In Albany-Schenectady-Troy MSA). E&P Map F-4. State Capital. On West bank of Hudson River, 143 mi. N of NYC. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail Freight.
Motor Freight Carriers-120.
Intercity Bus Lines-Adirondach-Trailways; Arrow Line; Greyhound; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines; Bonanza; Village Transportation.
Airlines-American; USAir; Eastern; Air North; Mall Airways; Command Airways; Aztec; Air East; Bar Harbor; Piedmont; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 101,727; E&P 86 Est. 94,340
CZ-ABC. (80) 198,266
RTZ-ABC. (80) 548,380
County 80 Cen. 285,909; E&P 86 Est. 290,256
MSA 80 Cen. 835,880; E&P 86 Est. 853,564
City & RTZ-ABC. (80) 746,646
Demographic Information available from Newspaper. See paragraph 14.



Albany Times Union
Knickerbocker News
Comb. (m&e) 118,230
(S) 171,287 ABC 3-30-86

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,767; E&P 86 Est. 41,480
CZ-ABC. (80) 75,625
RTZ-ABC. (80) 194,524
County 80 Cen. 106,589; E&P 86 Est. 112,934
MSA 80 Cen. 302,191; E&P 86 Est. 321,485
City & RTZ-ABC. (80) 270,149

5 - BANKS	NUMBER	DEPOSITS
Savings	9	$3,423,448,000
Savings & Loan	3	$246,769,000
Commercial	20	$2,362,944,000

6 - PASSENGER AUTOS: County 147,372.

7 - ELECTRIC METERS: Residence 75,081.

8 - GAS METERS: Residence 48,440.

9 - PRINCIPAL INDUSTRIES: State Gov't (Capital); Banking; Ins.; Educ.; Electronics; Housecare; Precision Tools; Printing; Steel Foundries.
Principal Industrial Pay Days-Fri.; Thur.; N.Y. State Employees: every 2nd Wed. (Depts.), Fri. (Institutions).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35. First freeze, late Sept.; last freeze, early May.

11 - TAP WATER: Alkaline, very soft; 43 paper mill; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on N. Pearl St.; State St.; Broadway; 10 on Central Ave. Robinson Square-Hamilton St.
Neighborhood Shopping Centers-3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Century II Mall(15)	NA	
Loudon Ctr.(16)	NA	Convenient Mkt.
Westgate(26)	NA	Albany Public Mkt.
Elsmere(20)	NA	Grand Union, Woolworth
Latham Circle Mall(55)	NA	JCPenney, Boston Store, Grand Union
Stuyvesant(35)	NA	Caldor, Flah's, Grand Union
Mid City(4)	NA	Price Chopper
Colonie Ctr.(72)	NA	Macy's, Sears
Crossgates Mall(100)	2	JCPenney, Caldor, Filenes, Jordan Marsh
Northway Mall(36)	NA	Mont. Ward, Tehans
Mohawk Mall(88)	NA	Boston Store, Bradlees, Mont. Ward
K mart(2)	NA	K mart, Price Chopper
Loehman's Plaza (16)	NA	Loehman's
Wolf Rd. Pk.(12)	NA	Service Mdse.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur., Downtown; Mon. through Sat., Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Boston Store; Macy's; Sears; Flah's; Marshall's; Cohoes; Barbizon's; Filenes; Jordan Marsh.
Discount Stores-Boardman; K mart; Joy Discount; Present Co.; Service Mdse.; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Supermarkets-Trading Port 7; Albany Public 10; Grand Union 28; Shop-Rite 5; Star 9; Price Chopper 41; P&C 2.
Other Chain Stores-Thom McAn; Firestone; Lerner; Shoe Town; Carl Co.

14 - NEWSPAPERS: TIMES-UNION (m) 86,707; KNICKERBOCKER NEWS (e-mon to fri) 31,523; (e-sat) 24,031; (S) 171,287. Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: C. J. Cunningham, Natl. Adv. Mgr., TIMES-UNION, KNICKERBOCKER NEWS, Box 15000, Albany, NY 12212; Tel. (518) 454-5680.
National Representative: Hearst Advertising Service.

AMSTERDAM

1 - LOCATION: Montgomery County (In Albany-Schenectady-Troy MSA). E&P Map E-3. 1/4 mi. to New York Thruway; on State Hwys. 5, 5-S, 67, 30; 16 mi. W of Schenectady; 34 mi. W of Albany; 114 mi. E of Syracuse; 185 railroad mi. from NYC.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Waterway-Terminal of N.Y. State Barge Canal.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,872; E&P 86 Est. 20,357
CZ-ABC: (80) 21,872
RTZ-ABC: (80) 38,954
County 80 Cen. 53,439; E&P 86 Est. 53,707
MSA 80 Cen. 835,880; E&P 86 Est. 853,564
City & RTZ-ABC: (80) 60,826
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,908; E&P 86 Est. 8,780
CZ-ABC: (80) 8,957
RTZ-ABC: (80) 13,413
County 80 Cen. 19,845; E&P 86 Est. 20,895
MSA 80 Cen. 302,991; E&P 86 Est. 321,485
City & RTZ-ABC: (80) 22,370

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$270,000,000
Savings & Loan	1	$27,000,000
Commercial	5	$168,000,000

6 - PASSENGER AUTOS: County 26,726

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 9,307

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mohasco Industries Executive Offices 100; Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees; Lawn Furn. and Chairs 175; Warp Knitting 425; Toys 425; Recreational Prods. (pools, video games, home computers) 1,500; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furn. Refinishing Prods. 175; Waterbed Furn. 100; Automotive Lifts 50.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost, Sept. 28; last killing frost, Apr. 25.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on E. Main St. New 60 Store Downtown Enclosed Mall.
Neighborhood Shopping Centers-Reid Hill Section, Fifth Ward Section, Route 30 Section, K mart Plaza; Nichols Plaza 2; Price Chopper; Fay's Plaza; Amsterdam Mall; McCrory, Endicott, Fayva, Radio Shack, Present Co., Fashion Bug, JCPenney (catalog), Carl Co.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Reid Hill(3)	1	Carls Drug, P&C
Rt. 30 Plz.	1	Price Chopper, Fay's, Radio Shack, Red-Barn, National Auto
Downtown Amsterdam	NA	Grand Union, CVS, McCrory, Endicott, Fayva, Radio Shack
K mart Plaza	2	K mart, Chicago Mkts., JoAnn Fabrics, Bag 'N Save
Nichols Disc. City	2	Nichols
Pyramid Mall	13	Price Chopper, Johnstown

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Downtown Mall Mon. through Sat.; most major stores open every night and Sun.

13 - RETAIL OUTLETS: Department Stores-Carl Co.
Discount Stores-Nichols; Fay's; K mart; Present Co.
Chain Drug Stores-Daw/Rite Aid; Carl's; Fay's; CVS.
Chain Supermarkets-P&C; Bag 'N Save; Price Chopper; Grand Union 2; Lou's Mkt.
Other Chain Stores-Radio Shack; Jo-Ann Fabrics; Big A Auto Parts; Agway; National Auto; So-Fro Fabrics; JCPenney (catalog); Fashion Bug; Endicott; Fayva.

14 - NEWSPAPERS: RECORDER (e) 14,231; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Patricia J. Beck, Adv. Dir., RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: Cayuga County. E&P Map D-3. County Seat. Diversified manufacturing center. Rich dairy. 26 mi. SW of Syracuse on U.S. 20; N.Y. State 5 (junction).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Onondaga Coach Lines; Centro Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 32,548; E&P 86 Est. 31,267
CZ-ABC: (80) 32,548
RTZ-ABC: (80) 62,931
County 80 Cen. 79,894; E&P 86 Est. 81,715
City & RTZ-ABC: (80) 95,479
Demographic Information available from Newspaper. See paragraph 14.

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4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,672; E&P 86 Est. 10,670
CZ-ABC: (80) 11,672
RTZ-ABC: (80) 20,541
County 80 Cen. 26,896; E&P 86 Est. 28,665
City & RTZ-ABC: (80) 32,213

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$230,000,000
Savings & Loan	1	$30,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: County 37,243

7 - ELECTRIC METERS: Residence 11,414

8 - GAS METERS: Residence 10,594

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prods. 2,795; Shoes 575; Plastics 290; Foods 380; Electronics 400; Bottling 300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Genesee St.; 2 on State St.; 2 on North St.
Neighborhood Shopping Centers-At the Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plaza(30)	NA	Ames, Central Tractor
Finger Lakes Mall(90)	3	Choppell's, Sears, Carl's Drugs, JCPenney, K mart, Anderson Little
Grant Ave. Plz.(10)	NA	K mart
Seminary Plaza(4)	NA	Fay's
Westside Plaza(5)	NA	Westside Phcy.

Principal Shopping Days-Thur., Fri., Sat., Sun
Stores Open Evenings-Thur., Fri. (most Thur.); Food: 7 days.

13 - RETAIL OUTLETS: Department Stores-Auburn Dry Goods.
Discount Stores-K mart; Ames; Nichols.
Chain Drug Stores-Rite Aid 3; Fay's Westside; Carl's Drugs; CVS.
Chain Supermarkets-P&C 2; Super Duper; Tops; Wegmans.

14 - NEWSPAPERS: THE CITIZEN (e-mon to fri) 15,650; (S) 16,116; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Panetta, Jr., Adv. Dir., CITIZEN, 25 Dill St., Auburn, NY 13021; Tel. (315) 253-5311.
National Representative: Landon Associates.

BATAVIA

1 - LOCATION: Genesee County. E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester; 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,703; E&P 86 Est. 16,523
NDM-ABC: (80) 22,268
RTZ-ABC: (80) 63,504
County 80 Cen. 59,400; E&P 86 Est. 60,744
Total NDM & RTZ-ABC: (80) 85,772
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,152; E&P 86 Est. 6,205
NDM-ABC: (80) 8,122
RTZ-ABC: (80) 20,110
County 80 Cen. 20,111; E&P 86 Est. 21,322
Total NDM & RTZ-ABC: (80) 28,232

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000
Savings & Loan	2	$39,000,000

6 - PASSENGER AUTOS: County 29,950

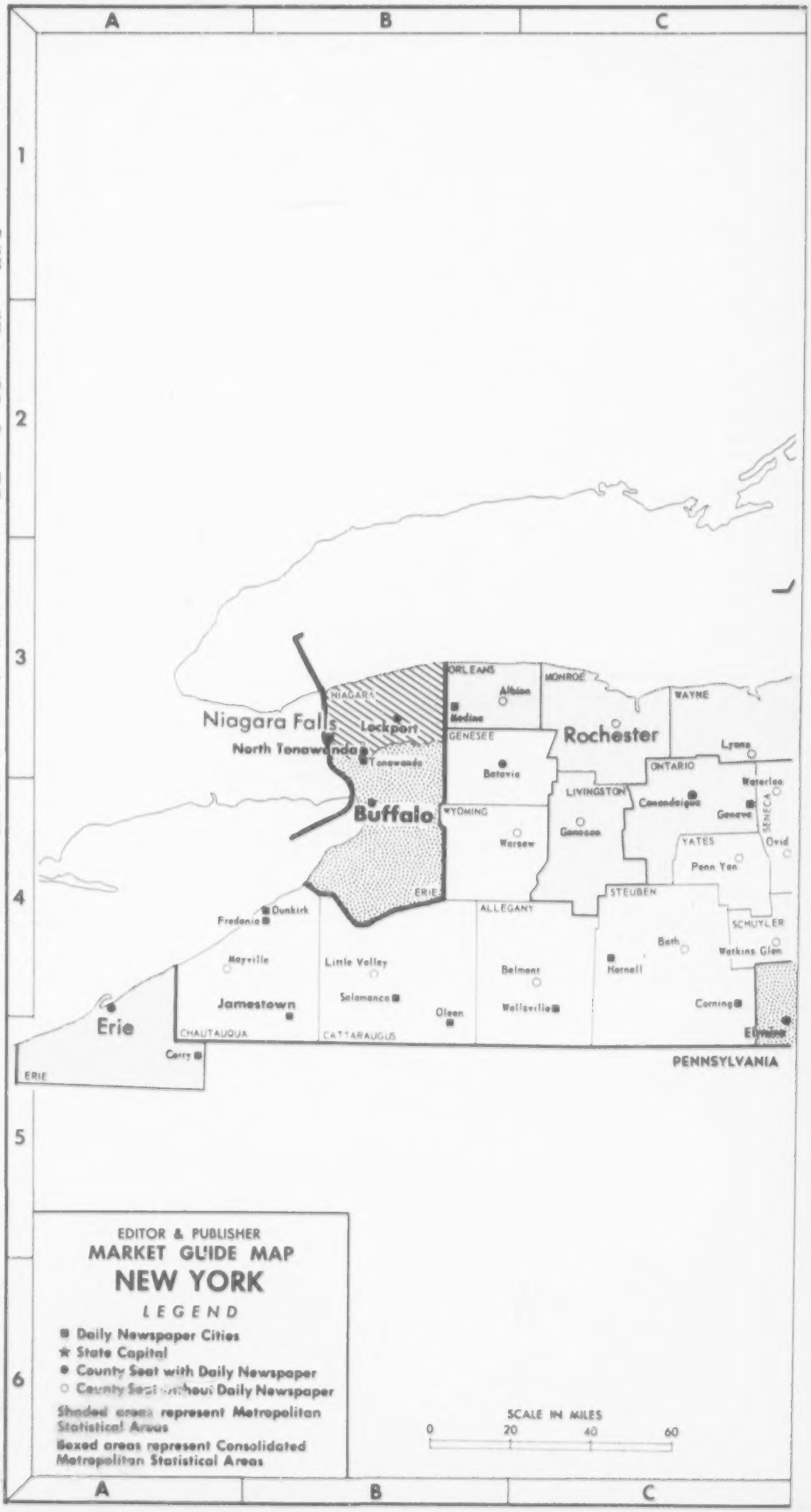
7 - ELECTRIC METERS: County 22,500

8 - GAS METERS: County 11,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 350; Condensers 370; Steel Metal Prods. 175; Road Mach. 500; Sprayers 300.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11 - TAP WATER: Alkaline, soft; fluoridated.



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CANADA
ST LAWRENCE
FRANKLIN
CLINTON
Malone
Ogdensburg
Plattsburgh
Canton
ESSEX
Saranac Lake
Elizabethtown
JEFFERSON
LEWIS
HAMILTON
VERMONT
Watertown
HERKIMER
Lowville
WARREN
WASHINGTON
OSWEGO
Lake Pleasant
Lake George
NEW HAMPSHIRE
Pulaski
Oswego
ONEIDA
SARATOGA
Hudson Falls
Glens Falls
Rome
CAYUGA
FULTON
ONONDAGA
Saratoga Springs
Oneida
Utica
Herkimer
Gloversville
Johnstown
Syracuse
Wampsville
Ilion
Little Falls
Ballston Spa
Fonda
Amsterdam
RENSSELAER
Auburn
MONTGOMERY
SCHENECTADY
Schenectady
OTSEGO
MADISON
SCHOHARIE
ALBANY
Troy
CORTLAND
CHENANGO
Albany
Cooperstown
Schoharie
TOMPKINS
Cortland
Norwich
Ithaca
Oneonta
GREENE
COLUMBIA
MASSACHUSETTS
BROOME
DELAWARE
Delhi
Catskill
Hudson
CHEMUNG
TIOGA
Owego
Binghamton
ULSTER
Kingston
PUTNAM
SUSQUEHANNA
SULLIVAN
DUTCHESS
Montrose
CONNECTICUT
Poughkeepsie
Monticello
Newburgh
Beacon
Danbury
PUTNAM
FAIRFIELD
Middletown
Goshen
Cornel
Tarrytown
Port Jervis
White Plains
Paterson
Hackensack
Passaic-Clifton
Union City
Peekskill
WESTCHESTER
New Rochelle
Mamaroneck
Port Chester
ORANGE
ROCKLAND
New Castle
City
Norwalk
Nyack
Stamford
Mount Vernon
Greenwich
Yonkers
NEW
JERSEY
BERGEN
Riverhead
Bronx
BRONX
NASSAU
SUFFOLK
Newark
Elizabeth
Jersey City
Bayonne
Harrison
Hempstead
New York
QUEENS
Garden City
Deer Park
UNION
KINGS
Jamaica
Long Island City
Bridgewater
Somerville
Brooklyn
SOMERSET

12 - RETAILING: Principal Shopping Center-Genesee Country Mall.
Neighborhood Shopping Centers-Ellicott & Liberty Sts.; W. Main St.; E. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Court St. Plz.(5)		Miners
Eastown Plz.(10)	1	K mart, Bell's, Lane Drug
Ames Plaza(24)	1	Bell's, Fay Drugs, Ames, Natl. Auto

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Mall Plazas every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney 3; C.L. Carr; Ames.
Discount Stores-Century; K mart; Zayre's.
Variety Stores-Newberry.
Chain Drug Stores-Fay's; CVS.
Chain Supermarkets-Bell's; Super Duper; Tops.
Other Chain Stores-National Auto; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 16,020; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth A. Holloway, Gen. Mgr., NEWS, PO Box 870, Batavia, NY 14020; Tel. (716) 343-8000.
National Representative: Landon Associates.

BEACON

See NEWBURGH

BINGHAMTON

1 - LOCATION: Broome County (MSA). E&P Map D-4, County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81, 88; State Hwys. 7, 17, 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2 - TRANSPORTATION: Railroads-Conrail; D&H; New York; Susquehanna & Western.
Motor Freight Carriers-60.
Intercounty Bus Lines-Interstate; Capitol-Trailways; Greyhound; Short Line.
Airlines-USAir; Colgan; Empire; Air Vectors; Brockway Air; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 55,860; E&P 86 Est. 52,561
CZ-ABC: (80) 175,518
RTZ-ABC: (80) 197,839
County 80 Cen. 213,648; E&P 86 Est. 215,467
MSA 80 Cen. 263,460; E&P 86 Est. 267,531
City & RTZ-ABC: (80) 373,357
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,314; E&P 86 Est. 22,268
CZ-ABC: (80) 64,482
RTZ-ABC: (80) 66,837
County 80 Cen. 76,809; E&P 86 Est. 80,264
MSA 80 Cen. 93,329; E&P 86 Est. 98,259
City & RTZ-ABC: (80) 131,319

5 - BANKS	NUMBER	DEPOSITS
Savings	2	N.A.
Commercial	9	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 116,689

7 - ELECTRIC METERS: Binghamton Metro Area 94,000

8 - GAS METERS: 53,188

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 37,700 ($471); Durable Goods 31,800 ($506); Metals & Mach. 27,400 (N.A); Other Durable 4,400 (N.A); Non-Durable 5,900 ($297); Constr. 5,600 ($413); Trans. & Pub. Util. 4,000 ($470); Whol. & Ret. 24,600 ($214); Fin., Ins. & Realty 3,800 ($311); Serv. & Misc. 21,600 ($243); Gov't 21,200 (N.A.); Total Non-Agric. Employment 118,600 ($356).
Principal Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 57-76; Fall 41-57; Winter 16-30. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Binghamton; Downtown Endicott & Johnson City.
Neighborhood Shopping Centers-19 blocks at Clinton St.; 5 at Main & Beethoven Sts.; 3 at So. Washington St. & Vestal Ave.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chenango Plaza(12)	5	Great American, Brook's Drug
Vestal Plaza(45)	1	Grand Union, K mart, Brook's Drug
Campus Plaza(4)	2	Great American, Sugerman's
Binghamton Plz.(4)	1	K mart, CVS, Grand Union
Century Plaza(2)	3	Fay's Drug
Endicott Plaza(19)	5	CVS, Grand Union, K mart, Philadelphia Sales
Northgate Plaza(27)	4	Ames, Carl's Drug, Grand Union
Oakdale Mall(126)	4	Sears, Mont. Ward, Bradlees, Bon-Ton, Fowler's, JCPenney
Park Manor Plaza(6)	8	Carl's, Grand Union
Downtown Endicott (80)	5	Burt's Dept., CVS
Giant Oakdale Plz.(8)	4	Giant Market, Rite Aid
Downtown Binghamton (50)		Boscov's Dept., CVS, Metrocenter
Downtown Johnson City(20)		CVS Drugs, Fay's Drugs, Olums

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon. & Thur; Plaza & Malls: Mon. through Sat.; Food: Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bon/Town; Fowler's; Boscov's; Montgomery Ward; Sears; JCPenney; Burts; Howland's.
Discount Stores-Philadelphia Sales 3; Sugerman's; Bradlees; Ames; K mart 3; Zayers.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-CVS 9; Brooks 6; Fay's 4; Crone's SupeRx 3; Rite Aid; Carl's 4.
Chain Supermarkets-Grand Union 6; Great American 13; Giant Food 11; P & C Foods; Suresave 5.
Other Chain Stores-Goodyear; Barbara Moss; Henry Wilson Jewelers; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Rayco; Cole's Mufflers; Discount Records; Golden Value Stores; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Clifford's Jewelers; Kay Bee Toys; Kay's Jewelers; Listening Booth; Richards & Son Jewelers; Kinney Shoes; Ormond Shops; Recordland; Rosenbaums; So-Fro Fabrics; Thom McAn; Waldenbooks; Herman's Present Co. (catalog); Boardman; Service Midse.

14 - NEWSPAPERS: PRESS & SUN-BULLETIN (m) 66,524; (S) 86,583; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Higgins, Natl. Adv. Mgr., PRESS and SUN-BULLETIN, Vestal Pkwy. East, Binghamton, NY 13902; Tel. (607) 798-1234.
National Representative: Gannett Media Sales.

BUFFALO

1 - LOCATION: Erie County (In Buffalo PMSA) E&P Map B-4, County Seat. Industrial, wholesale and retail distribution, financial, educational, research and transportation center. Western part of the state on Lake Erie and Niagara River on U.S.-Canada border; 72 mi. W of Rochester; 187 mi. NE of Cleveland; 254 mi. E of Detroit; 382 mi. NW of N.Y. City; 526 mi. E of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie. Point of entry for trade with Canada.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail; Delaware & Hudson; Chessie System; Norfolk Southern; South Buffalo Railway, Canadian National; Tonawanda Island; Buffalo Southern; New York & Lake Erie; Toronto, Hamilton & Buffalo; Arcade & Attica; Baltimore & Ohio.
Motor Freight Carriers-327.
Freight Steamship Lines-5.
Intercity Bus Lines-Greyhound; Bluebird; D&F; Cottrell; NFTA Metro; Trailways; Grand Island Transit.
Airlines-American; United; USAir; Eastern; Federal Express; People Express; Piedmont; Empire; Mall; Republic; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 357,870; E&P 86 Est. 310,355
CZ-ABC: (80) 671,318
RTZ-ABC: (80) 752,799
County/PMSA 80 Cen. 1,015,472; E&P 86 Est. 990,050
City & RTZ-ABC: (80) 1,424,117
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 104,954; E&P 86 Est. 133,486
CZ-ABC: (80) 253,562
RTZ-ABC: (80) 253,236
County/PMSA 80 Cen. 365,217; E&P 86 Est. 369,602
City & RTZ-ABC: (80) 506,798

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$7,366,381,000
Savings & Loan	3	$254,694,000
Commercial	14	$3,589,076,000

6 - PASSENGER AUTOS: County 500,490

7 - ELECTRIC METERS: Residence 438,000

8 - GAS METERS: Residence 367,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 70,700 ($556); Stone, Clay, Glass & Concrete 4,000 ($446); Primary Metals 4,900 ($521); Fab. Metal Prods. 10,600 ($578); Mach. (except elect.) 10,300 ($427); Elect. Equip. 9,500 ($406); Trans. Equip. 21,700 ($721); Other Durable Goods 5,300 (N.A.); Nondurable Goods 36,100 ($407); Food & Allied Prods. 8,000 ($410); Textiles & Apparel 3,200 ($241); Paper & Allied Prods. 2,900 ($347); Printing & Pub. 8,900 ($401); Chem. & Allied Prods. 7,400 ($509); Rubber & Misc. Plastic Goods 4,900 ($489); Other Nondurables 700 (N.A.); Constr. 12,800; Trans. & Public Util. 24,000; Whol. 24,800; Ret. 88,900; Fin., Ins. & R.E. 24,300; Servs. & Misc. 113,900; Govt. 55,100; Local Education 27,300; Misc. Mfg. 2,500; Mining 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 59-77; Fall 43-59; Winter 19-32. First killing frost, Oct. 16; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St., from S. Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.
Neighborhood Shopping Centers-Bailey Kensington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W. Utica 5 blocks; Jefferson Ave. near E. Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W. Ferry 4 blocks; Ridge Road in Lackawanna 7 blocks; Genesee St. near Moselle 3 blocks.
Large Plaza Centers (No. of Stores)-Summit Park Mall, Williams Rd., Niagara Falls 90; Mid-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 10; Mid-City Plaza, Payne Ave. & Meadow Dr., N. Tonawanda 26; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 24; Boulevard Mall, Niagara Falls Blvd., Amherst 95; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 58; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 18; Eastern Hills Mall, Transit Rd., Williamsville 97; Clarence Mall, Main St. & Transit Rd., Clarence 17; Transitown Plaza, Main St. & Transit Rd., Clarence 40; University Plaza, Main St. & Kenmore Ave. 14; Central Park Shopping Plaza, Amherst & Main Sts. 43; Airport Plaza, Genesee St. & Union Rd., Cheektowaga 42; Thruway Mall, Harlem Rd. & Walden Ave., Cheektowaga 86; Apple Tree Mall, Union Rd. between Como Park Blvd. & Bennett Rd., Cheektowaga 47; D & L Plaza, Broadway, Depew 27; Main Place Mall, Main St., between Church & Court Sts. 60; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 32; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 53; Southgate Plaza, Union Rd. at Seneca St., West Seneca 52; Aurora Village Shopping Center, Grey St., East Aurora 23; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 21; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 7; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 28; Lockport Mall, S. Transit Rd., Lockport 30 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 17; Cleve Hill Plaza, Kensington & Eggert Rd. 14; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 16; Del-Arrow Plaza, Delaware & Great Arrow, Buffalo 18; Del-Ton Plaza, Delaware Ave., Tonawanda 16; Evans-Sheridan Plaza, Sheridan Dr. & Evans St., Amherst 15; Garden Village Plaza, French & Union Rds., Cheektowaga 20; Highland-Colvin Plaza, Colvin Blvd. & Highland Ave., Tonawanda 23; Marvin Gardens Plaza, Niagara Falls Blvd. & Treadwell, Tonawanda 13; Pierce Arrow Plaza, Sheridan Dr. & Evan St., Amherst 16; Stuyvesant Plaza, Elmwood Ave. between North & Summer Sts., Buffalo 14; Townedge Square, Transit Rd. near French Rd., Lancaster 15; Wimbledon Plaza, Center Rd. near Seneca St., West Seneca 26; McKinley Mall, McKinley Parkway & Milestrip Rd., Hamburg 75.

Free Standing Stores (Complete Dept. Stores)-Sibley's, Main St. & Eggert Rd.; K mart, Walden Ave., Cheektowaga; Niag. Falls Blvd., Amherst; Southwestern Blvd., Orchard Pk.; Transit & Maple, Amherst; Military Rd., Niag. Falls; Transit Rd. Plaza, Lockpt.; Gold Circle, Walden Ave., Depew; Elmwood Ave., Buffalo; Seneca St., West Seneca; Maple Rd., Amherst; Lake Ave., Blasdell, Camp Rd., Hamburg; Military Rd., Niagara Falls; Hills, Lake Ave., Blosdell; Meadows Dr., North Tonawanda.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Stores Thur. Most Plaza stores open nightly.
Stores Open Sunday-Most supermarkets, some plazas, most discount stores.

13 - RETAIL OUTLETS: Department Stores-Adam, Meldrum & Anderson 10; Sibley's 5; Sears 3; JCPenney 4; Hills Dept. 12; Gold Circle 7; Jenss 2; Sample 9.
Variety Stores-Woolworth 5; Ames 12; G.C. Murphy; D&K.
Discount Stores-Brand Names 7; K mart 10.
Chain Drug Stores-Brooks 10; Fay 16; Leader Wholesale 37; Miller 2; Peterson 7; Revco 5; Rite Aid 38; CVS 26.
Chain Supermarkets-Super Duper 31; Tops 39; 8-Kwik 14; Bell's 37; Wegman's 4.
Other Chain Stores-Endicott Johnson; Thom McAn; Firestone; Goodyear; Fanny Farmer; Kinney; Ulbrichs; Chess King; Martin Jacobi; Radio Shack; Cavages; L.L. Berger; Lane Bryant; Florsheim Shoes; The Gap; Kleinhans; Casual Corner; Friendly Ice Cream; Gutman's; Hickory Farms; Kay Bee Toys; Child World; Waldenbooks; Baker Shoes; Ormonds; Stuarts; Jeans West; Spencer Gifts; Richman Bros.

14 - NEWSPAPERS: NEWS (all day-mon to fri) 317,024; (m-sat) 282,081; (S) 370,748; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joelene Carson, Gen. Adv. Mgr., NEWS, 1 News Plaza, Buffalo, NY 14240; Tel. (716) 849-3434.
National Representatives: Sawyer-Ferguson-Walker; Publishers' Representatives of Florida; American Publishers' Representatives of Canada; Landon Associates.

CANANDAIGUA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-4, County Seat. Shipping center. In W central part of state on Canadaigua Lake; on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

2 - TRANSPORTATION: Railroads-Amtrak-Freight only.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 10,419; E&P 86 Est. 10,267
County 80 Cen. 88,909; E&P 86 Est. 94,867
MSA 80 Cen. 971,879; E&P 86 Est. 996,530
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,615; E&P 86 Est. 3,731
County 80 Cen. 30,307; E&P 86 Est. 33,709
MSA 80 Cen. 342,101; E&P 86 Est. 366,395

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 46,049

7 - ELECTRIC METERS: Residence 3,775

8 - GAS METERS: Residence 3,277

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Winery 237; Commun., Indus. & Office Tapes 300; Plastics 1,700; Electric Insulators 310; Paper, Paper Prods. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15; last killing frost, Apr. 20.

11 - TAP WATER: Filtrated, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkway Plz.(20)	NA	Woolworth
Townline Plz.(14)	NA	Big Wheel
Nichols Plz.(6)	NA	Nichol's
Finger Lake Plz.(10)	NA	Apple's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-S.E. Nichols; JCPenney; Big Wheel.
Variety Stores-Woolworth.
Discount Stores-Nichol's; Big Wheel.
Chain Drug Stores-Wayne 2; Fays.
Chain Supermarkets-Shurfine; Apple's Market; Wegman's; P&C Mkt.

Other Chain Stores-Endicott-Johnson; Finn Auto; Johnson; Montgomery Ward; Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack; Chase Pitkin.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 11,506; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Thomas Miller, Gen. Mgr. & Mktg. Dir., MESSENGER, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770.
National Representative: Landon Associates.

CATSKILL

1 - LOCATION: Greene County. (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Shopping center for County; small mfg. On W bank of Hudson River. 30 mi. S of Albany; 115 mi. N of NYC.

2 - TRANSPORTATION: Railroads-Conrail to Hudson; West Shore.
Motor Freight-Cross Country Service.
Intercity Bus Lines-Greyhound; Mountain View; Adirondack Transit & Jersey.

3 - POPULATION:
Corp. Village 80 Cen. 4,718; E&P 86 Est. 4,011
County 80 Cen. 40,861; E&P 86 Est. 42,463
MSA 80 Cen. 835,880; E&P 86 Est. 853,564

4 - HOUSEHOLDS:
Corp. Village 80 Cen. 1,836; E&P 86 Est. 1,272
County 80 Cen. 14,919; E&P 86 Est. 16,206
MSA 80 Cen. 302,191; E&P 86 Est. 321,485

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$178,325,000
Commercial	2	$141,520,000

6 - PASSENGER AUTOS: County 25,920

7 - ELECTRIC METERS: Residence Village 2,244; Trade Area 16,252

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Cement Mfg. 589 Emp. ($355 Wkly.); Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Main St. Shopping Center; Jamesway Plaza, 9 W. Hwy. S.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Newberry; Jamesway; King's; Morton's.
Variety Stores-Newberry.
Discount Stores-Jamesway.
Chain Drug Stores-Mikhitarian; Mall Drugs; Rite Aid.
Chain Supermarkets-Grand Union 2; Joe's Mkt.; Shop-Rite; Arbees; Cumberland Farms 3; Great American 2.

14 - NEWSPAPERS: MAIL (e) 4,700; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Gunther Hafner, Pub., MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100.
National Representative: None.

CORNING

1 - LOCATION: Steuben County. E&P Map C-4, SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17, 414.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail (freight only).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.
Airlines-USAir; Piedmont; Pennsylvania Air.

3 - POPULATION:
Corp. City 80 Cen. 12,953; E&P 86 Est. 11,378
CZ-ABC: (80) 26,244
RTZ-ABC: (80) 59,406
County 80 Cen. 99,135; E&P 86 Est. 99,414
City & RTZ-ABC: (80) 85,650
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,394; E&P 86 Est. 4,517
CZ-ABC: (80) 10,243
RTZ-ABC: (80) 19,714
County 80 Cen. 32,121; E&P 86 Est. 36,659
City & RTZ-ABC: (80) 29,957

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	5	$49,722,000
Savings & Loan	2	$72,000,000
Commercial	5	$208,000,000

6 - PASSENGER AUTOS: County 47,271

7 - ELECTRIC METERS: Residence 12,409

8 - GAS METERS: Residence 11,000

9 - PRINCIPAL INDUSTRIES: Glass Prods.; Fibre Boxes; Air Comp.
Principal Industrial Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkwy.; 3 on Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall, Big Flats(130)	NA	JCPenney, McCrory, Rea & Derick, Hess, Sears
Grand Central(20)	NA	K mart
Murphy's Mart Plz.	NA	Murphy's Mart, Radio Shack, Great American
Painted Post(18)	NA	Tallman's
V.G. Sq.	NA	Great American
S. Corning Pk.	NA	Corning Bldg. Co.
Rts. 415 & 17	NA	Nichols

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food Stores open 7 days & evenings.

13 - RETAIL OUTLETS: Department Stores-Gates-Rockwell.
Variety Stores-Woolworth.
Chain Drug Stores-Rea & Derick; Rite Aid; Fay's; Carl's.
Discount Store-Nichols; Murphy's Mart.
Chain Supermarkets-Foodmart; A&P; Great American 3; P&C; Wegmans.
Other Chain Stores-Firestone; Joann Fabrics; Goodyear; Bern Fum.; Wickes; Grossman's; Radio Shack; Central Tractor; Van Heusen; The Corning Store; Beacon Linens.

14 - NEWSPAPERS: LEADER (e) 16,238; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne Petti, Adv. Dir., LEADER, 34 W. Pulteney St., Corning, NY 14830; Tel. (607) 936-4651.
National Representative: Landon Associates.

CORTLAND

1 - LOCATION: Cortland County. E&P Map D-4. County Seat. Agriculture & dairy shipping center; miscellaneous manufacturing; college center. Central part of state; 35 mi. from Syracuse; 45 mi. from Binghamton; 220 mi. from N.Y. City. On U.S. Hwys. 11, I-81; State Hwys. 13, 41, 90, 281.

2 - TRANSPORTATION: Railroad-NYS&W (freight).
Motor Freight Carriers-20.
Intercity Bus Line-Greyhound.
Airline-USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,138; E&P 86 Est. 19,763
CZ-ABC: (80) 20,138
RTZ-ABC. (80) 31,537
County 80 Cen. 48,820; E&P 86 Est. 48,996
City & RTZ-ABC. (80) 51,675
Demographic Information available from Newspaper. See paragraph 14.

Cortland Standard (e)
12,196 ABC 3/31/86

4 - HOUSEHOLDS:
City 80 Cen. 6,868; E&P 86 Est. 6,836
CZ-ABC. (80) 6,868
RTZ-ABC. (80) 10,500
County 80 Cen. 16,324; E&P 86 Est. 17,155
City & RTZ-ABC. (80) 17,368

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$224,037,701
Commercial	3	$160,326,023

6 - PASSENGER AUTOS: County 21,367

7 - ELECTRIC METERS: Residence 7,653

8 - GAS METERS: Residence 4,836

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Metal Prods. 1,156; Typewriters 1,500; Electronics 426; Printing 100; Corsets & Clothing 555; Sporting Goods 183; Wood Prods. 300; Plastics 473; General Mfg. 576; State Univ. College 1,030; Food 63.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter-15-34. First killing frost, late Oct.; last killing frost, early Apr.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortlandville(5)	2	K mart, Chappell's
Groton Ave.(15)	1	JoAnn Fabrics, Fay's, Radio Shack, Tops Mkt., Central Tractor
Grand Union Pl.(3)	1	Grand Union, Philadelphia Sales, Carl's Drugs
Riverside Mall(6)	1	P&C Mkts., Fay's, Wheels, Zayre
Cortland Plaza(3)	2	Great American, Kinney Drugs, Ames
Port Watson Pl.(2)	1	Great American, Carl's Drugs

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food-Mon. through Sun. Others-Thur.; Plazas-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Chappell's.
Variety Stores-Newberry.
Chain Drug Stores-Rite Aid; Fay's 2; Carl's 2; Kinney.
Discount Stores-K mart; Philadelphia Sales; Ames; Zayre.
Chain Supermarkets-Great American 2; IGA 2; Grand Union; P&C; Tops; Super Duper.
Other Chain Stores-Singer Co.; Endicott Johnson; Sears (catalog); Radio Shack; Action Audio; Central Tractor Sales; JoAnn Fabrics; Goodyear; Pickway Shoes; Grossman's; TSC; Tallmadge Tire; Firestone; Wheels.

14 - NEWSPAPERS: STANDARD (e) 12,196; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD, 110 Main St.; PO Box 5548, Cortland, NY 13045; Tel. (607) 756-5665.
National Representative: Landon Associates.

DUNKIRK-FREDONIA

1 - LOCATION: Chautauqua County. E&P Map B-4. On S Shore of Lake Erie. 40 mi. SW of Buffalo. Steel, food products, manufacturing center.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna; Norfolk & Western.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; D&F Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 26,436; E&P 86 Est. 26,155
Dunkirk 80 Cen. 15,310; E&P 86 Est. 14,433
Fredonia 80 Cen. 11,126; E&P 86 Est. 11,722

Dunkirk Observer (e)
15,370 ABC 3/31/86

CZ-ABC: (80) 28,020
RTZ-ABC: (80) 28,305
County 80 Cen. 146,925; E&P 86 Est. 147,753
City & RTZ-ABC: (80) 56,325

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,544; E&P 86 Est. 8,413
Dunkirk 80 Cen. 6,216; E&P 86 Est. 5,116
Fredonia 80 Cen. 3,328; E&P 86 Est. 3,297
CZ-ABC: (80) 9,544
RTZ-ABC: (80) 9,895
County 80 Cen. 52,817; E&P 86 Est. 55,360
City & RTZ-ABC: (80) 19,439

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$23,427,000
Savings	1	$50,000,000
Commercial	6	$161,000,000

6 - PASSENGER AUTOS: County 68,195

7 - ELECTRIC METERS: Residence 11,488

8 - GAS METERS: Residence 12,275

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stainless Steel 1,200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fab. 100 ($250); Food Processors 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375); Printing N.A. ($350).

10 - CLIMATE: First killing frost, Sept. 30; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Dunkirk: 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St.; 10 on Route 60 strip.
Neighborhood Shopping Centers-D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westfield	18	Bells Supermarket, Quality Market
Silver Creek	11	Super Duper, Quality Market
Brocton	9	Country Fair
Cassadaga	11	Super Duper, Red & White

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most plaza stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sidey's; Brand Names Sales.
Discount Stores-Ames; Hills.
Variety Stores-G.C. Murphy; Jupiter; McCrory.
Chain Drug Stores-Leader; Brooks 2; CVS; Fay's Rx.
Chain Supermarkets-Bells; Tops 2; Freshmart; Quality Markets 2; Super Duper.

14 - NEWSPAPERS: OBSERVER (e) 15,370; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER, 8-10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.
National Representative: Landon Associates.

Cortland Standard.

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CONSUMER-NEWS

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ELMIRA

1 - LOCATION: Chemung County (MSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13, 14, 17.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Capitol Trailways; Empire Trailways; T.N.T. Bus Co.; Short Lines; Greyhound.
Airlines-USAir; Elarco (charter); Mall Airways; Brockway Air; Empire; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 35,327; E&P 86 Est. 31,769
CZ-ABC: (80) 71,529
RTZ-ABC: (80) 205,073
County/MSA 80 Cen. 97,656; E&P 86 Est. 93,108
City & RTZ-ABC: (80) 276,602
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,603; E&P 86 Est. 12,109
CZ-ABC: (80) 26,033
RTZ-ABC: (80) 70,812
County/MSA 80 Cen. 34,521; E&P 86 Est. 34,328
City & RTZ-ABC: (80) 96,845

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$210,000,000
Savings & Loan	3	$190,400,000
Commercial	4	$437,750,000

6 - PASSENGER AUTOS: County 44,746

7 - ELECTRIC METERS: Residence 21,000

8 - GAS METERS: Residence 16,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-All Mfg. 8,300 ($360); Durable Goods 6,600 ($375); Non-durable Goods 1,600 ($310).

10 - CLIMATE: Min. & Max. Temp. Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20; last killing frost, Apr. 20-30.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks E. and W. Water Sts.; 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.
Neighborhood Shopping Centers-S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S edge of CZ); Lakehills Plaza; Diven Plaza (8 stores); Langdon Plaza (10 stores); Midtown Plaza (15 stores); Miller Plaza (4 stores); The Arnot Mall, Rt. 17 (NW edge of CZ) (100 stores).
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; S.F. Iszard; Hess's; Sears; Rosenbaum.
Discount Stores-Nichols; Hills; Seagulls; K mart; Bradlees.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Brooks 2; Nichols; Rea & Derick; Fay's 2; Rite Aid 5; Carl's.
Chain Supermarkets-Acme; Great American 2; P&C 2; Super Duper 2; Tops 2; Weis.
Other Chain Stores-Goodyear; Endicott-Johnson; Richman Bros.; Sherwin-Williams.

14 - NEWSPAPERS: STAR-GAZETTE (m) 36,171; TELEGRAM (S) 48,442; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Pat Frantz, Adv. Dir., STAR-GAZETTE and TELEGRAM, 201 Baldwin St.; PO Box 285, Elmira, NY 14902; Tel. (607) 734-5151.
National Representative: Gannett Media Sales.

FREDONIA
See DUNKIRK

FULTON
See OSWEGO

GARDEN CITY
See LONG ISLAND

GENEVA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-4. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Onondaga Coach; Elmira; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,133; E&P 86 Est. 13,979
CZ-ABC: (80) 15,133
RTZ-ABC: (80) 112,488
County 80 Cen. 88,909; E&P 86 Est. 94,867
MSA 80 Cen. 971,879; E&P 86 Est. 996,530
City & RTZ-ABC: (80) 127,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,400; E&P 86 Est. 4,666
CZ-ABC: (80) 5,241
RTZ-ABC: (80) 38,880
County 80 Cen. 30,307; E&P 86 Est. 33,709
MSA 80 Cen. 342,101; E&P 86 Est. 366,395
City & RTZ-ABC: (80) 44,121

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$105,424,572
Commercial	2	$99,348,000

6 - PASSENGER AUTOS: County 46,049

7 - ELECTRIC METERS: Residence 4,555

8 - GAS METERS: Residence 3,998

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 250 ($180); Printing & Pub. 100 ($200); Primary Metal 130 ($200); Fab. Metal 100 ($250); Mach. 850 ($250); Electronics 100 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 36-99; Fall -2-84; Winter -11-59. First killing frost, Oct. 22; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-1 block on Main St.; 4 on Seneca; 4 on Exchange; 2 on Linden.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall(14)	2	K mart, Mont. Ward
Town & Country Plaza(19)	1	Sears, Bells, Tops, McCurdy
Big N Plaza(2)	4	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-McCurdy.
Variety Store-Woolworth.
Discount Stores-CVS; Present, Inc.; K mart; Ames.
Chain Drug Stores-Fays; Carl's Drug; CVS.
Chain Supermarkets-Red & White 6; IGA 3; Bells; Grand Union; P&C 7; Foodland; Super Duper 2; Tops 2; Wegman's 2.
Other Chain Stores-JCPenney; Kinney; Fannie Farmer; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: FINGER LAKES TIMES (e) 19,142; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: K.F. Bauer, Adv. Mgr., FINGER LAKES TIMES, 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.
National Representative: None.

GLENS FALLS

1 - LOCATION: Warren County (MSA). E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between NYC and Montreal. Manufacturing, agricultural, and resort area.

2 - TRANSPORTATION: Railroads-D&H.
Motor Freight Carriers-18.
Intercity Bus Lines-Adirondack Trailways; Greyhound; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 15,897; E&P 86 Est. 14,593
CZ-ABC: (80) 30,591
RTZ-ABC: (80) 124,288
County 80 Cen. 54,854; E&P 86 Est. 56,747
MSA 80 Cen. 109,649; E&P 86 Est. 113,422
City & RTZ-ABC: (80) 154,879

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,069; E&P 86 Est. 4,475
CZ-ABC: (80) 11,336
RTZ-ABC: (80) 41,146
County 80 Cen. 19,420; E&P 86 Est. 21,030
MSA 80 Cen. 37,307; E&P 86 Est. 40,182
City & RTZ-ABC: (80) 52,482

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: County 30,122

7 - ELECTRIC METERS: Residence 52,864

8 - GAS METERS: Residence 14,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 2,200 ($400); Shirts, Dresses 650 ($185); Elect. Prods. 1,725 ($325); Mach. 500 ($200); Ins. 1,200 ($165); Color Pigments 1,080 ($250); Cement 140 ($200); Gloves 75 ($150); Textiles 540 ($125); Surg. Inst. 600 ($210); Print & Pub. N.A. ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1; last killing frost, May 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aviation Mall(80)	NA	JCPenney, Sears, Caldor
Northway(34)	2	Howland
Midtown(10)	1	Joy, Barbers
Zayre(5)	3	Zayre
Northgate(10)	1	Radio Shack
Glen Square(5)	1	Grand Union
Pyramid Mall(70)	NA	Mont. Ward
Queensbury Plaza(18)	1	Shop-Rite Rite Aid

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs. and Discount-Mon. through Sat.; Sun. noon-5 p.m.

13 - RETAIL OUTLETS: Department Stores-Howland's; Sears; Joy; Pearl's; JCPenney; Magram's; Caldor.
Discount Stores-Joy; Zayre.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; CVS; Fay's.
Chain Supermarkets-Grand Union 6; Price Chopper 3; Shop-Rite.
Other Chain Stores-Rudolph's Jewelry; Endicott Johnson; Thom McAn; Kinney; Triangle; Fanny Farmer; Women's Clothing: Erlanger's, Honigsbaum's, Magram's, Barbara Moss, Argersinger's.

14 - NEWSPAPERS: POST-STAR (m) 34,777; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: M. Vern Hellijas, Adv. Mgr., POST-STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131.
National Representative: Landon Associates.

GLOVERSVILLE-JOHNSTOWN

1 - LOCATION: Fulton County. E&P Map E-3. County Seat. Central New York. 43 mi. W of Albany, 42 mi. E of Utica. Four miles N of Barge Canal. On State Hwys. 29, 30A; 5 miles N of exit 28, N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,196; E&P 86 Est. 25,330
Gloversville 80 Cen. 17,836; E&P 86 Est. 16,509
Johnstown 80 Cen. 9,360; E&P 86 Est. 8,821
CZ-ABC: (80) 34,739
RTZ-ABC: (80) 47,918
County 80 Cen. 55,153; E&P 86 Est. 56,337
City & RTZ-ABC: (80) 82,657

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,982; E&P 86 Est. 8,972
Gloversville 80 Cen. 7,176; E&P 86 Est. 5,938
Johnstown 80 Cen. 5,806; E&P 86 Est. 3,034
CZ-ABC: (80) 13,420
RTZ-ABC: (80) 16,465
County 80 Cen. 20,259; E&P 86 Est. 21,570
City & RTZ-ABC: (80) 29,885

5 - BANKS	NUMBER	EST. DEP.
Savings	2	N.A.
Commercial	10	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 26,753

7 - ELECTRIC METERS: Residence 27,845

8 - GAS METERS: Residence 10,658

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tanneries 1,800; Gloves 600; Shoes 206; Phono. Records 236; Machine Shops 499; Awnings/Boats/Supplies 270; Knit/Fabric 500; Toys/Electronics 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-92; Fall 45-65; Winter 5-45. First killing frost, Oct. 10; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-Gloversville: 6 blocks on Main St., 2 on Bleecker St., 2 on W Fulton St.; Johnstown: 5 blocks on Main St., 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arterial Plz.(10)	3	Zayre, CVS, P&C
Nichol's Plaza(3)	3	Nichol's
Pyramid Mall(20)	2	Jamesway, Price Chopper, Fay's Drug Radio Shack

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. Shopping centers 6 nights.

13 - RETAIL OUTLETS: Department Stores-Argersinger; Gould's; Jamesway.
Chain Drug Stores-Rite Aid 2; CVS 2; Fay 2; Carl's.
Discount Stores-Nichol's; Jamesway; Zayre.
Variety Stores-Woolworth.
Chain Supermarkets-Grand Union 2; P&C 2; Price Chopper 2; Chicago Market.
Other Chain Stores-Picway Shoes; Radio Shack; Grossman's; Agway; Stylish Women; Singer; Woodbury's; Monro Muffler; Midas.

14 - NEWSPAPERS: LEADER-HERALD (e) 13,754; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-8616.
National Representative: Landon Associates.

HERKIMER-ILION

1 - LOCATION: Herkimer County (In Utica-Rome MSA). E&P Map E-3, County Seat. Midway between NY and Buffalo on State Hwys. 5, 5S, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

2 - TRANSPORTATION: Motor Freight Carriers-16.
Intercity Bus Lines-Central New York; Greyhound; Trailways to Mohawk.
Airlines-USAir; Empire.

3 - POPULATION:
Corp. Cities 80 Cen. 17,573; E&P 86 Est. 17,334
Herkimer 80 Cen. 8,383; E&P 86 Est. 8,265
Ilion 80 Cen. 9,190; E&P 86 Est. 9,069
CZ-ABC: (80) 20,789
RTZ-ABC: (80) 45,925
County 80 Cen. 66,714; E&P 86 Est. 68,535
MSA 80 Cen. 320,180; E&P 86 Est. 323,994
City & RTZ-ABC: (80) 66,714

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,553; E&P 86 Est. 5,883
Herkimer 80 Cen. 3,232; E&P 86 Est. 2,881
Ilion 80 Cen. 3,321; E&P 86 Est. 3,002
CZ-ABC: (80) 7,761
RTZ-ABC: (80) 15,921
County 80 Cen. 23,682; E&P 86 Est. 25,474
MSA 80 Cen. 111,682; E&P 86 Est. 117,708
City & RTZ-ABC: (80) 23,682

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$195,000,000
Savings & Loan	3	$21,500,000

6 - PASSENGER AUTOS: County 31,831

7 - ELECTRIC METERS: Residence CZ 8,739

8 - GAS METERS: Residence CZ 6,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Apparel 581; Mach. 5,084; Textile 284; Metal Fab. 1,597; Furn. & Fixtures 1,112; Computer Components 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St.; Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St.; Mohawk: 2 on Main St., 1 on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Herkimer(9)	NA	
Central Plz (34)	NA	Fays
Little Falls Sq.	NA	Mont. Ward
Little Falls(6)	NA	JCPenney

13 - RETAIL OUTLETS: Discount Stores-Nichol's; Fay's, K mart; Montgomery Ward.

Variety Stores-Woolworth.
Chain Drug Stores-Gallinger; Lennox Bros., Daw Rite Aide; Nichols; Burns; Fay's; Wardle's Plz.; Carl's.
Chain Supermarkets-Chicago Mkts.; P&C; Victory 2; Herkimer Chief; Aiello's; Big M 2.
Other Chain Stores-National Auto; Losurdo's Mutual Distributors.

14 - NEWSPAPERS: TELEGRAM (e) 7,248; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Pub., TELEGRAM, 111-113 Green St., Herkimer, NY 13350; Tel. (315) 866-2220.
National Representative: Thomson Newspapers.

HORNELL

1 - LOCATION: Steuben County. E&P Map C-4. Industrial Center 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Genesee Valley; Short Line.

3 - POPULATION:
Corp. City 80 Cen. 10,234; E&P 86 Est. 9,146
County 80 Cen. 99,135; E&P 86 Est. 99,414
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,861; E&P 86 Est. 3,386
County 80 Cen. 35,121; E&P 86 Est. 36,659

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$600,000,000
Savings & Loan	2	$31,300,000

6 - PASSENGER AUTOS: County 47,271

7 - ELECTRIC METERS: Residence 4,206

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 400 ($275); Textiles 400; Mach. 275 ($175); Ret. 1,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-85; Fall 45-75; Winter -10-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks downtown-Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)	NA	K mart
Nichols Plz.(7)	NA	S.E. Nichols
Rt. 21 Plz.(3)	NA	Food Barn

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Tuttle & Rockwell; JCPenney; Sears.
Variety Stores-Woolworth; Servi-Star.
Discount Stores-K mart; S.E. Nichols.
Chain Drug Stores-Brooks; Fay's; Rexall; Rite Aid.
Chain Supermarkets-Super Duper; Acme; Wegman's; Food Barn; Big M.
Other Chain Stores-Singer; Goodyear; Mary Carter Paint; Harold's Army & Navy; Monro Muffler/Brake.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,030; (S 12,203; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: John Frungillo, Adv. Dir., TRIBUNE, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Columbia County. E&P Map I-4, County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66, 9G.

2 - TRANSPORTATION: Railroads-Conrail; B.&A.; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Columbia County Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,986; E&P 86 Est. 7,227
CZ-ABC: (80) 12,015
RTZ-ABC: (80) 43,547
County 80 Cen. 59,487; E&P 86 Est. 63,337
City & RTZ-ABC: (80) 55,562

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,163; E&P 86 Est. 2,697
CZ-ABC: (80) 4,703
RTZ-ABC: (80) 15,246
County 80 Cen. 21,325; E&P 86 Est. 23,705
City & RTZ-ABC: (80) 19,949

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	$269,959,000

6 - PASSENGER AUTOS: County 34,746

7 - ELECTRIC METERS: Residence 9,651

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. (Durable and non-durable goods) 1,131 ($363); Agric. 1,872 ($303); Gov't Employees 455 ($353).

10 - CLIMATE: Temperate, large variations.

11 - TAP WATER: City Zone; Neutral, soft; surrounding area; very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza	1	Ames
Port 9 Plaza	1	Bermans
Jamesway Plz.	2	Jamesway
Hudson Valley Mall	25	Hess's, K mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-J.J. Newberry.
Discount Stores-Jamesway; Ames.
Chain Supermarkets-Shop-Rite; Price Chopper; A&P.
Other Chain Stores-Endicott-Johnson; CVS; Radio Shack; Fays; Grossman's.

14 - NEWSPAPERS: REGISTER-STAR (e-mon to fri) 15,297; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J. Thomas Martin, Adv. Dir., REGISTER-STAR, 364 Warren St., Hudson, NY 12534; Tel. (518) 828-4355.
National Representative: Landon Associates.

ITHACA

1 - LOCATION: Tompkins County. E&P Map D-4, County Seat. S central part of western state. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi. E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N of Pennsylvania border. Educ.; dairy; some fruit and mfg. Home of various agric. enterprises.

2 - TRANSPORTATION: Railroads-Lehigh Valley (freight).
Intercity Bus Lines-Interstate; Greyhound.
Airlines-USAir; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 28,732; E&P 86 Est. 29,349
CZ-ABC: (80) 44,754
RTZ-ABC: (80) 42,331
County 80 Cen. 87,085; E&P 86 Est. 90,511
City & RTZ-ABC: (80) 87,085
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,105; E&P 86 Est. 9,596
CZ-ABC: (80) 14,105
RTZ-ABC: (80) 15,443
County 80 Cen. 29,548; E&P 86 Est. 31,802
City & RTZ-ABC: (80) 29,548

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$138,000,000
Savings	1	$102,000,000
Savings & Loan	1	$31,000,000

6 - PASSENGER AUTOS: County 39,824

7 - ELECTRIC METERS: Residence 32,336

8 - GAS METERS: Residence 11,063

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 10,000; Ithaca College 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on State St., 1 on Green St., 1/2 on Seneca St. (these 3 parallel); 3 on Aurora St., 3 on Tioga St., 3 on Cayuga St. (these 3 crossing).
Neighborhood Shopping Centers-Triphammer, NE, The Plz. to SE College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, NE on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell Univ.); Community Corners, about 3 mi. NE, beyond vlg. of Cayuga Heights; Pyramid Mall NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corners Community(20)	NA	IGA
East Hill(12)	NA	Rite Aid Drug, P&C
Ithaca Plz.(13)	NA	Grand Union
Triphammer(15)	NA	A&P, Sears, Jamesway
Cayuga Mall(8)	NA	Grand Union, Fays, Paper Cutter, Zayre
Pyramid Mall(80)	NA	JCPenney, Howlands, J.W. Rhodes, Hill's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Malls-every night except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Woolworth; Hills; J.W. Rhodes; Howlands; Montgomery Ward; Iszard's.
Discount Stores-Jamesway; Clinton; Rite Aid; Down Town; Fay's; K mart.
Chain Drug Stores-The Hills; Rite Aid.
Chain Supermarkets-A&P; Grand Union; P&C 2; Great American; IGA; Tops.
Other Chain Stores-Fanny Farmer; Outdoor; Triangle; Singer Co.; Firestone; Goodyear; Thom McAn; Sears (catalog); Sherwin-Williams; Mary Carter Paints.

14 - NEWSPAPERS: JOURNAL (e) 19,776; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Pat Thompson Frantz, Adv. Dir., JOURNAL, 123 W. State St., Ithaca, NY 14850; Tel. (607) 272-2321.
National Representative: Gannett Media Sales.

JAMESTOWN

1 - LOCATION: Chautauqua County. E&P Map B-4. Wholesale shipping & manufacturing center 70 mi. from Buffalo; 60 mi. from Erie; 150 mi. from Pittsburgh; 140 mi. from Rochester.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-24.
Airlines-USAir; Commuter.
Intercity Bus Lines-Greyhound; Blue Bird; D&F Transit.

3 - POPULATION:
Corp. City 80 Cen. 35,775; E&P 86 Est. 33,497
CZ-ABC: (80) 46,579
RTZ-ABC: (80) 96,345
County 80 Cen. 146,925; E&P 86 Est. 147,753
City & RTZ-ABC: (80) 142,924

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,194; E&P 86 Est. 13,115
CZ-ABC: (80) 18,391
RTZ-ABC: (80) 33,316
County 80 Cen. 52,817; E&P 86 Est. 55,360
City & RTZ-ABC: (80) 51,707

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 68,195

7 - ELECTRIC METERS: City Residence 19,907

8 - GAS METERS: Jamestown Area Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Sept. 27; last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Third St.; 2 on Main St.; 3 on Second St.; 4 on Fourth St.; 2 in Brooklyn Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side Plz.	2	Eckerd, Quality Mkt., Brand Names
Fairmont Plz	3	Shopper's Choice
Big N Plz.(8)	2	Ames, Big N, Olan Mills
Super Duper Plz	5	Super Duper, Jamesway
Zayre Plz.(7)	4	Zayre, Revco, Valu Home Ctr., Gray Drugs
Quality Markets	1	Faye's Drug
Chautauqua Mall(59)	4	Sears, Gray Drugs Woolworth, Firestone
Fluvanna Plz	1	Super Duper Mkt., Revco Drugs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Drugs; Supermkts. & mall stores; Discount Stores. Downtown-Fri. eve.

13 - RETAIL OUTLETS: Department Stores-Carnahan's; Bigelow's; Sears.
Discount Stores-Jamesway; Shopper's Choice; Zayre; Ames; Hills; Brand Name Sales.
Variety Stores-Woolworth.
Chain Drug Stores-Eckerd 2; Rite Aid; Gray 2; Revco 2; Faye's.
Chain Supermarkets-Bells 2; Super Duper 2; Quality Markets 5.
Other Chain Stores-Thom McAn; Triangle; Richman Bros.; Fashion Factory; Ames-Big N; Fanny Farmer; Betty Dixon; Radio Shack; Fashion Bug.

14 - NEWSPAPERS: POST-JOURNAL (e) 27,779; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Schultz, Adv. Dir., POST-JOURNAL, PO Box 190, Jamestown, NY 14702; Tel. (716) 487-1111.
National Representative: Landon Associates.

KINGSTON

1 - LOCATION: Ulster County. E&P Map F-5. County Seat. Mfg., agriculture, dairy and resort area. On W bank of Hudson River, 83 mi. N of NYC; 54 mi. S of Albany. At Gate 19 on NY Thruway; U.S. Hwy. 9W; State Hwys. 32, 213, 209 & 28.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Mountain View; Adirondack Pine Hill; Eagle; Adirondack Trailway; Acker; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 24,481; E&P 86 Est. 23,246
County 80 Cen. 158,158; E&P 86 Est. 165,732
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,791; E&P 86 Est. 8,450
County 80 Cen. 55,862; E&P 86 Est. 60,961

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$615,576,548
Savings & Loan	2	$212,068,267
Commercial	3	$472,355,185

6 - PASSENGER AUTOS: County 95,471

7 - ELECTRIC METERS: Residence 68,524

8 - GAS METERS: Residence 10,718

9 - PRINCIPAL INDUSTRIES: Computer Equip.; Farm Prods.; Wineries; Apple Orchards; Knit Goods; Apparel; Shirts; Electronics; Cooling Equip.
Principal Pay Days-Mon., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Wall St.; 2 on Fair St.; 2 on John St. & 4 on N Front St.; Kingston Shopping Center adjacent to uptown business section.
Neighborhood Shopping Centers-Central Shopping Center 10 blocks on Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Valley Mall(35)	2	Hess's, K mart, JCPenney
Ulster Plaza(12)	1	Woolworth
Simmons Plaza(8)	9	
New Paltz Plz.(26)		Great American, Rite Aid
Caldor	1	Waldbaums
Kings Mall	1	Marshalls
Kingston Plaza(29)	NA	Sears, Britt's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All Fri., many Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Britt's; Hess's.
Variety Store-Woolworth.
Discount Stores-Shop-Rite; Caldor; Kings Mart; K mart.
Chain Drug Stores-Walgreens; CVS; Fay's; Rite Aid.
Chain Supermarkets-Grand Union; Waldbaums; Weis Markets; Shop-Rite.
Other Chain Stores-National; Nugent's; Standard Furn.; Firestone; Singer Co.; Consumer Distributors; Grossmans; Flah's; Crane's; Pittsburgh Plate Glass.

14 - NEWSPAPERS: FREEMAN (e-mon to fri) 21,189; (S) 27,982; Mar. 31, 1986 CAC.

Local Contact for Advertising and Merchandising Data: John M. Greklek, Mktg. Dir., FREEMAN, 79-97 Hurley Ave., Kingston, NY 12401; Tel. (914) 331-5000.
National Representative: Landon Associates.

LITTLE FALLS

1 - LOCATION: Herkimer County (In Utica-Rome MSA). E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-21.
Intercity Bus Lines-N.Y. Central Coach; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,156; E&P 86 Est. 5,518
MSA 80 Cen. 320,180; E&P 86 Est. 323,994
County 80 Cen. 66,714; E&P 86 Est. 68,535

4 - HOUSEHOLDS:
City 80 Cen. 3,048; E&P 86 Est. 2,114
County 80 Cen. 23,682; E&P 86 Est. 25,474
MSA 80 Cen. 111,682; E&P 86 Est. 117,708

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$87,000,000

6 - PASSENGER AUTOS: County 31,831

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 10,686

9 - PRINCIPAL INDUSTRIES: Dairy Equip.; Salada Foods; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hdwe.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 6; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany St. Plaza(6)	NA	JCPenney, Great American
Shoppers Sq.(20)	NA	P&C, McCrory

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wonder; Boston Store; McCrory.
Variety Stores-Lovenheim's; Park Row; Daffy.
Chain Supermarkets-P&C; Great American.
Other Chain Stores-Sears; Genuine Auto.

14 - NEWSPAPERS: TIMES (e) 6,372; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Donald A. Paparella, Pub. or Carson Hotaling, Adv. Mgr., TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 823-3680.
National Representative: Landon Associates.

LOCKPORT

1 - LOCATION: Niagara County (In Niagara Falls PMSA). E&P Map B-3. County Seat. 26 mi. N of Buffalo 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal. State Hwys. 31, 78, 93, 263.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Metro Bus.

3 - POPULATION:
Corp. City 80 Cen. 24,844; E&P 86 Est. 23,806
CZ-ABC. (80) 24,844
RTZ-ABC. (80) 51,718
PMSA/County 80 Cen. 227,101; E&P 86 Est. 216,785
City & RTZ-ABC. (80) 76,562
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,769; E&P 86 Est. 9,584
CZ-ABC. (80) 9,635
RTZ-ABC. (80) 16,568
PMSA/County 80 Cen. 80,156; E&P 86 Est. 80,147
City & RTZ-ABC. (80) 26,203

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$92,126,108
Savings & Loan	1	$12,500,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 115,020

7 - ELECTRIC METERS: Residence 10,241

8 - GAS METERS: Residence City & Town 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chem. 100 ($160); Food Proc. 200.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.
Neighborhood Shopping Centers-S. side of city; 17 stores served by free parking area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lockport Plz.(17)	1	Valu
Lockport Mall(33)	1	Hills, Mont. Ward, AM&A
Transit Rd. Plz.(4)	1	K mart, Bell's
Transit Plaza(4)	1	Ames, Tops
Zayre Plaza	NA	Zayre, Fay's, Pickway Shoes

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All.

13 - RETAIL OUTLETS: Department Stores-AM&A's; Montgomery Ward; Sample; Hills.
Discount Stores-Bell's Family Center; Ames; Quartet Sales; Valu Discount; KML; K mart; Zayre.
Chain Drug Stores-Brooks; Singer's; Peterson; Rite Aid; CVS; Fay's 2.
Chain Supermarkets-Super Duper; IGA 2; Tops 2.
Other Chain Stores-Endicott-Johnson; S. B. Thing; Singer Co.; Mary Carter; Morse Shoe; Kinney Shoes; Waldenbooks; Foxmore; JoAnn Fabrics; Stuart's Books; Kaybee Toys; Radio Shack; Brand Names; Pickway Shoes.

14 - NEWSPAPERS: UNION-SUN & JOURNAL (e) 18,349; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: M. Caswell, Adv. Dir., UNION-SUN & JOURNAL, 459-491 S. Transit, Lockport, NY 14094; Tel. (716) 439-9222.
National Representative: Landon Associates.

LONG ISLAND

1 - LOCATION: Nassau & Suffolk Counties. E&P Map F-6, G-5, G-6. Long Island consists of four counties: Kings & Queens which are a part of NYC; Nassau and Suffolk which lie E of the New York City boundary line are a Metropolitan center, a Primary Metropolitan Statistical Area, adjacent to but not part of NYC. At this time, approximately 78 percent of its labor force works & lives within the two counties.

2 - TRANSPORTATION: Railroads-LIRR.
Motor Freight Carriers-100.
Intercity Bus Lines-Metropolitan Suburban Bus Authority.
Water Freight Carriers-26.
Airlines-All major Natl. and Intl. Airlines from Kennedy and La Guardia Airports. In Suffolk County: MacArthur Airport in Islip; Republic Airport in Farmingdale; and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

3 - POPULATION:
Counties/PMSA 80 Cen. 2,605,813; E&P 86 Est. 2,665,435
Nassau 80 Cen. 1,321,582; E&P 86 Est. 1,350,541
Suffolk 80 Cen. 1,284,231; E&P 86 Est. 1,314,894
CZ-ABC. (80) 2,506,949
RTZ-ABC. (80) 98,864
City & RTZ-ABC. (80) 2,605,813
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Counties/PMSA 80 Cen. 809,120; E&P 86 Est. 864,238
Nassau 80 Cen. 423,401; E&P 86 Est. 451,849
Suffolk 80 Cen. 385,719; E&P 86 Est. 412,389
CZ-ABC. (80) 770,721
RTZ-ABC. (80) 38,399
City & RTZ-ABC. (80) 809,120

5 - BANKS	NUMBER	DEPOSITS
Banking Offices (Main Offices and Branches)		
Commercial	Nassau 277	Suffolk 280
Savings	Nassau 100	Suffolk 62
Savings & Loan	Nassau 92	Suffolk 78
Totals	Nassau 469	Suffolk 420

Deposits in Mutual Savings Bank, Savings & Loan Associations & Commercial Banks in Nassau and Suffolk Counties; Total $322 Billion. Source: L.I. Research Bureau.

6 - PASSENGER AUTOS: (Counties)-Nassau 920,239; Suffolk 869,659

7 - ELECTRIC METERS: 915,124 Nassau & Suffolk Counties; Residential 825,740; Commercial & Industrial 85,016; All other 4,368.

8 - GAS METERS: Nassau & Suffolk Counties 397,621; Residential 365,902; Commercial & Industrial 31,719.

9 - PRINCIPAL INDUSTRIES: Nassau/Suffolk-Total Non-Agric. employed 1,015,000. In Mfg., 171,000; Larger plants manufacture Cosmetics, Drugs, Bakery Goods, Aircraft, Aerospace Equip., Airplanes & Elect. Motors. Non-Mfg., 843,000. NOTE: There are 37 Industrial Parks totaling about 2,391 acres in Nassau County; 86 Industrial Parks totaling about 4,966 acres in Suffolk County.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-81; Summer 59-98; Fall 33-64; Winter 26-45. First killing frost, Oct. 28; last killing frost, Apr. 21.

11 - TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12 - RETAILING: Retail Establishments-NASSAU COUNTY-Total 18,091. Building & Hdwe. 449; General Mdse. 205; Food Stores 1,707; Automotive Dealers 547; Gasoline Service Stations 1,025; Apparel and Accessory Stores 1,209; Furn., Home Furnishings & Equip. Stores 816; Drug & Propriety Stores 347; Misc. Other Stores 3,126; Hotels, Motels, Camps 84; Personal Servs. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 2,771; Auto Repairing 1,085; Motion Picture Theatres 121; Other Amusements 1,342; Misc. Repair Servs. 974.
SUFFOLK COUNTY-Total 14,170; Building Materials & Hdwe. 465; Gen. Merchandising 205; Food Stores 1,400; Automotive Dealers 595; Gasoline Service Stations 826; Apparel & Accessory Stores 709; Furn., Home Furnishings & Equip. Stores 609; Drug Stores 250; Misc. Other Stores 2,520; Hotels, Motels, Camps 206; Personal Servs. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,797; Auto Repairing 933; Motion Picture Theatres 64; Other Amusements 815; Miscellaneous Repair Service 873.
Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Department Stores: One to six nights a week. Food: six nights. Many Shopping Ctrs. every evening except Sun.
Nearby Shopping Centers
Principal Stores 75,000 Sq. Ft. or more
NASSAU COUNTY
Manhasset-Abraham & Straus; B. Altman; Bloomingdale's; Lord & Taylor; Filene's.
Garden City-Abraham & Straus; Bloomingdale's; Lord & Taylor; Saks 5th Ave.
Green Acres-Alexander's; JCPenney; Sterns.
Roosevelt Field-Alexander's; Fortunoff's; Macy's; Ohrbach's; Marshall's; JCPenney.
Mid Island Plz.-Sterns; Sears.
Nassau Mall-Rickels; Filene's; Pergament; TSS.
Sunrise Mall-Sterns; Macy's; JCPenney; Abraham & Straus; Sears.
SUFFOLK COUNTY
Gardiner Manor Mall-Sterns; Sears.
Walt Whitman-Abraham & Straus; Macy's; Filene's.
Big H/Huntington-Lord & Taylor; Marshall's.
Great South Bay-JCPenney; TSS.
South Shore Mall-Macy's; JCPenney.
Commack/East Northport-Modell's; Sears; Sterns.
Smith Haven Mall-Abraham & Straus; Macy's; Sears; Marshall's; Rickels.

13 - RETAIL OUTLETS: Department Stores-Abraham & Straus 6; Alexander's 2; Bloomingdale's 2; Sterns 7; Macy's 5; JCPenney 6; Sears 9; Filene's 3; B. Altman; Saks 5th Ave.; Bonwit Teller; Ohrbach's.
Discount Stores-Pergament 23; Rickels 6; TSS 8; Modell's 6; Marshall's 7; Channel Home Ctr. 8; Caldor 4.
Chain Drug Stores-Courtesy 3; Genovese 28; Nescott-Whelan 13; Rite Aid 8; Rexall 5; SupeRx 5; CVS 6.
Chain Supermarkets-A&P 24; Associated Food 10; C-Town 9; Dan's Supreme 3; Finast 5; Food Town 20; Gouz 2; Grand Union 19; IGA 16; Gristede's 8; Key Food 19; King Kullen 46; Met Foods; Pathmark 26; ShopRite 5; Shopwell; Value Plus; Waldbaums 46. Total 250.
Other Chain Stores-Newmark & Lewis; Lerner's; Kinney; Miles; National; Father & Son; A.S. Beck; Thom McAn; Strauss; Lynn's; Ripley; Loft's; Wurlitzer; Firestone; Friendly Frost; Plesser's; Singer Co.; Lafayette; P.C. Richards; Sherwin-Williams; Flagg Bros.; Castro; Bond; Martin; Wallach's; Playworld; Fayva; Radio Shack; Toys-R-Us; Herman's; Child World; Jeffreys; Channel Home Centers; Levitz; Suburban Colonial Shoppes.

14 - NEWSPAPERS: NEWSDAY (e-mon to fri) 582,388; (e-sat) 545,042; (S) 647,479; Mar. 31, 1986 ABC; published in Melville, Suffolk County.
Local Contact for Advertising and Merchandising Data: Howard Merl, Natl. Adv. Dir., NEWSDAY, Melville, NY 11747; Tel. (516) 454-2020.
National Representative: Times Mirror National Marketing.

MALONE

1 - LOCATION: Franklin County. E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Adirondack Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,668; E&P 86 Est. 7,275
County 80 Cen. 44,929; E&P 86 Est. 44,770

4 - HOUSEHOLDS:
City 80 Cen. 6,870; E&P 86 Est. 2,237
County 80 Cen. 15,127; E&P 86 Est. 15,851

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: County 19,242

7 - ELECTRIC METERS: Residence 4,283

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 390 ($200); Dresses 300 ($200); Industrial-recreational vehicle distributor 220 ($300).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30; last killing frost, May 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Plz.(4)	1	Super Duper Mkt., Fay Drug
Ames Center(5)	1	Ames
Malone Plaza(7)	NA	Great American, K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Empsall's; Radio Shack.
Variety Stores-Newberry.
Discount Stores-Ames.
Chain Supermarkets-IGA; Super Duper; Great American; P&C.
Other Chain Stores-Radio Shack; Kinney; Grossman's; Fay.

14 - NEWSPAPERS: TELEGRAM (e) 6,174; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Joyce T. Tavernier, Pub., TELEGRAM, 136 E Main St., Malone, NY 12953; Tel. (518) 483-4700.
National Representative: Landon Associates.

MAMARONECK

1 - LOCATION: Westchester County. (In New York PMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Metro North.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 17,616; E&P 86 Est. 17,320
NDM-ABC. (80) 37,397
County 80 Cen. 866,599; E&P 86 Est. 875,419
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,386; E&P 86 Est. 6,454
NDM-ABC. (80) 13,312
County 80 Cen. 307,450; E&P 86 Est. 323,430
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$6,580,079,000
Savings	22	$5,645,096,000
Savings & Loan	12	$888,510,000

6 - PASSENGER AUTOS: County 596,404

7 - ELECTRIC METERS: County 267,929

8 - GAS METERS: County 185,797

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 ($486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($475); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Mamaroneck Ave.; 3 on Boston Post Road, Mamaroneck; 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave., 3 on Palmer Ave., Larchmont.
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Discount Stores-Home Fair.
Chain Supermarkets-A&P; Grand Union; Finast; Daitch Shopwell; Waldbaum's.
Other Chain Stores-Castro Convertible; Kinney Shoes.

14 - NEWSPAPERS: TIMES (e) 7,117; (S) 5,795; Mar. 29, 1986 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

MEDINA

1 - LOCATION: Orleans County (In Rochester MSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31, 63; U.S. Hwy. 104; 41 mi. W of Rochester.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,392; E&P 86 Est. 6,531
MSA 80 Cen. 971,879; E&P 86 Est. 996,530
NDM-ABC: (80) 17,081
County 80 Cen. 38,496; E&P 86 Est. 40,253

4 - HOUSEHOLDS:
City 80 Cen. 2,404; E&P 86 Est. 2,367
County 80 Cen. 12,976; E&P 86 Est. 14,214
MSA 80 Cen. 342,101; E&P 86 Est. 366,395
NDM-ABC: (80) 5,888

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	$7,630,558
Savings	1	N.A.

6 - PASSENGER AUTOS: County 18,800

7 - ELECTRIC METERS: Residence 22,225

8 - GAS METERS: Residence 1,508

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost, Sept. 30; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main and Center Sts., Maple Ridge Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Crowley's; JCPenney; Ames.
Variety Store-G. C. Murphy.
Chain Drug Stores-Jay's; Rite Aid.
Chain Supermarkets-Super Duper; Bell's.
Other Chain Stores-Radio Shack; Valu Home Centers.

14 - NEWSPAPERS: JOURNAL-REGISTER (e-mon to fri) 5,013; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Owen Toale, Adv. Dir., JOURNAL-REGISTER, 409-13 Main St., Medina, NY 14103; Tel. (716) 798-1400.
National Representative: Landon Associates.

MIDDLETOWN

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. Industrial center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2 - TRANSPORTATION: Railroads-Middletown & New Jersey (freight); Conrail; New York, Susquehanna & Western Railway.
Motor Freight Carriers-6.
Intercity Bus Lines-Short Line.

3 - POPULATION:
Corp. City 80 Cen. 21,454; E&P 86 Est. 20,005
CZ-ABC: (80) 46,233
RTZ-ABC: (80) 299,667
County/PMSA 80 Cen. 259,603; E&P 86 Est. 276,367
City & RTZ-ABC: (80) 345,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,834; E&P 86 Est. 7,357
CZ-ABC: (80) 15,631
RTZ-ABC: (80) 98,360
County/PMSA 80 Cen. 84,251; E&P 86 Est. 93,883
City & RTZ-ABC: (80) 113,991

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$225,925,000
Savings & Loan	3	$129,223,000
Commercial	9	$156,741,000

6 - PASSENGER AUTOS: County 160,163

7 - ELECTRIC METERS: Residence 7,815

8 - GAS METERS: Residence 7,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 15,300; Constr. 4,200; Trans. 5,500; Whol./Ret. 24,600; Fin./Ins. 3,500; Service 20,000; Gov't 22,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on North St., 4 on E. and W. Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lloyd's(9)	3	Lloyd's
Orange Plaza(87)	3	Sears, JCPenney, Woolworth, CVS, Sullivan's
Shop Rite(2)	3	Rickels, Shop-Rite
Jamesway Plz.(6)	NA	Jamesway, Great American
Zayre Plaza(16)	18	Shop-Rite, Zayre
Campbell Plz.(16)	1	Shop-Rite
Mid-Valley(14)	19	JCPenney
Caldor(6)	3	Caldor
Newburgh Mall(60)	16	Sears, Caldor
Apollo Mall(20)	NA	
Wallkill Plz.(25)	NA	Bradlees, Shop-Rite

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Stores on 211 & 17M open every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Green's; Sears; Kassel Bros.; Lloyds; Sullivan's; JCPenney; Howlands; Flahs.
Variety Stores-Woolworth; Caldor 2.
Discount Stores-Playtogs; Lloyd's; North End Sales; Rickel's; Caldor 2; Bradlees; Ames; Jamesway; K mart 2; Zayre.
Chain Drug Stores-CVS; Rite Aid; Fay.
Chain Supermarkets-A&P; Great American 2; Weis Markets; Grand Union 7; IGA 4; Shop-Rite 8; Waldbaum's.
Other Chain Stores-Fanny Farmer; Barbara Moss; Hickory Farms; General Nutrition; Fabric Tree; Joyce Leslie; Florsheim; Thom McAn; Father & Son; Book & Record; Zale's; Record World; Firestone; Color Tile; Helen Gallagher; B. Dalton; Grossman's; Consumer Distrib.; Service Mdse.

14 - NEWSPAPERS: TIMES HERALD RECORD (m) 77,787; SUNDAY RECORD (S) 88,982; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Daniel E. Witt, Adv. Dir., TIMES HERALD RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.
National Representative: Branham/Newspaper Sales.

MOUNT VERNON

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1, State 22.

2 - TRANSPORTATION: Railroads-Metro North, Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 66,713; E&P 86 Est. 64,896
NDM-ABC: (80) 106,615
County 80 Cen. 866,599; E&P 86 Est. 875,419
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,377; E&P 86 Est. 25,796
NDM-ABC: (80) 39,509
County 80 Cen. 307,450; E&P 86 Est. 323,430
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$6,580,079,000
Savings	22	$5,645,096,000
Savings & Loan	12	$888,516,000

6 - PASSENGER AUTOS: County 596,404

7 - ELECTRIC METERS: County 267,929

8 - GAS METERS: County 185,797

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 ($486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($475); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Gramaton Ave.; 3 blocks 4th Ave.
Shopping Centers-Eastchester Shopping Center at Vernon Hts.; Pelham Manor.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Bonwit Teller; Lord & Taylor; Caldor.
Variety Stores-Woolworth; Green.
Chain Drug Stores-Rite Aid.
Chain Supermarkets-Finast; Waldbaums; Pioneer; Shopwell.

14 - NEWSPAPERS: ARGUS (e) 8,704; (S) 10,079; Mar. 29, 1986 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

NEW ROCHELLE

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center; 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B; New England Thruway.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 70,794; E&P 86 Est. 69,971
NDM-ABC: (80) 96,357
County 80 Cen. 866,599; E&P 86 Est. 875,419
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,789; E&P 86 Est. 26,245
NDM-ABC: (80) 34,611
County 80 Cen. 307,450; E&P 86 Est. 323,430
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$6,580,079,000
Savings	22	$5,645,096,000
Savings & Loan	12	$888,516,000

6 - PASSENGER AUTOS: County 596,404

7 - ELECTRIC METERS: County 267,929

8 - GAS METERS: County 185,797

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 ($486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($475); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Rochelle Mall(50)	NA	Macy's, Shopwell, McCrory
WyKagyl(11)	NA	
Quaker Ridge(19)	NA	A&P
Scarsdale(19)	NA	

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon., Thur.; Food-Thur., Fri.

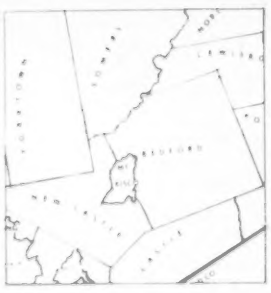
13 - RETAIL OUTLETS: Department Stores-Macy's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Liggett; Rite Aid.
Chain Supermarkets-A&P; Shopwell; Caruso's; Pioneer.
Other Chain Stores-Sears; National Shoes; A.S. Beck.

14 - NEWSPAPERS: STANDARD-STAR (e) 12,477; (S) 11,660; Mar. 29, 1986 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

NEW YORK

1 - LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). On E&P Map F-6. Eastern seaboard; largest city in USA in manufacturing imports, exports and retail sales; important financial, publishing and garment center. More

Mount Kisco



is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $47,396) covered by the morning, evening and Sunday editions of the

Gannett Westchester Rockland Newspapers

Call 914-694-9300

than 60% of the U.S. garment industry is within the New York Metropolitan area. United Nations Headquarters; approximately 10 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled more than 58.6 billion in trade goods in 1985, nearly half again the value of the second place port. It covers 1,500 sq. mi. in the two states, generally within a 25-mi. radius of the Statue of Liberty.

2 - TRANSPORTATION: Railroads-Conrail, with connecting service throughout the U.S., and six terminal railroads, furnishes service to industrial and marine facilities.

Motor Freight Carriers-10,000 registered common carrier trucks serve the Port District each business day. Over 420 carriers provide local and long haul service.

Port Steamship Service-Ships of 110 steamship lines and agencies carry cargos and passengers from and to the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 460,197 passengers in 1985, mostly on cruises.

CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL:

Intercity Bus Lines

Short Haul Carriers
Arrow Bus Co., Inc.
Boulevard Transit Lines, Inc.
Carefree Bus Service
Community Transit Lines, Inc.
DeCamp Bus Lines
Domenico Bus Service, Inc.
The Hudson Bus Transportation Co., Inc.
Lakeland Bus Lines, Inc.
Melni Bus Service, Inc.
North Boulevard Transportation Co.
Rockland Coaches, Inc.

Long Haul Carriers
Adirondack Transit Lines (Adirondack Trailways)
American Buslines (Continental Trailways)
Asbury Park-New York Transit Corp.
Bieber Tourways
Blue & Grey Transit, Inc.
Bonanza Bus Lines, Inc.
Caravan Coach Lines, Inc.
Central Transit Lines, Inc.
Empire Bus Line, Inc. (Leprechaun Line)
Evergreen Equipment Corp.
Frank Martz Coach Co.
Garden State Coachways
Greyhound Lines, Inc.
Hudson Transit Lines, Inc.
International Bus Services, Inc.
Lakeland Bus Lines, Inc.
Leisure Time Tours, Inc.
NJ Transit Bus Operations, Inc.
New York-Keansburg-Long Branch Bus Co., Inc.
Real Transit
Suburban Transit Corp.
Trailways Edwards, Inc.
Trailways of New England, Inc.
Trans-Bridge Lines, Inc.
West Hunterdon Transit Company, Inc.

AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION

Scheduled Airlines and Certified Cargo Carriers

Airports-The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens, and Newark International and Teterboro Airports in northern New Jersey. Kennedy handles most international flights and long distance domestic flights. The Air Cargo Center, the largest in the world, handles approx. one million tons a year between major cities in the US and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority, handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

AIRLINES SERVING METROPOLITAN AIRPORTS	Kennedy	LaGuardia	Newark
US FLAG AIRLINES			
Air Canada			*
Air New England	*	*	
Air North			*
American Airlines	*	*	*
Bahamasair			*
Capitol International Airways	*		
Continental			*
Delta Airlines	*	*	*
Eastern Airlines	*	*	*
Empire Airlines			*
Midway Airlines			*
New York Air		*	*
New York Helicopter	*	*	*
Northwest Airlines	*	*	*
Ozark Airlines			*
Pan American World Airways	*	*	*
People Express			*
Piedmont Airlines		*	*
Ransome Airlines			*
Republic Airways			*
Trans World Airlines	*	*	*
United Air Lines	*	*	*
USAir	*	*	*
World Airways			*
AIR CARGO ONLY:			
Airborne Express	*	*	
Arrow			*
China Airlines			*
Federal Express			*
Flying Tiger Line	*		
Summit	*	*	
Trans Mediterranean Airways			*
Viking International			*
Zantop International			*
COMMUTER AIRLINES:			
Air North(Main Terminal)			*
Allegheny(Main Terminal)			*
Bar Harbor(Shuttle Terminal)			*
Catskill Airways Inc.(Marine)			*
Command Airways(Eastern)			*
Commuter Airlines(Marine)			*
East Hampton Aire(Marine)			*
Forde Aire(Marine)			*
Island Helicopter(Marine)			*
Mali Airways(Marine)			*
Montauk Caribbean(Marine)			*
Pennsylvania Commuter			*
Pilgrim Airways			*
Precision(Eastern)			*
Provincetown/Boston(Eastern)			*
Starflite(Marine)			*
FOREIGN FLAG AIRLINES (serving Kennedy only):			
Aer Lingus			
Aerolineas Argentinas			
Aeromexico			
Air Afrique			
Air Canada			
Air France			
Air India			
Air Jamaica			
Alia Royal Jordanian			
Alitalia			
Arrow Air			
Avianca (Colombia)			
British Airways			
British West Indian Airways			
Czechoslovakian Airlines			
Dominicana (Dominican Republic)			
Ecuatoriana			
El Al Israel Airlines			
Finnair			
Global			
Guyana			
Hispaniola			
Iberian Airlines of Spain			
Icelandair			
Japan Air Lines			
KLM Royal Dutch Airlines			
Korean Airlines			
Kuwait Airlines			
Lan-Chile			
LOT Polish Airlines			
Lufthansa German Airlines			
Metro International			
Nigerian Airways			
Olympic Airways			
Pakistan International Airlines			
Royal Air Maroc			
SABENA-Belgian World Airlines			
SAS-Scandinavian Airlines System			
Saudia			
South African Airways			
Swissair			
TAP (Air Portugal)			
TAROM Romanian Airlines			
VARIG Airlines (Brazil)			
VIASA Airlines (Venezuela)			
Yugoslav Airlines			
SUPPLEMENTAL AIRLINES (U.S. & Foreign):			
Balair			
Condor Air Service			
LTU (Lufttransport Unternehmen)			
Overseas National Airlines			
Spantax S.A.			
Transamerica			

Air Terminals 1985

Totals at the Three Major Airports:	
Plane Movements	1,013,867
Passenger Traffic	78,064,326
Cargo-Tons	1,408,563
Revenue Mail-Tons	240,929
Kennedy International Airport:	
Plane Movements	286,076
Passenger Traffic (total)	28,945,288
Domestic	12,569,494
Overseas	16,375,794
Cargo-Tons	1,080,354
La Guardia Airport:	
Plane Movements	348,053
Passenger Traffic (total)	20,542,452
Domestic	20,406,696
Overseas	135,756
Cargo-Tons	54,093
Newark International Airport:	
Plane Movements	379,738
Passenger Traffic (total)	28,576,586
Domestic	27,375,822
Overseas	1,200,764
Cargo-Tons	274,116

Source: Port Authority of New York & New Jersey, Aviation Economics Dept. as of Dec. 31, 1985.

3 - POPULATION:	**80 Census**	**86 Est.**
Total Corporate City	7,071,030	7,122,526
Bronx	1,169,115	1,178,941
Kings (Bklyn.)	2,230,936	2,190,578
New York (Manh.)	1,427,533	1,446,669
Queens	1,891,325	1,933,206
Richmond	352,121	373,132

City Zone: Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City; towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, NJ.

Retail Trading Area Populations: Extends north to Cornwall-on-Hudson, NY; east to Patchogue, NY; south to Silverton, NJ; west to Washington, NJ; all of these places being 50 mi. from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. Users of the Market Guide should consult the surveys of these cities for more detailed information.

Retail Trading Zone: The largest towns in retail trading zone: Yonkers, NY; Mt. Vernon, NY; Newark, NJ; Passaic, NJ; Patterson, NJ; Elizabeth, NJ; The Oranges, NJ.

Corp. City (5 Boros)
80 Cen. 7,071,030; E&P 86 Est. 7,122,526

TIMES:
NDM-ABC: (80) 18,290,946

NEWS and POST ABC:
CZ-ABC: (80) 7,517,973
RTZ-ABC: (80) 9,202,113
City & RTZ-ABC: (80) 16,720,261
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155

4 - HOUSEHOLDS:	**80 Census**	**86 Est.**
Total Corporate City	2,788,221	2,938,284
Bronx	429,191	452,916
Kings (Bklyn.)	828,257	852,233
New York (Manh.)	704,259	744,451
Queens	711,940	761,693
Richmond	114,574	126,991

TIMES:
NDM-ABC: (80) 6,574,166

NEWS and POST ABC:
CZ-ABC: (80) 2,954,577
RTZ-ABC: (80) 3,069,725
City & RTZ-ABC: (80) 6,024,302
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings Banks:		
Bronx	3	$5,612,749,000
Brooklyn	11	$25,941,054,000
Manhattan	7	$19,646,118,000
Queens	4	$2,655,319,000
Richmond	3	$1,378,046,000
Total Entire City	28	$55,233,286,000

NOTE: Banking Laws in NY State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.

Number of banks represents headquarter offices only.

Source: Savings Banks Assn. of NY State Dec. 31, 1985.

6 - PASSENGER AUTOS: Bronx 222,712; Kings (Brooklyn) 401,139; New York (Manhattan) 173,077; Queens 643,952; Richmond (Staten Island) 184,746; Total Pd. Registrations New York City 1985: 1,625,626.

Source: State of N.Y. Dept. of Motor Vehicles, 1985.

7 - ELECTRIC METERS: (Residential): Bronx: 304,531; Brooklyn: 677,919; Manhattan: 492,329; Queens: 580,532; Richmond: 115,721; Total: 2,181,032.
(Commercial & Industrial): Bronx 34,918; Brooklyn 102,667; Manhattan 103,606; Queens 67,385; Richmond 9,621; Total 318,197.
Source: Consolidated Edison Co., of New York, Inc., to the NY State Public Service Commission for the year ended Dec. 31, 1985.

8 - GAS METERS: Brooklyn Union Gas Co., Sept. 30, 1985; Brooklyn 648,829; Queens 336,132; Richmond 99,139; Total: 1,084,100.
Consolidated Edison Co., Dec. 31, 1985 (Residential): 934,783; (Commercial & Industrial): 84,132; (Other): 1,359; (Total): 1,020,274. Long Island Ltg. Co. provides gas in part of Queens County.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (in thousands), New York City, 1985-Mfg. 407.4; Durable Goods 112.8; Lumber & Wood Prods. 3.1; Furn. & Fixtures 8.5; Partitions & Fixtures 3.1; Other Furn. & Fixtures 5.5; Stone, Clay & Glass Prods. 3.9; Primary Metal Ind. 3.0; Fabricated Metal Prods. 17.7; Misc. Fabricated Metal Prods. 17.8; Nonelect. Mach. 12.1; Elect. & Electronic Mach. 22.7; Commun. Equip. 4.2; Trans. Equip. 4.6; Instruments & Related Prods. 6.5; Nondurable Goods 294.7; Food & Kindred Prods. 21.5; Tobacco Mfg. 2.6; Textile Mill Prods. 19.2; Apparel & Other Textile Prods. 111.5; Paper & Allied Prods. 12.7; Printing & Publishing 91.4; Newspapers 14.1; Periodicals 26.3; Books 15.8; Drugs 4.7; Chem. & Allied Prods. 20.0; Petroleum & Coal Prods. 1.3; Rubber & Misc. Plastics Prods. 6.1; Leather & Leather Prods. 8.3; Mining 1.4; Constr. 105.2; Trans. & Public Util. 232.6; R.R. Trans. 4.2; Air Trans. 46.2; Other Trans. 61.8; Commun. 77.7; Electric, Gas & Sanitary Servs. 23.5; Whol. & Ret. Trade 641.7; Building Materials & Garden Supplies 8.0; Dept. Stores 49.1; General Merchandise Stores 61.0; Food Stores 62.4; Auto Dealers & Service Stations 16.6; Apparel & Accessories Stores 43.4; Furn. & Home Furnishings 18.9; Eating & Drinking Places 125.1; Misc. Ret. Stores 59.4; Fin., Ins. & R.E. 505.8; Servs. 1,038.4; Total Gov't 553.5; State Education 4.0; Local Education 148.5; Total 5,171.5.
Source: NY State Dept. of Labor. Prepared in the NY State Dept. of Commerce, Division of Economic Research & Statistics, Dec. 31, 1985.

10 - CLIMATE: Normal Mean Temp.-Spring 52.2; Summer 77.7; Fall 59.5; Winter 37.9; An. Av. 56.0; Annual precipitation av. 80.56 in. (Source: Natl. Weather Service).

11 - TAP WATER: Three major sources of water supply through the Catskills & Delaware (Neutral, soft; neutral, av. pH 7.0); Croton (Moderately hard; alkaline, av. pH 7.1). Av. consumption per day in City during 1985: 1,413.2 M.G.D.; outside communities 113.9 M.G.D.; Combined 1,527.1 M.G.D. New main city feeder under construction. Water is fluoridated.
Source: Dept. of Environmental Protection Sept. 1986.

12 - RETAILING: Principal Shopping Districts
Bronx Borough (Bronx County)

Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner drug stores, to most modern large department stores and national chain outlets, may be found in some of these centers. A partial list follows:

Fordham Road, Grand Concourse E. to 3rd Ave.: Alexander's; Lerners; Plymouth Shops; Woolworth; Sears-Roebuck; Shoes by Regal; National; Kitty Kelly; Miles; Thom McAn; Florsheim; Fayva; Adler; Castro Convertible.

Fordham Road, Jerome Ave. to Grand Concourse: Woolworth; Modell's; Singer; Thom McAn.

149th St. and 3rd Ave.: Howard; Ripley; McCrory; Green's; Sach's Furniture; Castro Convertible; Shoes National, Florsheim, Flagg Bros., Alexander's.

Department Stores: Alexander's; Wertheimer Stores Corp.

Variety Stores: B&L; Frank Bee; Kay & Eff; Woolworth; M.H. Lamston; McCrory.

Discount Stores: Franklin; Honig's Parkway.

Principal Supermarkets: A&P; Altagracia; Baychester Consumer Cooperative; Concourse Food Corp.; D'Urso Supermarkets; Domino Supermarkets; E&B; E&W Foods; Fedco Foods; Food City;

Foodman; Gristede Bros.; Merit Farms; Met Food Stores; Modern Food Centers; Olinsky's Supers; Pioneer Mkts., Ragonese's IGA; Shopwell, Inc.; Sloan's Associated.

Brooklyn Borough (King's County)

Principal Shopping Area is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center Stores.

Department Stores: Abraham & Strauss; Martin's; May's; Alexander's; Sears; Macy's.
Ladies Shops: Lerner's; Plymouth; Goodwin's; Lynns.
Men's Clothing: Bond; Howard; Benhil; Wallach's; B&B Lorry's.
Ladies Shoes: Baker's; Chandler; Carlyle Bootery; Coward; Miles; National; Simco; Fabco; Fayva; Selby.
Men's Shoes: Adler; Florsheim; Flagg; Hardy; Father & Son; Thom McAn; Regal; Wallabee.
Drug: Crown Pathmark; Rexall; Whelan; Silver Rod.
Candy: Barricini; Barton; Loft's; Russell Stover.
Discount Stores: Buy Rite; Century Value Center; Discount City; B.D's; Sid's Bargain Mart; Time Square Stores.
Variety Stores-Lamston; Grand General Stores; Payless; Value City; Thrifty's; King Solomon Stores; Kresge's; Newberry; Jahn's Bargain Stores.

Other Chain Stores: Castro; Sachs, Singer Co., Busch Jewelry.

Retail Centers along Flatbush Ave. at main thoroughfares such as Times Plaza and Park Pl., Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section. Fifth, Sixth and Seventh Avenues in Park Slope Section. In South Brooklyn, a number of blocks on Firth Ave., Broadway from Myrtle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford section Nostrand, Franklin and Flatbush Aves.; Manhattan Ave. in Greenpoint section; Third, Fourth, Fifth and Seventh Aves. in Bay Ridge; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. including stores such as Ripley, Thom McAn, Miles.

Other retail sections through Brooklyn are Canarsie, Red Hook, Fort Greene, Bedford-Stuyvesant, Crown Heights, Cypress Hills, Ulmer Park, New Utrecht and East Flatbush.
Principal Supermarkets: A&P; Ahmad; C-Town; Charles Scaturro & Sons; D'Agostino; Danza; Dominick Coluccio; El Faro; Miehle's Key Mkts.; Royal Farms; Speedway Food; Sunnydale Franchise System; Town Fair.

Manhattan Borough (New York County)
Many shopping areas all over the borough.

Most famous is along Fifth Ave., where from 34th to 59th Sts., many well known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Pearls, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier Jewelry, Saks-Fifth Ave., Scribner's, Doubleday, Wallachs, Hoffritz, Florsheim, Russell Stover, Woolworth, Lerner's, Wise Shoe, Blackton, Lane Bryant, Feminette, Miller, Barton's, Lord & Taylor, Selby Shoes, Miles Shoes, Red Cross Shoes, Bond Clothes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th a most complete shopping area. Stores along the 34th St. area include Macy's, Florsheim 2, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Hoffritz, John Ward, Barton, Barricini, Woolworth, Simco, Miles Shoe, National Shoe, Wise Shoe, Busch Jewelers, Whelan Drug, Sach's Furniture, Castro, Singer.

Other areas on Madison Ave. from 42nd to 59th; 59th St. and Lexington Ave. (Bloomingdale's Dept. Store; Alexander's).

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through entire borough. Character of Broadway changes from financial district around Wall St. to wholesale areas from Chambers St. to about 8th St.; then primarily small retail outlets and office buildings to Columbus Circle with the exception of Union and Herald Squares and the entertainment and theatrical vicinity of Times Square (42nd St.). Above 59th St., Broadway is comprised of smaller retail outlets more typical of residential neighborhoods and centered around the major subway stations. Around Union Square: Mays, The Fair, and others.

Other important shopping districts in Manhattan: 8th Ave. at 125th St., 7th Ave. at 14th St., 23rd St., 3rd Ave. at 23rd St. 34th St., 42nd St., 59th St., 68th St., 79th St., 86th St., 96th St., 110th St., 116th St., 125th St., Lenox Ave. at 116th St., 125th St., 145th St., E. B'way. and Division St., 207th St. from 10th Ave. to B'way., 231 St. & B'way.

Department Stores: Mays; Macy's; Altman's; Alexander's; Lord & Taylor; Bonwit Teller; Bergdorf Goodman; Bloomingdale's; Blumstein's; Lane Bryant; Saks-Fifth Ave.; Sears-Roebuck.
Variety Stores: Jay's; Everyone's Stores, M.H. Lamston; McCrory's; G.C. Murphy; Woolworth; 88c Stores.
Discount Stores: Amsterdam Discount; Bargain World; Century 21; Mays.
Principal Supermarkets: A&P; Bleecker Super Mkts.; D'Agostino; Federation of Cooperatives, Inc.; Great Way; Gristede Bros.; Kane's; Lisa Super Mkts.; Peer Super Mkts.; Pioneer Super Mkts.; Pueblo International; Red Apple; Shopwell; Sloan's Supers; Smiler's Food Stores; Supermarkets General.

Queens Borough (Queens County)

Jamaica and Flushing have the two main shopping districts serving the borough's extensive single dwelling residential population. Jamaica's business area is along Jamaica Ave. from Sutphin Blvd. to 169th St. and to a lesser degree on Hillside Ave. bet. 159th and 172nd Sts. Stores include Goodwins, Gertz, Wilbur-Rogers, Michaels Bros., Henshaw, Spear's, Reaman's.

In Flushing from Sanford Ave. to Northern Blvd. and Main St. are Howard, Kays, Wallachs, Thom McAn, Abramson's, Miles, Gertz, Alexander's, Michaels Bros., Lerner Shops. Roosevelt Ave. is shopping thoroughfare leading off of Main St.

Smaller shopping districts include Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (Queens-Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgeway and Far Rockaway.
Department Stores: G. Gertz; Alexander's; Bloomingdale's; Macy's; Master; Mays; Sears; Abraham & Strauss.
Variety Stores: ABC; B&J; Ben Franklin; Silver Dollar; H.L. Green; Kresge's; Lamston; Woolworth.
Discount Stores: Alexander's; Sunset Stores; Times Square Stores.
Principal Supermarkets: A&P; Carrozza; Conte Super Mkts.; Crystal's Supers; D'Urso; E&B; Federation of Cooperatives; First National; Foodarama; Food Pageant; The Food Warehouse; The Grand Union; Gristedes; King Kullen; Man -Dell; Meats & Treats; Melmarkets; Mid-Eastern Co-ops.; Olinsky; Pick-Quick Supers; Red Apple; Royal Farms; Charles Scaturo; Shell-Mar Foods; Shopwell; Supermarkets General; Trade Fair; Trunz; Waldbaum's.

Richmond (Staten Island) Borough

Twenty two shopping areas, largest of which is the Staten Island Mall (175 stores).

Other shopping areas include Pergament Plaza, K mart Plaza, Greenridge Plaza, Hylan Plaza.

There is extensive renovation taking place in the Port Richmond and Stapleton areas which caused the closing of most stores.
Department Stores: Macy's; Sears; Rock Landau; Garber's.
Variety Stores: C.H. Martin; Kresge's; Woolworth; McCrory's.
Discount Stores: K mart; Masters.
Principal Supermarkets: A&P; Acme; Waldbaums; Pathmark; Trunz; Shop Rite.

NEW YORK CITY SHOPPING CENTERS

Name & Location	No. of Stores
Bronx:	
Bazaar Mall(Preston Way & Route 117)	60
Boston Post Rd. Ctr. (Boston Post Rd.)	12
Bruckner Plaza (Bruckner Blvd.)	30
Castle Hill (Castle Hill Ave.)	21
Kingsbridge Plaza (B'way 233rd St.)	10
Brooklyn:	
Albee Sq. Mall (De Kalb Ave.)	80
Dykers Plz (535-86th St.)	44
Flatlands, (Ralph & Flatlands Aves.)	16
Flatlands, (E. 102nd & 103rd Sts.)	7
Fort Greene (Myrtle Ave.)	21
Glenwood, (Flatlands & Ralph Ave.)	9
King's Bay, (Nostrand Ave.)	17
King's Plz. Marina (Flatbush & Ave. U)	146
Caeser's Bay Bazaar (Bay & Shore Pkwys.)	NA
Seaview Vlg. (Rockaway Pkwy. & Ave. M)	12
Manhattan:	
Delano Vlg. (Lenox Ave. & 139th St.)	NA
Grand Sq. (B'way & 125th St.)	NA
Manhattan Plz. (42nd/43rd Sts. 9th/10th Aves.)	NA
Park West (Columbus Avenue)	NA
Shoreview Towers (1st Ave. & 85th St.)	NA
Queens:	
Barclay Sq. (Kissena Blvd., 41st Ave.)	14
Bay Terrace (Bayside)	12
Beach 32nd St. (Far Rockaway)	NA
Beechcroft (Kissena Blvd., Elder Ave.)	14
Belle Harbor (Beach Channel Drive)	12
Breezy Point (Forest Hills)	NA
Carlyle (Kissena Blvd.)	9
Crossrds. at Whitestone (Whitestone)	9
Dayton Plz. (Rockaway Beach)	25
Expressway (99th St. Long Island Expwy.)	NA
Far Rockaway (Motte, Central Aves.)	32
Flatlands Mart S/E/C Flatlands Ave., 108th St.)	12
Glen Oaks (255-55 Union Turnpike)	NA
Grand Union (Merrick Rd., Laurelton Pkwy.)	NA
Jackson Hgts. (31st Avenue	NA
Lefrak City (Junction Blvd. & 57th Ave.)	74
Northbridge (Northern Blvd., Jackson Hgts.)	NA
Queens Ctr. (Queens & Woodhaven Blvd., L.I. Expwy.)	10
Queens Plz. North (L.I.C.)	20
Rego City (57th Ave., 96th & 97th Sts.)	NA
Rego Park (Queens Blvd.)	NA
Rentar Plz. Mal (Queens)	NA
Whitestone (Cross Island Pkwy.	32
Yellowstone (Forest Hills)	NA
Staten Island:	
Bay St.	9
Bryant Plaza	2
Greenridge Plz (Richmond Avenue)	9
Heartland Vlg. (Richmond Avenue)	20
Hylan Plz. (New Dorp)	175
K mart Plaza	NA
Masters Shpg. Ctr.	20
Pergament Plz (Richmond Avenue)	12
Oakwood (Amboy Rd.)	14
Page & Amboy(Tottenville)	21
Pathmark Mall	12
Richmond Valley (Page Ave.)	18
Rosebank (Tompkins Ave.)	7
Sequine Ave. Plz.	2
Southgate Ctr (Forest Ave.)	9
S.I. Mall (Richmond Ave.)	20
Shoppers Town (Forest Ave.)	175
Woodrow Plaza	NA
	20

13 - RETAIL OUTLETS: Largest Department Stores
Bronx: Alexander's; Hearn's; Macy's; Sears; Wertheimer.
Brooklyn: Alexander's; Abraham & Strauss; Macy's; Mays; Sears; Times Square Stores.
Manhattan: Alexander's; B. Altman; Bloomingdale; Lord & Taylor; Macy's; Saks-5th Ave.; Bonwit Teller; Melnikoffs.
Queens: Stens; Macy's; Abraham & Strauss; Sears; Abramson's; Bloomingdales; Alexander's; Times Square Stores.
Staten Island: JCPenney; Garber's; Sears; Macy's.

Leading Chain Drug Stores
Bronx: Baychester Co-op; Circle; Courtesy; Family; Leroy; Metropolitan; K & K; Parchester; Pathmark; Rite Aid; Stanken; Whelan.
Brooklyn: Courtesy; Pathmark; Harrico; Ketchum Distributors; Neergard; Rexall; Silver Rod; Thriftway; Whelan.
Manhattan: Block; Clearfield; Drug Mart; Duane Reade; Falk Drug Corp.; Liggett-Rexall; Pathmark; Prescriptions Ltd.; Rite Aid; Walgreens; Eastern Co.; Whelan.
Queens: Courtesy; Duane Reade; Genovese; Pathmark; Rexall; Whelan.
Staten Island: Neergaard; Pathmark; Rexall; Sav-On Drugs; Whelan.

Leading Grocery Supermarkets
Bronx: Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Gristedes; Finast; Merit Farms; Food City 11; Pioneer 4; D'Agostino's 3; Grand Union 7; Associated 23; Shopwell 8; Sloans 3; Pathmark 2; Concourse Food Corp. 4; D'Urso 17.
Brooklyn: Danza 4; Bernstein Bros. 6; D'Agostino; Pioneer 3; Speedway 7; Miele-Key Mkts. 3; Associated; Key Food; Met; Waldbaums.
Manhattan: A&P 25; D'Agostino 15; Gristedes 81; Finast 30; Grand Union 6; Shopwell 22; Pathmark; Food Family 2; Food-O-Rama 3; Food Pageant 8; Smilers 10; Sloans; Shop Quick 6; Great Way 2.
Queens: A&P 21; Finast 10; Gristedes; Grand Union 7; Shopwell 5; Pathmark 4; Sloan's.
Staten Island: A&P 5; Pathmark 4; Shop-Rite.

Largest Variety Stores
Bronx: Woolworth; Kresge's; Green; Lamston; Newberry; McCrory 3.
Brooklyn: Woolworth; Kresge's; Green; Lamston; Newberry; McCrory 3.
Manhattan: Woolworth 30; Green 3; Lamston 20; Nichols 3; McCrory 3.
Queens: Woolworth 23; Kresge's 2; Green; Lamston 4; Nichols; McClellan 2; McCrory 3.
Staten Island: Woolworth 2; Kresge's 2; McCrory.

14 - NEWSPAPERS: Contact for Advertising and Merchandising Data Representatives.

Bronx Borough

No daily newspaper published in the Bronx.

Brooklyn Borough

CHALLENGE (m-mon to fri; sat) 80,000; Pub. Est. Sept. 30, 1985. Thomas Watkins, Pub., 1368 Fulton St., Brooklyn, NY 11216; Tel. (718) 636-9500.
National Representative: None.

Manhattan Borough

DAILY WORLD (m-tues to sat) 43,003; sworn Sept. 27, 1985. Thomas Dennis, Gen. Mgr.; Michael Zagarell, Editor, 239 W. 23rd St., New York, NY 10011; Tel. (212) 924-2523.
JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 21,739; Mar. 31, 1986 ABC. Jeff Kleinman, V.P. Adv., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.
National Representative: Knight-Ridder Newspaper Sales.
NEWS (m-mon to fri) 1,275,268; (m-sat) 987,908; (S) 1,676,858; Mar. 31, 1986 ABC. A.J. Calianese, Adv. Dir., 220 E. 42 St., New York, NY 10017; Tel. (212) 210-2096.
National Representative: Chicago Tribune Newspapers.
POST (all day-mon to fri) 751,798; (sat) 543,378; Mar. 31, 1986 ABC. Patrick Smith, V.P./Adv., 210 South St., New York, NY 10002; Tel. (212) 349-5000.
National Representatives: Branham/Newspaper Sales; Metropolitan Publishers Representatives.
TIMES (m-mon to fri) 1,035,426; (m-sat) 796,583; (S) 1,625,649; Mar. 31, 1986 ABC. Erich G. Linker, V.P./Adv. Dir., 229 W. 43rd St., New York, NY 10036; Tel. (212) 556-1234.
National Representative: Direct-through branch offices.
WALL ST. JOURNAL (Eastern Edition m-mon to fri) 792,550; (Total all editions m-mon to fri) 1,985,559; Mar. 31, 1986 ABC. Lee Heffner, V.P./Adv. Dir., Main Office-22 Cortlandt St., New York, NY 10007; Tel. (212) 285-5000. Ad Offices (NYC)-420 Lexington Ave., 10170; Tel. (212) 808-6600.
National Representative: Direct-through branch offices.

Queens Borough

No daily newspaper published in Queens.

Richmond Borough

STATEN ISLAND ADVANCE (e-mon to fri) 74,898; (e-sat) 72,565; (S) 84,927; Mar. 31, 1986 ABC. Jack Furman, Mktg. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (718) 981-1234.
National Representative: Newhouse Newspapers; Metro Suburbia.

NEWBURGH-BEACON

1 - LOCATION: E&P Map F-5 (Newburgh in Orange County PMSA; Beacon in Poughkeepsie MSA). Newburgh in Orange County on W bank of Hudson River; Beacon in Dutchess County on E bank of Hudson River; 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mi. from N.Y. State Thruway; I-84.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Short; Flying Eagle; Fishkill; Mohawk.

3 - POPULATION:
Corp. Cities 80 Cen. 36,375; E&P 86 Est. 33,599
Newburgh 80 Cen. 23,438; E&P 86 Est. 21,015
Beacon 80 Cen. 12,937; E&P 86 Est. 12,584
CZ-ABC: (80) 59,122
RTZ-ABC: (80) 219,658
Counties/PMSA & MSA 80 Cen. 504,658; E&P 86 Est. 533,972
Dutchess County/MSA 80 Cen. 245,055; E&P 86 Est. 257,605
Orange County/PMSA 80 Cen. 259,603; E&P 86 Est. 276,367
City & RTZ-ABC: (80) 278,780
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,956; E&P 86 Est. 12,801
Newburg 80 Cen 8,565; E&P 86 Est. 8,429
Beacon 80 Cen 4,391; E&P 86 Est. 4,372
CZ-ABC: (80) 20,306
RTZ-ABC: (80) 69,908
Counties/PMSA & MSA 80 Cen. 164,893; E&P 86 Est. 182,039
Dutchess County/MSA 80 Cen. 80,642; E&P 86 Est. 88,156
Orange County/PMSA 80 Cen. 84,251; E&P 86 Est. 93,883
City & RTZ-ABC: (80) 90,214

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$273,669,000
Savings & Loan	2	$98,640,000
Commercial	12	$2,080,160,000

6 - PASSENGER AUTOS: Counties: Orange 160,163; Dutchess 156,318

7 - ELECTRIC METERS: Residence: Newburgh 12,243; Beacon 7,220

8 - GAS METERS: Residence: Newburgh 12,223; Beacon 9,532

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; Military Academy 8,300; Beacon: Research 1,160; Printing 565; Tape Prods. 300; Rubber Prods. 210; Electronics 19,750; Apparel 200; Furniture 154.
Principal Industrial Pay Days-Newburgh: Wed., Thur., Fri.; Beacon: Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8; last killing frost, May 1.

11 - TAP WATER: Newburgh: Alkaline, soft; Beacon: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Newburgh-Newburgh Mall; Vails Gate Plaza; Mid-Valley Mall; Beacon-Main Street; Fishkill-Dutchess Mall; South Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid Valley Mall(47)	2	JCPenney, Woolworth
Newburgh Mall(70)	3	Sears, Caldor, Howlands
Zayre Plaza(22)	2	Zayre
Big V Plaza	3	Shop-Rite
Dutchess Mall(75)	8	Service Mdse., Gayne's
South Hills	11	K mart, Sears, Hess

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lloyd's; Caldor; Howlands; Gayne's; Hess.
Variety Stores-Woolworth; Sears, Caldor's; Value City; Howland's; Big V; Albany Market.
Discount Stores-Zayre; Value City; Odd Lot; Service Merchandise; Rosenbaum's; Miron's.
Chain Drug Stores-Rexall; Rite Aid; Fay's; CVS.
Chain Supermarkets-Grand Union 4; Shop-Rite 3; A&P 2; Weiss Markets; Waldbaum's.
Other Chain Stores-Miles; Thom McAn; Radio Shack 2; Firestone 2; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber; Lloyd Lumber; Aubuchon 2; Kay Jewelers; Anderson Little; Endicott-Johnson; Casual Corner; Kay-Bee Toys; Upstage Shoes; Tano; Sixteen Plus; Dora Dale; Waldenbooks; Book & Record.

14 - NEWSPAPERS: NEWS (e) 14,045; (S) 14,389; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Van Wagner, Adv. Mgr., NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3000.
National Representative: Thomson Newspapers.

NIAGARA FALLS

1 - LOCATION: Niagara County (PMSA). E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical manufacturing center; 23 mi. NW of Buffalo on Niagara River.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).
Motor Freight Carriers-55.
Intercity Bus Lines-Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

3 - POPULATION:
Corp. City 80 Cen. 71,384; E&P 86 Est. 61,636
CZ-ABC: (80) 95,087
RTZ-ABC: (80) 40,345
County/PMSA 80 Cen. 227,101; E&P 86 Est. 216,785
City & RTZ-ABC: (80) 135,432
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,272; E&P 86 Est. 25,243
CZ-ABC: (80) 34,910
RTZ-ABC: (80) 12,971
County/PMSA 80 Cen. 80,258; E&P 86 Est. 80,147
City & RTZ-ABC: (80) 47,881

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$373,685,000
Savings & Loan	1	$143,132,289
Commercial	5	$245,618,000

6 - PASSENGER AUTOS: County 115,020

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 30,181

9 - PRINCIPAL INDUSTRIES: Chem. Abrasives, Metallurgical, Paper Prods. (16,684 employees) Av. Wkly. Wage $293.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd.; 93-store mall.
Neighborhood Shopping Centers-12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd.; and at Lewiston; mall on Williams Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Center		Beirs
Niagara Factory Outlet		
Haeberle(6)	NA	Portage Pharmacy
Military Sq. Plz (11)	NA	Century Housewares
Mil-Pine Plaza(9)	NA	Tops Mkt
Pine Plaza(22)	NA	Super Duper
Summit Park Mall(66)	NA	AMA's, Jenss, Sears
Factory Outlet Mall(50)	NA	

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-City: Mon., Thur., Fri.; Plazas: every eve.

13 - RETAIL OUTLETS: Department Stores-Beirs, Jenss 2, Sears, AM&A.
Discount Stores-Jupiter, K mart; Brand Names.
Chain Drug Stores-Rexall; Stines, Coulson 2; Rite Aid 4; Brooks; Fays 2.
Chain Supermarkets-Super Duper 2; Bell's, Wilson Farms; Tops 5; B Kwik.
Other Chain Stores-Shoes: Shoetown; Kinney; Gallenkamp; Regal; Thom McAn 2; Clothing: Richmond Bros.; Motherhood Maternity; Merry-Go-Round; Chess King; Casual Corner; Lerner's; Norban; Auto Supplies: Firestone; Goodrich; Goodyear; General Tire; Paints: Sherwin-Williams; Color Your World; Crandall; Misc.: Color Tile; Gordon Jewelers; Child World; The Gap; Cavage's; Fredericks of Hollywood; General Nutrition; Jaccord; Zales.

14 - NEWSPAPERS: GAZETTE (m) 28,399; (S) 30,255; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Corvi, Adv. Dir., GAZETTE, 310 Niagara St., Niagara Falls, NY 14303; Tel. (716) 282-2311.
National Representatives: Gannett Media Sales; U.S. Suburban Press.

NORTH TONAWANDA-TONAWANDA

1 - LOCATION: Niagara & Erie Counties (Tonawanda in Buffalo PMSA; North Tonawanda in Erie Co. & Niagara Co. & Niagara Falls PMSA). E&P Map B-3. 9 mi. from Niagara Falls and 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Metro Bus.
Airlines-American; United; USAir; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 54,453; E&P 86 Est. 51,862
North Tonawanda 80 Cen. 35,760; E&P 86 Est. 34,614
Tonawanda 80 Cen. 18,693; E&P 86 Est. 17,248
CZ-ABC: (80) 54,453
RTZ-ABC: (80) 114,531
Counties/PMSAs 80 Cen. 1,242,573; E&P 86 Est. 1,206,835
Niagara County/PMSA 80 Cen. 227,101; E&P 86 Est. 216,785
Erie County/PMSA 80 Cen. 1,015,472; E&P 86 Est. 990,050
City & RTZ-ABC: (80) 168,984

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 19,549; E&P 86 Est. 18,954
North Tonawanda 80 Cen. 12,868; E&P 86 Est. 12,696
Tonawanda 80 Cen. 6,681; E&P 86 Est. 6,258
CZ-ABC: (80) 19,549
RTZ-ABC: (80) 40,731
Counties/PMSAs 80 Cen. 445,373; E&P 86 Est. 449,749
Niagara County/PMSA 80 Cen. 80,258; E&P 86 Est. 80,147
Erie County/PMSA 80 Cen. 365,217; E&P 86 Est. 369,602
City & RTZ-ABC: (80) 60,280

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Counties: Erie 500,490; Niagara 115,020

7 - ELECTRIC METERS: Residence 20,706

8 - GAS METERS: Residence 16,018

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem., Plastics, Paints 797 ($320); Paper & Allied Prods. 53 ($330); Machine Shop Metal Trades 172 ($340).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21; last killing frost, Apr. 27.

11 - TAP WATER: Medium hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 1 each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.
Neighborhood Shopping Centers-3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park; Green Acres Plaza; Colvin Eggert Plaza; Parkview Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midcity Plz (25)	3	Bell's, Sav-Rite
Blvd. Mall(77)	4	Kleinhans, Jenss, JCPenney
Sheridan Plz (25)	4	AM&A, Bergers
Northtown Plz	5	AM&A, Bergers
Del-Ton Plz (15)	2	Rite Aid
Powerline Plaza	2	Rite Aid
Rainbow Centre(65)	11	Beir's
Summit Park Mall(66)	5	Sears, McCrory, Jenss, AM&A

Principal Shopping Days-Thur., Fri., Mon., Sat.
Stores Open Evenings-Mon., Sat. until 9 p.m.

13 - RETAIL OUTLETS: Discount Stores-Ames, Valu; Hill's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Leader; Rite Aid 6; P.K. 2; Brooks; CVS 3; Fay's 2.
Chain Supermarkets-Bell Mkts. 2; Super Duper 2; Tops 2.
Other Chain Stores-Endicott-Johnson; Kinney; Dunlop Tire; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,407; (m-sat) 14,493; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Fitzgerald, Adv. Dir., NEWS, 435 River Rd., North Tonawanda, NY 14120; Tel. (716) 693-1000.
National Representatives: Landon Associates; U.S. Suburban Press.

NORWICH

1 - LOCATION: Chenango County, E&P Map D-4, County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23, 319.

2 - TRANSPORTATION: Railroads-Erie & Lackawanna (freight).
Intercity Bus Lines-Shortline.
Airlines-Midstate; Airport Chartered Service.

3 - POPULATION:
Corp. City 80 Cen. 8,082; E&P 86 Est. 7,633
County 80 Cen. 49,344; E&P 86 Est. 51,510
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,521; E&P 86 Est. 2,980
County 80 Cen. 16,858; E&P 86 Est. 18,392

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$270,000,000
Savings & Loan	1	$26,000,000
Mutual Savings	1	$32,000,000

6 - PASSENGER AUTOS: County 24,243

7 - ELECTRIC METERS: County 11,323

8 - GAS METERS: County 3,345

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500; Food Proc.; Storage; Shipping 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great American Plaza(9)	NA	Great American, Ames, Family Bargain
Norwich(15)	NA	Jamesway, Grand Union

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-McLaughlin's.
Discount Stores-Ames; Jamesway.
Chain Drug Stores-Carl; Rite Aid; Fayes.
Chain Supermarkets-Grand Union; A&P; Great American.
Other Chain Stores-Sears (catalog); Bern's; Endicott-Johnson; Natl. Auto; Mila Fabrics; Montgomery Ward; Emily Lawrance; Napa Auto; Champion.

14 - NEWSPAPERS: SUN (e-mon to fri) 7,068; Sept. 30, 1985 CAC.
Local Contact for Advertising and Merchandising Data: Robert E. Deuel, Pub., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (607) 334-3276.
National Representative: Landon Associates.

NYACK

1 - LOCATION: Rockland County (In New York PMSA). E&P Map F-6. On New York State Thruway, Garden State Pkwy., Route 59 & 17.

2 - TRANSPORTATION: Railroads-Metro North; New Jersey Transit.
Motor Freight Carriers-1.
Intercity Bus Lines-Mohawk; Rockland; Short Line; Red & Tan.

3 - POPULATION:
Corp. City 80 Cen. 6,428; E&P 86 Est. 5,993
NDM-ABC: (80) 259,530
County 80 Cen. 259,530; E&P 86 Est. 266,889
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,657; E&P 86 Est. 2,594
NDM-ABC: (80) 77,905
County 80 Cen. 77,905; E&P 86 Est. 83,387
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$1,582,495,000
Savings	11	$772,347,000
Savings & Loan	6	$549,782,000

6 - PASSENGER AUTOS: County 176,338

7 - ELECTRIC METERS: County 81,930

8 - GAS METERS: County 64,397

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 ($486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($475); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Rockland Plaza, Nanuet Mall, Nanuet, Pacesetter Park, Ponoma; Samsondale Plaza, West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave., Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw; Main St., New City.
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Bambergers; Caldor; Marshalls.
Variety Stores-Woolworth; Newberry.
Chain Supermarkets-Shop-Rite; A&P; Grand Union; Waldbaums; Pathmark; Food Emporium; Foodtown; Stop 'N Shop.
Other Chain Stores-National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Channel Lumber; Trader Horn.

14 - NEWSPAPERS: JOURNAL-NEWS (e) 44,931; (S) 51,217; Mar. 29, 1986 ABC.
NOTE: Member of Westchester Rockland Newspapers Group.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

OGDENSBURG

1 - LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distributing center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2 - TRANSPORTATION:
Intl. Bridge provides fast truck & car connections with Canada. Also, Ogdensburg Bridge & Port Authority-Port of Ogdensburg.
Motor Freight Carriers-5.
Freight Steamship Lines-2.
Intercity Bus Lines-Thousand Island.
Airport-Broadway Air.

3 - POPULATION:
Corp. City 80 Cen. 12,375; E&P 86 Est. 10,967
County 80 Cen. 114,254; E&P 86 Est. 114,430
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,204; E&P 86 Est. 3,332
County 80 Cen. 35,801; E&P 86 Est. 37,341

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$63,632,393
Savings & Loan	1	$14,342,140
Commercial	3	$198,000,000

6 - PASSENGER AUTOS: County 45,668

7 - ELECTRIC METERS: Residence 4,382

8 - GAS METERS: Residence 3,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hosp. 1,050 ($269); Shade Rollers 150 ($200); Off. Equip. 153 ($225); Drapery Hdwe. 100 ($240); Office Supplies 250 (N.A.); Telephone Components 325.
Principal Pay Days-Wed., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. Spring 20-70. Summer 40-94; Fall 40-70; Winter -28-35; First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER. Normal; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Ford St., 2 on State St.
Neighborhood Shopping Centers-2 blocks on E. Ford St.; 2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Ctr.(13)	2	P&C, Sears, Kinney Drugs, K mart, Fay's, Ames
Park Plz.(30)	1	
Charlestown Mall (20)	NA	

Principal Shopping Days-Tues. through Sun.
Stores Open Evenings-Shpg. ctrs. every evening; Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Ames; K mart.
Chain Drug Stores-B.O. Kinney; Fays.
Chain Supermarkets-Great American; Eddy's Mkt.; P&C; Super Duper.
Other Chain Stores-Singer Co.; Sperlings Furn.; Goodyear; Agway; Sears; Montgomery Ward; Grossman's; Endicott-Johnson; Natl. Army Stores; Garns Supply; Dixie Lee.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,206; ADVANCE NEWS (S) 8,212; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Patricia Charlebois, Adv. Mgr., JOURNAL and ADVANCE-NEWS, 308-312 Isabella St.; Box 409, Ogdensburg, NY 13669; Tel. (315) 393-1000.
National Representative: Landon Associates.

OLEAN

1 - LOCATION: Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary; 70 mi. S of Buffalo.

2 - TRANSPORTATION: Railroads-Conrail (2).
Motor Freight Carriers-18.
Airports-Olean Municipal; Giermek Executive.

3 - POPULATION:
Corp. City 80 Cen. 18,207; E&P 86 Est. 17,144
CZ-ABC: (80) 33,442
RTZ-ABC: (80) 137,247
County 80 Cen. 85,697; E&P 86 Est. 86,268
City & RTZ-ABC: (80) 170,689
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,793; E&P 86 Est. 6,224
CZ-ABC: (80) 11,521
RTZ-ABC: (80) 46,825
County 80 Cen. 29,280; E&P 86 Est. 30,794
City & RTZ-ABC: (80) 58,346

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	2	$208,000,000

6 - PASSENGER AUTOS: County 36,131

7 - ELECTRIC METERS: Residence 7,225

8 - GAS METERS: Residence 6,304

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines, Compressors 2,700; Electric Components 1,050; Capacitors, Resistors 700; Ceramic Tile 400; Elect. Protect. Equip 185; Household Cutlery 150; Precision Machine Work, Tool & Die; Industrial Supplies; Industrial Mach.; Electroplating.
Principal Pay Days-Wed., Thur., Fri., Sat.

10 - CLIMATE: Av. Temp.-Spring 46; Summer 68; Fall 49; Winter 23. First killing frost, Sept. 30; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany(3)	NA	Reids Food Barn, K mart
Bradners(3)	NA	Bradners, JCPenney
Olean Mall(53)	NA	AM&A's, Hills
Westons(1)	NA	Westons

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown: Wed.; Shopping centers: every night.

13 - RETAIL OUTLETS: Department Stores-AM&A's; Bradner's; Hill's; Sears; JCPenney.
Discount Stores-K mart; Weston's.
Chain Drug Stores-Rite Aid; CVS; Rexall; Fay's.
Chain Supermarkets-Reids Food Barn 2; F.J. Mahar 5; Tops; Quality.
Other Chain Stores-Co-op Grocery; Grossmans; Valu-Homes; Brand Names; Zayre's; 84 Lumber.

14 - NEWSPAPERS: TIMES-HERALD (e) 25,605; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Chris Henzel, Adv. Dir., TIMES-HERALD, 639 Norton Dr., Olean, NY 14760; Tel. (716) 372-3121.
National Representative: Landon Associates.

ONEIDA

1 - LOCATION: Madison County (In Syracuse MSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Central N.Y.

3 - POPULATION:
Corp. City 80 Cen. 10,810; E&P 86 Est. 10,497
County 80 Cen. 65,150; E&P 86 Est. 68,124
MSA 80 Cen. 642,375; E&P 86 Est. 657,792
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,041; E&P 86 Est. 3,805
County 80 Cen. 20,805; E&P 86 Est. 22,772
MSA 80 Cen. 223,642; E&P 86 Est. 238,646

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$2,457,027,000
Savings	2	$1,247,920,136

6 - PASSENGER AUTOS: County 31,193

7 - ELECTRIC METERS: Residence 14,251

8 - GAS METERS: Residence 7,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 2,200; Paper Plates 300; Food Prods. 190; Milking Mach. 110.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave.; Farrier Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big N Plz.(10)	NA	Ames, Fay Drug, Mont. Ward
Oneida(16)	NA	P&C Mkt., Lynn's, Oneida Men's Shop, Sears
Tops Plz.	NA	Top Mkts., McLaughlins

Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Thur.; Grocery, Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Alfred's Bargain City; Agway.
Chain Drug Stores-Medical Ctr. Phcy.; Carl's, Fay's; Rite Aid; Colonial.
Variety Stores-H.L. Green; Phillipson's Army-Navy; D&D Sports; Oneida Hdwe.
Chain Supermarkets-P&C; Chicago Mkts.; Foodland; Tops Market.
Other Chain Stores-Singer Co.; Sears (catalog).

14 - NEWSPAPERS: DISPATCH (e-mon to fri; m-sat) 9,859; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ann Campanie, Pub.; DISPATCH, 130 Broad St.; PO Box 120, Oneida, NY 13421; Tel. (315) 363-5100.
National Representative: Landon Associates.

ONEONTA

1 - LOCATION: Otsego County, E&P Map E-4. Agricultural and dairy center. 80 mi. SW of Albany; 62 mi. from Binghamton. On U.S. Hwy. 7 and State Hwys. 28 and 23. 60 mi. S of Utica.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Adirondack; Pine Hill.
Airlines-Catskill Airways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; E&P 86 Est. 14,406
CZ-ABC: (80) 16,648
RTZ-ABC: (80) 79,302
County 80 Cen. 59,075; E&P 86 Est. 61,764
City & RTZ-ABC: (80) 95,950
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,431; E&P 86 Est. 3,953
CZ-ABC: (80) 5,162
RTZ-ABC: (80) 27,830
County 80 Cen. 20,228; E&P 86 Est. 22,191
City & RTZ-ABC: (80) 32,992

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$157,000,000
Savings & Loan	1	$140,000,000
Savings	1	$46,000,000

6 - PASSENGER AUTOS: County 27,952

7 - ELECTRIC METERS: Residence 4,123

8 - GAS METERS: Residence 2,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Colleges 1,223 ($280); R.R. 172 ($365); Plastics 276 ($180); Electronics 365 ($230); Paper Proc. 142 ($230); Dress Mfg. 190 ($160); Feed Mill 76 ($200); Metal Prods. 95 ($230).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12; last killing frost, May 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers-E. Main St.; Chestnut St.; River St.; Oneonta Shpg. Plaza; West End Shpg. Center; Route 7; Oneonta Trade Mart; West End; Sidney Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid(8)	2	P&C Mkt., Fays Drug, Nichols
Southside Mall	1	K mart, JCPenney, Great American
Westgate(12)	2	Ames, Rite Aid, Grand Union

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Mon. through Sat. at shopping centers; Thur. downtown. Some stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Bresee's; Argersingers; JCPenney; K mart; Nichols.
Discount Stores-Carl's Drug; Jamesway; Ames.
Variety Stores-Woolworth; Fay's; Ames.
Chain Supermarkets-Victory; Grand Union; P&C; Price Chopper; Great American.
Other Chain Stores-Endicott Johnson; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: STAR (m) 18,713; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James Vitale, Adv. Dir., STAR, 102 Chestnut St., Oneonta, NY 13820; Tel. (607) 432-1000.
National Representative: Branham/Newspaper Sales.

OSSINING

1 - LOCATION: Westchester County (In New York, PMSA). E&P Map F-5. Residential center 30 mi. N of NYC. On U.S. Hwy. 9, State 133 & 134.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 20,196; E&P 86 Est. 19,868
NDM-ABC: (80) 60,670
County 80 Cen. 866,599; E&P 86 Est. 875,419
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,777; E&P 86 Est. 7,396
NDM-ABC: (80) 19,536
County 80 Cen. 307,450; E&P 86 Est. 323,430
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$6,580,079,000
Savings	22	$5,645,096,000
Savings & Loan	12	$888,516,000

6 - PASSENGER AUTOS: County 596,404

7 - ELECTRIC METERS: County 267,929

8 - GAS METERS: County 185,797

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 ($486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($475); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on Main St.; 3 on Spring St.; Croton Ave.
Nearby Shopping Centers-Chilmark (Pleasantville Rd.); Arcadia (So. Highland Ave.).
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Kipp's; Medicine Shoppe 4.
Chain Supermarkets-A&P; Grand Union 4; Finast Shopwall 4; Shop-Rite.

14 - NEWSPAPERS: CITIZEN REGISTER (e) 7,029; (S) 7,807; Mar. 29, 1986 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 751-5300.
National Representative: Gannett Media Sales.

OSWEGO-FULTON

1 - LOCATION: Oswego County (In Syracuse MSA). E&P Map D-3. County Seat. Shipping center for 2-county agricultural & dairy area. Miscellaneous manufacturing, wholesale & education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 48, 57, 104.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3 - POPULATION:
Corp. Cities 80 Cen. 33,285; E&P 86 Est. 29,929
Fulton 80 Cen. 13,312; E&P 86 Est. 12,573
Oswego 80 Cen. 19,793; E&P 86 Est. 17,256
CZ-ABC: (80) 21,698
RTZ-ABC: (80) 79,000
County 80 Cen. 113,901; E&P 86 Est. 121,289
MSA 80 Cen. 642,375; E&P 86 Est. 657,792
City & RTZ-ABC: (80) 100,698

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,417; E&P 86 Est. 10,785
Fulton 80 Cen. 5,088; E&P 86 Est. 4,687
Oswego 80 Cen. 7,329; E&P 86 Est. 6,098
CZ-ABC: (80) 7,855
RTZ-ABC: (80) 25,325
County 80 Cen. 37,238; E&P 86 Est. 41,487
MSA 80 Cen. 223,642; E&P 86 Est. 236,646
City & RTZ-ABC: (80) 33,180

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$95,091,251
Savings & Loan	1	$7,299,948
Commercial	3	$65,000,000

6 - PASSENGER AUTOS: County 53,740

7 - ELECTRIC METERS: Residence: Oswego 12,102; Fulton 7,508

8 - GAS METERS: Residence: Oswego 9,302; Fulton 5,717

9 - PRINCIPAL INDUSTRIES: Beer Brewing; Food Proc.; Aluminum Mfg.; Paper Prods.; Wire Mfg.; Steel; Atomic Energy.
Principal Industrial Pay Days-Oswego-Thur., Fri. Fulton-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oswego: 3 blocks on W. Bridge St.; 9 on E. Bridge St.; 3 on W. 1st St.; 3 on W. 2nd St.; 2 on E. 1st St.; 2 on E. 2nd St.; 2 on E. 3rd St.; 2 on S. 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on W. Broadway; 1 on E. Broadway; 1 on W. First St. S.; Canalview Mall; Pyramid Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(10)	NA	Half Price Outlet, Fays
Pyramid Mall(10)	NA	Jamesway
Price Chopper	NA	Price Chopper
Oswego Plz (12)	NA	P&C, Fay Drugs, Sears, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plz. Stores-Mon. through Sat.
Stores Open Sunday-Many in Plz.

13 - RETAIL OUTLETS: Department Stores-Kline Bros.; Shapiro Bros.; Montgomery Ward.
Variety Stores-McCrory; McLellan; Green's.
Discount Stores-KBC; Jamesway.
Chain Drug Stores-Wayne 2; Key; Fay 2.
Chain Supermarkets-P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.
Other Chain Stores-Endicott-Johnson 2; M. Goldberg & Sons 2; Western Auto 2; Agway Farm 2; Pickway Shoes; JoAnn Fabrics; JCPenney; Midas Muffler; Goodyear; Woolworth.

14 - NEWSPAPERS: PALLADIUM-TIMES (e) 8,983; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gloria Baker, Adv. Dir., PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.
National Representative: Thomson Newspapers.

PEEKSKILL

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential ctr. On E bank of Hudson River, 41 mi. N of NYC. On U.S. Hwys. 6, 9, 202.

2 - TRANSPORTATION: Railroads-Metro North.
Intercity Bus Lines-Liberty Lines; American.
Airlines-Air North; Business Express; Commercial Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 18,236; E&P 86 Est. 18,108
NDM-ABC: (80) 132,026
County 80 Cen. 866,599; E&P 86 Est. 875,419
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,850; E&P 86 Est. 7,268
NDM-ABC: (80) 42,185
County 80 Cen. 307,450; E&P 86 Est. 323,430
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	DEPOSITS
Savings	22	$5,645,096,000
Savings & Loan	12	$888,516,000
Commercial	13	$6,580,079,000

6 - PASSENGER AUTOS: County 596,404

7 - ELECTRIC METERS: County 267,929

8 - GAS METERS: County 185,797

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 ($486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($475); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beach(37)	NA	Woolworth, Grand Union
Westchester Mall(40)	NA	Pergament, Fayva, Radio Shack, Waldbaum's, Jamesway
Hampton Oaks	NA	IGA
Welcher Ave.	NA	A&P
Baldwin Pl.(38)	NA	Sears (catalog), Radio Shack
Yorktown Green(30)	NA	Caldor, A&P, Shopwell
Putnam Square(10)	NA	Shopwell
Jefferson Valley Mall(70)	NA	Reads, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Howland; Reads; Pergament; Jamesway.
Variety Stores-McCrory; Woolworth.
Discount Store-Caldor.
Chain Drug Stores-Brooks 3; Rite Aid.
Chain Supermarkets-A&P; Grand Union; Shopwell 2; Shop-Rite; Waldbaums 2.
Other Chain Stores-Sears; Shoe-Town; Thom McAn; Singer; Trader Horn; Kinney; Sherwin-Williams.

14 - NEWSPAPERS: STAR (e) 9,584; (S) 10,766; Mar. 29, 1986 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

PLATTSBURGH

1 - LOCATION: Clinton County. E&P Map F-1. County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center; Air Force Base. On U.S. Rt. 9 I-87, 310 mi. from N.Y.C.; 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.
Airlines-Piedmont Commuter.

3 - POPULATION:
Corp. City 80 Cen. 21,057; E&P 86 Est. 21,332
CZ-ABC: (80) 37,441
RTZ-ABC: (80) 48,979
County 80 Cen. 80,750; E&P 86 Est. 81,084
City & RTZ-ABC: (80) 86,420

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,925; E&P 86 Est. 6,742
CZ-ABC: (80) 11,650
RTZ-ABC: (80) 15,217
County 80 Cen. 24,896; E&P 86 Est. 26,164
City & RTZ-ABC: (80) 26,867

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$288,292,000
Savings & Loan	1	$107,000,000

6 - PASSENGER AUTOS: County 35,853

7 - ELECTRIC METERS: Residence 9,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Paper Prods.; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Prods.; Machine Prods.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall (50)	NA	K mart, JCPenney, Mont. Ward
North Country(40)	NA	A&P, H.L. Green
Plattsburgh Plaza(16)	NA	Zayre, Grand Union
Skyway Corners(15)	NA	Ames, Grand Union, Woolworth
Ames Plaza(8)	NA	Ames, P&C Food, Kinney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Merkels; Sears; JCPenney; Magram's.
Variety Stores-Woolworth; Green.
Discount Stores-Kinney; Fay's; Ames; K mart.
Chain Supermarkets-Grand Union 3; A&P; P&C Mkts.; Price Chopper.
Other Chain Stores-Bass Shoe; Dexter Shoe; Kinney; Anderson-Little; Zale's Jewelers; Shoe Corp. of America; Endicott-Johnson; Fashion; National Army & Navy; Goodyear; Goodrich; Western Auto; Thom McAn.

14 - NEWSPAPERS: PRESS-REPUBLICAN (m) 22,571; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William C. Lundquest, Adv. Dir., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.
National Representative: Branham/Newspaper Sales.

PORT CHESTER

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center. On U.S. Hwy. 1 and State Hwys. 119, 120, 120A, 9 mi. E of White Plains; New England Thruway, Connecticut Tpke.; Cross-Westchester Expwy.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 23,565; E&P 86 Est. 22,867
NDM-ABC: (80) 71,835
County 80 Cen. 866,599; E&P 86 Est. 875,419
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155
Demograpic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,001; E&P 86 Est. 9,067
NDM-ABC: (80) 24,651
County 80 Cen. 307,450; E&P 86 Est. 323,430
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$6,580,079,000
Savings	22	$5,645,096,000
Savings & Loan	12	$888,516,000

6 - PASSENGER AUTOS: County 596,404

7 - ELECTRIC METERS: County 267,929

8 - GAS METERS: County 185,797

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 ($486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($475); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St.; 6 blocks on Westchester Ave.
Principal Shopping Days-Thur. through Sun.
Shopping Centers-Rye Ridge: Finast; Woolworth; Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district; Washington Park Plaza Ctr.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Chain Drug Stores-Rock Bottom; CVS.
Chain Supermarkets-Finast 4; Shopwell 4; Waldbaum's; Pathmark; Food Emporium.
Other Chain Stores-Caldor; Kaplan's; Reisner Bros.; Pergament Paints.

14 - NEWSPAPERS: ITEM (e) 11,073; (S) 11,159; Mar. 29, 1986 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

PORT JERVIS

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. On Delaware River, 84 mi. NW of N.Y. City.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Shortline.

3 - POPULATION:
Corp. City 80 Cen. 8,699; E&P 86 Est. 8,303
County/PMSA 80 Cen. 259,603; E&P 86 Est. 276,367

4 - HOUSEHOLDS:
City 80 Cen. 3,385; E&P 86 Est. 3,300
County/PMSA 80 Cen. 84,251; E&P 86 Est. 93,883

5 - BANKS	NUMBER	EST. DEP.
Savings	2	N.A.
Savings & Loan	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 160,163

7 - ELECTRIC METERS: Residence 3,784

8 - GAS METERS: Residence 3,642

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 170 ($275); Cosmetics 800 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Pike, Front, Sussex, and Ball Sts.
Neighborhood Shopping Centers-W. Main St., Kingston Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri State Mall(10)	1	Jamesway, Shop-Rite
Port-Jervis Plaza(7)		K mart, Great American

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart.
Variety Stores-Jamesway.
Chain Supermarkets-Grand Union 2; A&P; Shop-Rite; Great American.

14 - NEWSPAPERS: TRI-STATE-GAZETTE (e) 4,679; sworn Mar. 31, 1986.

Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Dir., TRI-STATE-GAZETTE, 84-88 Fowler St., Port Jervis, NY 12771; Tel. (914) 856-5383.
National Representative: Branham/Newspaper Sales.

POUGHKEEPSIE

1 - LOCATION: Dutchess County (MSA). E&P Map F-5. County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9; I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-20.
Intercity Bus Lines-Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.
Airlines-Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, DC and to Raleigh-Durham, NC.

3 - POPULATION:
Corp. City 80 Cen. 29,757; E&P 86 Est. 28,014
CZ-ABC: (80) 69,306
RTZ-ABC: (80) 219,428
County/MSA 80 Cen. 245,055; E&P 86 Est. 257,605
City & RTZ-ABC: (80) 288,734
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,262; E&P 86 Est. 12,017
CZ-ABC: (80) 74,663
RTZ-ABC: (80) 70,454
County/MSA 80 Cen. 80,642; E&P 86 Est. 88,156
City & RTZ-ABC: (80) 95,117

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$909,655,000
Commercial	12	$433,105,000
Savings & Loan	2	$121,346,000

6 - PASSENGER AUTOS: County 156,318.

7 - ELECTRIC METERS: County 83,000.

8 - GAS METERS: County 18,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Util. 12,264; Elect. Prods. 487.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Pedestrian Mall over 6 blocks, Downtown Poughkeepsie.
Neighborhood Shopping Centers-Hooker Ave.; Raymond Ave., Poughkeepsie Plz.; South Rd.; Bradlee Plz.; South Rd.; Hudson Plz.; South Rd.; 44 Plz.; Route 44; Red Oaks Mill; Manchester Rd.; Hyde Pk. Mall; South Hills Mall; Imperial Plz.; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hyde Pk. Mall	4	Shop-Rite, Jamesway
South Hills Mall(72)	5	K mart, Howlands, Sears, Up-To-Date
Dutchess Mall (75)	15	Service Mdse., Shop-Rite, May's
Hopewell Plz.	8	Grand Union
Poughkeepsie(70)	2	Grand Union, Marshall's
Hudson Plz.(20)	2	Mont. Ward, Hermans, Fiah's
Bradlees Plz.(25)	2	Bradlees
Dutchess Ctr.	2	K mart, Shop-Rite, Miron Catalogue Ctr.
44 Plz.(25)	1	Edwards, Caldor
9 Mall(23)	6	Caldor, Shop-Rite
Imperial Plz.	7	Grand Union
Fishkill	13	Grand Union
Blodgett Farm Plz.	13	Ames
Dutchess Pk.	15	A&P
Hyde Pk.	4	Grand Union
Rhinebeck	16	Grand Union, A&P, Jamesway
Apple Valley Plz.	4	Grand Union
Red Oaks Mill(9)	4	Rite Aid, A&P, Grand Union
Arthursburg	14	A&P
Wappingers	3	Channel Home Ctr., Waldbaums

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-All Stores, Thur.; Food & Shpg. Ctrs., Mon. through Fri. and Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Howlands; Danish Design; Hess's.
Discount Stores-Bradlees; Caldor 2; K mart 2; Jamesway; Ames.
Variety Stores-Woolworth.
Chain Drug Stores-CVS 2; Neustat 6; Liggett Rexall; Rite Aid 2.
Chain Supermarkets-A&P 4; Grand Union 15; Edwards; Stop & Shop; Shop-Rite 4; IGA 2; Waldbaums.
Other Chain Stores-Goodyear 3; Goodrich; Miles; Deltone's Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Flannigans; Lloyd Lumber 3; Western Auto; Shoe Town; Up-To-Date; Schwartz & Co.; Stewart's Ice Cream 2; Channel Lumber.

14 - NEWSPAPERS: POUGHKEEPSIE JOURNAL (m) 41,438; (S) 59,349; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Halstead, Adv. Dir., POUGHKEEPSIE JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.
National Representative: Gannett Media Sales.

ROCHESTER

1 - LOCATION: Monroe County (MSA). E&P Map C-3. County Seat. Third largest city in state; On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway. 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On U.S. Hwys. I-390, I-490, I-590, 15, 104; State Hwys. 31, 33, 47; New York State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Chessie System.
Motor Freight Carriers-91.
Intercity Bus Lines-Greyhound; Blue Bird; Regional Transit; Trailways; Grand Island Transit.
Airlines-American; Best; Eastern; Mall; Piedmont; People Express; Republic; United; USAir; Ransom; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 241,741; E&P 86 Est. 214,872
CZ-ABC: (80) 623,173
RTZ-ABC: (80) 468,811
County 80 Cen. 702,238; E&P 86 Est. 712,923
MSA 80 Cen. 971,879; E&P 86 Est. 996,530
City & RTZ-ABC: (80) 1,091,984
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 102,642; E&P 86 Est. 91,616
CZ-ABC: (80) 229,655
RTZ-ABC: (80) 153,135
County 80 Cen. 264,352; E&P 86 Est. 267,249
MSA 80 Cen. 346,000; E&P 86 Est. 366,395
City & RTZ-ABC: (80) 382,790

5 - BANKS	NUMBER	EST. DEP.
Savings	6	N.A.
Savings & Loan	3	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 396,867.

7 - ELECTRIC METERS: Residence 277,758.

8 - GAS METERS: Residence 223,237.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg./Durable Goods 118,600 ($561); Mfg./Nondurable Goods 29,200 ($393); Constr. 14,300; Trans. & Public Util. 13,100; Whol. & Ret. Trade 94,300; Fin., Ins. and R.E. 19,300; Servs. and Misc. 98,100; Gov't 63,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 24-91; Fall 9-85; Winter 5-81.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: **Neighborhood Shopping Centers and Areas-Brighton**: BelAire Plz.; Brighton Commons; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plz.; West Brighton Plz. **Brockport**: Big N Plz.; Brockport Plz. **Chili**: Chili Ctr. Mart; Chili Paul Plz.; Chili Pixley Plz.; Churchville Commons. **Gates**: Buffalo Road Shopping Ctr.; C & C Plz.; Chili Hinchey Shopping Ctr.; Gates Shopping Ctr.; Gateway Plz.; Gates Colonial Plz.; Spencerport Road Plz.; Tops-Gold Circle Plz.; Westgate Plz.; Westmar Plz. **Greece**: Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plz.; Latta Road Plz.; Long Ridge Mall; Mt. Read Maiden Lane Plz.; Northgate Plz.; Ridgecrest Shopping Ctr.; Ridgemont Plz.; Shoremont Convenience Ctr.; Stone & Dewey Shopping Ctr.; Stoneridge Plz.; Street of Shops; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta**: Cohoes Commons; Henrietta Town Line Plz.; Quality Plz.; Jefferson Plz.; Wayside Plz.; Wegmans Henrietta Plz.; Westover Plz.; Henrietta K mart Plz.; Hennetta Plz.; Marketplace Mall; Southtown Plz.; Todd Mart Plz.; Winjef Plz.; Suburban Plz. **Irondequoit**: Atnum and Pizza Hut Plz.; Irondequoit K mart Plz.; East Ridge Plz.; Empire Plz.; Georgetown Plz.; Irondequoit Shopping Ctr.; Irondequoit Wegman Plz.; Muxworthy Plz.; Ridge Hudson Plz.; Stutson Bridge Plz.; Sunrise Plz.; Titus Shopping Plz. **Penfield**: Boulevard Plz.; Panorama Outlet Mall; Penn Fair Plz.; Panorama Plz.; Penfield Plz.; Browncroft Corners. **Perinton**: Fairport Village Landing; Country Club Plz.; Hitching Post Plz.; Perinton Hills Mall; Pennton Sq.; Perinton Plz. **Pittsford**: Pittsford Plz. W; Ardan/Marshalls Plz.; Pittsford Colony; Pittsford Pl.; Pittsford Plz.; Clover Commons. **Rochester**: Goodman Shopping Ctr.; Loehmann's Plz.; Highland Hills; Mt. Hope; Mt. Hope Crittenden; Lyell-Mt. Read Shopping Ctr.; Ridgecrest Shopping Ctr.; Bulls Head Plz.; Culver Ridge Plz.; Lyell Shopping Plz.; Merchants-Main Shopping Ctr.; Midtown Plz.; North Park Plz.; Park-Vassar Plz.; Ridge Clinton Plz.; Ridge Seneca Plz.; Waring Road Shopping Ctr.; West Ave. Plz. **Victor**: Eastview Mall. **Webster**: Eastway Plz.; Webster Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Browncroft Corners(15)	5	Super Duper
Chili Ctr. Mart(3)	7	K mart, Bells
Cohoes Commons (10)	6	Cohoes
Country Club(21)	9	Chase-Pitkin, Wegman's, CVS
Culver Ridge(30)	6	B. Forman, JCPenney, Apple's, Woolworth, Rite Aid
Dewey-Stone(4)	7	Super Duper
Eastview(100)	15	Sears, Sibley's, Woolworth, Fay's, McCurdy's
Eastway(21)	9	Sibley's, Wegman's, Chase Pitkin
Empire(3)	4	Apple's
Georgetown(7)	6	Fays
Greece Towne(64)	8	Sibley's, CVS, Gold Circle
Irondequoit(34)	5	Sibley's, Apple's, McCurdy's, Fay's
Latta Road Plz.(9)		Rite Aid
Loehmann's(8)	3	Tops
Long Ridge(74)	8	B. Forman, JCPenney, Sears, McCurdy's
Merchants-Main(6)	5	Bells, CVS
Marketplace(134)	6	B. Forman, Sibley, Sears, McCurdy's, JCPenney
Midtown(83)		B. Forman, McCurdy's, Wegman
Mt. Hope & Crittenden(4)	NA	Wegman's, CVS
Mt. Read & Maiden Lane(10)	8	Chase-Pitkin, Wegman's
Northgate(32)	9	JCPenney, Apple's, McCurdy's, Wegman, Fay's
Panorama(42)	8	Bells, Woolworth
Perinton Sq.(33)	NA	Fay's, K mart, Apples
Pittsford Pl.(9)	NA	Lauer's
Pittsford Plz.(44)	5	Woolworth, Almys, JCPenney, B. Forman, Apple's, Lerner's
Ridge-Hudson(14)	5	Bells
Ridge-Seneca(12)	4	Fay's
Ridgecrest(18)	6	Tops
Ridgemont(31)	8	Almys, Wegman's, K mart, Fay's
Southtown(49)	6	Bells, Sibley's, Woolworth
Stoneridge(23)	6	Bells, Present Co.
Stutson(16)	NA	Bells, Fay's
Suburban(19)	7	Fay's
Tops-Gold Circle Plz.(8)	9	Gold Circle, Tops, CVS
Twelve Corners(15)	NA	
Waring Road(14)	4	Fay's
Webster Plz.(14)	15	Ames, Apple's, Fays
Westgate(40)	6	Fay's, Apple's
Westmar(24)	6	Fay's

Principal Shopping Days-7 days a week.
Stores Open Evenings-Most major stores open evenings except Sun.

13 - RETAIL OUTLETS: Department Stores-Almys 2; B. Forman 6; JCPenney 5; McCurdy's 7; Sears 3; Sibley's 8.
Variety Stores-H.L. Green; McCrory; Woolworth 10.
Discount Stores-Ames 7; Bargain Harold's 5; Barker's 2; Gold Circle 4; K mart 5; Marshalls 3; S.E. Nichols; Present Co. 7.
Chain Drug Stores-CVS 21; Fay's 23; Freddy's 2; Rite Aid 28; Wegman's 17.
Chain Supermarkets-Apple's 11; Bells 18; Big M 14; Convenient 17; 7-Eleven 13; Stop-N-Go 12; Sugarcreek 16; Super Duper 13; Tops 11; Wegman's 25; Wilson Farms 10.
Other Chain Stores-Altiers 11; Anderson-Little 3; Baker's 5; Biba Shoes 2; Casual Corner 5; Chase-Pitkin 12; Endicott-Johnson 6; Fanny Farmer 12; Johnny Antonelli (Firestone) 12; Flagg Brothers; Florsheim 3; Goodrich; Goodyear 5; Grossman's 7; Kinney 5; Lane Bryant 3; Lerner's 4; Marjax 3; Nobil's; Old West 6; Ormond's 3; Radio Shack 28; Rosa & Sullivan 7; Sherwin-Williams 6; Shoe Racks 4; Silo 4; Thom McAn 5; Western Auto 2; Waldert Opticians 12; Whelpley & Paul 8.

14 - NEWSPAPERS: DEMOCRAT AND CHRONICLE (m-mon to fri) 127,833; TIMES-UNION (e-mon to fri) 99,499; DEMOCRAT & CHRONICLE (m-sat) 188,114; (S) 257,969; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James F. Bouldin, Adv. Dir., GANNETT ROCHESTER NEWSPAPERS, 55 Exchange Blvd., Rochester, NY 14614-2001; Tel. (716) 232-7100.
National Representatives: Gannett Media Sales; American Publishers' Representatives.

ROME

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map D-3. County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,087 military personnel, 3,023 civilian personnel.

2 - TRANSPORTATION: Railroads-Conrail; New York State Barge Canal terminal.
Motor Freight Carriers-10.
Canal Freight and Passenger Lines-2.
Airlines-Empire.
Bus Lines-Utica-Rome-Syracuse; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 43,826; E&P 86 Est. 42,205
CZ-ABC: (80) 44,998
RTZ-ABC: (80) 64,503
County 80 Cen. 253,466; E&P 86 Est. 255,459
MSA 80 Cen. 320,180; E&P 86 Est. 323,994
City & RTZ-ABC: (80) 109,591

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,172; E&P 86 Est. 14,590
CZ-ABC: (80) 15,624
RTZ-ABC: (80) 20,426
County 80 Cen. 88,000; E&P 86 Est. 92,234
MSA 80 Cen. 111,682; E&P 86 Est. 117,708
City & RTZ-ABC: (80) 36,050

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$150,000,000
Savings & Loan	1	$85,000,000
Commercial	3	$70,000,000

6 - PASSENGER AUTOS: County 126,216.

7 - ELECTRIC METERS: Residence 20,506.

8 - GAS METERS: Residence 11,437.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper & Brass 1,400 ($182); Wire 6,000 ($184); Gov't 4,560 ($198).
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First frost, Oct. 1; last frost, May 20.

11 - TAP WATER: Neutral; soft; filtered.

12 - RETAILING: **Principal Shopping Centers**-Liberty Mall; Rome City Ctr. Mall; All Downtown; Freedom Mall; Downtown Mall.
Neighborhood Shopping Centers-At Black River Blvd. & E. Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1 1/4 mi.) 5 units; Price Chopper Plz., 4 units; Grandway Plz., 4 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Ctr. Mart(48)	NA	Zayre, JCPenney
Black River Blvd.	1	Great American, Sears, Kanoffs, Fays Drug
Mohawk Acres(26)	2	Wards, McCrory
Westgate Manor (12)	3	Chicago Market, Radio Shack

Price Chopper	3	Price Chopper
Freedom Plz.(15)	NA	P&C, Zayre, JCPenney
Suburban Plz.	NA	Carls Drug
Riverside Mall, Utica(87)	10	Howlands, Mont. Ward, Bradlees
Sangertown Sq.(125)	15	Hess, Sears, Bradlees, JCPenney, Wallachs
New Hartford (42)	12	Howlands, Doyle-Knower, Zayre, Woolworth, Radio Shack

Principal Shopping Days-Thur., Fri., Sat
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Goldberg's; JCPenney; Zayre; Simpkins.
Variety Stores-McCrory.
Discount Stores-Boardman's.
Chain Drug Stores-Carl's 3; Rite Aid 2; Fay's.
Chain Supermarkets-Great American; P&C 2; Chicago Mkts. 2; Price Chopper.
Other Chain Stores-Endicott-Johnson; National Auto; Goodyear; Radio Shack; Grossman's; So-Fro Fabrics; Sherwin-Williams; Fashion Factory.

14 - NEWSPAPERS: SENTINEL (e) 19,046; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joseph W. Blauvelt, Adv. Dir., SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.
National Representative: None.

SALAMANCA

1 - LOCATION: Cattaraugus County, E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. 219, and 2 hwys. to Buffalo.

2 - TRANSPORTATION: Railroads (Freight Only)-C&O (Chessie System); Southern Tier Expressway; NY & Lake Erie (short line).
Motor Freight Carriers-2.
Intercity Bus Lines-Bluebird; Trailways; Intra City Mini-bus.

3 - POPULATION:
Corp. City 80 Cen. 6,890; E&P 86 Est. 6,147
County 80 Cen. 85,697; E&P 86 Est. 86,268
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,773; E&P 86 Est. 2,170
County 80 Cen. 29,280; E&P 86 Est. 30,794

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$5,433,631
Commercial	2	$163,220,000

6 - PASSENGER AUTOS: County 36,131

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 430 ($140); R.R. 135 ($160); Lumber Mill 121 (N.A.).
Principal Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First frost, Sept. 23; last frost, May 28.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St. plus downtown shpg. mall; 1 on Church; 1 on River St.; 2 on Broad St.
Neighborhood Shopping Areas-Washington & Ctr.; Broad & Ctr. 12 units; Broad & Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany	16	K mart, Rite Aid, Reid's Food Barn
Bradner(24)		Loblaw, McCrory
Olean Ctr.(53)	18	A.M.&A., Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-Hampshire Mills Outlet Store; Fisher's Big Wheel.
Variety Stores-McCrory; Rite Aid.
Chain Supermarkets-Bell; Parkview.
Other Chain Stores-Sears (catalog); True Value Hdwe.; Agway; Radio Shack.

14 - NEWSPAPERS: SALAMANCA PRESS (m) 3,240; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Brian Hatch, Adv. Mgr., SALAMANCA PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.
National Representative: Landon Associates.

SARANAC LAKE

1 - LOCATION: Franklin & Essex Counties, E&P Map E-2. 100 mi. N of Glens Falls; 50 mi. S of Malone; 50 mi. SW of Plattsburgh. On State Hwys. 3, 86, 365.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Trailways.
Airlines-Brockway; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,578; E&P 86 Est. 5,159
Counties 80 Cen. 81,105; E&P 86 Est. 82,323
Franklin 80 Cen. 44,929; E&P 86 Est. 44,770
Essex 80 Cen. 36,176; E&P 86 Est. 37,553

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,379; E&P 86 Est. 1,959
Counties 80 Cen. 28,006; E&P 86 Est. 29,869
Franklin 80 Cen. 15,127; E&P 86 Est. 15,851
Essex 80 Cen. 12,879; E&P 86 Est. 14,018

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: Counties: Franklin 19,242; Essex 17,654

7 - ELECTRIC METERS: Residence 5,220

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Medical Research; Hospitals; Wood Prods.; Tourism; Colleges (2); Gov't.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Winter 30-40. First killing frost, Sept. 15; last killing frost, May 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-6 blocks on 2 sts.; Shopping Centers 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(5)	1	Radio Shack, Grand Union
Tupper Lake(7)	1	A&P, Ames, Aubuchon
Lake Placid	NA	Grand Union

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Stores: Fri.; Food: Daily.

13 - RETAIL OUTLETS: Department Stores-Altman's; Sears; National Army; Grossman's; Woodburys.
Discount Store-Ames.
Variety Store-Newberry.
Chain Drug Stores-Meyer's 3; Brooks; Rite Aid.
Chain Supermarkets-Grand Union 4; A&P 2; IGA 3; Super Duper.
Other Chain Stores-Eastern Mountain Sports; Radio Shack.

14 - NEWSPAPERS: ADIRONDACK ENTERPRISE (e) 5,105; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983; Tel. (518) 891-2600.
National Representative: Landon Associates.

SARATOGA SPRINGS

1 - LOCATION: Saratoga County (In Albany-Schenectady-Troy MSA). E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9. I-87.

2 - TRANSPORTATION: Railroads-Delaware & Hudson; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines Serving City-American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 23,906; E&P 86 Est. 24,784
CZ-ABC: (80) 23,906
RTZ-ABC: (80) 111,471
County 80 Cen. 153,759; E&P 86 Est. 161,616
MSA 80 Cen. 835,880; E&P 86 Est 853,564
City & RTZ-ABC: (80) 135,377
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,526; E&P 86 Est. 8,839
CZ-ABC: (80) 8,526
RTZ-ABC: (80) 37,037
County 80 Cen. 51,935; E&P 86 Est. 57,073
MSA 80 Cen. 302,191; E&P 86 Est. 321,485
City & RTZ-ABC: (80) 45,563

5 - BANKS	NUMBER	DEPOSITS
S&L/Comm.	3	$64,553,490

6 - PASSENGER AUTOS: County 86,535

7 - ELECTRIC METERS: Residence 21,249

8 - GAS METERS: Residence 7,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Electronics 450; Pkg. 600; Seasonal Industries: Racetrack, Apr.-Dec. 250; Racetrack, Aug. 500; Performing Arts Center, July, Aug. 100; Printing 300; Educ. 700.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-86; Summer 45-96; Fall 9-77; Winter -22-47. Last killing frost, May 8-9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 1 block on Caroline St.; on Division St.; West Hill Plz.; West Ave. & Rt. 29; Pyramid Mall Rt. 50; Grand Union Plz.-Grand Union, CVS, State Photo, Flavor Land.
Neighborhood Shopping Centers-Washington & Church Sts.; Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonie	25	Macy's, Sears
Latham Circle Mall(75)	20	Boston Store, Mont. Ward, JCPenney
Northway Plz.	18	Mont. Ward
Aviation Mall(53)	18	Caldor, Sears, JCPenney
Northway Mall	25	
Pyramid Mall (67)	NA	Carl's, Albany Public Market
Clifton Country Mall(80)	18	JCPenney, Denby's, Carl Co.
West Hill Plz.(7)	NA	Jamesway Dept., P & C Mkt.
K mart Plz.	NA	K mart, Fay's Drug
Crossgates Mall	NA	Caldor, JCPenney, Brooks Bros.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.: Mon. through Sat., July and August.

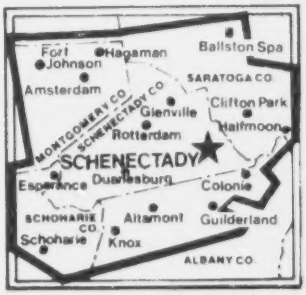
13 - RETAIL OUTLETS: Department Stores-Boston Store; Carl Co.; JCPenney; Sears; Montgomery Ward; Caldor; Macy's.
Variety Store-Woolworth 2.
Discount Stores-Jamesway; K mart; Joy Store.
Chain Drug Stores-Rite Aid 2; Mac Finn 2; Fays; Carls; CVS.
Chain Supermarkets-Price Chopper 7; Grand Union 10; Albany Public 4.
Other Chain Stores-Standard Furniture; Service Mdse. (catalog store).

14 - NEWSPAPERS: SARATOGIAN (e-mon to fri) 10,925; (S) 17,070; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Majorie B. MacElroy, Adv. Dir., SARATOGIAN, 20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.
National Representative: Gannett Media Sales.

SCHENECTADY

1 - LOCATION: Schenectady County (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Barge Canal Terminal, east part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 58, 7, 50 and New York State Thruway, Northway, I-87 and I-88.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); D&H and B&M (frt.); Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Schenectady Trans.; Mohawk Valley Transit; Adirondack Trailways; Wade's.
Airlines-Through Albany, N.Y. Airport, 10 mi. Distant-American; Page Airways; United; Command; USAir, Eastern; TWA; Republic; People Express; Bar Harbor; Ransome.



Schenectady Gazette (m)
71,520 ABC 3/31/86

3 - POPULATION:
Corp. City 80 Cen. 67,972; E&P 86 Est. 65,327
CZ-ABC: (80) 137,049
RTZ-ABC. (80) 128,666
County 80 Cen. 149,946; E&P 86 Est. 150,751
MSA 80 Cen. 835,880; E&P 86 Est. 853,564
City & RTZ-ABC: (80) 265,715

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,747; E&P 86 Est. 28,702
CZ-ABC: (80) 51,867
RTZ-ABC: (80) 43,071
County 80 Cen. 56,168; E&P 86 Est. 58,837
MSA 80 Cen. 302,191; E&P 86 Est. 321,485
City & RTZ-ABC: (80) 94,938

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$362,000,000
Savings & Loan	1	$95,000,000
Commercial	6	$418,000,000

6 - PASSENGER AUTOS: County 90,063

7 - ELECTRIC METERS: Residence 69,880

8 - GAS METERS: Residence 46,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect., Atomic, Jet Mach. and Matls. 25,000; Bakery 330; Plates & Ptg. 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prods. 200; Concrete Prods. 100; Dairy Prods. 250; Gov't 3,780; Plastic 250. Av. Wkly. Industrial Wage: $185.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First frost, Oct. 10-15; last frost, Apr. 15-30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N Broadway. There are 8 neighborhood shpg. areas: Upper State St., Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane St.; Upper Nott St. and Scotia, N.Y.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amsterdam Mall(13)	16	Grand Union, Carl Co.
Canal Sq.(22)	NA	Carl Co.
Sheridan Plz.(12)	NA	P&C
Mayfair(11)	NA	Price Chopper, Grand Union, K mart, Albany Public Mkt.
Village Sq.	NA	
Shoporama(9)	NA	Woolworth, Grand Union
Colonie(74)	NA	Macy's, Sears, Richman Bros., CVS
Latham(62)	NA	Boston Store, JCPenney, Grand Union, Woolworth
Northway Mall(10)	NA	Mont. Ward, Anderson Little, Syracuse China
Mohawk Mall(81)	NA	Mont. Ward, Boston Store, Woolworth
Rotterdam Plz.(12)	NA	Mont. Ward, Kings, Radio Shack, Shop Rite
Crosstown Plz.	NA	Fays Drugs, Price Chopper, Fayva, Caldor, Shoe Town
Clifton Country	NA	JCPenney, CVS, Carl Co.

Principal Shopping Days-Sat., Thur.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Carl Co.; Boston Store; Sears; Montgomery Ward; JCPenney.
Discount Stores-Stewarts; Duane Sales; Discount House; K mart; Bradlees; Caldor; Loehman's.
Chain Drug Stores-Hall's 3; CVS; Fays; Rite Aid; Draper 2; Price Chopper 2; Town 2; Pathmark.
Chain Supermarkets-Price Chopper 37; Grand Union 8; P&C; Albany Public; Shop-Rite; Discount Food 2; Edwards.

Other Chain Stores-Shoes: Fayva, Shoe Town, Endicott-Johnson, Royce, Thom McAn; Furn.: Standard, Olenders, Alpert's Furn., Taft, Robinson; Clothing- Lerner's; Auto Supplies: Detroit Supply, Firestone, Goodrich, Goodyear; Misc.: Spiegel Catalog, Fanny Farmer, Present Co., Boardman's, Service Mdse., Woolworth, Radio Shack.

14 - NEWSPAPERS: GAZETTE (m) 71,520; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: M.G. Moran, Gen. Adv. Mgr., GAZETTE, 334 State St., Schenectady, NY 12301; Tel. (518) 374-4141.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SYRACUSE

1 - LOCATION: Onondaga County (MSA). E&P Map D-3. County Seat. 4th largest city in state, located near geographic center of New York State.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-174.
Intercity Bus Lines-Greyhound; Centro; C.N.Y. Coach; Syracuse & Oswego Coach; Onondaga Coach; Bluebird Coach Lines.
Airlines-American; Eastern; USAir; TWA; Empire; People Express; Mall; United; Piedmont; Republic; Brockway.

3 - POPULATION:
Corp. City 80 Cen. 170,105; E&P 86 Est. 157,217
CZ-ABC: (80) 367,147
RTZ-ABC: (80) 421,770
County 80 Cen. 463,324; E&P 86 Est. 468,379
MSA 80 Cen. 642,375; E&P 86 Est. 657,792
City & RTZ-ABC: (80) 788,917

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 66,961; E&P 86 Est. 66,312
CZ-ABC: (80) 134,376
RTZ-ABC: (80) 138,200
County 80 Cen. 165,509; E&P 86 Est. 174,387
MSA 80 Cen. 223,642; E&P 86 Est. 238,646
City & RTZ-ABC: (80) 272,576

5 - BANKS	NUMBER	EST. DEP.
Savings	3	N.A.
Savings & Loan	3	N.A.
Commercial	9	N.A.

6 - PASSENGER AUTOS: County 244,726

7 - ELECTRIC METERS: County 145,126

8 - GAS METERS: County 113,666

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Radio & TV Sets, Parts & Components 4,200; Air Conditioning & Equip. 7,600; Traffic and Lighting Systems 2,200; Other Electric Mach., Equip. & Supplies 3,800; Trans. Equip. 5,000; Potter Prods. 1,000; Iron and Steel 2,500; Fab. Metal 2,100; Chem. 2,200; Food Prods. 2,000; Drugs 2,200; Candies 650; Printing & Pub. 2,400; Shoes 250; Breweries 2,000
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35.

11 - TAP WATER: Slightly alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Salina St.; 5 blocks on Warren St.
Neighborhood Shopping Centers-Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; So. Salina at Brighton: Dewitt; Lyncourt; Mattydale; North Salina St.; Marshall St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairmount Fair	5	Dey Bros., Sears, B. Forman, Addis, Marshall's
Westvale Plz.(28)	3	Channel, Ames, P&C
Shoppingtown(125)	5	JCPenney, Dey Bros., Addis, B. Forman, Chappell's
Northern Lights(55)	5	Zayre, Freddy's Fay's
Shop City(43)	3	Chappell's, Natl. Auto, P&C, Peter's, Ames
Camillus Mall(107)	8	JCPenney, Anderson Little, Hess, K mart Sibley's, Sears
Fayetteville Mall(80)	7	Hill's, Chappell's
Penn Can Mall(100)	12	Chappell's, K mart, Raymours, Price Chopper
Seneca Mall(30)	10	Price Chopper, Dey Bros., Fay's, Service Mdse.
Tri-County Mall(24)	12	

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept. Stores Mon., Fri. & Sat. Food, Daily & Sun.

13 - RETAIL OUTLETS: Department Stores-Dey Brothers; Chappells; Sibley's; Sears; Addis; JCPenney; Hess.
Variety Stores-Woolworth; McCrory; Ames.
Discount Stores-Ra-Lin; K mart; Service Mdse.; Century House; T.J. Maxx, Hill's; Linens & Things; Gentlemen's Wearhouse; Marshalls; China Towne; Peter Harris; Boltons; Champion; Zayre; Silo; Bargain Harold's; Wheels.
Chain Drug Stores-Carl's 12; Fay's 19; Rite Aid 15; CVS 8.
Chain Supermarkets-P&C 21; Price Chopper 8; IGA 13; Wegman's 8; Big M/Midstate 28; Green Hills; Super Duper 11; Hometown Mkt. 5; Williams Grocery.
Other Chain Stores-Firestone; Fanny Farmer; Dr. Scholl's; Lerner's; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Woolworth; Anderson-Little; Lane Bryant; Florsheim Shoes; Charney's; Chess King; Ormonds; Ups & Downs; Davids; Casual Male; Fashion Bug; Hit or Miss; Stylish Women; Barbara Moss; Altiers; Color Your World; Thom McAn; Casual Corner; Sherwin-Williams; Grossmans; Marjax; Rosa & Sullivan; Silo; Hechinger's; St. Clair Paints.

14 - NEWSPAPERS: POST-STANDARD (m) 84,877; HERALD-JOURNAL (e) 101,980; HERALD-AMERICAN (S) 232,617; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: HERALD-JOURNAL, POST-STANDARD and HERALD-AMERICAN, Clinton Squares; PO Box 4915, Syracuse, NY 13221; Tel. (315) 470-0011.
National Representatives: Newhouse Newspapers Metro Suburbia; American Publishers' Representatives; Leonard Co.

TARRYTOWN

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwy. 117 and 119.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 10,648; E&P 86 Est. 10,664
NDM-ABC: (80) 29,886
County 80 Cen. 866,599; E&P 86 Est. 875,419
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,961; E&P 86 Est. 4,073
NDM-ABC: (80) 10,841
County 80 Cen. 307,450; E&P 86 Est. 323,430
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	DEPOSITS
Savings	22	$5,645,096,000
Savings & Loan	12	$888,516,000
Commercial	13	$6,580,079,000

6 - PASSENGER AUTOS: County 596,404

7 - ELECTRIC METERS: County 267,929

8 - GAS METERS: County 185,797

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 ($486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($475); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31; last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway N. Tarrytown; 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's.
Variety Stores-Woolworth; M.H. Fishman.
Chain Drug Stores-Tappan 2.
Chain Supermarkets-Finast; C Town.

14 - NEWSPAPERS: NEWS (e) 4,550; (S) 4,450; Mar. 29, 1986 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

TONAWANDA

See NORTH TONAWANDA

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ALL THE NEWS YOU WANT, WHEN YOU WANT IT.

Represented by C.W.O. & O. Schenectady, NY 12301 SOURCE: Fact Finders 1985 MSA Study

TROY

1 - LOCATION: Rensselaer County (In Albany-Schenectady-Troy MSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. 4; Interstate 87, 90, & 787.

2 - TRANSPORTATION: Railroads-Conrail; D. & H.; Amtrak; freight service.
Motor Freight Carriers-120.
Intercity Bus Lines-C.D.T.A.; Yankee Trails; Greyhound; Trailways; Vermont.
Airlines-American; Eastern; USAir; Bar Harbor; Mall; Command; Wright; Air Vermont; United; Piedmont; People Express; Republic; Delta.

3 - POPULATION:
Corp. City 80 Cen. 56,638; E&P 86 Est. 53,747
CZ-ABC: (80) 113,027
RTZ-ABC: (80) 145,682
County 80 Cen. 151,966; E&P 86 Est. 154,771
MSA 80 Cen. 835,880; E&P 86 Est. 853,564
City & RTZ-ABC: (80) 258,709

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,491; E&P 86 Est. 20,437
CZ-ABC: (80) 41,876
RTZ-ABC: (80) 49,897
County 80 Cen. 52,735; E&P 86 Est. 55,540
MSA 80 Cen. 302,191; E&P 86 Est. 321,485
City & RTZ-ABC: (80) 91,773

5 - BANKS	NUMBER	EST. DEP.
Savings	18	N.A.
Savings & Loan	4	N.A.
Commercial	36	N.A.

6 - PASSENGER AUTOS: County 76,108

7 - ELECTRIC METERS: Residence 56,916

8 - GAS METERS: Residence 36,292

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Technical Engineers 7,880; Life & Physical Scientists 1,788; Mathematical Specialists 381; Engineering Technicians 6,418; Medical Non-Technicians 8,157; Health Technicians/Technologists 2,299; Technicians (non-health, engineering, science) 508; Computer Specialists 1,983; Social Scientists 1,122; Teachers 13,932; Writers, Artists, Entertainers 4,466; Other Professional/Technical Workers (architects, accountants) 15,727; Managers, Non-Farm Proprietors 33,979; Sales Workers 20,098; Secretaries, Stenographers 24,800; Office Machine Operators 4,046; Other Clerical 50,376; Constr. Workers/Craftsmen 41,731; Blue Collar Workers/Supervisors 5,675; Metalworking Craft Workers 3,653; Mechanics, Repairers, Installers 10,498; Printing Trades 1,827; Public Util./Trans. 1,962; Other Craft Workers 4,831; Metalworking Operators 5,231; Semi-skilled Textile Operators 2,280; Semi-skilled Packing 4,191; Other Operators (ex. transport) 18,850; Transport Operators 12,381; Service Workers 41,765; Non-Farm Laborers 16,280; Farm Owners/Mgrs. 1,908; Farm Laborers & Supervisors 1,365.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-52; Summer 45-89; Fall 45-56; Winter 0-35. First frost, Oct. 15; last frost, early May.

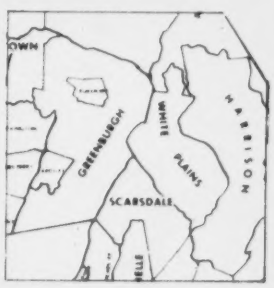
11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks from Congress St. N. to Jacob St., on River, Third & Fourth Sts.; also Broadway, Congress & Fulton St.
Neighborhood Shopping Centers-Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., betw. 10th & 15th Sts.; Cohoes: Seven blocks centering at Ontario & Remsen St.; Watervliet: Broadway from 14th St. N. to 19th St.; Waterford: Broad St. from 2nd to 5th St.; Latham: Latham Corners Mall; Menand's; Broadway; Mechanicville: Park Ave. Hoosick Falls; Downtown Area; Colonie Shpg. Ctr.; Northway Mall; East Greenbush Fair; Clifton Country Mall; Troy Mall; Downtown Troy; Wolf Road Pk.; Westgate; Stuyvesant Plz.; Cross Gates Mall.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Dept.-Fri. Some Tues. & Thur.; Shopping Ctr. every evg. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Stanleys; Boston Store; JCPenney; Macy's; Sears; Carl Co.; Flahs; Caldor; Bradlees; Jordan Marsh; Filene's.
Variety Stores-Woolworth 2.
Discount Stores-Jupiter; Stanley's; K mart.
Chain Drug Stores-CVS Phcy. 4; Rite Aid 2; Fay's 2; Shop-Rite; CVS 2; Brooks.
Chain Supermarkets-Grand Union 8; A&P 3; Price Chopper 12; P&C; Albany Public Markets 5; Star Super 2; Food Circus 3; Shop-Rite 2; Stewarts 6; Cumberland Farms.
Other Chain Stores-Singer Co.; Endicott-Johnson; Wells & Coverly; Standard; Outlet Barn; Firestone; Goodyear; Perreault; Ursula of Switzerland; American Seal Paint; French Boot Shop; Thom McAn; Waldenbook; Nut Factory; Sterling Optical; Laine Bags; Barbizon; Hit or Miss; Color Your World; Shatz Stationery; Union Book; Casual Corner; The Limited; Radio Shack; Field's Hosiery; Herman's; Lechmere; Toys R Us; The Gap; David's; Sherry's; Weathervane; Marshalls; ADAP; Wheels; The Talbots; Loehmann's; Carroll Reed; Laura Ashley; Sparrs; The Newport; B.J.'s Wholesale Club.

14 - NEWSPAPERS: TIMES RECORD (e) 44,607; SUNDAY RECORD (S) 44,616; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William R. McDonough, Gen. Adv. Mgr., TIMES RECORD & SUNDAY RECORD, Broadway & 5th Ave., Troy, NY 12181; Tel. (518) 272-2000.
National Representative: None.

White Plains



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UTICA

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map E-3, County Seat. Center of State; on Mohawk Valley; 202 mi. E of Buffalo; 237 mi. NW of NYC. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak (Passenger); Conrail (Freight).
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Central N.Y. Coach; Chenango Valley; Utica-Rome; Trailways.
Airlines-Empire; Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 75,632; E&P 86 Est. 70,235
CZ-ABC: (80) 118,482
RTZ-ABC: (80) 233,439
County 80 Cen. 253,466; E&P 86 Est. 255,459
MSA 80 Cen. 320,180; E&P 86 Est. 323,994
City & RTZ-ABC: (80) 351,921

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,897; E&P 86 Est. 28,303
CZ-ABC: (80) 44,074
RTZ-ABC: (80) 77,666
County 80 Cen. 88,000; E&P 86 Est. 92,234
MSA 80 Cen. 111,682; E&P 86 Est. 117,708
City & RTZ-ABC: (80) 121,740

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$452,694,000
Savings & Loan	2	$178,760,000
Commercial	9	$615,973,000

6 - PASSENGER AUTOS: County 126,256

7 - ELECTRIC METERS: Residence 61,039

8 - GAS METERS: Residence 40,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 21,600; Non-Durable Goods 11,000; Mach. & Trans. Equip. 10,200; Metals 9,200; Food 1,900; Textiles & Apparel 2,100; Paper Prods. 4,600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 55-90; Fall 30-65; Winter -10-50. First frost, Sept. 20; last frost, May 10.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall-83 stores (enclosed mall) Rt. 12, North-Riverside Drive, Charlestown Outlets. Pyramid Mall 85 stores.
Neighborhood Shopping Centers-2 blocks on N. Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitestown	4	Great American
North Utica(16)	2	Price-Chopper
Grand Way(11)	2	Grand Union
New Hartford	5	Sears, Howland, Grand Way, Bradlees
Chicago Mkt.(9)	2	Chicago Mkt., Rite Aid
Nichols	6	Nichols Discount, Marcy, P&C
Seneca Mall	7	Chicago Mkt.
Colonial (Whitestown)	4	Savings Bank
King Cole(7)	2	Hayes Appl.
Riverside Mall(90)	3	Howlands, Mont. Ward, Bradlees
Pyramid Mall	NA	Sears, Hess, JCPenney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Hess; Zayre.
Variety Stores-Woolworth 4.
Discount Stores-Nichols; K mart; Tehans; Mutual Distributors; Bradlees 2.
Chain Drug Stores-Rite Aid 8; Carl's 2; Fay 2; CVS.
Chain Supermarkets-Great American Stores (Victory) 2; Grand Union 2; Foodland 14; Chicago Markets 7; Chanatry 2; Hapanowicz Bros.; P&C; Price Chopper 2.
Other Chain Stores-Brooks Store; Endicott Johnson 2; Thom McAn 2; Fanny Farmer 3; Firestone 2; National Auto; Howland 2; Lerner's; Barbara Moss 2; Huckleberry Finn; Hickory Farms; Wicks & Greenman; Casual Corner; Anderson Little 2; Mills Factory; Grossman's; 84-Lumber.

14 - NEWSPAPERS: PRESS (m-mon to fri) 28,537; OBSERVER-DISPATCH (e-mon to fri) 32,368; (sat) 54,531; (S) 59,771; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charles Williams, Natl. Adv. Mgr., OBSERVER-DISPATCH & PRESS, 221 Oriskany Plaza, Utica, NY 13501; Tel. (315) 792-5000.
National Representative: Gannett Media Sales.

WATERTOWN

1 - LOCATION: Jefferson County. E&P Map D-2. County Seat. Shipping center for industrial & agricultural area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 30 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; I-81.

2 - TRANSPORTATION: Railroads-Conrail.
Bus Lines-Central Greyhound.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 27,861; E&P 86 Est. 26,494
CZ-ABC: (80) 38,900
RTZ-ABC: (80) 199,363
County 80 Cen. 88,151; E&P 86 Est. 89,522
City & RTZ-ABC: (80) 238,263

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,630; E&P 86 Est. 8,189
CZ-ABC: (80) 14,192
RTZ-ABC: (80) 64,042
County 80 Cen. 30,792; E&P 86 Est. 32,615
City & RTZ-ABC: (80) 78,234

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$339,990,027
Commercial	5	$621,282,411

6 - PASSENGER AUTOS: County 40,557

7 - ELECTRIC METERS: Residence 43,594

8 - GAS METERS: Residence 11,645

9 - PRINCIPAL INDUSTRIES: Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elect. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Prods.; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip.; Specialty Test Equip.; Burglar Alarm Equip.; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters; Tourism; Dairying.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First frost, Oct. 31; last frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Public Square, State, Arsenal & Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Zayre Plaza	NA	
K mart	1	K mart
Northland Plz.(3)	2	A&P, Kinney Drug, Ames Dept. Store
Washington St. Plz.(4)	1	Kinney Drug, Grand Union, Crosby's Super Duper
Seaway Plz.(17)	2	Super Duper, P&C
Watertown Plz.	2	Nichol's, Great American, A&P

Stores Open Evenings-Thur.
Stores Open Sundays-Drug, discount, food, department.

13 - RETAIL OUTLETS: Department Stores-JCPenney; F.A. Empsall; Smith & Percy; Sears; Howland's.
Discount Stores-Nichols; Zayre; Woolworth; Fay's; K mart.
Variety Stores-Bockman's.
Chain Drug Stores-Kinney; Fay's; Rite Aid 2.
Chain Supermarkets-A&P; Super Duper 2; Red & White; P&C 2; Hilltop Plaza IGA; Great American 2.
Other Chain Stores-Lowe Brothers; Firestone; Goodyear; Singer Co.; Sherwin-Williams; Grossman's; Wickes Home Supply.

14 - NEWSPAPERS: TIMES (e) 41,797; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Adv. Dir., TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000.
National Representative: Landon Associates.

WELLSVILLE

1 - LOCATION: Allegany County. E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 5,769; E&P 86 Est. 5,366
County 80 Cen. 51,742; E&P 86 Est. 51,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,304; E&P 86 Est. 1,835
County 80 Cen. 16,505; E&P 86 Est. 17,255

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,000,000
Savings & Loan	2	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 20,196

7 - ELECTRIC METERS: Residence 2,616

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furn.; C-E Air Preheater.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 45-90; Fall 10-80; Winter -25-60. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.
Principal Shopping Days-Thur., Fri.
Shopping Plaza-Ames Big N; K mart; Park Ave. Plz.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Rockwells; Davies.
Variety Stores-Sears; Newberry.
Discount Stores-Latsons; S.S. Kresge; K mart; Ames Big N.
Chain Supermarkets-Giant; Bell's.
Chain Drug Stores-Peterson's; Rite Aid; Fays.
Other Chain Stores-Western Auto; Sherwin-Williams.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 3,130; SUNDAY SPECTATOR (S) 12,189; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Robert Rowley, Adv. Dir., REPORTER, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300.
National Representative: Landon Associates.

WHITE PLAINS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6, County Seat. 22 mi. N of New York on State Hwys. 22, 119 and Bronx River, Hutchinson; Cross-Westchester Expwy.

2 - TRANSPORTATION: Railroads-Metro North.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United; Midway Metrolink; Brockway Air.

3 - POPULATION:
Corp. City 80 Cen. 46,999; E&P 86 Est. 46,270
NDM-ABC: (80) 350,525
County 80 Cen. 866,599; E&P 86 Est. 875,419
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,155

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,902; E&P 86 Est. 19,145
NDM-ABC: (80) 114,423
County 80 Cen. 307,450; E&P 86 Est. 323,430
PSMA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$6,580,079,000
Savings	22	$5,645,096,00
Savings & Loan	12	$888,516,000

6 - PASSENGER AUTOS: County 596,404

7 - ELECTRIC METERS: County 267,929

8 - GAS METERS: County 185,797

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners(Av.Wkly.Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 (486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($475); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31; last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.
Shopping Centers-Galleria, White Plains; Midway Shpg. Ctr., Ardsley Rd. (Greenburgh), 14 acres. North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Westchester Sq.; Cross Roads Ctr.; Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Country, Yonkers(81)	NA	Sterns, Finast, Wanamaker
The Mall, New Rochelle(85)	NA	Shopwell, Macy's

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-B. Altman; Macy's; Saks 5th Ave.; Sears; Bloomingdale's; Marshall's; Abraham & Straus; JCPenney; Neiman-Marcus.
Variety Stores-Woolworth.
Discount Stores-Alexander's; Masters; Caldor.
Chain Drug Stores-Rite Aid; Post Road Phcy.; CVS.
Chain Supermarkets-Shopwell; Finast; Gristede; Pathmark; Waldbaum's.
Other Chain Stores-Firestone; Martin Paint; Child World; Thom McAn; Pappagallo; Herman's; Radio Shack; Kinney Shoes; Modell's.

14 - NEWSPAPERS: REPORTER DISPATCH (e) 45,566; (S) 52,124; Mar. 29, 1986 ABC.
NOTE: White Plains is the headquarters for the Gannett Westchester Rockland Newspapers. Combined circulation for all newspapers for the 6-month period to March 29, 1986 was 180,093 (e) and 199,685 (S).
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

YONKERS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9; State Hwys. 100, 9A; N.Y. Thruway. Saw Mill River Pkwy.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 195,351; E&P 86 Est. 195,406
NDM-ABC: (80) 243,636
County 80 Cen. 866,599; E&P 86 Est. 875,419
PMSA 80 Cen. 8,274,352; E&P 86 Est. 8,346,947
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 73,892; E&P 86 Est. 76,882
NDM-ABC: (80) 91,133
County 80 Cen. 307,450; E&P 86 Est. 323,430
PMSA 80 Cen. 3,197,944; E&P 86 Est. 3,371,947

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$6,580,079,000
Savings	22	$5,645,096,000
Savings & Loan	12	$888,516,000

6 - PASSENGER AUTOS: County 596,404

7 - ELECTRIC METERS: County 267,929

8 - GAS METERS: County 185,797

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 2,800 ($403); Non-Elect. Mach. 14,900 ($967); Elect. Mach. 6,700 ($486); Trans. Equip. 3,500 ($738); Instruments 3,100 ($717); Food 10,600 ($744); Printing & Pub. 10,200 ($4/5); Chem. 4,800 ($672); Petroleum Refining 1,400 ($737).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31; last frost, Apr. 10.

11 - TAP WATER: 2 sources (1 acid-very soft; 1 acid-hard); fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks at Getty Square incl. Main St., New Main St., S. Broadway, N. Broadway and Palisade Ave.
Neighborhood Shopping Center-South Yonkers-5 blocks on Lower S. Broadway.
Nearby Shopping Center-Cross County (3 mi.)-Wanamaker's, Finast, Gimbels. Central Plz.-Alexander's, Caldor's.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Wanamaker's; Alexander's; Caldor's.
Variety Stores-Green's; Woolworth.
Discount Stores-Trader Horn.
Chain Drug Store-Rite Aid.
Chain Supermarkets-Finast; Waldbaum; A&P; Shopwell; C Town; Pathmark; Pioneer; Shop-Rite; Key Food.

14 - NEWSPAPERS: HERALD STATESMAN (e) 29,062; (S) 34,628; Mar. 29, 1986 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

Editor & Publisher
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NORTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Asheville-Buncombe County.
Burlington-Alamance County.
Charlotte-Gastonia-Rock Hill, NC-SC-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC.
Fayetteville-Cumberland County.
Greensboro-Winston-Salem-High Point-Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.
Hickory-Alexander, Burke and Catawba Counties.
Jacksonville-unslow County.
Raleigh-Durham-Durham, Franklin, Wake and Orange Counties.
Wilmington-New Hanover County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	437	403	450
5-14 Years	1,017	929	1,030
15-24 Years	984	1,144	1,271
25-44 Years	1,234	1,645	1,826
45-64 Years	1,000	1,151	1,278
65 and Over	412	602	665
TOTAL	5,084	5,874	6,520

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	1,091	1,482	2,987
General Mdse	1,992	2,482	4,028
Food	3,831	6,003	8,537
Automobiles	3,769	4,673	9,169
Gasoline Stations	1,360	1,899	2,112
Apparel	805	1,356	2,181
Furniture	925	1,156	2,377
Eat-Drink Places	1,177	2,095	3,365
Drugs	558	858	1,256
TOTAL SALES	16,842	25,005	39,697

ASHEBORO

1 - LOCATION: Randolph County (In Greensboro-Winston-Salem-High Point MSA). County Seat. E&P Map D-2. 23 mi. S of Greensboro on Hwys. 49, 64, 220.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,252; E&P 86 Est. 17,152
NDM-ABC: (80) 73,051
County 80 Cen. 91,861; E&P 86 Est. 99,432
MSA 80 Cen. 851,984; E&P 86 Est. 906,384

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,130; E&P 86 Est. 7,176
NDM-ABC: (80) 26,618
County 80 Cen. 32,964; E&P 86 Est. 37,288
MSA 80 Cen. 307,207; E&P 86 Est. 341,459

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$167,247,318
Commercial	8	$209,319,444

6 - PASSENGER AUTOS: County 51,197; City 20,616

7 - ELECTRIC METERS: Residence 10,144

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Textiles; Wood Prods.; Lumber; Wearing Apparel; Mach.; Batteries; Shoes; Paper Board; Elect. Prods.; Hosiery; Radial Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-95; Fall 30-85; Winter 10-60.

11 - TAP WATER: Soft, treated.

12 - RETAILING: Principal Shopping Centers-Downtown-3 blocks on Sunset Ave. and 3 blocks on S Fayetteville St.
Neighborhood Shopping Centers-Northgate Plaza-N. Fayetteville St. (10 units).

Nearby Shopping Centers

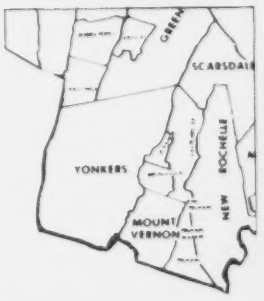
Name (No. of stores)	Miles from Downtown	Principal Stores
Hammer Village(10)	NA	Revco, Winn-Dixie, Bur-Mil, Advance
Hillside(8)	NA	Moores Bldg. Supplies
Randolph Mall	NA	Belk's, Rose's, SupeRx Drug, JCPenney
Northgate Plaza(10)	NA	Rose's, Eckerd
Crossroads	NA	Food Lion, Eckerd, Living Well Lady
Lowe's Plaza	NA	Lowe's Foods

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept. & discount open nightly until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Yates; B.C. Moore's; JCPenney; To 6:25.
Discount Stores-Family Dollar; K mart; Rose's.
Variety Stores-Eagle's.
Chain Drug Stores-Revco; Eckerd; Value-Pak; SupeRx Rite Aid.
Chain Supermarkets-Winn-Dixie; Lowes Foods 10; Harris-Teeter; Food Lion 2.
Other Chain Stores-Sears; Carolina Tire Co.; Advance Stores; Pic 'N Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn.; Shoe Show; General Nutrition Centers; Disc Jockey; Radio Shack; Mother-Daughter Shops; Kinney Shoes; Bur-Mil Outlet; Auto Shack; Triad Tire; Fine's Mens Shop; Claire's; Lowe's Bldg. Supplies; Anne's; J.E.'s; Tobias; Waldenbooks; Stewart Sporting Goods.

14 - NEWSPAPERS: COURIER TRIBUNE (e-mon to fri) 17,211; (S) 18,823; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dalton, Adv. Mgr., COURIER TRIBUNE, 152 N. Fayettville St.; PO Box 340, Asheboro, NC 27204; Tel. (919) 625-2101.
National Representative: Landon Associates.

Yonkers



...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $47,396) covered by the morning, evening and Sunday editions of the...

Gannett Westchester Rockland Newspapers

Call 914-694-9300

ASHEVILLE

1 - LOCATION: Buncombe County (MSA). E&P Map B-2. County Seat. On Blue Ridge Pkwy. (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte; 112 mi. S of Knoxville, TN. On U.S. Hwys. 19, 23, 25, 70 & 74; I-26 & I-40.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Piedmont; Wheeler; Atlantic Southeastern; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 53,281; E&P 86 Est. 50,285
CZ-ABC: (80) 80,523
RTZ-ABC: (80) 406,661
County/MSA 80 Cen. 160,934; E&P 86 Est. 170,989
City & RTZ-ABC: (80) 487,184
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,711; E&P 86 Est. 20,820
CZ-ABC: (80) 31,594
RTZ-ABC: (80) 146,309
County/MSA 80 Cen. 60,274; E&P 86 Est. 66,819
City & RTZ-ABC: (80) 177,903

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$692,288,100
Savings & Loan	8	(incl. above)
Savings	5	(incl. above)

6 - PASSENGER AUTOS: County 90,187; City 52,116

7 - ELECTRIC METERS: Residence 58,089

8 - GAS METERS: Residence 13,147

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 800; Apparel 2,800; Textile 2,800; Lbr./Wood-Furn./Fabr. Metals 3,500; Printing & Pub./Chem. (Nylon-Rayon & Allied Prods.) 3,300; Elect. Mach. 4,400. (Av. Wkly. Wage $305).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Nov. 8; last killing frost, May 4.

11 - TAP WATER: Acid, very soft; fluoridated.

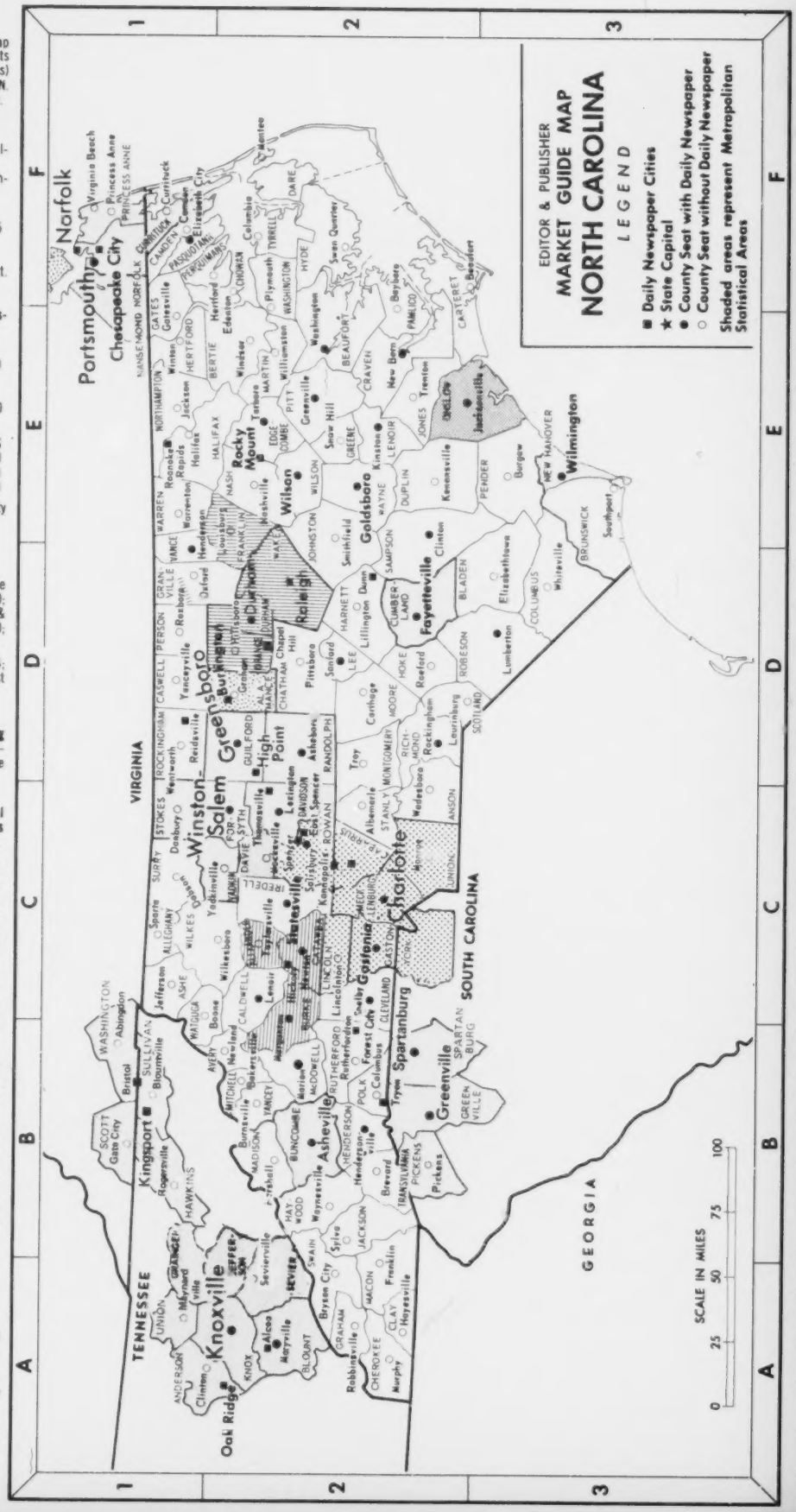
12 - RETAILING: Principal Downtown Shopping Centers-Haywood St.; Patton Ave.; Pack Sq.; Biltmore Ave.; Broadway, Lexington Ave., and Coxe Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Innsbruck Mall(42)	1	Eckerd, Brendle's, Ingles Supermarket
Tri-City(10)	12	Bi-Lo, Western Auto
K mart No. 1(4)	3	K mart, Eckerd, Bi-Lo
K mart No. 2(10)	3	K mart, Winn-Dixie
K mart No. 3	6	K mart, Winn-Dixie, Byrd's
Town & Country	3	Fine Fare, Shoe Town, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner's, Ivey's, Meyers Arnold
South Forest(25)	3	Ingles, Eckerd
Grace Plz.(3)	3	Winn-Dixie, Eckerd
Westgate(46)	2	Rose's, Meyers Arnold
Eastvale(8)	3	Catherine's Stout Shop
Northland	4	Margaret's Fashions, Bur-Carr Interiors, Fresh Market
WNC	13	Gant Furniture, Ward Drug
Valley View(9)	12	Dollar General, Davis Outlet, Davis Mkt.
Bi-Lo Plaza(2)	12	Bi-Lo, Revco
Ingles West Plz.	4	Revco, Rose's, Pic-N-Pay Shoes, Ingles
Enka Market Place	8	Winn-Dixie, Eckerd
Westridge	7	Food Lion, Eckerd
River Ridge Mkt. Place	5	Food Lion, Eckerd

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun. Food-Thur., Fri., Sat.
Stores Open Evenings-Some Fri., some Mon. Discount stores and shopping centers open every night & Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-Meyers Arnold; Belk's; JCPenney; Ivey's; Sears; Fain's; Byrd's.
Discount Stores-Sky City 4; K mart 3.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH CAROLINA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100
VIRGINIA
TENNESSEE
SOUTH CAROLINA
GEORGIA
Norfolk
Portsmouth
Chesapeake City
Virginia Beach
Princess Anne
Currituck
Camden
Elizabeth City
Dare
Tyrrell
Hyde
Washington
Tarboro
Martin
Pitt
Greenville
Beaufort
Craven
New Bern
Carteret
Pamlico
Onslow
Jacksonville
Jones
Trenton
Kenansville
Duplin
Pender
Burgaw
New Hanover
Wilmington
Brunswick
Southport
Columbus
Whiteville
Bladen
Elizabethtown
Lumberton
Robeson
Scotland
Hoke
Raeford
Fayetteville
Cumberland
Clinton
Sampson
Goldsboro
Wayne
Kinston
Lenoir
Snow Hill
Greene
Wilson
Nash
Rocky Mount
Edgecombe
Halifax
Roanoke Rapids
Weldon
Northampton
Gates
Hertford
Perquimans
Pasquotank
Camden
Currituck
Chowan
Edenton
Plymouth
Washington
Bertie
Windsor
Williamston
Martin
Tarboro
Edgecombe
Nashville
Franklin
Louisburg
Warren
Warrenton
Henderson
Vance
Oxford
Granville
Person
Roxboro
Caswell
Yanceyville
Rockingham
Wentworth
Reidsville
Stokes
Danbury
Surry
Dobson
Elkin
Yadkinville
Wilkes
Alleghany
Sparta
Ashe
Jefferson
Watauga
Boone
Avery
Mitchell
Yancey
Burnsville
Madison
Marshall
Buncombe
Asheville
Henderson
Hendersonville
Transylvania
Brevard
Pickens
Greenville
Spartanburg
Union
Gaffney
Cherokee
Chesterfield
Lancaster
Kershaw
Camden
Lee
Sumter
Clarendon
Florence
Darlington
Marion
Dillon
Horry
Georgetown
Williamsburg
Lexington
Newberry
Laurens
Greenwood
Abbeville
Anderson
Oconee
Pickens
Rutherford
Polk
Spartanburg
Cleveland
Gaston
Lincoln
Catawba
Iredell
Alexander
Wilkes
Caldwell
Burke
Cleveland
Rowan
Davie
Davidson
Randolph
Montgomery
Richmond
Anson
Union
Stanly
Cabarrus
Mecklenburg
Iredell
Alexander
Wilkes
Caldwell
Burke
Catawba
Lincoln
Gaston
Cleveland
Rutherford
Polk
Henderson
Transylvania
Haywood
Jackson
Swain
Graham
Macon
Clay
Cherokee
Graham
Madison
Yancey
Mitchell
Avery
Watauga
Ashe
Alleghany
Wilkes
Yadkin
Davie
Forsyth
Stokes
Surry
Rockingham
Caswell
Person
Granville
Vance
Warren
Halifax
Northampton
Hertford
Gates
Chowan
Perquimans
Pasquotank
Camden
Currituck
Dare
Hyde
Tyrrell
Washington
Martin
Pitt
Greene
Lenoir
Wayne
Johnston
Harnett
Lee
Chatham
Orange
Durham
Wake
Franklin
Nash
Edgecombe
Wilson
Halifax
Roanoke Rapids
Weldon
Northampton
Gates
Hertford
Perquimans
Pasquotank
Camden
Currituck
Dare
Tyrrell
Hyde
Washington
Tarboro
Martin
Pitt
Greenville
Beaufort
Craven
New Bern
Carteret
Pamlico
Onslow
Jacksonville
Jones
Trenton
Kenansville
Duplin
Pender
Burgaw
New Hanover
Wilmington
Brunswick
Southport
Columbus
Whiteville
Bladen
Elizabethtown
Lumberton
Robeson
Scotland
Hoke
Raeford
Fayetteville
Cumberland
Clinton
Sampson
Goldsboro
Wayne
Kinston
Lenoir
Snow Hill
Greene
Wilson
Nash
Rocky Mount
Edgecombe

Variety Stores-Woolworth; Rose's 2; Davis 2; United; Family Dollar; Dollar General.
Chain Drug Stores-Eckerd 6; Revco 9; Rite Aid 5.
Chain Supermarkets-Winn-Dixie 5; Bi-Lo 6; Ingles 16; Ice Service Stores 14; Food Lion 2.
Other Chain Stores-Goodrich; Firestone 2; Western Auto; Helig Meyers Furn.; Lerner's; Sherwin-Williams 2; Glidden Paints; Moore's; Lowes; S&H Green Stamps 2; 84 Lumber.

14 - NEWSPAPERS: CITIZEN (m-mon to fri) 48,759; (e) 13,270; CITIZEN-TIMES (m-sat) 61,390; (S) 71,951; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert G. Beard, Adv. Dir., CITIZEN and TIMES, 14 O'Henry Ave., Asheville, NC 28802; Tel. (704) 252-5611. Toll free in NC 1-800-452-2841.
National Representative: Sawyer-Ferguson-Walker.

BURLINGTON

1 - LOCATION: Alamance County (MSA). E&P Map D-2. Manufacturing and agricultural center.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.
Motor Freight Carriers-31.
Intercity Bus Lines-Carolina Trailways.
Airlines-Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 37,266; E&P 86 Est. 39,483
CZ-ABC: (80) 55,414
RTZ-ABC: (80) 54,092
County/MSA 80 Cen. 99,136; E&P 86 Est. 104,463
City & RTZ-ABC: (80) 109,506
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,367; E&P 86 Est. 15,685
CZ-ABC: (80) 20,794
RTZ-ABC: (80) 18,627
County/MSA 80 Cen. 35,900; E&P 86 Est. 39,571
City & RTZ-ABC: (80) 39,421

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,491,193,647
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 60,047; City 35,121

7 - ELECTRIC METERS: Residence 47,049

8 - GAS METERS: Residence 14,058

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,500 ($275); Furn. 600 ($302); Electronics 1,108 ($431); Foods 330 ($302).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front; Burlington Outlet Pk. (40 stores); Burlington Manufacturers Outlet Ctr. (75 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cum. Park Plz.(35)	NA	Winn-Dixie, Rose's
Glen Raven(6)	NA	Winn-Dixie
Holly Hill East(4)	NA	Revco, Food Lion
Holly Hill Mall(43)	NA	Sears, Belk-Beck,
Byrd's(3)	NA	Revco, Byrd's, Family Dollar
K mart Plz.(7)	NA	K mart, Eckerd, Food Lion
Bur-Mil Plz.	NA	
Northgate Plz.(4)	NA	Food World
New Market Sq.	NA	Roses, Eckerd, Winn-Dixie
Spoon Plz.(5)	NA	Byrd's, Zayre
Edgewood Vlg.(11)	NA	Brendles, SupeRx, Harris-Teeter

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery and Discount.

13 - RETAIL OUTLETS: Department Stores-Sellars; JCPenney; Belk-Beck; Sears.
Discount Stores-Super $; Family Dollar; Zayre; Bur-Mil; Mann's Consumer Sales; K mart.
Variety Stores-Rose's; Woolworth; Bell's.
Chain Drug Stores-Eckerd 3; SupeRx; Revco.
Chain Supermarkets-Byrds 4; Winn-Dixie 2; Food Lion 3; Harris-Teeter.
Other Chain Stores-Advance; Firestone; Goodyear; Lerner's Shop; Butler's; Lowes; Bill Boyce Music; Wills Book Store; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little; Brooks; Singer; Stereo Village; Wickes; Pic'N Pay; Brendles; Piece Goods; Big Lots.

14 - NEWSPAPERS: TIMES-NEWS (e-mon to fri) 29,541; (m-sat) 29,205; (S) 30,766; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Randy Jarrett, Adv. Dir., TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.
National Representative: Landon Associates.

CHAPEL HILL

1 - LOCATION: Orange and Durham Counties (In Raleigh-Durham MSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 mi. SW of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; I-85 & I-40.

2 - TRANSPORTATION: Railroads-Carrboro; Southern.
Motor Freight Carriers-6.
Airlines-(Raleigh-Durham) Pan Am; TWA; United; Eastern; Piedmont; Delta; USAir; American; Ozark; People Express.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 32,421; E&P 86 Est. 34,188
Counties 80 Cen. 229,840; E&P 86 Est. 245,674
Orange County 80 Cen. 77,055; E&P 86 Est. 84,063
Durham County 80 Cen. 152,785; E&P 86 Est. 161,611
MSA 80 Cen. 560,728; E&P 86 Est. 636,722
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,019; E&P 86 Est. 10,862
Counties 80 Cen. 83,658; E&P 86 Est. 92,313
Orange County 80 Cen. 27,044; E&P 86 Est. 30,879
Durham County 80 Cen. 55,614; E&P 86 Est. 61,434
MSA 80 Cen. 198,995; E&P 86 Est. 235,669

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.

6 - PASSENGER AUTOS: Counties: Orange 42,129; Durham 90,403

7 - ELECTRIC METERS: Residence 19,216

8 - GAS METERS: Residence 8,230

9 - PRINCIPAL INDUSTRIES: Education; Med. Servs.; Pub.; Health Ins.; Agric.; Dairy, Wheat, Corn, Tobacco.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29; last killing frost, Apr. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(25)	NA	Eckerd, Food Lion
Willow Creek	NA	Food Lion, Eckerd
Glen Lennox(62)	NA	
University Mall(62)	NA	Ivey's, Belk's, Rose's, Kerr Drug
Kroger(12)	NA	Kroger
Village Plaza(15)	NA	Harris Teeter
Carr Mill Mall(15)	NA	Harris-Teeter, Revco
Rams Plaza(3)	NA	A&P, Sears, Revco
Plantation Plz.	NA	A&P, Rose's
Timberlyne	NA	Kerr Drugs, Food Lion

13 - RETAIL OUTLETS: Department Stores-Sears; Ivey's.
Chain Drug Stores-Eckerd; Revco; Kerr's.
Chain Supermarkets-Food Lion; A&P; Kroger; Harris Teeter; Lowes.
Variety Stores-Belk's; Rose's; Brendle's.

14 - NEWSPAPERS: CHAPEL HILL NEWSPAPER (e-mon to fri) 5,577; (S) 6,835; Sept. 30, 1985 CAC.
Local Contact for Advertising and Merchandising Data: William C. McDonald, Jr., Adv. Dir., CHAPEL HILL NEWSPAPER, 505 W. Franklin St.; PO Box 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.
National Representative: Landon Associates.

CHARLOTTE

1 - LOCATION: Mecklenburg County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA) E&P Map C-2, County Seat. Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74, 521; State Hwys. 16, 27, 49, 51, 160; Interstate Hwys. 77, 85.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Amtrak; Southern Railroad.
Motor Freight Carriers-160.
Intercity Bus Lines-Charlotte Transit; Greyhound; Piedmont; Trailways.
Airlines-Air Virginia; American; Atlantis; Bankair; Christman Air; Delta; Eastern; Henson; Ozark; Pan Am; People Express; Piedmont; Sunbird; TWA; Tennessee; TranSouth; United; USAir; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 328,347; E&P 86 Est. 360,304
CZ-ABC: (80) 404,270
RTZ-ABC: (80) 1,034,276
County 80 Cen. 404,270; E&P 86 Est. 443,617
MSA 80 Cen. 971,391; E&P 86 Est. 1,060,612
City & RTZ-ABC: (80) 1,438,546
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,817; E&P 86 Est. 133,241
CZ-ABC: (80) 146,967
RTZ-ABC: (80) 355,760
County 80 Cen. 146,967; E&P 86 Est. 167,676
MSA 80 Cen. 342,344; E&P 86 Est. 389,770
City & RTZ-ABC: (80) 502,727

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$1,716,000,000
Commercial	13	$21,143,000,000

6 - PASSENGER AUTOS: County 267,875

7 - ELECTRIC METERS: Residence 170,801

8 - GAS METERS: Residence 60,485

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-MSA-Constr. 14,432 ($314); Trans. & Util. 28,095 ($485); Trade 73,077 ($298); Fin., Ins. & R.E. 21,777 ($384); Servs. 49,810 ($283); Food 5,513 ($332); Textiles 3,777 ($278); Printing 4,765 ($332); Mach. 10,937 ($417).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 77; Fall 61; Winter 42. Av. Annual rainfall, 42.4 in. First killing frost, Nov. 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-3 blocks on S. Tryon St.; 3 blocks on N. Tryon St.; 3 blocks on E. Trade St.; and 3 blocks on W. Trade St.
Neighborhood Shopping Ctr.-(No. of Stores)-Amity Gardens 46; Carmel Commons 34; Central 4808 18; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 22; The Depot 13; Eastway Shopping Ctr. 28; Foxcroft 6; Freedom Drive 4; Freedom Mart 18; Freedom Plz. 10; Freedom Vlg. 33; Independence Shopping Ctr. 23; K mart Plz. 21; Lanier 13; Loehmann's Plaza 15; Market Pl. 10; Myers Park 15; North Park Mall 28; Olde Towne Vlg. Ctr. 11; Park Pl. 15; Park Rd. 62; Providence Sq. 23; Quail Corners 28; Queensgate 10; Sardia Vlg. 14; Sedgefield 16; Seneca Shopping Ctr. 12; Sharon 11; Specialty Shops on the Pk. 22; Starmount 18; Tyvola 23; University Pk. 12; Vlg. Shopping Ctr. 11; Westerly Hills 20; West Park Mall 25.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Outlet Square(30)	1	Harris Teeter, Eckerd
Cotswold(44)	4	Eckerd, Ivey's, Marshall's, Peebles Harris Teeter, A&P
Eastland Mall(110)	6	Belk's, Eckerd, Ivey's, JCPenney, Sears
Eastridge Mall(110)	6	Eckerd, Ivey's, JCPenney, Belk's
Freedom Mall(50)	3	Peebles, Eckerd, Sears, Surplus, Richway
Monroe Mall(43)	NA	Peebles, JCPenney, Belk's
Overstreet Mall(45)		Belk's, Ivey's
Park Road Ctr.(51)	4	A&P, Colonial, JCPenney
Quail Corners(28)		Eckerd, Harris Teeter's, Ashby's
South Park Mall(89)	6	Belk's, Eckerd, Ivey's, Harris Teeter, Sears
Tryon Mall(42)	4	Eckerd, Peebles
Valley Hills Mall (80)	1	Belk's, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most large community shopping ctr.'s-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's 3; Peebles 3; Ivey's 4; JCPenney 2; Sears 3; Marshall's; T.J. Maxx 2.
Discount Stores-Famous Mart 3; K mart 6; Richway 4; Zayre 2; Service Mdse. 3; Woolworth; Family Dollar 10.
Chain Supermarkets-A&P 7; Bi-Lo 7; Food Lion 9; Harris-Teeter 17; Kroger 8; Park N Shop 2; 3 Guys Ltd. 4; Village Market 2; Winn-Dixie 10.
Other Retail Stores-B. F. Goodrich 2; Casual Corner 2; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 2; J.O. Jones 2; Julies 4; Lowes 3; Montaldos 2; Nationwide Auto Parts; One Price Tire 3; Pic' N Pay 6; Queen City TV 6; Thom McAn 2; Western Auto 4; Tart's 3; Circuit City 3; Plaza TV & Appliance 4; Rhodes; Hechinger 2; Moores 2; Handy City 2.

14 - NEWSPAPERS: OBSERVER (m) 205,782; NEWS (S) 263,148; Mar. 31, 1986 ABC.
Local Contact for Advertising and Marketing Data: Gene Williams, V.P.-Mktg. & Sales, KNIGHT PUBLISHING CO., 600 S. Tryon St.; PO Box 32188, Charlotte, NC 28232; Tel. (704) 379-6300.
National Representative: Knight-Ridder Newspaper Sales.

CLINTON

1 - LOCATION: Sampson County. E&P Map E-2. County Seat. 60 mi. from Wilmington, 60 mi. from Raleigh, 30 mi. E of Fayetteville. U.S. Hwys. 421, 701; State Hwy. 24.

2 - TRANSPORTATION: Railroads-Seaboard Coastline (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,552; E&P 86 Est. 7,416
County 80 Cen. 49,687; E&P 86 Est. 50,126
NDM-ABC: (80) 49,687

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860; E&P 86 Est. 2,817
County 80 Cen. 16,646; E&P 86 Est. 17,605
NDM-ABC: (80) 16,646

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$120,000,000
Savings	3	$80,000,000

6 - PASSENGER AUTOS: County 23,427; City 10,747

7 - ELECTRIC METERS: Residence 16,319

8 - GAS METERS: Residence 1,230

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meat Packing 800; Elect. Appliances 750; Wood Prods. 200; Furn. 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: An. Av. 62. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cohanie Plaza(14)	1	Rose's, Belk's, Revco
Jordan(20)	1	Piggly Wiggly, Mack's
Clinton Plaza	1	Family Dollar
Shamrock Plaza(5)	1	Piggly Wiggly, Eckerd
K mart Plaza	1	K mart, Revco, Wilson's
Northside Plaza	NA	Sky City, Revco, Food Lion

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Cohanie Plaza & K mart Plaza open until 9. All grocery stores open until 9. Piggly Wiggly stores open 24 hours. Northside Plaza open until 10.

13 - RETAIL OUTLETS: Department Stores-Belk's; Leder Brothers.
Variety Stores-Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's; K mart; Sky City.
Chain Drug Stores-Eckerd; Butler's Rexall; Reynold's; Valu-Rite; Revco 3.
Other Chain Stores-Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'N Pay Shoes; Children's Shop; Dossenbachs.

14 - NEWSPAPERS: THE SAMPSON INDEPENDENT (e-mon to fri) 8,727; (S) 9,156; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gaither Perry, Adv. Mgr., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; Tel. (919) 592-8137.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Cabarrus County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. In Piedmont sect. Textile, hosiery & cigarette manufacturing center; agricultural area. Midway between Washington, DC & Atlanta, GA.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Kannapolis Transit; Carolina Trailways.
Airlines-Services by Douglas Airport, Charlotte, NC.

3 - POPULATION:
Corp. City 80 Cen. 16,942; E&P 86 Est. 16,064
CZ-ABC: (80) 31,610
RTZ-ABC: (80) 99,154
County 80 Cen. 85,895; E&P 86 Est. 94,814
MSA 80 Cen. 971,391; E&P 86 Est. 1,060,612
City & RTZ-ABC: (80) 130,764

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,818; E&P 86 Est. 6,428
CZ-ABC: (80) 11,832
RTZ-ABC: (80) 34,543
County 80 Cen. 32,468; E&P 86 Est. 35,306
MSA 80 Cen. 342,344; E&P 86 Est. 389,770
City & RTZ-ABC: (80) 46,375

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$344,712,001
Savings & Loan	4	$396,679,791

6 - PASSENGER AUTOS: County 50,563; City 27,312

7 - ELECTRIC METERS: Residence 13,284

8 - GAS METERS: Residence 8,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Wage Earners)-Apparel 6 (300); Brick and Tile 1 (41); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55); Plastic & Boxed 1 (41); Poultry 3 (175); Printing & Pub. 3 (175); Rubber Prods. 1 (60); Textile Prods. 13; Woodworking 3 (75); Hosiery 16 (1,500); Cigarette Mfg. (1,200).
Principal Industrial Pay Days-Wed. & Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost, Oct. 28; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown shopping, 15 blocks-3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Winn-Dixie, Sears, Belk's
Concord Plz.(3)	NA	
S. Union(12)	NA	
Cloverleaf Plz.(14)	NA	Belk's, Brendle's
Branchview Plz.(8)	NA	Family Dollar, Food Lion, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Sun.
Stores Open Evenings-At shopping centers.

13 - RETAIL OUTLETS: Department Stores-Belk's 2; JCPenney; Cook's; The Hub; Sears; Zimmerman's.
Variety Stores-McClellan's; Mack's; McCrory; Zayre's; K mart.
Chain Drug Stores-Service; Revco; White Star; Eckerd; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Harris-Teeter; Checker; Food Lion; Village Food Mart; Bi-Lo.
Other Chain Stores-Jarman; Kimbrell; K-Town; Heilig-Myers; Johnnies Clocks; Wooten's Jewelry; Sherwin-Williams; Western Auto; Pic 'N Pay; Singer; Family Dollar; Posey Peddler; Pauline's Dress; Merle Norman; Shoe Show; Wrangler Junction Wranch; Lowe's; Moore's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,441; (S) 13,311; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John W. Kennedy, Adv. Dir., TRIBUNE, 125 Union St. S., Concord, NC 28025; Tel. (704) 782-3155.
National Representative: Landon Associates.

DUNN

1 - LOCATION: Harnett County. E&P Map D-2. In south central part of state on U.S. Hwys. I-95, 301, 421 and State Hwy. 55. 190 mi. S of Richmond; 57 mi. S of Durham.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Durham & Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,962; E&P 86 Est. 8,950
County 80 Cen. 59,570; E&P 86 Est. 63,011

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,280; E&P 86 Est. 3,284
County 80 Cen. 20,148; E&P 86 Est. 22,206

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$339,684,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 27,830; City 9,974.

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Motor Parts 500; Clothing 1,145; Wood Prods. 181; Food Prods. 75; Constr. Prods. 126; Furn. 80; Truck Bodies & Equip. 127.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harnett Crossing	NA	Belk, Food Lion
Dunn Plaza(14)	NA	Winn-Dixie, Rose's
Wayne Ave.(9)	NA	Sears
Floral Gardens(5)	NA	Pic 'N Pay, Heilig-Meyers Furn.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Arnold's; Louis Baer; Sears; Montgomery Ward; The Men's; E. Baer; The Dollar.
Variety Stores-Rose's; Pope's Family Center; Sky City.
Chain Drug Stores-Walgreens; Butler & Carroll; Medicine Shoppe; Eckerd; Kerr; Revco.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie; Lee's Red & White; Byrd's; IGA; Food Lion.
Other Chain Stores-Stanley's; Pic 'N Pay Shoes; Family Dollar; Cheap Joe's Jeans; Woodalls; McDonald Lumber; Hallmark Shop.

14 - NEWSPAPERS: RECORD (e-mon to fri) 8,422; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Maere Kay Adams, Adv. Dir., RECORD, PO Box 1448, Dunn, NC 28334; Tel. (919) 892-3117.
National Representative: Landon Associates.

DURHAM

1 - LOCATION: Durham County (In Raleigh-Durham MSA). E&P Map D-2, County Seat. Research Triangle Park. Tobacco, textile, university and medical center. Central part of state. 154 mi. S of Richmond; 134 mi. NE of Charlotte; 56 mi. E of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State Hwys. 55, 98, 751, 54.

2 - TRANSPORTATION: Railroads-Seaboard; Norfolk Southern; Southern.
Motor Freight Carriers-23.
Intercity Bus Lines-Carolina Trailways; Continental Trailways; Greyhound; McBroom's Bus Co.; Southern Coach.
Airlines-American, Delta, Eastern, Ozark, Pan Am, People Express, Piedmont, TWA, United, USAir, Commuter: Air Virginia, Air-Lift Associates, Sun-Bird, Wheeler; Freight: Flying Tigers Cargo.

3 - POPULATION:
Corp. City 80 Cen. 100,538; E&P 86 Est. 108,310
CZ-ABC: (80) 112,774
RTZ-ABC: (80) 386,473
County 80 Cen. 152,785; E&P 86 Est. 161,611
MSA 80 Cen. 560,728; E&P 86 Est. 636,722
City & RTZ-ABC: (80) 499,247
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 39,768; E&P 86 Est. 39,495
CZ-ABC: (80) 41,801
RTZ-ABC: (80) 134,338
County 80 Cen. 55,614; E&P 86 Est. 61,434
MSA 80 Cen. 198,995; E&P 86 Est. 235,669
City & RTZ-ABC: (80) 176,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$882,524,000
Savings & Loan	8	$378,736,000

6 - PASSENGER AUTOS: County 90,403; City 89,841

7 - ELECTRIC METERS: Residence 70,000

8 - GAS METERS: Residence 23,036

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 4,617 ($298); Mfg. 27,273 ($538); Trans., Commun. & Util. 4,064 ($416); Trade 16,635 ($233); Service 29,571 ($347); Fin., Ins. & R.E. 4,346 ($329).
Principal Pay Days-Factories: Fri.; Offices and Universities: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 28; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.

Neighborhood Shopping Centers-Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis St.; E. Main & Angier Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wellons Village(50)	3	Pope's Variety, Big Star, Rose's
Northgate(97)	3	Sears, Big Star, Thalhimer's
Lakewood(33)	4	Winn-Dixie, Kroger
Riverview(17)	6	Big Star
South Sq.(109)	5	JCPenney, Ivey's, Big Star, Belk's
Loehmann's at Croasdaile(20)	4	Loehmann's, Winn-Dixie
Eno Sq.	7	Food Lion
Murdock	3	K mart, Winn-Dixie
N. Duke Mall(40)	5	Rose's, Winn-Dixie
Shannon Plz.(4)	5	Revco Drugs
Triangle Sq.(8)	9	Winn-Dixie, Kerr Drug
Brightleaf Sq.(31)		Morgan Imports
Parkway Plz.(20)	5	K mart, Food Lion
Regency Plaza(5)		Rose's, Kroger
Willowdale(5)		Kerr Drug, Harris-Teeter
Heritage Sq.(6)	1	Winn-Dixie, Family Dollar
Oak Creek(10)	5	T.J. Maxx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Thalhimer's; Sears; Belk-Leggett; Ivey's; JCPenney.
Variety Stores-Woolworth 2; Pope's; Family Dollar 3.
Discount Stores-K mart 2; Rose's 4.
Chain Drug Stores-Eckerd 5; Kerr Drug 9; Revco 5; Treasury; Rite Aid 3.

Chain Supermarkets-A&P 2; Winn-Dixie 6; Kroger 4; Byrd's Lo Mark 3; Big Star 4; Piggly Wiggly; Food Lion 4; Farm Fresh.

Other Chain Stores-Auto: Advance 2, Firestone 2, Western 2; Shoes: Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott-Johnson, Shoe Secrets; Women's Clothing: Brooks, Baldwin's 3, Lerners, Fashion Finds, Paul Harris, Judi Lesli, Loehmann's, The Limited, Foxmoor, Marianne, Stuart's, Woman's World, Motherhood Shops, Ups 'N Downs, County Seat; Men's Clothing: Fine's, Chess King, S&K Famous Brands; Others: J.J. Morley, Radio Shack, Record Bar, Slack 'N Things, Anderson-Little, Camelot Music, Circus World, The Junction, Federal Bake Shop, S. Galeski Optical, General Nutrition, K&K Toys, B. Dalton, O'Neills Card Shop, XYZ Card Shop, Waldenbooks, Heritage Jewelers, Zale's Jewelers, Osterman's Jewelers, Kay Jewelers, Reed's Jewelers, Circuit City, Computerland, Goodyear, Ashby's, The Gap, Montaldo's, Bailey Banks & Biddle, Carlyle & Co., Spencer Gifts, Ritz Camera, Toys-R-Us, T.J. Maxx.

14 - NEWSPAPERS: HERALD (m) 44,509; SUN (e) 20,688; HERALD-SUN (S) 62,609; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Simpson, Gen. Adv. Mgr., HERALD-SUN, 115-19 Market St., Durham, NC 27702; Tel. (919) 682-8181.
National Representative: Branham/Newspaper Sales.

EAST SPENCER

See SALISBURY

EDEN

1 - LOCATION: Rockingham County. E&P Map D-1, 38 mi. N of Greensboro.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 15,672; E&P 86 Est. 14,834
County 80 Cen. 83,426; E&P 86 Est. 86,811

4 - HOUSEHOLDS:
City 80 Cen. 6,116; E&P 86 Est. 5,990
County 80 Cen. 29,616; E&P 86 Est. 32,231

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 44,589; City 13,472

7 - ELECTRIC METERS: Residence 10,044

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,900 ($189); Brewery 1,100 ($384); Trucking 240 ($280).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Eden Mall.
Neighborhood Shopping Centers-Kingsway; Meadow Greens; Eden Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Circle (88)	38	Ivey's, Belk's, Mont. Ward
Four Seasons (102)	41	Ivey's, JCPenney, Thalhimer's
Hanes Mall(90)	50	Sears, Belk's
Piedmont Mall(90)	28	JCPenney, Belk's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears; Ivey's.
Discount Stores-White Dot; Pope's; Rolane.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Food Lion; Byrd's.

14 - NEWSPAPERS: NEWS (e) 6,108; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Richard Robertson, Pub.; Clyde Dagenhart, Adv. Dir., NEWS, 804 Washington St.; PO Box 308, Eden, NC 27288; Tel. (919) 623-2155.
National Representative: Landon Associates.

ELIZABETH CITY

1 - LOCATION: Pasquotank County. E&P Map F-1, County Seat.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Intercity Bus Lines-Norfolk Southern; Virginia Dare Trans.; Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 13,784; E&P 86 Est. 13,724
CZ-ABC: (80) 14,004
RTZ-ABC: (80) 64,881
County 80 Cen. 28,462; E&P 86 Est. 29,866
City & RTZ-ABC: (80) 78,885

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,963; E&P 86 Est. 5,112
CZ-ABC: (80) 5,054
RTZ-ABC: (80) 22,529
County 80 Cen. 9,723; E&P 86 Est. 10,647
City & RTZ-ABC: (80) 27,583

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	4	$183,643,000
Savings & Loan	3	$43,500,000
Credit Unions		$1,702,000

6 - PASSENGER AUTOS: County 13,318; City 13,440

7 - ELECTRIC METERS: Residence-City 8,847

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furn. Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Proc.; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes; Peat Moss; Control Valves & Re-

pair; Airborne Comm. Sys.; Fuel Sys. Components; Gov't Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Southgate Mall (32 stores-JCPenney; Rose's; Sears; Belk-Tyler).
Principal Shopping Days-Mon., Fri., Sat. Some Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; E. S. Chesson; Cader Harris; JCPenney; Sears; Rose's.
Variety Stores-Eagle.
Discount Stores-K mart.
Chain Drug Stores-Apothecary-Rexall; Walgreens; Peoples; Revco.
Chain Supermarkets-Farm Fresh; S&R 5; Open Air; Winn-Dixie; Food Lion.
Other Chain Stores-Mangel's; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's; Cato's; Stitches; Wise Fashions.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 11,119; (S) 12,205; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cary, Adv. Dir., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841.
National Representative: Landon Associates.

FAYETTEVILLE

1 - LOCATION: Cumberland County (MSA), E&P Map D-2, County Seat. Pope Air Force Base; Fort Bragg (U.S. Army). On Cape Fear River. On U.S. Hwys. 13, 401, 301; I-95; State Hwys. 24, 53, 59, 87, 210.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk Southern; Aberdeen Rockfish & Cape Fear Rys.
Motor Freight Carriers-26.
Intercity Bus Lines-City Transit Dept.; Greyhound; Carolina Coach; Queen City Trailways.
Airlines-Piedmont; American; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 59,507; E&P 86 Est. 58,096
CZ-ABC: (80) 167,543
RTZ-ABC: (80) 389,613
County/MSA 80 Cen. 247,160; E&P 86 Est. 247,626
City & RTZ-ABC: (80) 557,156
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,546; E&P 86 Est. 21,641
CZ-ABC: (80) 57,074
RTZ-ABC: (80) 119,414
County/MSA 80 Cen. 74,934; E&P 86 Est. 78,248
City & RTZ-ABC: (80) 176,488

5 - BANKS	NUMBER	EST. DEP
Savings & Loan	5	$254,000,000
Commercial	9	$638,000,000

6 - PASSENGER AUTOS: County 109,216; City 86,197

7 - ELECTRIC METERS: Residence 50,274

8 - GAS METERS: Residence 14,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 11,131.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp.-Spring 80; Summer 88; Fall 72; Winter 55. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Haymount Section; Person St., Bragg Rd. & Boulevard; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bordeaux(42)	2	Rose's, Winn-Dixie
Cross Pointe Centre (40)	4	Belk's, Thalhimer's, JCPenney, Sears
Eutaw Village(70)	2	Big Star, Kerr Drugs, Rose's
Winding Creek(5)	2	Eckerd, Handy City, Harris Teeter
Highland(29)	1	Wentz Mkt.
King(18)	4	Zayre, Revco
Northleigh(1)	4	A&P
Tallywood(25)	2	Belk's
Westwood(26)	3	Rose's, Winn-Dixie, Kerr Drug
K mart Plz.(8)	4	K mart, Food Lion, Eckerd
Ponderosa(20)	4	Maxway, Winn-Dixie
Devonwood Plz.(6)	5	Big Star, Revco, Popes
Skyland(18)	7	Maxway, Big Star, Family Dollar
Eastgate(6)	2	Winn-Dixie, Revco, Family Dollar
Pamalee Plz.(8)	5	Winn-Dixie, Family Dollar, Revco
Cliffdale Plz.(8)	6	A&P, Kerr Drug
Fayetteville Marketplace(35)	4	S&K Menswear, Linens 'n Things
Cross Pointe Centre (40)	4	Hechinger's, T.J. Maxx
Cape Fear Plz.(12)	2	Food Lion, Revco, Roses

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-The Capitol 3; Belk's 2; Sears; JCPenney; Thalmer's. **Discount Stores**-Family Dollar 8; Lowe's; Moore; Zayre 2; K mart 2; Service Merchandise; Best Prods.; Handy City; National Outlet.
Variety Stores-McCrory; Rose's 3; Maxway 4.
Chain Drug Stores-Eckerd 3; Fayetteville Drug; Revco 13; Kerr 3; Medicine Shoppe 3.
Chain Supermarkets-A&P 3; Winn-Dixie 6; Piggly Wiggly; V-Point Grocery 2; Park 'n Shop 3; Short Shop 13; Big Star 4; Harris Teeter 3; Kroger 3; Food Lion 6.
Other Chain Stores-Diana; Kimbrell's 2; Goodrich; S&H Green Stamps; Maxwell Bros.; Jewel Box 2; Anderson Little; Butler Shoes; Wrangler Wranch; Hanover Shoes; Gordon's Jewelers; Hoffheimers; Kinney Shoes; Lerner Shops; Hickory Farms; Jarman Shoes; Stride Rite; Naturalizer; Thom McAn; Pick Pay 6; Entre Computer; Cato's; Rhodes Furn.; Reeds Jewelers.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 46,385; TIMES (m-mon to fri) 25,571; OBSERVER-TIMES (m-sat) 73,477; (S) 73,570; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J. Campbell Haigh, Adv. Dir., OBSERVER-TIMES, PO Box 849, Fayetteville, NC 28302; tel. (919) 323-4848.
National Representative: Landon Associates.

FOREST CITY

1 - LOCATION: Rutherford County, E&P Map B-2. Manufacturing; SW portion of state. U.S. Primary Hwy. 221 & 74; Interstate 26, 40 & 85.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline; Clinchfield.
Intercity Bus Lines-Trailways.
Airlines-Eastern; Piedmont; Delta; Southern; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,688; E&P 86 Est. 7,880
County 80 Cen. 53,787; E&P 86 Est. 57,068

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860; E&P 86 Est. 2,989
County 80 Cen. 19,221; E&P 86 Est. 21,293

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 28,654; City 9,536

7 - ELECTRIC METERS: Residence 4,215

8 - GAS METERS: Residence 2,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $263.82)-Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Hshld. Furn. 600; Upholstery Material 400; Ladies Apparel 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800; Roller Bearings 120; Plastics 450.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp. Jan 41.1; June 78.5; Av. An. temp. 59.9. An. Rainfall 49.91 in. First killing frost, Oct. 31; last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Mall(17)	2	Belk's, Harris-Teeter
Oak St. Mall(6)	1	Sky City, Ingles
Church St.(4)	1	K mart, Lowes Food
Chimney Plaza(4)	1	Food Lion

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Tri-City Mall & Shpg. Ctrs. open until 9.

13 - RETAIL OUTLETS: Department Stores-Belk's; Graham Cash; Dalton-Ward.
Discount Stores-Sky City; K mart; Family Dollar.
Variety Stores-Rose's.
Chain Drug Stores-Eckerd; Revco; Smith's; Hardins Drug.
Chain Supermarkets-Winn-Dixie; Lowes; Ingles; Bi-Lo; Harris-Teeter; Community Cash; A&P; Food Lion.
Other Chain Stores-True Value Hardware: Western Auto; Radio Shack; Lowes Building Supply; Kimbrells Furn.; Haynes Jones Furn.; Grindstaff's; Helig-Myers Furn.

14 - NEWSPAPERS: COURIER (e-mon to fri) 9,761; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Bill Blair, Adv. Dir., COURIER, PO Box 1149; 1111 Oak St., Forest City, NC 28043; Tel. (704) 245-6431.
National Representative: None.

GASTONIA

1 - LOCATION: Gaston County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74, 321, I-85.

2 - TRANSPORTATION: Railroads-Norfolk-Southern; Carolina Seaboard System.
Motor Freight Carriers-58 (County).
Intercity Bus Lines-Gastonia Transit; Greyhound; National Trailways.
Airlines-Eastern; Piedmont; Delta; United; Sunbird; Atlantis; Peoples; American; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 47,333; E&P 86 Est. 47,682
CZ-ABC: (80) 112,479
RTZ-ABC: (80) 106,027
County 80 Cen. 162,568; E&P 86 Est. 172,929
MSA 80 Cen. 929,019; E&P 86 Est. 1,060,612
City & RTZ-ABC: (80) 218,506

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,195; E&P 86 Est. 17,887
CZ-ABC: (80) 39,644
RTZ-ABC: (80) 36,066
County 80 Cen. 56,362; E&P 86 Est. 62,729
MSA 80 Cen. 342,344; E&P 86 Est. 389,770
City & RTZ-ABC: (80) 75,710

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$291,700,000
Commercial	28 br.	$7,150,000,150

6 - PASSENGER AUTOS: County 88,011; City 44,648

7 - ELECTRIC METERS: Residence 22,281

8 - GAS METERS: Residence & Commercial 23,074

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 14,500 ($254); Mach. 1,400 ($346); Motor Oil Filters 1,100 ($209); Electronic 450 ($173); Corrugated Box 175 ($205); Chem. 60 ($200); Equip. Mfg. 450 ($185); Plastics 125 ($177); Auto & Truck Assembly ($412).
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: An. Av. Temp.-Spring 60, An. Av. Precipitation: Rain-43 in. Snow-6 in. First killing frost, Nov. 8; last killing frost, Mar. 24.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.
Neighborhood Shopping Centers-E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd; Union Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akers(41)	NA	Winn-Dixie, Service Mdse., Richway, Eckerd
Cherry	NA	Foodtown
Dixie Village(23)	NA	Eckerd, Winn-Dixie
		Winn-Dixie
Franklin	NA	A&P, Family Dollar
Gaston Mall(41)	NA	Harris-Teeter, Brendles
Powell Glenwood(5)	NA	Harris-Teeter
Eastridge Mall(90)	NA	JCPenney, Belk's, Ivey
Forestbrook	NA	Winn-Dixie
Windsor	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Matthews; Belk's; Sears; Ivey's; Roses; JCPenney. **Discount Stores**-Nichols; Richway; K mart; Service Mdse.; Brendle's.
Chain Drug Stores-Smith's 2; Revco 5; Scottie's; Eckerd 5; Nichols; Rite Aid.
Chain Supermarkets-Winn-Dixie 6; Pacemaker 2; Mighty Midget 2; Harris-Teeter 3; Food Lion 5; Ingle's; A&P; Kroger.
Other Chain Stores-Morris (jewelry); Jewel Box; D. P. Paul; Gordon's; Diane; Eleanor; Anderson-Little; Lerner's; Merit (shoes); Endicott Johnson; Kinney (shoes); Star Furn.; Maxwell Bros. 2; Helig-Meyers; Kimbrell's 2; Western Auto; Zale's Jewelers; Radio Shack 2; Rhodes Furn.; B. Dalton; Waldenbooks; Mr. Sport; GNC; Computerland.

14 - NEWSPAPERS: GAZETTE (e) 39,946; (S) 43,570; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, PO Box 1538; 2500 E. Franklin Blvd., Gastonia, NC 28053; Tel. (704) 864-3293.
National Representative: Landon Associates.

GOLDSBORO

1 - LOCATION: Wayne County, E&P Map E-2, County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers, 52 mi. SE of Raleigh; 89 mi. N of Wilmington. On U.S. Hwys. 13, 70, 117; State Hwys. 111, 581.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern (freight).
Intercity Bus Lines-Greyhound; Trailways; Seashore Transportation.

3 - POPULATION:
Corp. City 80 Cen. 31,871; E&P 86 Est. 32,026
CZ-ABC: (80) 37,369
RTZ-ABC: (80) 91,833
County 80 Cen. 97,054; E&P 86 Est. 97,526
City & RTZ-ABC: (80) 129,202

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,880; E&P 86 Est. 11,099
CZ-ABC: (80) 12,332
RTZ-ABC: (80) 30,820
County 80 Cen. 32,300; E&P 86 Est. 33,839
City & RTZ-ABC: (80) 43,152

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$519,923,000
Savings & Loan	3	$365,286,600

6 - PASSENGER AUTOS: County 46,205; City 31,718

7 - ELECTRIC METERS: Residence County 26,200

8 - GAS METERS: 4,000

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage $256) Textile Mfg. 305; Industrial Laundry 194; Metalworking 1,202; Food Prods. 517; Furn. 1,119; Elect. Generating 102; Roofing Materials 167; Textile Finishing 157; Agric. Research 112; Health Care 213; Apparel 2,310; Lumber 472; Auto Parts Mfg. 896; Bakery Equip. Mfg. 173; Distributors 86.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-64; Summer 70-96; Fall 62-78; Winter 28-50.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.
Neighborhood Shopping Centers-East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley Mall(46)	4	Sears, JCPenney, Belk's, Weils
Oak Square(24)	3	Sherwin-Williams
Eastgate(22)	3	Rose's, Winn-Dixie
Sunrise(15)	2	Woolworth, Kerr Drug
Ashley Plaza(9)	3	K mart
Barnyard(7)	3	Cloth Barn, Tru Value
Wayne Plaza(4)	2	Clinard, Big Star
Nichols(2)	4	Nichols, Winn-Dixie
Neuse River(4)	6	Winn-Dixie, Kerr's
North Plaza	6	Food Lion, Farm Fresh
Cobblestone Place	14	Ed Kelly's

Principal Shopping Days-Sat., Fri., Thur.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; JCPenney; Leder Bros.; Weil's; Sears.
Discount Stores-Rose's; Nichols; K mart.
Chain Drug Stores-Eckerd 2; Revco 2; Kerr's 3.
Variety Stores-Woolworth; McClellan; McCrory.
Chain Supermarkets-A&P; Winn-Dixie 3; Piggly Wiggly 3; Big Star; Food Lion; Farm Fresh.
Other Chain Stores-Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Shoe Show; Jewel Box; Firestone 2; Singer Co.; Sherwin-

Williams Paint; Heilig-Meyer's Furn.; Western Auto; S&H Green Stamps; Maxwell Bros. Furn.; Waldenbooks; Deb Shop; Brooks; Radio Shack; Family Dollar 2; Dollar Store; Roscoe Griffin; K&K Toys; Thom McAn; Docktor Pet; General Nutrition; Cato Center; Fine's Men's Shop; Baldwins; Dorothy's Ruffled Originals; Colortyme TV; Burlington Shoes; Sportsman's World.

14 - NEWSPAPERS: NEWS-ARGUS (e-mon to fri) 21,651; (S) 24,523; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Hal Tanner, Jr., Pub.; NEWS-ARGUS, PO Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211.
National Representative: General Advertising Service.

GREENSBORO

1 - LOCATION: Guilford County (In Greensboro-Winston Salem-High Point); E&P Map D-2. County Seat. In center of state, 50 mi. S of VA state line. Manufacturing, transportation, college and insurance center. 200 mi. from Richmond, VA; 329 mi. from Atlanta, GA; 324 mi. from Baltimore, MD. On U.S. Hwy. 29, 70, 421, 220; I-40. I-85. State Hwys. 22, 150, 68, 61, 62, 6.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Intercity Bus Lines-Southern Greyhound; Carolina Trailways; Duke Transit.
Airlines-American; Eastern; Piedmont; United; Delta; People Express; 3 Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 155,642; E&P 86 Est. 174,920
CZ-ABC. (80) 196,229
RTZ-ABC. (80) 730,595
County 80 Cen. 317,154; E&P 86 Est. 328,853
MSA 80 Cen. 851,984; E&P 86 Est. 906,384
City & RTZ-ABC. (80) 986,824
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,702; E&P 86 Est. 60,296
CZ-ABC. (80) 71,114
RTZ-ABC. (80) 281,579
County 80 Cen. 114,084; E&P 86 Est. 123,509
MSA 80 Cen. 307,207; E&P 86 Est. 341,459
City & RTZ-ABC. (80) 352,693

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	$763,834,000
Commercial	13	$746,262,000
Credit Unions	29	$64,106,000

6 - PASSENGER AUTOS: County 191,568; City 127,269.

7 - ELECTRIC METERS: Residence 104,020.

8 - GAS METERS: Residence 30,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 152,600; Lumber & Wood 6,100; Furn. & Fixtures 27,300; Stone, Clay & Glass 3,900; Primary & Fab. Metals 8,200; Non-Electrical Mach. 8,300; Other Durable Goods 19,400; Food & Kindred Prods. 5,200; Textiles 28,600; Apparel 11,800; Paper & Allied Prods. 2,600; Other Nondurable Goods 20,600; Non-Mfg. 275,900; Constr. 19,700; Trans., Commun. & Public Util. 23,200; Trade 93,000; Fin., Ins. & R.E. 19,400; Service & Misc. 68,700; Gov't 51,600; Chem. 4,300; Printing & Pub. 6,300.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 75; Fall 49; Winter 42. First killing frost, Oct. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-2 blocks on E. Market and W. Market Sts.; 2 blocks on N. Greene and S. Greene Sts.; 2 blocks on N. Davie and S. Davie Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashley Sq.(3)	4	Big Star, Revco
Battleground Village(14)	4	Images, Rite Aid
Best(7)	2	Best, Peaches
Caldwell(6)	3	
Carolina Circle Mall(80)	4	Belk's, Ivey's, Mont. Ward
Coliseum(12)	2	Food Lion, Family Dollar
Cook's(3)	3	Handy City, Brendle's
Bessemer(8)	1	
High Point Rd.(14)	2	3 Guys
Forest Oaks(5)	5	Winn-Dixie
Four Seasons(101)	3	Belk's, Ivey's, JCPenney, Winn-Dixie
Friendly Center/ Forum VI(110)	3	Belk's, Thalhimers, Sears, Montaldo's
Golden Gate(33)	2	Bestway, Food Lion, Revco
Greensboro Outlet	4	Dixie Bell, N.Y.,
Burlington Coat Factory Mall(35)	4	Bag & Baggage
Holden Plaza(4)	4	Food Lion
Irving Park(19)	2	Edmonds
K mart	4	K mart, Food Lion
West Market(3)		
K mart	3	K mart, Food Lion,
Randleman(2)		Food World
K mart-E. Cone(2)	4	K mart, Big Star
Kroger(13)	3	Aaron Rents
Oakcrest(9)	5	Omega Sports
O'Henry(6)	2	Winn-Dixie, Zayre
Palmer Plz.(12)	2	Eckerd, Kroger, Lowe's
Price Place(10)	2	Food World, Eckerd
Quaker Village(28)	6	Bestway, Edmonds
Sedgefield(19)	5	Family Dollar, Food World
Spring Valley(23)	2	Eckerd, Food World, Sears Surplus
Sunset Hills(7)	2	Food Rite
Westgate(9)	5	Shoe Town
Westridge Square(10)	5	Kroger, Ashby's, Eckerd
West Market St.(12)	4	Kroger, Marshall's, Revco
Zayre(5)	2	Zayre, Revco, T.J. Maxx

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings & Sundays-Drug; Discount; Department; Grocery; Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Belk's 3; Ivey's 2; Montgomery Ward; JCPenney; Sears; Thalhimers 2; Marshall's.
Variety Stores-Woolworth 3; McCrory.
Discount Stores-Best; Brendle's 2; Family Dollar 2; Service Merchandise; K mart 3; T.J. Maxx 2; Zayre 2; P.H. Rose 2.
Chain Drug Stores-Drug Emporium 2; Drug Palace; Eckerd 7; Edmonds 4; Rite Aid 8; Revco 7; Medicine Shoppe; K mart Pharmacy 3; Valu-Rite 3.
Chain Supermarkets-Bestway 7; Big Star 4; Bi-Rite 3; Food Lion 6; Food World 5; Kroger 5; Winn-Dixie 5; Food Rite 6; Family Mart; Fresh Market; 3 Guys.
Other Chain Stores-Ashby's; Baker's Shoes; Baskin-Robbins; Brooks; Butler's Shoes; Camera World; Captain D's; Casual Corner; Catherine's Stout Shop; Cato's; Chess King; Darryl's; Elaine Powers; Fine's Men's Shop; Firestone; 5-7-9 Shop; Florsheim Shoes; General Nutrition; General Tire; Glidden Paint; Goodrich Tire; Goodyear Tire; Gordon's Jewelers; Hahn Shoes; Handy City; Hanover Shoes; Hardy Shoes; Hechinger's; Hickory Farms; Hofheimer Shoes; The Hub; Diamond Exchange; The Junction; K&K Toys; Kay's Jewelers; Kinney Shoes; Lady Madonna Maternity; Lerner Shop; Levi's Place; The Limited; Lowe's; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Moore's Building; Ormond Shop; Radio Shack; Rhodes Furniture; Sherwin-Williams; Singer; Stuarts; Swensen's; Thom McAn; Waldenbooks; Western Auto; Wrangler Wranch.

14 - NEWSPAPERS: NEWS & RECORD (m) 112,435; (S) 127,543; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Hager, Natl. Adv. Mgr.; NEWS & RECORD, 200 E. Market St.; PO Box 20848, Greensboro, NC 27420-0848; Tel. (919) 373-7111.
National Representative: Branham/Newspaper Sales.

GREENVILLE

1 - LOCATION: Pitt County. E&P Map E-2. County Seat. Agricultural, educational, industrial, wholesale and residential center.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Norfolk Southern (freight only).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Seashore Trans.

3 - POPULATION:
Corp. City 80 Cen. 35,740; E&P 86 Est. 43,468
CZ-ABC. (80) 35,740
RTZ-ABC. (80) 83,411
County 80 Cen. 83,651; E&P 86 Est. 98,088
City & RTZ-ABC. (80) 119,151

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,472; E&P 86 Est. 13,301
CZ-ABC. (80) 11,472
RTZ-ABC. (80) 28,880
County 80 Cen. 27,757; E&P 86 Est. 34,083
City & RTZ-ABC. (80) 40,352

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$7,248,630,941
Savings	5	$218,651,785

6 - PASSENGER AUTOS: County 45,334; City 28,137.

7 - ELECTRIC METERS: Residence 29,000.

8 - GAS METERS: Residence 7,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco Mfg. 2,400; Food Prod. 400; Textile 350; Lumber 175; Chem. 125; Elect. 200; Pharmaceutical 1,200; Boat 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1 to 10; last killing frost, Mar. 10 to 20.

11 - TAP WATER: Neutral, medium soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 block area in the center of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pitt Plaza(26)	NA	JCPenney, Eckerd, Rose's, Kroger
Greenville Sq.(20)	NA	A&P, K mart
Carolina East(74)	NA	Sears, Belk-Tyler, Winn-Dixie, Kerr's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Pitt Plaza, Greenville Sq., Carolina East-nightly; Food-Fri.

13 - RETAIL OUTLETS: Department Stores-White; Belk-Tyler; JCPenney; Rose's; Sears.
Discount Stores-Nichol's; K mart.
Chain Drug Stores-Bissette; Hollowell 3; Eckerd 2; Rite Aid 2; Revco; Kerr.
Chain Supermarkets-Harris 6; A&P; Overton; Winn-Dixie 2; Piggly Wiggly; Kroger; Farm Fresh; Food Lion; Foodland.
Other Chain Stores-Brody's; Carlyle & Co.; Zale's; Butler's; Jolly's; J.D. Dawson Co.

14 - NEWSPAPERS: REFLECTOR (e-mon to fri) 17,141; (S) 19,096; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David J. Whichard, II, Pres., REFLECTOR, 209 Cotanche St., Greenville, NC 27834; Tel. (919) 752-6166.
National Representative: General Advertising Service.

HENDERSON

1 - LOCATION: Vance County. E&P Map D-1. County Seat. Agricultural & manufacturing center. On U.S. Hwys. 1, 158; I-85 in NE part of state. 38 mi. to Raleigh, the state capital.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern Railway.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Trailways.
Airports-Raleigh-Durham.
Airlines-Delta; Eastern; United; Pan Am; TWA; Piedmont; NYAir; Ozark; USAir; Sunbird; American.

3 - POPULATION:
Corp. City 80 Cen. 13,522; E&P 86 Est. 13,056
CZ-ABC. (80) 20,273
RTZ-ABC. (80) 44,305
County 80 Cen. 36,748; E&P 86 Est. 38,832
City & RTZ-ABC. (80) 64,578

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,824; E&P 86 Est. 4,584
CZ-ABC. (80) 6,339
RTZ-ABC. (80) 15,077
County 80 Cen. 12,239; E&P 86 Est. 13,492
City & RTZ-ABC. (80) 21,416

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$195,000,000
Savings & Loan	1	$45,000,000

6 - PASSENGER AUTOS: County 18,165; City 16,524.

7 - ELECTRIC METERS: Residence 8,500.

8 - GAS METERS: Residence 1,900.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($250); Tobacco 760 ($200); Stone, Clay, Glass 775 ($450); Public Servs. 513 ($290); Trans. Equip. 300 ($390); Mfg. 2,000 ($260); Whol./Ret. 2,000 ($300).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-60; Jan. 42; June 78.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corbitt Hill(7)	NA	Hill's Clothing
Henderson Mall(27)	NA	JCPenney, Rose's, Eckerd, Leggett's, Big Star
Kings Plz.(2)	NA	A&P, Rose's
Northside Plz.(5)	NA	Food Lion, Revco
Vance Sq.(6)	NA	Winn-Dixie, Revco
Raleigh Rd. Plz.(7)	NA	Food Lion, Gray Drug Fair
Mill Outlet City(8)	NA	Fabric Shop, Cluett Apparel

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food Stores, Mall Stores, Other Shopping Areas.
Stores Open Sundays-4 Supermarkets & some ret.

13 - RETAIL OUTLETS: Department Stores-Charles Stores; JCPenney; Leggett's; Baldwin's.
Variety Stores-Rose's; K mart.
Discount Stores-Dollar Store; Family Dollar.
Chain Drug Stores-Eckerd; Henderson 2; Revco 3.
Chain Supermarkets-Big Star; Winn-Dixie; A&P; Fast Fare 218; Byrd's 2; Food Lion 2.
Other Chain Stores-Larkins (clothing); Star Furn.; Penny Furn.; Moores Building Supply; Schewel Furn.; Heileg-Myers Furn.; The Junction (clothing); Perry Bros. Goodyear.

14 - NEWSPAPERS: DISPATCH (e) 9,818; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: W.D. Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.
National Representative: Landon Associates.

HENDERSONVILLE

1 - LOCATION: Henderson County. E&P Map B-2. County Seat. Agricultural and industrial center and summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, SC.

2 - TRANSPORTATION: Railroads-Southern (Cincinnati to Columbia, SC). Terminus Hendersonville-Toxaway Div.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Continental Trailways; Suburban Coach.
Airlines-Piedmont; Wheeler; Eastern Metro; ASA.

3 - POPULATION:
Corp. City 80 Cen. 6,862; E&P 86 Est. 7,118
CZ-ABC. (80) 6,862
RTZ-ABC. (80) 51,718
County 80 Cen. 58,580; E&P 86 Est. 68,974
City & RTZ-ABC. (80) 58,580

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,897; E&P 86 Est. 2,978
CZ-ABC. (80) 2,897
RTZ-ABC. (80) 19,492
County 80 Cen. 22,389; E&P 86 Est. 27,569
City & RTZ-ABC. (80) 22,389

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: County 36,705; City 22,905.

7 - ELECTRIC METERS: Residence County 19,451.

8 - GAS METERS: Residence 2,511.

9 - PRINCIPAL INDUSTRIES: Elect. 1,400; Paper 900; Textile 1,867; Constr. 897; Food 878; Apparel 1,789; Chem. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 2 each of 3rd, 4th & 5th Aves.; 3 on 7th Ave. E; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy. S. of Main & Church Sts.; Blue Ridge Mall (60 stores).
Neighborhood Shopping Centers-Southgate, 1/2 mi. S. of city; Rose's Plz., 2 mi. E. of city; Laurel Park Vlg., 2 mi. W. of city; Sky City Plaza, 1/2 mi. S. of city.
Principal Shopping Days-Mon.; Fri.; & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Simpson; Schulman's; K mart.
Variety Stores-Rose's; Eagle's; Family Dollar; King's; Sky City; Otasco.

Chain Drug Stores-Eckerd; Revco; Rite Aid; Econo-Mart.
Chain Supermarkets-Winn-Dixie 3; Community Cash 2; Ingle's 3; Bi-Lo 2; Food Lion.
Other Chain Stores-Western Auto; Sherwin-Williams; Sears (catalog); Lowe's Hdwe.

14 - NEWSPAPERS: TIMES-NEWS (m) 16,575; (S) 16,381; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ned Cowart, Adv. Dir., TIMES-NEWS, 1717 Four Seasons Blvd.; PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
National Representative: Landon Associates.

HICKORY

1 - LOCATION: Catawba County. (MSA). E&P Map C-2. Near Catawba River and Lake Hickory on U.S. Hwys. 40, 70, 321, 64 and State Hwys. 10, 16, 127, 55 mi. N of Charlotte; 80 mi. E of Asheville; 90 mi. SW of Winston-Salem; Interstate I-40.

2 - TRANSPORTATION: Railroads-Southern; C&NW.
Motor Freight Carriers-42.
Intercity Bus Lines-Continental Trailways.
Airlines-Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 20,757; E&P 86 Est. 20,559
CZ-ABC: (80) 49,626
RTZ-ABC: (80) 195,625
County 80 Cen. 105,208; E&P 86 Est. 113,301
MSA 80 Cen. 202,711; E&P 86 Est. 217,764
City & RTZ-ABC: (80) 245,251

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164; E&P 86 Est. 8,221
CZ-ABC: (80) 18,305
RTZ-ABC: (80) 67,684
County 80 Cen. 37,308; E&P 86 Est. 42,035
MSA 80 Cen. 71,174; E&P 86 Est. 80,155
City & RTZ-ABC: (80) 85,989

5 - BANKS	NUMBER	DEPOSITS
Commercial	41	$1,200,000,000
Savings & Loan	2	$39,279,386

6 - PASSENGER AUTOS: County 64,273

7 - ELECTRIC METERS: Residence 53,451

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Av. Wkly. Wage-Constr. $137; Mfg. N.A.; Trans. & Util. $153; Whol. & Ret. Trade N.A.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 56-92; Fall 33-85; Winter 5-78. First killing frost, Oct. 17; last killing frost, April 29.

11 - TAP WATER: Slightly alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main Ave. Pl., SW; 1 on Union Sq.; 2 on 3rd St., NW; 2 on 2nd St., NW; 2 on 1st Ave., NW; 1 on Main Ave., NW; 2 on Main Ave., NE.
Neighborhood Shopping Centers-Highland W. Hickory; Brookford; Viewmont; North Pointe & Northgate Plaza on Hwy. 127 South Hickory; Midland 4 blks. Fronting Hwy. 64-70-321; Hickory Plaza; 571 U.S. 64-70; Catawba Mall on Hwy. 64-70 SW; Valley Hills Mall; Starmount Plz. Hwy. 64-70 SE.
Shopping Centers-Viewmont; 10 blks. Distant (Hickman Howe., Fresh Air No. 2.); Lowe's; Harris-Teeter; Winn-Dixie; Villa Park; 12 bldgs.; Lowe's Food; Duo Drug.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	NA	JCPenney, Eckerd, Radio Shack, Belk's, Spainhours
Kroger Center(6)	NA	Kroger
Midland(16)	NA	Sky City, Fine Fare, Advance Auto
Northgate Plaza(4)	NA	Revco, Bi-Lo, Rose's
North Pointe(13)	NA	Eckerd, Harris-Teeter
Valley Hills Mall(90)	NA	Sears, Zale's, Hickory Farms, Belk's, West-Deal
Hickory Plaza	NA	K mart, Cheap Joe's, 3 Guys

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Broome; Spainhour's; Sears; JCPenney; Melville's; Zerden's; Nichol's; Colony Casuals; West-Deal.
Variety Stores-Woolworth; Rose's; Family Dollar.
Chain Drug Stores-Smith's; Eckerd; Viewmont 3; Revco; Peoples; Rite Aid.
Chain Supermarkets-Lowe's 2; Fresh Air 3; Winn-Dixie 2; Harris-Teeter 2; Kroger Sav-On; Food Town; Bi-Lo; Fine Fare; 3 Guys.
Discount Stores-Sky City; Brendle's; K mart.
Other Chain Stores-Butler's; (shoes); Kinney Shoes; Clark Tire; Pic 'N Pay Shoes.

14 - NEWSPAPERS: RECORD (e) 27,709; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD, PO Box 968, Hickory, NC 28603; Tel. (704) 322-4510.
National Representative: Landon Associates.

HIGH POINT

1 - LOCATION: Guilford County (In Greensboro-Winston-Salem-High Point MSA). E&P Map D-2. Center of furniture & hosiery manufacturing Near center of state on U.S. Hwys. 29, 29A, 70, 70A, I-85; State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore, MD; 350 mi. from Atlanta, GA; 736 mi. from Chicago, IL.

2 - TRANSPORTATION: Railroads-Southern; High Point, Thomasville & Denton; C&NW; Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.
Airlines-Eastern; Piedmont; United; Delta; Ozark; USAir; People; American.

3 - POPULATION:
Corp. City 80 Cen. 63,808; E&P 86 Est. 62,766
CZ-ABC. (80) 81,214
RTZ-ABC. (80) 96,854
County 80 Cen. 317,154; E&P 86 Est. 328,853
MSA 80 Cen. 851,984; E&P 86 Est. 896,290
City & RTZ-ABC: (80) 178,068
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,374; E&P 86 Est. 23,880
CZ-ABC: (80) 29,477
RTZ-ABC. (80) 33,352
County 80 Cen. 114,084; E&P 86 Est. 123,509
MSA 80 Cen. 307,207; E&P 86 Est. 333,638
City & RTZ-ABC. (80) 62,829

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$196,000,000
Savings & Loan	4	$74,886,934

6 - PASSENGER AUTOS. County 191,568 (All Vehicles)

7 - ELECTRIC METERS: Residence 22,885

8 - GAS METERS: Residence 13,172

9 - PRINCIPAL INDUSTRIES: Furn. Ind.; Textiles; Food; Chem.; Mach.; Ore Mfg.; Constr.; Fin., Ins. & R.E.; Servs.; Fab. Metals; Lumber & Wood; Printing & Pub.; Trans. Equip.; Trans., Commun. & Pub. Util.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sunday-Some drug, food, discount.
Stores Open Evenings-Principal to 9 p.m. nightly.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Village (24)	2	Cloverleaf Mkt., Allied Radio, Eckerd
East Green Plaza(6)	NA	Food World, Rite Aid, Remnant Shop
Fairfield Plaza (11)	3	Winn-Dixie, Sky City, Rite Aid
Southgate(10)	2	Rose's, Food World
Northwood	3	K mart, Food Lion
Westchester Mall(32)	1	Thalhimers, JCPenney, Belk-Beck, Cloverleaf Mkt.
Eastgate(10)	3	Food World, SupeRx, Family Dollar
Southwood Sq.	3	Big Star, K mart, Eckerd
West-Burton, Westchester(32)	3	Zayre, Eckerd, Food World
High Pt. Mall(27)	NA	Rose's, Food World, Winn-Dixie

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Beck; Sears; Rose's 2; Thalhimers.
Variety Stores-One-Dollar; Family Dollar 3; Sky City; Zayre; K Mart 2.
Chain Supermarkets-Food World 5; Big Star 2; 7-Eleven; Li'l General Stores 3; Columbia 3; Cloverleaf 3; Red Dot 2; Winn-Dixie 3; Food Lion 3; Fresh Market.
Drug Stores-Anderson; Arthur's; Calhoun; Cecil's; Eckerd 3; Hoffman; Leonards; Rite-Aid 7; McLarty SupeRx Washington St 2.; Revco 2.
Other Chain Stores-Shoes: Pic 'N Pay, PicWay, Bell Bros., Birttain's; Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lerner's, Mann's Consumer Catalog; Men's Clothing: Arnolds Craven, Wright's; Jewelry Stores: Friedman's, Zale's, Perkinson, Hughes; Automotive: Goodyearn Firestone, Goodrich, Advance, Western Auton Boylesn American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply, Wilson Auto Parts.

14 - NEWSPAPERS: ENTERPRISE (e) 31,515; (S) 32,235; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Lindsay, Adv. Dir., ENTERPRISE, 210 Church Ave.; PO Box 1009, High Point, NC 27261; Tel. (919) 885-2161.
National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Onslow County (MSA). E&P Map E-3, County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwys. 17, 258; State Hwy. 24; 51 mi. N of Wilmington; 37 mi. S of New Bern; 40 mi. W of Morehead City.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Carolina Trailways; Seashore Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 18,237; E&P 86 Est. 19,736
CZ-ABC. (60) 59,156
RTZ-ABC. (80) 53,628
County/MSA 80 Cen. 112,784; E&P 86 Est. 119,337
City & RTZ-ABC. (80) 112,784

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,108; E&P 86 Est. 6,441
CZ-ABC: (80) 10,434
RTZ-ABC. (80) 19,873
County/MSA 80 Cen. 30,307; E&P 86 Est. 33,522
City & RTZ-ABC. (80) 30,307

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	N.A.
Commercial	4	N.A.
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: County 45,046; City 27,911

7 - ELECTRIC METERS: Residence 31,412

8 - GAS METERS: Residence 14,876

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulpwood 1,500 ($321); Civil Service 4,300 (N.A.); Military 47,000 (N.A.); Lumber Plywood Mill ($321); Garment 1,500 ($145); Boating 300 ($190); Tool & Die ($220). ($220).
Principal Industry Pay Days-Fri., Marine Corps-5th & 20th, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18; last killing frost, Mar. 15.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Neighborhood Shopping Center-New Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Branchwood	NA	Revco, Food Lion
Brynn Marr(10)	NA	Eckerd, Winn-Dixie, Rose's
College Plaza	NA	Foodtown, Revco
Jacksonville Mall	NA	Sears, Belk's, JCPenney
New River(38)	NA	Big Star, Rose's, Brendle's, Peebles, Kerr Drug
Northwoods(40)	NA	Piggly Wiggly, Northwood Drug
Onslow Mall(13)	NA	K mart, Big Star, Eckerd
West Park(8)	NA	Winn-Dixie, Macks
Piney Green(16)	NA	Food Lion

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Margolis; Belk; Sears; Western Auto; Boomtown; K mart; Furniture Fair; Brodys; Peebles; JCPenney.
Variety Stores-Rose's 3; Farm Fresh; K mart; Cook's; Macks; Brendle's.
Chain Drug Stores-Kerr 3; Johnson's; Rexall 2; Eckerd 2; Walgreens; Revco 2.
Chain Supermarkets-Big Star 2; Piggly Wiggly 2; Winn-Dixie 2; Pollard's; IGA 5; Food Lion 3; Farm Fresh.
Other Chain Stores-Cato's; Brooks; Pic 'N Pay; Lerner's; Endicott-Johnson; Kinney; K&K Toys; Zale's; Carlyle; Reed's Jewelers; Precision Tune; Midas Muffler; Picadilly Cafeteria.

14 - NEWSPAPERS: NEWS (e) 21,711; (S) 21,272; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Karen Stanton, Adv. Mgr., NEWS, PO Box 0196, Jacksonville, NC 28541-0196; Tel. (919) 353-1171.
National Representative: Landon Associates.

KANNAPOLIS

1 - LOCATION: Cabarrus and Rowan Counties. (In Charlotte-Gastonia-Rock Hill NC-SC MSA). Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601; I-85.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-National Trailways; Carolina Coach.

3 - POPULATION:
Corp. City 80 Cen. 29,628; E&P 86 Est. 26,061
CZ-ABC. (80) 32,395
RTZ-ABC: (80) 87,122
Counties 80 Cen. 185,081; E&P 86 Est. 199,840
Cabarrus 80 Cen. 85,895; E&P 86 Est. 94,814
Rowan 80 Cen. 99,186; E&P 86 Est. 105,026
City & RTZ-ABC. (80) 119,517
MSA 80 Cen. 971,391; E&P 86 Est. 1,060,612
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,569; E&P 86 Est. 10,119
CZ-ABC. (80) 13,751
RTZ-ABC. (80) 29,469
Counties 80 Cen. 66,559; E&P 86 Est. 75,166
Cabarrus 80 Cen. 30,610; E&P 86 Est. 35,306
Rowan 80 Cen. 35,949; E&P 86 Est. 39,860
City & RTZ-ABC: (80) 43,220
MSA 80 Cen. 342,344; E&P 86 Est. 389,770

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,282,316,773
Savings & Loan	4	$80,594,154

6 - PASSENGER AUTOS: Counties: Cabarrus 50,563; Rowan 57,786

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1; last killing frost, Apr. 19.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St., W. Ave.; Oak St., W. First, W. A St.; Chestnut St.
Neighborhood Shopping Centers-Centerview; North Kannapolis; Jackson Park; Rodgers Park; Royal Oaks; Shadybrook; Lowe's Trading Center; Landis; Enochville; K mart; Zayre.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Belk's, Eckerd, Radio Shack, Sears
Cabarrus Shopping City(10)	NA	Cooks, Eckerd
Cloverleaf Plz.(14)	NA	Belk's, Brendles
Midway(19)	NA	

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri. Downtown; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Malone's; Sears; Budget Fair; McCrory.
Variety Stores-Family Dollar 2.
Discount Stores-Cook's; K mart; Zayre; Brendles.
Chain Drug Stores-Drug Center 2; Eckerd 2; Revco 2; Medical Center.
Chain Supermarkets-A&P; Winn-Dixie; Food Lion 3; Bi-Lo; Harris Teeter; 3 Guys.
Other Chain Stores-Shoes: Butler's, Phil's, Pic 'N' Pay, Shoe Show; Auto Supply: Advance, Goodyear; Clothing: Diana Shop; Furniture: Sterchi's, K-Town, Carolina Interior, Building Supplies: Lowe's, Moore's; Factory Outlets: Bed 'n Bath,

Corning, Amity Leather, Hamilton Luggage, EVA Fashions, Aileen Fashions, Clothes Works, Decoration Accessories, Kitchen Collection, Sugar Hill Farms, Carter Outlet, Banister Shoes; Others: Virginia's; Carter's; Van Heusen, Cannon Home Fashions.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 13,118; (S) 14,248; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Anne B. Lyerly, Adv. Dir., INDEPENDENT, 123 N. Main, Kannapolis, NC 28081; Tel. (704) 932-3131.
National Representative: Landon Associates.

KINSTON

1 - LOCATION: Lenoir County. E&P Map E-2. County Seat. Residential center 78 mi. SE of Raleigh; on Neuse River, on U.S. Hwys. 258 & 70; State Hwys. 55, 58, 91 and 11.

2 - TRANSPORTATION: Railroads-Seaboard; Chessie.
Motor Freight Carriers-12 (Terminal for 4 Trucking Lines).
Intercity Bus Lines-Seashore Trans.

3 - POPULATION:
Corp. City 80 Cen. 25,234; E&P 86 Est. 26,589
CZ-ABC: (80) 25,234
RTZ-ABC: (80) 86,864
County 80 Cen. 59,819; E&P 86 Est. 61,505
City & RTZ-ABC: (80) 112,098

4 - HOUSEHOLDS:
City 80 Cen. 9,081; E&P 86 Est. 9,800
CZ-ABC: (80) 9,081
RTZ-ABC: (80) 29,198
County 80 Cen. 20,674; E&P 86 Est. 22,237
City & RTZ-ABC: (80) 38,279

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$175,740,000
Savings & Loan	3	$166,079,975

6 - PASSENGER AUTOS: County 28,406; City 22,246

7 - ELECTRIC METERS: Residence 9,952

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Tobacco (seasonal); Chem. Prods.; Constr.; Dacron; Textiles; Foods; Boxes; Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Prods.; Concrete Prods.; Metal Fab.; Grocery; Furn.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20; last killing frost, Mar. 24.

11 - TAP WATER: Alkaline; very soft, Artesian wells, chemically pure, untreated, unfiltered. Not fluondated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kinston Plaza (30)	NA	A&P, Eckerd, Brendle's
Kinston Sq.(14)	NA	K mart, Pac-a-Sak
Parkview(14)	NA	Sutton's Foods
Vernon Park Mall(45)	NA	JCPenney, Rose's, Belk-Tyler
Winn-Dixie	NA	Winn-Dixie, Family Dollar

Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-H. Stadiem; Coed Shop; Dupree's; Man's Store; Brody Bros.; K mart; White's.
Variety Stores-Rose's; Greene's; McCrory.
Discount Stores-United Surplus.
Chain Drug Stores-Scotties; Eckerd 2; Rexall 3; Standard 2; Revco 2.
Chain Supermarkets-A&P; Winn-Dixie; Big Star; Piggly Wiggly 3; Pak-A-Sak; King's; Carson's Pioneer Foods; Parkview; Clover Leaf Farm; Rayner's; J.D. Conners; Sutton's.
Other Chain Stores-Charles II; Shoes: Kinney, Marilyn, Butler's, Bell's Glamor Shop; Cato's; Eleanor Shop; Firestone; Advance Store; Belk-Tyler; JCPenney; Suburban; Erskine's; Dollar Store; Jewel Box; Peggy Ann; Royal Jewelry; Lowe's.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 13,710; (S) 14,339; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Maunce Williams, Pub., FREE PRESS, 2103 N. Queen St., Kinston, NC 28501; Tel. (919) 527-3191.
National Representative: Landon Associates.

LENOIR

1 - LOCATION: Caldwell County. E&P Map B-2. County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

2 - TRANSPORTATION: Railroads-C&NWRR (Southern).
Intercity Bus Lines-Queen City; Greyhound.
Airlines-Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 13,748; E&P 86 Est. 12,074
CZ-ABC: (80) 16,636
RTZ-ABC: (80) 40,376
County 80 Cen. 67,746; E&P 86 Est. 69,121
City & RTZ-ABC: (80) 57,012

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,169; E&P 86 Est. 4,625
CZ-ABC: (80) 6,178
RTZ-ABC: (80) 13,463
County 80 Cen. 23,331; E&P 86 Est. 24,859
City & RTZ-ABC: (80) 19,641

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$47,063,387
Commercial	4	$980,972,180

6 - PASSENGER AUTOS: County 36,302; City 22,517

7 - ELECTRIC METERS: Residence 15,752

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. 9,000; Textile 1,500; Hosiery 785.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St., West Ave., West Harper and Mulberry Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(5)	NA	Sears, Lowe's Foods, TG&Y
Fairway No. 1(5)	NA	Super Dollar Store
Food World Plz.(3)	NA	Food World, Revco Drug, Army Store
Holly Square(7)	NA	Revco, Holly Farms
Lenoir Crossings (6)	NA	Eckerd, Winn-Dixie
Lenoir Mall(48)	NA	Belk's, Woolworth, Spainhour's
Thrift(25)	NA	Family Dollar Store, Lenoir Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon except Dec.
Stores Open Evenings-Some mall stores Mon. through Sat.; others Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears; Shields; Spainhour's; Smithey's.
Variety Stores-TG&Y; Family Dollar; Stelen's; Village Casuals; K mart; Mack's.
Discount Stores-Variety Discount; Family Dollar; Scotties; K mart.
Chain Drug Stores-Peoples Drug; Rite Aid 2; Eckerd; Revco.
Chain Supermarkets-Fairway 2; Lenoir & Whitnel; Winn-Dixie 2; Harris-Teeter; Lowe's 3; William's; Food Lion.
Other Chain Stores-Saslow's; The Gold Shop; Beanhardt-Seagle; Jewelers: Cato's, Kay, Wooten, Tuttles; Sherwin-Williams Paints; Shaw's; Pic-N-Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

14 - NEWSPAPERS: NEWS-TOPIC (e) 13,537; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jerry T. Hodge, Adv. Dir., NEWS-TOPIC, 123 Pennton Ave., Lenoir, NC 28645; Tel. (704) 758-7381.
National Representative: Landon Associates.

LEXINGTON

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Industrial center. On U.S. Hwys. 29, 70, 52, 64, I-85. In Central part of state, 54 mi. N of Charlotte.

2 - TRANSPORTATION: Railroads-Southern; Winston-Salem Southbound.
Motor Freight Carriers-21.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,711; E&P 86 Est. 14,385
CZ-ABC: (80) 15,711
RTZ-ABC: (80) 60,461
County 80 Cen. 113,162; E&P 86 Est. 121,726
MSA 80 Cen. 851,984; E&P 86 Est. 906,384
City & RTZ-ABC: (80) 76,112
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,019; E&P 86 Est. 5,608
CZ-ABC: (80) 6,019
RTZ-ABC: (80) 20,774
County 80 Cen. 40,010; E&P 86 Est. 44,939
MSA 80 Cen. 307,207; E&P 86 Est. 341,459
City & RTZ-ABC: (80) 26,793

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$38,497,541
Commercial	5	$14,061,874,000

6 - PASSENGER AUTOS: County 58,535

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 4,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stone, Clay & Glass 800; Textile 3,120; Food 385; Mach. 350; Veneer 540; Apparel 500; Furn. 4,500; Electronics 550; Printing 120; Metals 190; Other 750; Total Mfg. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St.; 2 on 1st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W. at City Limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lexington Sq.(12)	NA	Winn-Dixie, Rose's
Norfex	NA	Thrifty Mart, Sicy City, Sears (Mall)
Davidson Plz.(30)	NA	K mart, Thrifty Mart Gro., Eckerd Drug

Principal Shopping Days-Thur. through Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk-Martin; Rose's; Zimmerman's; National Outlet.
Variety Stores-Mack's.
Discount Stores-Towel Town of America; Bargain Center; Family Dollar; Sky City; K mart.
Chain Drug Stores-Walgreens; Eckerd; Valu Pak; Lexington 2; Rexall 2; Revco; Rite Aid; Crown Drugs.
Chain Supermarkets-Winn-Dixie 2; Food Lion; Thrifty Mart; 3 Guys.
Other Chain Stores-Western Auto; Sears (catalog); Advance Stores; Lowe's; Singer; Pic-N-Pay Shop; Shumaker's; Carolina Tire (Goodyear); Kimbrell's; Firestone; Sherwin-Williams.

14 - NEWSPAPERS: DISPATCH (e) 14,975; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Betty Barnes, Adv. Dir., DISPATCH, 30 E. 1st Ave., Lexington, NC 27292; Tel. (704) 249-3981.
National Representative: Landon Associates.

LUMBERTON

1 - LOCATION: Robeson County. E&P Map D-3. County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; I-95; 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

2 - TRANSPORTATION: Railroads-Seaboard Virginia & Carolina Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Queen City Coach.
Airlines-American; Piedmont; Fayetteville Airport 25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,340; E&P 86 Est. 17,875
CZ-ABC: (80) 18,241
RTZ-ABC: (80) 96,906
County 80 Cen. 101,577; E&P 86 Est. 104,726
City & RTZ-ABC: (80) 115,147

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,494; E&P 86 Est. 6,601
CZ-ABC: (80) 6,455
RTZ-ABC: (80) 29,536
County 80 Cen. 31,370; E&P 86 Est. 33,767
City & RTZ-ABC: (80) 35,991

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$650,000,000
Savings & Loan	3	$40,000,000

6 - PASSENGER AUTOS: County 43,387; City 18,416

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing Processing 300; Beverages 150.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 29; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Elm, Chestnut, 2, 3, & 4 Sts.; 5 blocks on N. Elm St., Mall (36 units).
Neighborhood Shopping Centers-North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units), Nichols Discount City (12 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biggs Park Mall(36)	NA	Eckerd, JCPenney, Winn-Dixie, Belk's, Leders
K mart Plaza	NA	K mart, Revco, Family Dollar

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All Shopping Centers; Discount and Food Stores open until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Hensdale; Leder Bros.; A. Weinstein; JCPenney; Sears.
Chain Drug Stores-Eckerd; Hedgpeth 2; Rite Aid; Revco; Medicine Shop.
Discount Stores-K mart; Rose's; Nichol's.
Variety Stores-Family Dollar; Jones Store.
Chain Supermarkets-Big Star; Red & White; Winn-Dixie; Harris-Teeter; Food Town; Bo's 3; Hills; Foodland; Piggly Wiggly.
Other Chain Stores-Goodyear; Goodrich; Firestone; Sherwin-Williams; Western Auto; Rent America; Singer; Homeway Furniture; Lowe's; Kimbrells.

14 - NEWSPAPERS: ROBESONIAN (e-mon to fri) 15,558; (S) 17,054; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dixon, Natl. Adv. Mgr., ROBESONIAN, 121 W. 5th St.; PO Box 1028, Lumberton, NC 28359; Tel. (919) 739-4322.
National Representative: Landon Associates.

MARION

1 - LOCATION: McDowell County. E&P Map B-2. County Seat.

2 - TRANSPORTATION: Railroads-Southern; Clinchfield.

3 - POPULATION:
Corp. City 80 Cen. 3,684; E&P 86 Est. N.A.
County 80 Cen. 35,135; E&P 86 Est. 36,805

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. N.A.
County 80 Cen. N.A.; E&P 86 Est. 13,354

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 16,316

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,170 ($270); Furniture 1,480 ($270).

10 - CLIMATE: Av. Temp.-Summer 75; Winter 41.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Sky City; Marion City Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lady Marian Plz.(6)	2	Rose's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belks; B.C. Moore; Sears.
Discount Stores-Rose's; Sky City; Family Dollar.
Chain Drug Stores-Revco; Eckerd; Rite Aid.
Chain Supermarkets-Harris Teeter; Winn-Dixie; Ingles.

14 - NEWSPAPERS: McDOWELL NEWS (e) 7,545; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Betty Reid, Adv. Dir., McDOWELL NEWS, PO Box 610, Marion, NC 28752; Tel. (704) 652-3313.
National Representative: Landon Associates.

MONROE

1 - LOCATION: Union County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. 25 mi. SE of Charlotte on U.S. Hwy. 74, 601; State 207, 75, 200, 84.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-9.
Airlines-Cml. frt. & charter.

3 - POPULATION:
Corp. City 80 Cen. 12,639; E&P 86 Est. 13,166
CZ-ABC: (80) 14,579
RTZ-ABC: (80) 55,857
County 80 Cen. 70,380; E&P 86 Est. 78,642
MSA 80 Cen. 971,391; E&P 86 Est. 1,060,612
City & RTZ-ABC: (80) 70,436

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,471; E&P 86 Est. 4,842
CZ-ABC: (80) 4,471
RTZ-ABC: (80) 18,450
County 80 Cen. 22,621; E&P 86 Est. 26,763
MSA 80 Cen. 342,344; E&P 86 Est. 389,770
City & RTZ-ABC: (80) 22,921

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$163,236,000
Savings & Loan	4	$381,278,543

6 - PASSENGER AUTOS: County 37,942; City 19,222

7 - ELECTRIC METERS: City Residence 5,974

8 - GAS METERS: City Residence 2,232

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,500 ($186); Constr. 2,459 ($265); Lumber & Wood Prods. 768 ($221); Fab. Metals 971 ($291); Agric. (N.A.); Mach. 1,114 ($310).
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73; Av. Rainfall 43 in yr. First killing frost, Nov. 26; last killing frost, Mar. 17.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Main, Jefferson & Franklin Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe Mall(50)	NA	Belk, JCPenney, Peebles, World Bazaar, Harris Teeter Mkt.
Monroe Plz.(10)	NA	Sears, Roses, Eckerd, Radio Shack
Union County(25)	NA	
Union Vlg.(15)	NA	Winn-Dixie, Food Lion, Family Dollar
C & S(2)	NA	Bi-Lo, Sterchi Furn.
Sunset Plz.(3)	NA	Food Town, 3-Guys
K mart/Kroger Strip	NA	K mart, Kroger Sav-On

Stores Open Evenings-Most Shopping Centers Mon.-Sat. until 9:00 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belks; Sky City; Roses; Peebles; Sears.
Discount Stores-Family Dollar 2; Griffin 88; Pic-N-Pay Shoes; K mart.
Chain Drug Stores-Revco; Eckerd; Rexall; SupeRx.
Chain Supermarkets-Winn-Dixie; Bi-Lo; Food Town; Harris-Teeter; Gamble's; Kroger Sav-On; 3-Guys.
Other Chain Stores-Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Waldenbooks; General Nutrition Ctr.; Lowes; Brand Jewelers; Radio Shack; True Value Hdwe.; Sentry Hdwe.

14 - NEWSPAPERS: ENQUIRER-JOURNAL (e-mon to fri) 12,743; (S) 13,551; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve Stallwitz, Adv. Dir., ENQUIRER-JOURNAL, 500 W. Jefferson; PO Box 70, Monroe, NC 28110; Tel. (704) 289-1541.
National Representative: Landon Associates.

MORGANTON

1 - LOCATION: Burke County, (In Hickory MSA), E&P Map B-2.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Piedmont; Morganton; Lenoir.

3 - POPULATION:
Corp. City 80 Cen. 13,763; E&P 86 Est. 13,355
CZ-ABC: (80) 15,083
RTZ-ABC: (80) 57,421
County 80 Cen. 72,504; E&P 86 Est. 77,758
City & RTZ-ABC: (80) 72,504
MSA 80 Cen. 202,711; E&P 86 Est. 217,764

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,945; E&P 86 Est. 4,906
CZ-ABC: (80) 4,945
RTZ-ABC: (80) 20,393
County 80 Cen. 25,338; E&P 86 Est. 28,546
City & RTZ-ABC: (80) 25,338
MSA 80 Cen. 71,174; E&P 86 Est. 80,155

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$100,500,000
Commercial	7	$515,000,000

6 - PASSENGER AUTOS: County 37,977; City 21,387

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Children's Wear; Lingerie; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Pianos; Chem.; Upholstery; Custom Marble. 20,485.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avery Avenue(7)	NA	Family Dollar
Quaker Meadows	NA	Eckerd
Burkeley Sq.(5)	NA	Bi-Lo, Revco
Morganton Pl.(10)	NA	Rose's, Eckerd
Wes-Mor	NA	Sears, Lowe's, Sky City
Catawba Mall(20)	23	JCPenney, Belk's, K mart
Valley Hill(42)	25	Sears, Belks
Lenoir Mall(52)	15	Woolworth, Kinney, Rite Aid, Belk's

Principal Shopping Days-Wed.-Sun.

13 - RETAIL OUTLETS: Department Stores-Belk's; Lazarus; Burand's.
Discount Stores-Family Dollar; K mart; Sky City; Rose's.
Chain Drug Stores-Eckerd; Cornwell 9; Rite Aid; Revco.
Chain Supermarkets-Winn-Dixie 2; Harris-Teeter 2; Ingle; Lowes; Bi-Lo; Food Town 2.
Other Chain Stores-Army Store; John Graham; Lowe's Hardware; Kimbrell's Furn.; Sears; Carolina Tire.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 11,614; (S) 10,785; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Randy Hart, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
National Representative: Landon Associates.

MOUNT AIRY

1 - LOCATION: Surry County, NW part of state. 40 mi. N of Winston-Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 52, 77, 89, and 601.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Access to Greensboro and Smith Reynolds Airports.

3 - POPULATION:
Corp. City 80 Cen. 6,862; E&P 86 Est. 6,257
County 80 Cen. 59,449; E&P 86 Est. 61,816

4 - HOUSEHOLDS:
City 80 Cen. 2,836; E&P 86 Est. 2,626
County 80 Cen. 23,216; E&P 86 Est. 23,138

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$250,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 31,689; City 17,184

7 - ELECTRIC METERS: Residence County 28,742

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Children's Apparel 1,500 ($182); Men's Apparel 1,100 ($175); Socks 1,800 ($172); Appliances 850 ($220); National-Furn. 425 ($205); Women's Apparel 450 ($185).
Principal Industrial Pay Days-Every two wks.

10 - CLIMATE: Min. & Max. Temp.-Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Mayberry Mall (20 stores) Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(4)	NA	Quality Mills Outlet
Mount Airy Plaza(4)	3	Food Lion, Sky City
Mayberry Mall(20)	NA	Belk, K mart
Surry Plaza(10)	2	Food Lion, Advance
Thru-Way(15)	2	Dollar General

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Center Nightly ex. Sun.; Downtown Roses and JCPenney.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Roses; K mart.
Discount Stores-Heck's; Sky City.
Variety Stores-Family Dollar; Dollar General; Super Dollar.
Chain Drug Stores-Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Food Lion; Thrift-Mart.
Other Chain Stores-Advance Store; Pic N' Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire; Cato's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,750; sworn Sept. 19, 1985.
Local Contact for Advertising and Merchandising Data: Bernard Flippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
National Representative: General Advertising Service.

NEW BERN

1 - LOCATION: Craven County, E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina, County Seat. Near two U.S. Marine bases. Cherry Pt. M.C.A.S. On U.S. Hwys. 17, 70; 176 mi. S of Norfolk, VA; 113 mi. E of Raleigh, 276 mi. N of Charleston SC. 13 foot intercoastal waterway connection.

2 - TRANSPORTATION: Railroads-A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers-14.
Airlines-Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 14,557; E&P 86 Est. 14,423
NDM-ABC: (80) 91,146
County 80 Cen. 71,043; E&P 86 Est. 76,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,863; E&P 86 Est. 6,105
NDM-ABC: (80) 30,380
County 80 Cen. 23,499; E&P 86 Est. 26,384

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$7,000,000
Commercial	4	$80,000,000

6 - PASSENGER AUTOS: County 36,260; City 23,130

7 - ELECTRIC METERS: Residence 8,870

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 300 (N.A.); Boat Works 450 ($145); Lumber 1,000 (All Timber Prods.) (N.A.); Apparel 750 (N.A.); Stone Prods. 55 (N.A.); Tool Workers 245 ($140); Military 2,450 ($225); 63 Mfg. Establishments in County; 2,800 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-66; Summer 76-88; Fall 59-69; Winter 41-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd.; 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd.; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin Rivers Mall(60)	NA	Belk's, JCPenney
Triangle Plaza(3)	NA	Eckerd, Mont. Ward, Piggly Wiggly
Berne(10)	NA	Peoples, Rose's, Winn-Dixie
Neuse Village(9)	NA	Maxwell's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. (No Sunday Blue Laws).

13 - RETAIL OUTLETS: Department Stores-Belk's; Montgomery Ward; JCPenney; Charles; Sears.
Discount Stores-Clark's; Family Dollar; Nichols; Lowe's.
Variety Stores-McClellans; Rose's.
Drug Stores-Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerd; Revco.
Chain Supermarkets-Big Star; Winn-Dixie; Foodland 5; Parker's; Piggly Wiggly 3; Food Lion.

14 - NEWSPAPERS: SUN JOURNAL (e) 16,022; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Beverly Little, Adv. Mgr., SUN JOURNAL, 226 Pollock St., New Bern, NC 28560; Tel. (919) 638-8101.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Catawba County (In Hickory MSA). E&P Map C-2, County Seat. Mfg. & agric. area in W Central Piedmont part of state; 35 mi. NW of Charlotte on Hwys. 16, 321, 10. 8 mi. SE of Hickory.

2 - TRANSPORTATION: Railroads-C&N; Southern.
Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Greyhound; Newton-Conover.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 7,624; E&P 86 Est. 7,369
County 80 Cen. 105,208; E&P 86 Est. 113,301
MSA 80 Cen. 202,711; E&P 86 Est. 217,764

4 - HOUSEHOLDS:
City 80 Cen. 2,859; E&P 86 Est. 2,811
County 80 Cen. 37,308; E&P 86 Est. 42,035
MSA 80 Cen. 71,174; E&P 86 Est. 80,155

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$77,606,000
Commercial	6	$286,718,000

6 - PASSENGER AUTOS: County 64,273; City 10,910

7 - ELECTRIC METERS: Residence 32,600

8 - GAS METERS: Residence 25,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,446 ($304); Mfg. 38,583 ($312); Trans., Commun. & Util. 2,428 ($428); Trade 14,876 ($243); Service 6,530 ($287); Gov't 5,588 ($307); Fin., Ins., R.E. 1,357 ($309); Area Manufacturers: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber and Furn.; Automotive Glass; Satellite Dishes; Agric. includes: Dairy Prods.; Wheat; Corn; Soybean; Apples.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 70-74; Fall 47-65; Winter 34-47. First killing frost, Oct. 15; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks on Hwy. 321; smaller shpg. ctr. 1 1/2 mi. at intersection of Hwys. 321 & 64-70 (combined 21 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	14	JCPenney, Belk
Midland Plz.(10)	14	Sky City
North Plaza(12)	14	Harris Teeter
Springs Rd. Plz.	20	Lowes Food
Valley Hills(90)	7	Belk, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. Ctr.

13 - RETAIL OUTLETS: Department Stores-Belk's; Brendles; Sears; JCPenney.
Discount Stores-Nichols; Crown Drug; TG&Y; Family Dollar; Sky City; Rose's.
Chain Drug Stores-Crown; Rexall; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Lowe's; Harris Teeter; Bi-Lo; Galaxy Stores.
Other Chain Stores-Pic-N-Pay; Goodyear.

14 - NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 3,527; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Gayle J. Smith, Gen. Mgr., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave.; PO Box 48, Newton, NC 28658; Tel. (704) 464-0221.
National Representative: Landon Associates.

RALEIGH

1 - LOCATION: Wake County (In Raleigh-Durham MSA). E&P Map D-2, State Capital and County Seat. Retail and wholesale center of Eastern and Central NC. On U.S. Hwys. 1, 64, 70, 70A, 401; State Hwys. 39, 42, 54, 55, 59. 490 mi. S of NYC; 490 mi. N of Jacksonville; 120 mi. from Atlantic Ocean; I-40 (East-West).

2 - TRANSPORTATION: Railroads-Seaboard; Southern; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Carolina Trailways; Carolina Coach; Raleigh Trans. Services.

Airlines-Delta; Eastern; Piedmont; United; USAir; Wheeler; AirLift; Sunbird; Pan Am; Ozark; TWA; American; People Express; Eagle.

1 - POPULATION:
Corp. City 80 Cen. 149,771; E&P 86 Est. 181,156
CZ-ABC: (80) 152,185
RTZ-ABC: (80) 600,433
County 80 Cen. 300,833; E&P 86 Est. 357,889
MSA 80 Cen. 560,728; E&P 86 Est. 636,722
City & RTZ-ABC: (80) 752,618

4 - HOUSEHOLDS:
Corp. City 80 Cen. 54,643; E&P 86 Est. 64,287
CZ-ABC: (80) 55,402
RTZ-ABC: (80) 206,582
County 80 Cen. 106,525; E&P 86 Est. 131,862
MSA 80 Cen. 198,995; E&P 86 Est. 235,669
City & RTZ-ABC: (80) 261,984

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	$2,154,664,000

6 - PASSENGER AUTOS: County 222,195; City 152,538

7 - ELECTRIC METERS: County 174,266; City 87,560

8 - GAS METERS: County 54,644

9 - PRINCIPAL INDUSTRIES: Wake County Industry. (No. of Firms). No. of Wage Earners (Av. Wkly. Wage)-Constr. (1,245); 18,578 ($368); Food (18); 1,803 ($381); Textiles (10); 1,015 ($382); Apparel (18); 1,208 ($189); Printing & Pub. (99); 2,152 ($335); Chem. (13); 1,546 ($428); Fab. Metal Prods. (29); 1,637 ($432); Mach. exc. Elect. (47); 3,169 ($416); Elect. Equip. & Supplies (41); 9,066 ($448); Instruments & Related Pr. (14); 2,183 ($457); Trans., Commun., Util. (2..); 11,668 ($487); Whol. & Ret. Trades (2,624); 46,805 ($275); Fin., Ins., R.E. (829); 12,283 ($379); Servs. (3,095); 41,236 ($274); Federal Gov't (60); 3,088 ($579); State Gov't (109); 26,330 ($396); Local Gov't (20); 14,594 ($328).
Principal Pay Days-1st, 5th, 15th, 20th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Oct. 27; last killing frost, Apr. 11.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Downtown Shopping Area-6 blocks long, 4 blocks wide, starting at the State Capitol.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avent Ferry(15)	2	Food Lion, Rite Aid
Brentwood Sq.(22)	6	Big Star, Rite Aid
Cameron Vlg.(75)	1	Thalhimer's, JCPenney
Cary Vlg. Mall(61)	7	Hudson-Belk, Ivey's
Cary Vlg. Sq.(24)	7	Winn-Dixie, Kerr's
Colonyl(4)	6	A&P
Crabtree Valley(156)	7	Hudson-Belk, Sears, Thalhimers
Creedmoor Crossings(18)	9	Food Lion, Eckerd
Eastgate(11)	5	A&P, Kerr Drugs
Falls Village(35)	8	T.J. Maxx, Big Star, Belk-Hudson
Fayetteville Street Mall		
Forest Hills(15)	5	Treasury Drug, Food Lion
Glenwood Vlg.(10)	4	Harris-Teeter
Holly Park(16)	3	Roses, Tons 'O Toys, Eckerd, Western Auto
Kidds Hill Plz.(4)	6	Brendle's, Food Lion
Kildaire Plz.(11)	6	Harris Teeter, Revco
Hechinger Plz.(11)	5	Winn-Dixie, Revco, Hechinger's
K mart Plz.(20)	4	K mart, Big Star, Revco
Lake Boone Trail(17)	4	A&P, Kerr Drugs
Longview Gardens(12)	3	Winn-Dixie, Kerr Drugs
Mission Valley(14)	1	Kerr Drugs
North Boulevard Plaza(22)	8	Winn-Dixie, Kerr Drugs, Food Lion
North Hills Mall & Plaza(68)	5	Ivey's, JCPenney
North Market Sq. (20)	6	N. Market Galleries, The Rink, Ace Hdwe.
North Plaza(10)	5	Food Lion, Revco
North Ridge(34)	7	Winn-Dixie, Kerr Drugs
Northside(10)	2	Kerr Drugs
Oak Park(24)	7	Kuppenheimer's
Plaza West(20)	4	Harris-Teeter, Revco
Quail Corners(17)	6	Eckerd
The Marketplace	15	United Outlet, Rack Room
Ridgewood(22)	4	Winn-Dixie, Kerr
Celebration at Six Forks(5)	8	Revco
Six Forks Station(17)	10	Food Lion, Eckerd
South Hills(70)	6	Kerr Drug
Starmount(8)	5	Stylecraft Furn.
Stoneybrook(8)	5	Harris-Teeter
Tower(35)	5	Food Lion, Kerr, Sears Surplus
Towne North(15)	12	Big Star, Kerr Drugs
Townridge(22)	8	K mart, Winn-Dixie, Revco
Tryon(12)	3	Roses, Winn-Dixie, Eckerd
Wakefield Vlg.(16)	4	Big Star, Revco
Western Blvd.(8)	3	A&P, Best Prods.
Stonehenge Marketplace(20)	8	Harris-Teeter, Roses, Eckerd
Shoppes of Kildaire(25)	8	Roses, Winn-Dixie

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat., Dept.-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Ivey's 2; Belk-Hudson 3; Sears 2; Boylan-Pearce; JCPenney 2; Thalhimers 2.
Variety Stores-Woolworth; G.C. Murphy; Roses 4.
Discount Stores-K mart 6; Super Dollar; Best Products; Brendles 2; Family Dollar 2.
Chain Drug Stores-Eckerd 11; Treasury 4; Kerr 16; Rite Aid 3; Revco 12; K mart 6; Farm Fresh 3.
Chain Supermarkets-Winn-Dixie 14; A&P 5; Piggly Wiggly 2; Big Star 9; Food Lion 10; Kroger; Farm Fresh 3; Harris-Teeter 5.
Other Chain Stores-Western Auto; Thom McAn; Lerner Shops; Jarman; Goodyear; Goodrich; Firestone; Lows; Wickes; Sherwin-Williams; General Tire; Bass Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes; N.Y. Carpet World; Kuppenheimer's; Barry's Mfg.; Hechinger's; Moore's Bldg. Supplies; S&K Famous Brands.

14 - NEWSPAPERS: NEWS & OBSERVER (m) 137,511; TIMES (e) 35,240; NEWS & OBSERVER (S) 177,707; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Oney, Mktg. Res. Dir., NEWS & OBSERVER and TIMES, 215 S. McDowell St.; PO Box 191, Raleigh, NC 27602; Tel. (919) 829-4622.
National Representative: Branham / Newspaper Sales.

REIDSVILLE

1 - LOCATION: Rockingham County. E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, VA.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. City 80 Cen. 12,492; E&P 86 Est. 11,251
County 80 Cen. 83,426; E&P 86 Est. 86,811

4 - HOUSEHOLDS:
City 80 Cen. 4,743; E&P 86 Est. 4,322
County 80 Cen. 29,616; E&P 86 Est. 32,231

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 44,589; City 18,102

7 - ELECTRIC METERS: Res./Ind. 17,797

8 - GAS METERS: Res./Ind. 10,425

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Canning N.A. ($420); Tobacco 2,000 ($390); Textile 900 ($210); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Overall Av. Wkly. Wage $200.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. An. Av. Temp. 56.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on four sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Penrose Mall(21)	NA	Eckerd, Winn-Dixie
Southwood Vlg.	NA	Revco, K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Sears; Family Dollar; Super Dollar; K mart.
Variety Stores-Rose's; K mart.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Medicine Shop.
Chain Supermarkets-Winn-Dixie; Big Star; Piggly Wiggly; Food Town; Daniel 2; Harris-Teeter.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 8,044; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Rachel Southard, Adv. Dir., REVIEW, PO Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331.
National Representative: Landon Associates.

ROANOKE RAPIDS

1 - LOCATION: Halifax County. E&P Map E-1. 80 mi. from Raleigh, in NE part of state. State Hwys. 46, 125, 48; U.S. Hwys. 158, I-95.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Air Transportation-At Rocky Mount, NC (43 mi.) and Raleigh, NC (80 mi.). Private planes, Roanoke Rapids Airport.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 14,702; E&P 86 Est. 15,371
CZ-ABC: (80) 14,702
RTZ-ABC: (80) 38,386
County 80 Cen. 55,286; E&P 86 Est. 55,726
City & RTZ-ABC: (80) 53,088

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,491; E&P 86 Est. 5,681
CZ-ABC: (80) 5,491
RTZ-ABC: (80) 12,126
County 80 Cen. 18,286; E&P 86 Est. 19,239
City & RTZ-ABC: (80) 17,617

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$106,000,000
Savings & Loan	4	$95,000,000

6 - PASSENGER AUTOS: County 24,298; City 11,665

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,075

9 - PRINCIPAL INDUSTRIES: Industry No. of Employees-Textiles 3,400; Paper 680; Lumber & Wood Prods. 715; Elect. Transformers & Molded Prods. 260; Pub. 40; Chip Board 105; Constr. 260; Service 160; Ret. & Whol. Trade 1,100; Trans., Commun. and Util. 110; Gov't 280; Tourist Services 1,124; Milk Prods. 35; Concrete Prods. 24; Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Hills(20)	NA	Drug Barn, Dollar
Oakland(15)	NA	Brendle's, Sears, Winn-Dixie
Park Plaza(8)	NA	Mast Drug, Goodyear, Farm Fresh
Roanoke Rapids(28)	NA	Eckerd, Big Star, Rose's, Peebles, Baldwins, Firestone
Becker Village Mall(34)	NA	Leggett, JCPenney, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Peeble's; JCPenney; Baldwin's; Rose's; TG&Y.
Discount Stores-Dollar; Drug Barn; Rite Aid; Treasury Drug; Mill Outlet; Stevenstore; Mast Drugs; Value Pak; Pope's; Eagle's; K mart; Brendle's.
Chain Supermarkets-Red & White; Winn-Dixie; Kwik-Pik; Big Star; Mr. Chek; Vaughan's; Fast Fare; Farm Fresh; Byrds.
Other Chain Stores-Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwin-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Firestone; Fines; Fashion Bug; Kinneys; Radio Shack; Waldenbooks; Musicland; Hallmark; The Junction; Endicott-Johnson; Cato's; Peanut Shack; Roscoe; Griffin Shoes; Eckerd's Wise Fashions; Goldmine; Kay Jewelers; Zale's; Fashion Cents.

14 - NEWSPAPERS: HERALD (e-mon to fri) 11,307; (S) 12,273; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505.
National Representative: None.

ROCKINGHAM

1 - LOCATION: Richmond County. E&P Map D-2.

2 - TRANSPORTATION: Railroads-Seaboard.
Intercity Bus-Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,300; E&P 86 Est. 8,891
CZ-ABC: (80) 15,583
RTZ-ABC: (80) 29,898
County 80 Cen. 45,481; E&P 86 Est. 45,512
City & RTZ-ABC: (80) 45,481

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,039; E&P 86 Est. 3,336
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 10,170
County 80 Cen. 15,809; E&P 86 Est. 16,522
City & RTZ-ABC: (80) 15,809

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$10,254,388
Savings & Loan	3	$11,216,201

6 - PASSENGER AUTOS: County 20,777; City 11,949

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Textiles, Timber; Paper, Plastic Cups; Farming; Paper; Furn.; R.R.; Total 7,300 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Constant pH of 6.7; soft.

12 - RETAILING: Shpg. ctr. 2 mi. from central bus. district, open nightly; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Richmond Plz.(36)	NA	Belk's, JCPenney, Revco
Tri-City(21)	NA	K mart, A&P, Eckerd
Westside Sq.(6)	NA	Bi-Lo

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; R.W. Goodman; Long's; Kay's; Gaddy's.
Discount Stores-Wickes; Lowe's; Family Dollar; K mart.
Variety Stores-Rose; Jones.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Harris-Teeter; Bi-Lo; Winn-Dixie; Lowe's; Food King; Food Lion.
Other Chain Stores-Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Jewel Box; Cato's; Junction; Shoe Show; Firestone; Sherwin-Williams; Pic 'N Pay.

14 - NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-mon to fri) 8,499; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: W.T. Walls, Gen. Adv. Mgr., RICHMOND COUNTY JOURNAL, PO Box 1888, Rockingham, NC 28379; Tel. (919) 997-3111.
National Representative: Landon Associates.

ROCKY MOUNT

1 - LOCATION: Nash and Edgecombe Counties, E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond; 51 mi. E of Raleigh. On U.S. I-95; U.S. 64.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-13.
Intercity Bus Lines-Carolina Trailways; Seashore Trans.; Greyhound.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 41,283; E&P 86 Est. 46,129
CZ-ABC: (80) 43,314
RTZ-ABC: (80) 88,041
Counties 80 Cen. 123,141; E&P 86 Est. 131,370
Edgecombe 80 Cen. 55,988; E&P 86 Est. 58,416
Nash 80 Cen. 67,153; E&P 86 Est. 72,954
City & RTZ-ABC: (80) 131,355
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,138; E&P 86 Est. 17,191
CZ-ABC: (80) 15,138
RTZ-ABC: (80) 28,986
Counties 80 Cen. 41,867; E&P 86 Est. 46,693
Edgecombe 80 Cen. 18,397; E&P 86 Est. 20,053
Nash 80 Cen. 23,470; E&P 86 Est. 26,640
City & RTZ-ABC: (80) 44,124

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$255,275,000
Savings & Loan	6	$269,349,000

6 - PASSENGER AUTOS: Counties: Nash 37,681; Edgecombe 26,033

7 - ELECTRIC METERS: Residence 19,718

8 - GAS METERS: Residence 8,832

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $315)-Food & Drug Prods. 2,550; Tobacco Proc. (seasonal) 600; Textile Mill Prods. & Apparel 3,300; Lumber & Wood Furn. 1,250; Printing & Pub. 180; Chem. & Prods. 1,050; Stone, Clay, Glass & Concrete 220; Fab. Metal Prods. 1,200; Trans. 400; Constr. 2,080; Elect. Equip. & Supplies 175.
Principal Pay Days-1st, 15th & 30th; Mills, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-82; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks Main St.; 3 blocks Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden East Crossing	NA	Belk's, JCPenney, Roses
Oakwood(19)	2	Almand, Maxway, Winn-Dixie
Tarrytown Mall(73)	3	Mont. Ward
Westridge Vlg.(34)	4	
Edgecombe Park(5)	NA	Rose's, Colortyme
Englewood(8)	NA	
Englewood Sq.(14)	NA	Eckerd, Maxwell Furn.
Fairview(6)	NA	Gurganus Bros., Oakwood Pharm.
K mart Plaza(15)	NA	K mart, Radio Shack
Peddler's Vlg.(12)	NA	
Raleigh Road(5)	NA	Family Dollar
Walnut(14)	NA	Dollar Store, Piggly Wiggly
Wellongate(8)	NA	Convenient Market
Tiffany Square	NA	Winn-Dixie, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; JCPenney; Rosenbloom; Baldwin's; Montgomery Ward; Sears.
Variety Stores-McCrory-McClellan; Pope's Dollar Stores; Rose 2; Maxway.
Discount Stores-K mart; Bailey's Discount Jewelry; Family Dollar.
Chain Drug Stores-Almands 3; Kerr 4; Eckerd 3; Raper's 2; Revco.
Chain Supermarkets-Big Star 2; A&P; Gurganus 2; Piggly Wiggly 2; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Safeway; Food World; Food Lion 2; Expressway 8; Farm Fresh.
Other Chain Stores-Cato's; Lowe's, Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Western Auto Supply; Serotta's; Heilig Meyers; Record Bar; Shoe Show; Maxwell Bros. Furn.; Moores; Diana Shops; Roscoe Griffin.

14 - NEWSPAPERS: TELEGRAM (e) 13,219; (S) 14,453; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Pub., TELEGRAM, Box 1080, Rocky Mount, NC 27802-1080; Tel. (919) 446-5161
National Representative: Thomson Newspapers.

SALISBURY-SPENCER-EAST SPENCER

1 - LOCATION: Rowan County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. Center of industrial and agricultural Piedmont area. 42 mi. NE of Charlotte, 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 290 mi. from Atlanta. On U.S. Hwys. 29, 52, 70, 601; State Hwy. 150; I-85.

2 - TRANSPORTATION: Railroads-Norfolk/Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Freight Carriers-45.
Intercity Bus Lines-Carolina Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 27,765; E&P 86 Est. 27,646
Salisbury 80 Cen. 22,677; E&P 86 Est. 22,707
Spencer 80 Cen. 2,938; E&P 86 Est. 2,840
East Spencer 80 Cen. 2,150; E&P 86 Est. 2,099
CZ-ABC: (80) 31,274
RTZ-ABC: (80) 258,066
County 80 Cen. 99,186; E&P 86 Est. 105,026
MSA 80 Cen. 971,391; E&P 86 Est. 1,060,612
City & RTZ-ABC: (80) 289,340
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 10,290; E&P 86 Est. 10,423
Salisbury 80 Cen. 8,398; E&P 86 Est. 8,514
Spencer 80 Cen. 1,178; E&P 86 Est. 1,187
East Spencer 80 Cen. 714; E&P 86 Est. 722
CZ-ABC: (80) 11,622
RTZ-ABC: (80) 92,539
County 80 Cen. 35,949; E&P 86 Est. 39,860
MSA 80 Cen. 343,836; E&P 86 Est. 389,770
City & RTZ-ABC: (80) 104,161

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$290,046,000
Savings & Loan	5	$211,419,000
Credit Unions	5	$4,841,000

6 - PASSENGER AUTOS: County 57,786

7 - ELECTRIC METERS: Residence 36,005

8 - GAS METERS: Residence 6,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,894 ($243); Chem. & Allied Prods. 2,413 ($421); Apparel & Other Finished Prods. 1,269 ($186); Trans., Comm. & Util. 1,132 ($389); Mach. (excluding electrical) 701 ($312); Fab. Metal 531 ($378); Stone, Clay, Glass and Concrete 519 ($313); Food & Kindred 503 ($257); Lumber & Wood 408 ($301); Rubber & Plastics 387 ($345); Furn. & Fixtures 354 ($258).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 68-91; Fall 48-74; Winter 32-53. Rainfall: 47 in. Snowfall: 6 in. First killing frost, Oct. 30; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 2 on Innes.
Neighborhood Shopping Centers-1 1/2 blocks (one side) 800-900 S. Main, Salisbury; 3 blocks in Spencer; 2 blocks in E. Spencer; S. Fulton at Lincolnton Rd. 1 block.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ketner Ctr.(12)	2	Food Lion
Mid Carolina(5)	4	Winn-Dixie, Eckerd, Pic 'N Pay
Rowan Mall(10)	2	Rose's, Eckerd, Winn-Dixie
Towne Mall(28)	1	Sky City, 3 Guys
Park-Plaza(7)	2	A&P
Southgate(6)	2	Mark Drug

Principal Shopping Days-Fri., Sat.
Stores Close-Furniture-Wed. afternoons all year.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-Belk-Harry; JCPenney; Rose's; Zimmerman's.
Variety Stores-Woolworth; Family Dollar 3; Plej's.
Discount Stores-K mart; Sky City.
Chain Drug Stores-Innes Street 3; Mark Drug 2; Eckerd 3, Revco 2; White Star.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 5; 3 Guys; Kroger Sav-on.
Other Chain Stores-Shoes: Pic 'N Pay, Endicott-Johnson; Walker; Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato's; Jewelers: W. H. Leonard, Friedman; Furniture: Hometown Furniture, K-Town, Rustin's, Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward, Radio Shack, Firestone, Sherwin Williams, New York Carpet, Ed Kelly's.

14 - NEWSPAPERS: POST (e) 25,339; (S) 25,428; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Helms, Gen. Adv. Mgr., POST, 131 W. Innes St., Salisbury, NC 28145; Tel. (704) 633-8950.
National Representative: Landon Associates.

SANFORD

1 - LOCATION: Lee County, E&P Map D-2, County Seat. Shipping and industrial center in central part of state. Approx. 40 mi. SW of Raleigh, 30 mi. NE of Pinehurst; 20 mi. N of Ft. Bragg on U.S. Hwys. 1, 15, 421, 501; State Hwy. 87.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Coach; Carolina Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,773; E&P 86 Est. 15,962
CZ-ABC: (80) 14,773
RTZ-ABC: (80) 91,361
County 80 Cen. 36,718; E&P 86 Est. 39,826
City & RTZ-ABC: (80) 106,134

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,545; E&P 86 Est. 6,149
CZ-ABC: (80) 5,545
RTZ-ABC: (80) 32,745
County 80 Cen. 12,914; E&P 86 Est. 14,634
City & RTZ-ABC: (80) 38,290

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$700,000,000
Savings & Loan	2	$240,000,000

6 - PASSENGER AUTOS: County 21,958; City 21,686

7 - ELECTRIC METERS: Residence 6,986

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,375 ($325); Mfg. 6,790 ($225); Trans., Commun., Util. 654 ($245); Trade 3,693 ($220).
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Daily, Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20; last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kendale(36)	3	A&P, Sears, Winn-Dixie
Sanford(3)	NA	Food Lion, Revco
Zayre	1	Zayre, Big Star, Revco
Riverbirch Corner(35)	2	Belk's, Winn-Dixie, JCPenney, Rose's, Eckerd

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Thur., Fri.; Dept. & Furn. Stores-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Belk, Avent & Thomas; JCPenney; Moore's; Sears; Zayre.
Discount Stores-Family Dollar; Zayre; Revco; Advance; K mart; Big Lots.
Variety Stores-Macks; Maxway 2; Rose's.
Chain Drug Stores-Rite Aid 2; Revco 2; Medicine Shoppe; Eckerd 2.
Chain Supermarkets-A&P; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; Byrd's LoMark; Food Lion 2.
Other Chain Stores-Saslow's Jewelry; H&H Auto Parts; Lowe's; Dossenbach's Finer Furn. 3; Kimbrell's Furn.; Diana Shops; Firestone; Advance; Pic 'N Pay; Sew 'n Save; Heilig-Meyers; Radio Shack 2; Pantry 16; D.A. Kelly's; Catos; Tucker Jones Furn.

14 - NEWSPAPERS: HERALD (e) 12,972; Mar. 31, 1986 ABC.
National Contact for Advertising and Merchandising Data: Norman Branch, Adv. Dir., HERALD, 208 St. Clair Ct., Sanford, NC 27330; Tel. (919) 776-0538.
National Representative: None.

SHELBY

1 - LOCATION: Cleveland County, E&P Map B-2, County Seat. Situated on State Hwys. 18, 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, SC.

2 - TRANSPORTATION: Railroads-Southern; Seaboard.
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 80 Cen. 15,310; E&P 86 Est. 13,885
CZ-ABC: (80) 31,324
RTZ-ABC: (80) 77,066
County 80 Cen. 83,435; E&P 86 Est. 85,958
City & RTZ-ABC: (80) 108,390

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,731; E&P 86 Est. 5,307
CZ-ABC: (80) 11,096
RTZ-ABC: (80) 26,256
County 80 Cen. 28,458l; E&P 86 Est. 30,594
City & RTZ-ABC: (80) 37,352

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$175,000,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: County 43,268; City 24,291

7 - ELECTRIC METERS: Residence 7,429

8 - GAS METERS: Residence 4,344

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 13,836 ($303); Constr. 1,178 ($261); Trades 6,238 ($226).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-City Sq., 3 blocks radius around square; Cleveland Mall, 3-5 miles E of Shelby.
Neighborhood Shopping Centers-South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bi-Lo Plaza.

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Hudson's 2; Wray's 2; JCPenney; Belk's; Wise.
Variety Stores-Rose's 2; Blanton's; Scottie's.
Discount Stores-Sky City; Family Dollar 2; K mart.

Chain Drug Stores-Cornwell Drug (Rexall); Eckerd 2; Shelby Drug; Revco 2; SupeRx.
Chain Supermarkets-Harris-Teeter 3; A&P; Winn-Dixie; Lowe's 2; Ingle's; Bi-Lo; Food Lion.
Other Chain Stores-Sears; Goodyear.

14 - NEWSPAPERS: STAR (e) 17,569; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Rick Sherrill, Adv. Dir., STAR, PO Box 48, Shelby, NC 28150; Tel. (704) 484-7041.
National Representative: Landon Associates.

SPENCER

See SALISBURY

STATESVILLE

1 - LOCATION: Iredell County, E&P Map C-2. County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 21, 90, 115; 40 mi. N of Charlotte.

2 - TRANSPORTATION: Railroads-Southern; Alexander.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,622; E&P 86 Est. 17,509
NDM-ABC: (80) 98,045
County 80 Cen. 82,538; E&P 86 Est. 88,326

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,056; E&P 86 Est. 6,617
NDM ABC: (80) 34,477
County 80 Cen. 29,128; E&P 86 Est. 32,593

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$210,976,000
Savings & Loan	3	$237,400,000

6 - PASSENGER AUTOS: County 46,694; City 27,313

7 - ELECTRIC METERS: City Residence 10,202

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,320 ($231); Apparel 3,210 ($181); Furn. 1,760 ($202); Fab. Metals 910 ($294); Non-electric Mach. 1,200 ($264); Paper 540 ($248); Trades 6,430 ($159); Constr. 1,470 ($218); Food & Agri-business 850 ($212); Heavy Metal 550 ($287).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 30; last killing frost, Apr. 11.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 3 central sts.
Neighborhood Shopping Centers-2 blocks on W. Front St.; 1 on N. Center St.; 2 on Davie Ave.; 3 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale Sq.(14)	1	Food Lion
Forest Hts.(12)	1	Harris-Teeter
Newtowne Plz (12)	1	Rose's, Harris-Teeter
Northwinds(6)	3	Bi-Lo, Revco
Signal Hill Mall(30)	2	Belk's, Woolworth, JCPenney, Winn-Dixie
Westgate(7)	2	Lowe's Mkt.
Southland(5)	1	Family Dollar, Food Lion
Westpark(8)	NA	Ingles, Sky City
Cross Roads(4)	4	K mart, A&P

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-Belk's; Spainhour's; JCPenney; Smithey's; Rose's; Mack's.
Discount Stores-Family Dollar; Rose's; K mart.
Variety Stores-Eagle's; Woolworth; Sky City.

Chain Drug Stores-Statesville; Eckerd; Revco 8; Rite Aid 2.
Chain Supermarkets-A&P; Winn-Dixie; Harris-Teeter 2; Lowe's 2; Food Lion 3; Ingle's; Bi-Lo.
Other Chain Stores-Jewel Box; Wooten's (Jewelry); Goodrich; Goodyear; Western Auto; Advance Auto; Piece Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner; Mr. Sport; Pearl Vision Centers; White Star; Sky City; R. Gregory, Jeweler.

14 - NEWSPAPERS: RECORD & LANDMARK (e-mon to fri) 17,697; (S) 17,231; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Marilyn Moore, Adv. Dir., RECORD & LANDMARK, 220 East Broad St., Statesville, NC 28677; Tel. (704) 873-1451.
National Representative: Landon Associates.

TARBORO

1 - LOCATION: Edgecomb County, E&P Map E-2.

2 - TRANSPORTATION: Railroads-Seaboard System; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 8,634; E&P 86 Est. 8,130
County 80 Cen. 55,988; E&P 86 Est. 58,416

4 - HOUSEHOLDS:
City 80 Cen. 3,243; E&P 86 Est. 3,053
County 80 Cen. 18,397; E&P 86 Est. 20,053

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$71,500,000
Savings & Loan	3	$82,600,000

6 - PASSENGER AUTOS: County 26,033; City 10,411

7 - ELECTRIC METERS: Residence 5,229

8 - GAS METERS: Residence 2,208

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 700; Power Tools 850; Textile Prods. 2,000; Farm Mach. 500; Masonite Prods. 250; Misc. 100; Commun. 500; Wire & Cable Prods. 250; Furn. Prods. 500; Av. Wkly. Wage $262.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 30-70; Winter 25-50. First killing frost, Oct. 31; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on 14 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(11)	NA	Goodyear, Revco, Piggly Wiggly
Parkhill Mall(32)	NA	Belk-Tyler, A&P, K mart, Radio Shack
Tarboro(14)	NA	Kerr, Big Star

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; Clark's; Alder's; Shugar's; Deena Casuals.
Variety Stores-Eagle Store; Dollar Store; K mart; TG&Y; G.C. Murphy.
Discount Stores- Family Dollar; Value Pak; Pic'N Pay\Shoes.
Chain Drug Stores-Bryan Discount; People's; Kerr; Revco.
Chain Supermarkets-A&P; Harris; Piggly-Wiggly; Big Star; Food Lion.
Other Chain Stores-Goodyear; Radio Shack; FCX; Cato's; Heilig-Meyers; Pope's.

14 - NEWSPAPERS: SOUTHERNER (e-mon to fri) 6,077; sworn Oct. 2, 1985.
Local Contact for Advertising and Merchandising Data: J. Creech, Pub., SOUTHERNER, PO Box 1199, Tarboro, NC 27886; Tel. (919) 823-3106.
National Representative: General Advertising Service.

THOMASVILLE

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

2 - TRANSPORTATION: Railroads-Southern (Main Line); High Point, Thomasville & Denton.
Motor Freight Carriers-20.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,144; E&P 86 Est. 13,094
CZ-ABC: (80) 23,401
RTZ-ABC: (80) 61,593
County 80 Cen. 113,162; E&P 86 Est. 121,726
MSA 80 Cen. 851,984; E&P 86 Est. 906,384
City & RTZ-ABC: (80) 84,994
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,164; E&P 86 Est. 4,747
CZ-ABC: (80) 8,479
RTZ-ABC: (80) 21,822
County 80 Cen. 40,010; E&P 86 Est. 44,939
MSA 80 Cen. 307,207; E&P 86 Est. 341,459
City & RTZ-ABC: (80) 30,301

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: City 18,288; County 58,535

7 - ELECTRIC METERS: Residence 11,116

8 - GAS METERS: Residence 760

9 - PRINCIPAL INDUSTRIES: Textiles 4,210 Emp.; Furn. 4,269 Emp.

10 - CLIMATE: Av. annual temp.-58; Av. annual rainfall 48 in.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Erwin Heights(3)	NA	Thrifti-Mart, Revco
Randolph St.(5)	NA	A&P, Family Dollar
South Gate(34)	NA	K mart, Eckerd, Winn-Dixie
Sky City Ctr.	NA	Food Lion, 3-Guys, Sky City

13 - RETAIL OUTLETS: Chain Drug Stores-Revco 2; Eckerd; Rite Aid 2; Sky City.
Discount Stores-Family Dollar; K mart.
Chain Supermarkets-A&P; Winn-Dixie; 3 Guys; Food Lion.

14 - NEWSPAPERS: TIMES (m) 8,572; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve Tuttle, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 475-2151.
National Representative: Landon Associates.

TRYON

1 - LOCATION: Polk County, E&P Map B-2., 30 mi. NW of Spartanburg.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 1,796; E&P 86 Est. 1,811
County 80 Cen. 12,984; E&P 86 Est. 14,766

4 - HOUSEHOLDS:
City 80 Cen. 807; E&P 86 Est. 830
County 80 Cen. 5,023; E&P 86 Est. 5,968

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 7,822

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agric.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Tryon Plaza (Community Cash, Sears, Family Dollar Store).

13 - RETAIL OUTLETS: Variety Stores-Family Dollar; Popes United Variety; The Shop of Thomas; The Tack Shop; Blue Ridge Weavers; Carole's Shoes.
Chain Supermarkets-A&P; Community Cash; Smith's; Fast Fare; The Pantry; Cowan's.
Other Chain Stores-Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, Inc.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 3,439; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising data: Seth M. Vining, Jr., Adv. Mgr., BULLETIN, 106 N. Trade St.; PO Box 790, Tryon, NC 28782; Tel. (704) 859-9152.
National Representative: None.

WASHINGTON

1 - LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk, VA; 104 mi. E of Raleigh; navigable Pamlico River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line; Norfolk Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Seashore Trans.; Trailways.
Waterways-Pamlico River; Tar River.

3 - POPULATION:
Corp. City 80 Cen. 8,418; E&P 86 Est. 7,963
CZ-ABC: (80) 9,409
RTZ-ABC: (80) 70,920
County 80 Cen. 40,266; E&P 86 Est. 42,574
City & RTZ-ABC: (80) 80,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,191; E&P 86 Est. 2,767
CZ-ABC: (80) 3,396
RTZ-ABC: (80) 24,628
County 80 Cen. 14,212; E&P 86 Est. 15,665
City & RTZ-ABC: (80) 28,024

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$193,000,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 21,920; City 12,140

7 - ELECTRIC METERS: Residence 9,338

8 - GAS METERS: Residence 2,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lumber & Wood Prods. 162; Trans. Equip. 65; Phosphate Mining 600; Elect. Appliance 500; Heavy Mach. 100; Boat Building 250; Filters 200; Direct Mail 150.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 62; Summer 77; Fall 64; Winter 47. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; Market and Gladden Sts.; Washington Square Mall (28 Stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Scott's; Buckman's; Cato; Rice's; Belk-Tyler; Charles White; Roses; Lewis'; Save Mart.
Variety Stores-McClellans; K mart; Family Dollar.
Chain Supermarkets-Foodland; Big Star; Smith Brothers; Winn-Dixie; Scott's; Food Lion.
Chain Drug Stores-People's; Tayloe's; Hospital Phcy.; Revco; Rite Aid; May's.
Other Chain Stores-Kinney (shoes); Charles Stores; Helig-Meyers Furn.; Roscoe Griffin.

14 - NEWSPAPERS: NEWS (e) 10,013; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Daryl Daughtry, Adv. Dir., NEWS, 217 Market St., Washington, NC 27889; Tel. (919) 946-2144.
National Representative: Landon Associates.

WILMINGTON

1 — LOCATION: New Hanover County, (In Wilmington MSA). E&P Map E-3. In SE part of State on Cape Fear River; 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Seashore Transportation; Carolina Trailways.
Airlines-Piedmont; United; Eastern Metro Express (Commuter).

3 - POPULATION:
Corp. City 80 Cen. 44,000; E&P 86 Est. 40,566
CZ-ABC: (80) 94,947
RTZ-ABC: (80) 169,791
County/MSA 80 Cen. 103,471; E&P 86 Est. 111,742
City & RTZ-ABC: (80) 264,738
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,418; E&P 86 Est. 16,040
CZ-ABC: (80) 34,697
RTZ-ABC: (80) 57,748
County/MSA 80 Cen. 37,691; E&P 86 Est. 42,168
City & RTZ-ABC: (80) 92,445

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$551,590,000
Savings & Loan	8	$288,151,000

6 - PASSENGER AUTOS: County 60,170; City 53,021

7 - ELECTRIC METERS: Residence 63,329

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 8,218; Lumber & Wood 355; Metals 226; Mach. 2,016; Food 584; Textiles 183; Apparel 1,083; Chem. 2,614; Constr. 3,149; Trans., Commun., & Pub. Util. 3,351; Trade 14,917; Fin., Ins. & R.E. 2,040; Service 8,388; Gov't 9,660; Agric. 397.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on Front, Grace, Chestnut, Princess, Market, Second and Third Sts.
Neighborhood Shopping Centers-Castle St.; N. 4th St.; 17th & Market; 17th & Dawson; 5th & Red Cross; Glen Meade; Port city; S. Front.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Azalea Plaza(5)	3	Winn-Dixie, Peoples Drug
Cape Fear(8)	3	Family Dollar, Hills Food
College Sq.(12)	4	Winn-Dixie, Revco
Cotton Exchange(30)		
Hanover Ctr.(23)	3	Rose's, Eckerd, Hills Food
Independence Mall(70)	3	Belk-Berry, Sears, JCPenney
Kings Plaza(3)	3	Rose's, Revco, Hills Food
Long Leaf Mall (40)	4	Radio Shack, Rose's, Winn-Dixie, Eckerd
Market Plaza(18)	3	Hills Food, Radio Shack
Market Street(7)	1	
Murreysville Road(6)	6	Food Lion, Eckerd
North 17(30)	3	Family Dollar, Food Lion
Pine Valley(2)	5	Food Lion, Peoples
Plaza East(29)	9	Maxway, Hills Food
Galleria	15	Harris-Teeter
Monkey Junction	10	Wilson's, K mart

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Beery; JCPenney.
Discount Stores-Family Dollar 4; Buy-Rite; Rose's 3; K mart 2.
Variety Stores-Maxaway 2.
Chain Drug Stores-Eckerd 5; Rexall 4; Revco 8; Peoples 3.
Chain Supermarkets-Winn-Dixie 3; Hills 8; Wilson's 4; Harris-Teeter 2; Food Lion 4; Kroger Sav-On.
Other Chain Stores-Firestone; Goodrich; Goodyear 2; Lowe's; Maxwell Bros.; Cloth World; Wicke's; Rhodes; Pic-Way; Lerner; Radio Shack 5; Thom McAn; Best Products, Inc.; Hahn Shoes; Hickory Farms; Kinney Shoes; Thomplinson; Pier I Imports; Haverty's; Tart's.

14 - NEWSPAPERS: STAR (m) 45,147; STAR-NEWS (S) 49,921; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dave Schuette, STAR/STAR-NEWS, PO Box 840, Wilmington, NC 28402; Tel. (919) 343-2311.
National Representative: Branham/Newspaper Sales.

WILSON

1 - LOCATION: Wilson County, E&P Map E-2. County Seat. Agricultural & Manufacturing Center 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, VA. On U.S. Hwys. 301, I-95; 264, 117; State Hwys. 42, 58.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk & Southern; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Carolina Trailways; Seashore Trans.
Airlines-Mid South.

3 - POPULATION:
Corp. City 80 Cen. 34,424; E&P 86 Est. 35,336
CZ-ABC: (80) 34,424
RTZ-ABC: (80) 64,459
County 80 Cen. 63,132; E&P 86 Est. 64,805

City & RTZ-ABC: (80) 98,883

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; E&P 86 Est. 12,869
CZ-ABC: (80) 12,343
RTZ-ABC: (80) 21,327
County 80 Cen. 21,549; E&P 86 Est. 23,154
City & RTZ-ABC: (80) 33,670

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$175,000,000
Commercial	12	$250,000,000

6 - PASSENGER AUTOS: County 31,920; City 23,271

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 6,097

9 - PRINCIPAL INDUSTRIES: Tobacco Proc.; Textile Fab.; Meat Proc.; Auto Tire Mfg.; Feed & Grain Proc.; Bus & Truck Bodies; Fertilizers; Glass Containers.
Principal Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 8 Blks. on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.
Main Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers. Downtown: Belk-Tyler; Drugs; Mall Stores; Other Downtown Stores Fri. night.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stantonburg	12	Bakers, Bailey's Gardners
Elm City	6	McKeel's Cobb's
Bailey	13	W.H. Farmer, Clarks, Hagwood's
Brentwood Ctr.	3	Food Lion, Eckerd
Sims	9	Whitley's Boykins
Lucama	8	Bass Bros.
Nichols City	NA	Nichols Discount, Food King
Kenly	26	J. Dobbin Bailey, IGA
Boulevard Plz.(13)	NA	Eckerd, Cook's, Family Dollar
Gold Park(11)	NA	Family Dollar, Revco
K mart Plaza(10)	NA	A&P, Maxwell's, K mart, Revco
Parkwood Mall (72)	NA	JCPenney, Winn-Dixie, Rose's, Belk-Tyler
Village(Lucama)	NA	Countryside Furn., Village Grocery
Winoca(18)	NA	Sears, Carpetland
Wren Village(23)	NA	Winn-Dixie, Bissette's Drug
Regency Plz.	4	Food Lion, Western Steer, Brendles, Revco

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leder's, Inc.; Belk-Tyler; Sears.
Discount Stores-Cook's; S. E. Nichols; Brendle's.
Variety Stores-Rose's; Value Pak.
Chain Drug Stores-Eckerd 2; Kerr; Revco 3.
Chain Supermarkets-A&P; Big Star 2; Food Lion 2; Winn-Dixie 2; Piggly Wiggly; Food World.
Other Chain Stores-Firestone; Goodyear Service Stores; Western Auto; Kinney Shoes; Heilig-Meyers Furn.; Tucker's Furn.; Jones Brothers; Maxwell Furn.; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Scotties; Zale's; Sherwin-Williams; Fast Fare Convenient Foods; Zip Mart; Burton's; Carpetland; Family Dollar; Carolina Builders Supplies; Rosco-Griffin Shoes; Durham Sporting Goods; K&K Toys; General Nutrition Center; Saslow's Jewelers; Swiss Colony; Baskin-Robbins; Cato's; Short-Stop Mart.

14 - NEWSPAPERS: TIMES (e) 17,329; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Christopher C. Taylor, Adv. Dir., TIMES, 2001 Downing St., Wilson, NC 27893; Tel. (919) 243-5151.
National Representative: Landon Associates.

WINSTON-SALEM

1 - LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, DC and Atlanta. On U.S. Hwys. 421, 52, 311, 158, I-40 and State Hwys. 8, 66, 67, 109 and 150.

2 - TRANSPORTATION: Railroads-Southern; Norfolk & Western; Winston-Salem Southbound.
Motor Freight Carriers-57.
Intercity Bus Lines-Greyhound; Piedmont; Trailways.
Airlines-Piedmont; Eastern; United; Delta; American; USAir; Ozark; People Express; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 131,885; E&P 86 Est. 143,349
CZ-ABC: (80) 174,733
RTZ-ABC: (80) 491,504
County 80 Cen. 243,683; E&P 86 Est. 262,884
MSA 80 Cen. 827,252; E&P 86 Est. 906,384
City & RTZ-ABC: (80) 666,237
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 50,338; E&P 86 Est. 52,005
CZ-ABC: (80) 63,357
RTZ-ABC: (80) 176,230
County 80 Cen. 90,146; E&P 86 Est. 101,747
MSA 80 Cen. 298,620; E&P 86 Est. 341,459
City & RTZ-ABC: (80) 239,587

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 147,267; City 110,358

7 - ELECTRIC METERS: Residence 133,831

8 - GAS METERS: Residence 20,125

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco 13,343; Textile Mill Prods. 5,779; Elect. Equip. & Supplies 11,370; Food & Kindred Prods. 44,956.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 74; Fall 46; Winter 47. First killing frost, Oct. 28; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hanes Mall(127)	NA	Sears, JCPenney, Belk's, Thalhimers
Cloverdale Plz.(14)	NA	Zayre, Kroger
Northside(35)	NA	Eckerd
Old Town(17)	NA	Food Fair
Parkview(26)	NA	Rose's, Winn-Dixie
Parkway Plz.(40)	NA	Eckerd, Food Fair
Pine Ridge Plz.(14)	NA	Rose's, Thrifti-Mart
Reynolds Manor(27)	NA	Brendle's, Davis
Sherwood Plz.(22)	NA	Food Fair, Revco
Thruway(56)	NA	Rose's, Food Fair, Winn-Dixie, Thalhimers
Winston-Salem Marketplace(40)	NA	Burlington Shoe, Hanes Mill Outlet

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; K mart; Davis; JCPenney; Sears; Thalhimers.
Discount Stores-Zayre; Brendle's; K mart; Rose's; Keymid; T.J. Maxx.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Eckerd 10; Revco 11; Crown 10; SupeRx 2.
Chain Supermarkets-Food Fair 11; Harris-Teeter 4; Kroger 3; Winn-Dixie 5; Food Lion 10; Thrifti Mart 5; Mount Tabor 3.
Other Chain Stores-Mother and Daughter 5; Advance 2; Goodnch; Western Auto 3; Firestone 2; Goodyear 2.

14 - NEWSPAPERS: JOURNAL (m) 91,536; (S) 100,959; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard Hickman, Natl. Adv. Mgr., JOURNAL, PO Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.
National Representative: Sawyer-Ferguson-Walker.

NORTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bismark-Burleigh and Morton Counties.
Fargo-Moorhead, ND-MN-Cass County, ND; Clay County, MN.
Grand Forks-Grand Forks County.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1987
Under 5 Years	51	55	58
5-14 Years	135	100	106
15-24 Years	114	133	142
25-44 Years	130	168	179
45-64 Years	122	116	124
65 and Over	66	81	86
TOTAL	618	653	695

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	244	242	407
General Mdse.	217	347	469
Food	370	559	663
Automobiles	559	818	1,339
Gasoline Stations	202	361	335
Apparel	130	171	230
Furniture	97	132	226
Eat-Drink Places	190	283	379
Drugs	69	95	116
TOTAL SALES	2,250	3,367	4,531

BISMARCK

1 - LOCATION: Burleigh County (MSA). E&P Map B-3. State Capital and County Seat. Electrical generation, manufacturing, distribution, wholesale and educational center 200 mi. W of Fargo, ND; 108 mi. W of Jamestown, ND; 410 mi. W of Minneapolis.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; International Trans.
Airlines-Northwest Orient; Frontier; Republic; Big Sky; Western.

3 - POPULATION:
Corp. City 80 Cen. 44,485; E&P 86 Est. 49,503
CZ-ABC: (80) 59,998
RTZ-ABC: (80) 109,171
County 80 Cen. 54,811; E&P 86 Est. 62,616
MSA 80 Cen. 79,988; E&P 86 Est. 90,516
City & RTZ-ABC: (80) 169,169

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,424; E&P 86 Est. 18,940
CZ-ABC: (80) 21,783
RTZ-ABC: (80) 36,462
County 80 Cen. 19,420; E&P 86 Est. 23,219
MSA 80 Cen. 27,949; E&P 86 Est. 33,100
City & RTZ-ABC: (80) 58,245

5 - BANKS	NUMBER	EST. DEP.
State	3	$497,219,000
Savings & Loan	5	$231,756,000
Commercial	4	$203,653,000

6 - PASSENGER AUTOS: County 36,555

7 - ELECTRIC METERS: Residence 19,497

8 - GAS METERS: Residence 15,430

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Printing 165; Trucking 300; Farm Mach. Mfg. 520; Machine Shops 90; Elect. Power 420; Gov't 4,500; Wood Working 150; Brick & Tile 200; R.R. 60.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Oct. 22; last killing frost, May 8.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main Ave.; 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Ctrs.-2 neighborhood, 2 Regional.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northbrook(19)	2	Rod's Family Foods (Red Owl), Dayton's
Arrowhead(12)	1	Dan's Super Valu
Kirkwood Plz.(100)		Mont. Ward, JCPenney, Target
K mart	2	K mart
Gateway Mall(55)	2	Super Valu, Osco, Gateway, Sears

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon.; Food Mon. through Sat.; Shopping Ctr. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Herberger's; Labelles; Dayton's.
Discount Stores-K mart; Rod's Family Foods (Red Owl); Target.
Variety Stores-Ben Franklin.
Chain Drug Stores-Rexall; White; Osco.
Chain Supermarkets-Red Owl 2; Super Valu 4; Buy Rite; Holiday Store; Warehouse Market.
Other Chain Stores-Bismarck; Coast-to-Coast; Firestone; Morrey-Alans; Stevensons; Singer; Goodyear; General Tire; Ace Hardware; Hardware Hank.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 27,945; (S) 28,694; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Kment, Adv. Dir., TRIBUNE, 707 E. Front St., Bismarck, ND 58501; Tel. (701) 223-2500.
National Representative: Branham/Newspaper Sales.

DEVILS LAKE

1 - LOCATION: Ramsey County. E&P Map C-2. County Seat. Agricultural and livestock center. On Devils Lake; 95 mi. NNW of Grand Forks.

2 - TRANSPORTATION: Railroads-Burlington Northern; Minneapolis S.P. and S.S.M. (Branch).
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 7,442; E&P 86 Est. 7,739
County 80 Cen. 13,048; E&P 86 Est. 13,241
CZ-ABC: (80) 7,442
RTZ-ABC: (80) 20,615
City & RTZ-ABC: (80) 28,057

4 - HOUSEHOLDS:
City 80 Cen. 2,764; E&P 86 Est. 2,892
County 80 Cen. 4,618; E&P 86 Est. 4,916
CZ-ABC: (80) 2,764
RTZ-ABC: (80) 7,406
City & RTZ-ABC: (80) 10,170

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$23,356,447
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 7,322

7 - ELECTRIC METERS: Residence 2,434

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers.

10 - CLIMATE: Min. & Max. Temp.-40-110.

11 - TAP WATER: New Supply, Potable; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; S&L; Brauns.
Discount Stores-TBA Wholesalers; Gateway Direct; White Mart; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Rexall; White's.
Chain Supermarkets-Red Owl; Super Valu.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,425; Sept. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gordon Ross, Gen. Mgr., JOURNAL, 3rd & 4th Ave., Devils Lake, ND 58301; Tel. (701) 662-2127.
National Representative: Landon Associates.

DICKINSON

1 - LOCATION: Stark County. E&P Map A-3. County Seat. Agricultural, Wholesale and educational center on I-94; U.S. 10; State 22, 300 mi. W of Fargo.

2 - TRANSPORTATION: Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,924; E&P 86 Est. 20,796
CZ-ABC: (80) 15,924
RTZ-ABC: (80) 26,369
County 80 Cen. 23,697; E&P 86 Est. 30,275
City & RTZ-ABC: (80) 42,293

4 - HOUSEHOLDS:
City 80 Cen. 5,473; E&P 86 Est. 7,490
County 80 Cen. 7,832; E&P 86 Est. 10,553
CZ-ABC: (80) 5,473
RTZ-ABC: (80) 8,788
City & RTZ-ABC: (80) 14,261

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$117,400,000
Savings & Loan	3	$109,350,000

6 - PASSENGER AUTOS: County 14,159

7 - ELECTRIC METERS: Res. & Comb. 7,104

8 - GAS METERS: Residence 5,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 340 ($250); Constr. 530 ($225); Mfg. 520 ($215); Trans., Commun. & Public Util. 460 ($230); Whol. Trade

360 ($175); Ret. Trade 1,730 ($175); Fin., Ins. & R.E. 300 ($275); Servs. 1,560 ($180); Gov't 1,220 ($225); Oil Related 400 ($375).
Principal Industrial Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-64; Summer 51-71; Fall 34-67; Winter -7-16. First killing frost, Sept. 17; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 1st St.; 7 blocks on Villard St.
Shopping Centers-King's Royale Plz.; 4 blocks E.; TSC, Anfinsons 1.5 mi. E.; TSC Store 1 mi. E.; Fairway Vlg. Ctr. 10 Blks. W.; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Sky(13)	1	True Value Hdwe., Dickinson TV, Goldie's Furn.
Prairie Hills Mall(45)	2	Herberger, K mart, JCPenney

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.
Stores Open Sundays-Groc., Drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; S&L; Sears; Stevenson's; Brauns; Desmonds.
Variety Stores-Woolworth.
Discount Stores-TSC; Anfinson's; K mart.
Chain Drug Stores-White; Walgreens.
Chain Supermarkets-Red Owl; King's; Buttreys; Fairway Vlg.; Dan's County Mart.
Other Chain Stores-Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

14 - NEWSPAPERS: PRESS (m-tues to sat) 8,081; (S) 8,462; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ed J. Hauck, Pub., PRESS, 127 W First St., Dickinson, ND 58601; Tel. (701) 225-8111.
National Representative: Landon Associates.

FARGO, ND-MOORHEAD, MN

1 - LOCATION: E&P Map D-3 (In Fargo-Moorhead, ND-MN MSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN; E&P Map D-3. Manufacturing, distributing, retail, wholesale, processing & medical center on E boundary of ND sugar beet plant, manufacturing, wholesale & college center on W boundary of MN. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and I-94 and I-29 serve both cities; 250 mi. NW of Minneapolis, St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Jack Rabbit; Doyle.
Airlines-Northwest Orient; Republic; Frontier.

3 - POPULATION:
Corp. Cities 80 Cen. 91,306; E&P 86 Est. 94,465
Fargo 80 Cen. 61,308; E&P 86 Est. 65,276
Moorhead 80 Cen. 29,998; E&P 86 Est. 28,189
CZ-ABC: (80) 104,065
RTZ-ABC: (80) 126,499
Counties/MSA 80 Cen. 137,574; E&P 86 Est. 145,458
Cass Co. ND 88,247; E&P 86 Est. 96,016
Clay Co. MN 49,327; E&P 86 Est. 49,442
City & RTZ-ABC: (80) 230,564

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 33,371; E&P 86 Est. 35,502
Fargo 80 Cen. 23,567; E&P 86 Est. 25,730
Moorhead 80 Cen. 9,804; E&P 86 Est. 9,772
CZ-ABC: (80) 37,729
RTZ-ABC: (80) 44,137
Counties/MSA 80 Cen. 48,812; E&P 86 Est. 53,686
Cass Co. ND 32,613; E&P 86 Est. 36,722
Clay Co. MN 16,199; E&P 86 Est. 16,964
City & RTZ-ABC: (80) 81,866

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$1,675,382,000
Commercial	6	$492,900,000

6 - PASSENGER AUTOS: Cass County 59,046; Clay County 14,728

7 - ELECTRIC METERS: Residence 42,206

8 - GAS METERS: Residence 14,940

9 - PRINCIPAL INDUSTRIES: Creameries; Newspaper; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant; Printing; Skid-Steer Loaders.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25; last killing frost, May 12.

11 - TAP WATER: Fargo-Alkaline, soft; fluoridated. Moorhead-Alkaline, softened; fluoridated.

12 - RETAILING: Principal Shopping Centers-Fargo: 5 blocks on Broadway; 2 on Main Ave.; 2 on N.P. Ave. and 1st Ave. N; 2 on 2nd Ave. N Moorhead: 4 on Ctr. Ave.; 5 on Main Ave.
Neighborhood Shopping Centers-Fargo: K mart Plz. 10; South Plz. 18; Southside 1-13; Southside 2 -14; Park Place Plz. 15, Southgate Area 64; 13 Ave. S 35. Moorhead: South of the Border 35; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale(10)	2	Country Store, Northwest Fabrics
Buttrey/Osco(6)	3	Osco Drugs, Buttrey Foods
Holiday Mall(15)	2	Piggly Wiggly, Foss Drug, Coast-to-Coast
Moorhead Ctr. Mall(24)	NA	Herberger's, Foss Drug
Northport(6)	4	Hornbacher Foods
Village West(12)	5	Hornbacher Foods, Northwest Fabrics
West Acres(112)	5	DeLendrecie's, Sears, Dayton's, JCPenney
Southside(12)	3	Hornbacher Foods
LaBelles Plz.(8)	4	LaBelles
Outlet Mall(12)	5	

Principal Shopping Days-Mon. evening. Malls open evenings Mon. through Fri. Moorhead stores open Sun. 1-5. Food: 24 hours 6 days a wk.

13 - RETAIL OUTLETS: Department Stores-Dayton's; DeLendrecie's; Sears; JCPenney; Herberger's.
Discount Stores-K mart 4; Target; LaBelle's.
Variety Stores-Woolworth; Ben Franklin 4.
Chain Drug Stores-Osco 3; Foss 2; Walgreens.
Chain Supermarkets-Fairway; Jack & Jill 2; Piggly Wiggly 5; Super Valu; Hornbacher 3; Country Store 2; Buttrey 3; Stop-n-Go 9.

14 - NEWSPAPERS: FORUM (all day) 55,137; (S) 64,660; Mar. 31, 1986 ABC.
NOTE: Converted to mS on June 2, 1986.

Local Contact for Advertising and Merchandising Data: David A. Braton, Adv. Dir., THE FORUM, PO Box 2020, Fargo, ND 58102; Tel. (701) 235-7311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GRAND FORKS, ND-EAST GRAND FORKS, MN

1 - LOCATION: Grand Forks County, Polk County, MN (In Grand Forks MSA) E&P Map D-2, County Seat. Wholesale distribution, shipping center for 2-county potato-sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwy. 2; I-29.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Triangle; Star Bus.
Airlines-Northwest; Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 52,302; E&P 86 Est. 54,962
Grand Forks, ND 80 Cen. 43,765; E&P 86 Est. 45,943
E. Grand Forks, MN 80 Cen. 8,537; E&P 86 Est. 9,019
CZ-ABC: (80) 52,302
RTZ-ABC: (80) 161,510
Counties 80 Cen. 100,944; E&P 86 Est. 102,553
Grand Forks, ND 80 Cen. 66,100; E&P 86 Est. 67,947
Polk, MN 80 Cen. 34,844; E&P 86 Est. 34,606
City & RTZ-ABC: (80) 213,812
MSA 80 Cen. 66,100; E&P 86 Est. 67,947
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,602; E&P 86 Est. 19,670
Grand Forks, ND 80 Cen. 15,577; E&P 86 Est. 16,498
E. Grand Forks, MN 80 Cen. 3,025; E&P 86 Est. 3,172
CZ-ABC: (80) 18,602
RTZ-ABC: (80) 55,398
Counties 80 Cen. 34,262; E&P 86 Est. 35,821
Grand Forks, ND 80 Cen. 22,108; E&P 86 Est. 23,159
Polk, MN 80 Cen. 12,154; E&P 86 Est. 12,662
City & RTZ-ABC: (80) 74,000
MSA 80 Cen. 22,108; E&P 86 Est. 23,159

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	$3,000,000,000
Commercial	7	$500,000,000

6 - PASSENGER AUTOS: Counties: Grand Forks (ND) 35,639; Polk (MN) 16,000

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 9,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar Refining 450 ($277); Flour Milling 120 ($350); Potato Prods. Mfg. 600 ($280); Air Base 5,822.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 50-70; Fall 17-30; Winter 7-21. First killing frost, Sept. 25; last killing frost, May 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Dr., South Forks, 32 blocks on S. Washington St.; East Grand Forks, 3 blocks on DeMers Ave.; 1/2 mile Hwy. 220 N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baseview(11)	12	Millers Super Mkt.
Columbia Mall(80)	5	Daytons, JCPenney, Target
So. Forks Plz.(50)	3	Sears, K mart
Town & Country (12)	3	Miller's Super Fair
Holiday Mall(6) (E. Grand Forks)	1	White Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Dayton's; JCPenney; Sears.
Discount Stores-Home of Economy; K mart; White Mart; Target; La Belle's.
Variety Stores-Ben Franklin.
Chain Drug Stores-White 2; Osco.
Chain Supermarkets-Hugo's 5; Country Store 2; Miller's Fairway 3; Food Bonanza (Nash Finch); Albertson's.
Other Chain Stores-Sherwin-Williams; Kinney's 2; Tradehome Shoes; Stevenson's 2; Seifert's; Payless Shoes; Maurice's; Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Morrow's Nut House; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Claire's Boutique; Shirt Works; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Brown Photo; Firestone; Berman Leather; The Closet; The Better Half; Waldenbooks.

14 - NEWSPAPERS: HERALD (m) 37,926; (S) 38,335; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark D. Richmond, Adv. Dir., HERALD, 120 N. 4th St., Grand Forks, ND 58201; Tel. (701) 780-1160.
National Representative: Knight-Ridder Newspaper Sales.

JAMESTOWN

1 - LOCATION: Stutsman County, E&P Map C-3, County Seat. On U.S. Hwys. 10, 20, 52, 281 and I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Greyhound; Jack Rabbit; J.B. Shortway.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 16,280; E&P 86 Est. 16,615
County 80 Cen. 24,154; E&P 86 Est. 24,146

4 - HOUSEHOLDS:
City 80 Cen. 5,980; E&P 86 Est. 6,168
County 80 Cen. 8,648; E&P 86 Est. 9,002

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$307,065,619

6 - PASSENGER AUTOS: County 13,557

7 - ELECTRIC METERS: Residence 7,094

8 - GAS METERS: Residence 6,626

9 - PRINCIPAL INDUSTRIES: Constr.; Farming; Farm Prods.; Aerospace Prods.; Farm Equip.; Steel Bldg. Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65. Av. 40.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buffalo(40)	NA	K mart, JCPenney, Bostwick's
Jamestown(16)	NA	Leevers, White's Home Ctr., Maurice, Ben Franklin
Park Plaza(11)	28	White Drug

Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fair Store; Bostwick's.
Discount Stores-Pamida; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-White Drug 2; Medicine Shoppe.
Chain Supermarkets-Country Store; Super Valu 2.

14 - NEWSPAPERS: SUN (e) 10,103; sworn Sept. 24, 1985.
Local Contact for Advertising and Merchandising Data: Wayne Deery, Adv. Mgr., SUN, 122 2nd St. NW, Jamestown, ND 58401; Tel. (701) 252-3120.
National Representative: Landon Associates.

MINOT

1 - LOCATION: Ward County, E&P Map B-2, County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys. 2, 52, 83.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Interstate Trans.; JB Shortway; B&B Bus Line; D&J Bus Line; Turtle Mountain Line.
Airlines-Frontier; Republic.

3 - POPULATION:
Corp. City 80 Cen. 32,843; E&P 86 Est. 34,766
CZ-ABC: (80) 32,843
RTZ-ABC: (80) 157,169
County 80 Cen. 58,392; E&P 86 Est. 60,985
City & RTZ-ABC: (80) 190,012

4 - HOUSEHOLDS:
City 80 Cen. 12,270; E&P 86 Est. 13,221
CZ-ABC: (80) 12,270
RTZ-ABC: (80) 52,955
County 80 Cen. 19,892; E&P 86 Est. 21,439
City & RTZ-ABC: (80) 65,225

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$389,000,000
Savings & Loan	3	$2,414,520,000

6 - PASSENGER AUTOS: County 32,636

7 - ELECTRIC METERS: Residence 13,331

8 - GAS METERS: Residence 12,276

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 530; Medical Ctrs. 1,489; Creameries 100; Meat Packing 49; Air Force Base 6,172; (An. payroll $116.47 million); Oil & Grease Compounding; Grain Elevators; Farm Mach.; Plastics; Insulated Windows.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40; First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12 - RETAILING: Principal Shopping Center-Main and Side Streets area, 6 blocks by 4 blocks.
Neighborhood Shopping Areas-South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. NE; Cak Park-Garden Valley on 4th Ave. NW.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrowhead(9)	2	Piggly Wiggly, White Drug
Town & Country(34)	2	Sears, Piggly Wiggly
K mart	2	K mart, Miracle Mart
Dakota Square(80)	4	JCPenney, Target, Herberger's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown Thur.; Shpg. Ctrs. & Food stores nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Baders; Herberger's.
Discount Stores-K mart; Home of Economy; Air Force P-X; Peavey/Thunderbird; Big Bear; Target.
Chain Drug Stores-White's 2; Walgreens; Osco; Arrowhead (McKeson); Rexall; Saunders.
Chain Supermarkets-Red Owl; Piggly-Wiggly 3; Circle Foods 14; Jack & Jill (area) 4; Miracle Mart; Albertson's.

Other Chain Stores-Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast-to-Coast Hdwe.; Scheels Hdwe.; Payless Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Kaybee Stores; Northwest Fabrics; Maurice's; Gamble's; True Value Hdwe.; Great Plains Supply; Better Half; OK Hardware; Gigi; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Hickory Farms; Lerner Shoes; Jeans West; Musicland; Nobil Shoes; Seiferts; Spencer Gifts; Thom McAn; B. Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Evenson Hallmark; Footlocker; K-B Tops; So-Fro Fabrics; Susie's Casuals; Zale's Jewelry; Desmonds; Swiss Colony; Mandel's; Rand's Shoes; Music City; Gordon's Jewelry; Mr. Mark; Riddle's Jewelry; Vanity; RCC Western Store.

14 - NEWSPAPERS: NEWS (e) 28,149; (S) 27,441; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: W.P. Seright, Gen. Adv. Mgr., NEWS, 301-04 4th St. SE, Minot, ND 58701; Tel. (701) 852-3341.
National Representative: Branham/Newspaper Sales.

VALLEY CITY

1 - LOCATION: Barnes County, E&P Map C-3, County Seat. Agricultural Center. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown; I-94; U.S. Hwy. 10, 52; State Hwys. 1, 9.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Northwest (at Fargo), Republic.

3 - POPULATION:
Corp. City 80 Cen. 7,774; E&P 86 Est. 7,873
County 80 Cen. 13,960; E&P 86 Est. 13,759

4 - HOUSEHOLDS:
City 80 Cen. 2,987; E&P 86 Est 2,917
County 80 Cen. 5,094; E&P 86 Est. 5,190

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,806,000
Savings & Loan	2	$72,100,000

6 - PASSENGER AUTOS: County 7,477

7 - ELECTRIC METERS: Residence 3,205

8 - GAS METERS: Residence 1,654

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State College 105 ($410); Therapy Tables 12 ($285); Hospital Care 150 ($350); Plastic Bottle Mfg. ($200); Circuit Board Mfg. ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Central Av.; 4 on Main St.; 3 on 2nd Ave. E.; 6 on 2nd St. N.; 3 on 3rd St. N. Hub-Mac Center (9 units); Main St.; Straus Building (8 units); Central Ave. (downtown).
Stores Open Evenings-Dept. Mon.; Food every evening.
Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Pamida; JCPenney; The Fair; Straus; Sears; Anthony's; Foss; Stevens.
Variety Stores-Woolworth; Ben Franklin.
Discount Store-Pamida; Archies.
Chain Drug Stores-Rexall; Foss.
Chain Supermarkets-Jack & Jill; J&L Super Valu; Red Owl.
Other Chain Stores-Gamble's; Ace Hdwe.; Coast-to-Coast Hdwe.; Goodyear; Montgomery Ward.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 3,976; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. NE, Valley City, ND 58072; Tel. (701) 845-0463.
National Representative: American Newspaper Representatives.

WAHPETON, ND-BRECKENRIDGE, MN

1 - LOCATION: Wahpeton, ND. E&P Map D-3, in Richland County, County Seat, Southeast corner of the state. Agricultural, retail, wholesale, manufacturing area; State College 125 acres, 3,000 enrollment, BIA School; Breckenridge, MN. E&P Map (MN) A-3, in Wilkin County, County Seat. Agriculture; railroad; retail; hospital; processing center. Both at the head of the Red River; Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to I-94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 W to I-29; Airport is the Harry Stern Airport with charter, instruction, ambulance service, hard surface for small multi-engine aircraft; 225 miles NW of Minneapolis-St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit.

3 - POPULATION:
Corp. Cities 80 Cen. 12,973; E&P 86 Est. 14,282
Wahpeton, ND 80 Cen. 9,064; E&P 86 Est. 10,373
Breckenridge, MN 80 Cen. 3,909; E&P 86 Est. 3,909
Counties 80 Cen. 27,589; E&P 86 Est. 28,303
Richland, ND 80 Cen. 19,207; E&P 86 Est. 20,144
Wilkin, MN 80 Cen. 8,382; E&P 86 Est. 8,159

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,264; E&P 86 Est. 4,646
Wahpeton, ND 80 Cen. 2,816; E&P 86 Est. 3,212
Breckenridge, MN 80 Cen. 1,448; E&P 86 Est. 1,434
Counties 80 Cen. 9,322; E&P 86 Est. 9,974
Richland, ND 80 Cen. 6,413; E&P 86 Est. 7,028
Wilkin, MN 80 Cen. 2,909; E&P 86 Est. 2,946

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$266,427,277
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: Counties: Richland, ND 10,173; Wilkin, MN 3,876

7 - ELECTRIC METERS: Wahpeton and Breckenridge Counties 4,980

8 - GAS METERS: 1,372

9 - PRINCIPAL INDUSTRIES: Agric. & Processing Ctr. (wheat; corn; barley; sugar beets; soybeans; flax oats; sunflowers); Fabricating; Printing;

Agricultural Mach. Mfg.; College, Bureau of Indian Affairs School; Whol. Auto Parts; Medical Ctr.; Video Cassette Cartridges; Tele-Commun. Equip.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 38-110; Fall 55-92; Winter -35-52. First killing frost, Sept. 26; last killing frost, May 10. Mean annual temp. 43; Average annual rainfall 20.38 inches.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Wahpeton; 6 blocks. Breckenridge; 3 blocks.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Thur.; Pamida Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Pamida; Holiday Simonson's.
Variety Store-Ben Franklin.
Chain Drug Stores-Rexall 2; Snyder.
Chain Supermarkets-Super Valu; Bob's Foods; EconoFoods.
Other Chain Stores-Goodyear; Coast-to-Coast; Gamble's; Sears (catalog); Auto Franchises 6; Farm Equipment Dealers 5; Stevenson's; Bostwick's; Arrow (catalog); True Value Hdwe.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,591; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., NEWS, 601 Dakota Ave.; PO Box 1018, Wahpeton, ND 58075; Tel. (701) 642-8585.
National Representative: American Newspaper Representatives.

WILLISTON

1 - LOCATION: Williams County, E&P Map A-2. In Northwest corner of state. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-4.
Airlines-Big Sky; Aircraft Charter; SerVair Air Taxi.

3 - POPULATION:
Corp. City 80 Cen. 13,336; E&P 86 Est. 18,140
County 80 Cen. 22,237; E&P 86 Est. 29,861

4 - HOUSEHOLDS:
City 80 Cen. 4,879; E&P 86 Est. 6,533
County 80 Cen. 7,939; E&P 86 Est. 11,193

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$207,527,000
Savings & Loan	3	$92,210,000

6 - PASSENGER AUTOS: County 14,726

7 - ELECTRIC METERS: Residence 6,766

8 - GAS METERS: Residence 5,139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Shops 30 ($300); Oil Well Serv. 84 ($300); Trans., Commun. and Util. 637 ($150); Oil 320 ($350); Salt Plant 39 ($250); Oil Refinery 73 ($350); Ret. & Whol. 2,655; Gov't 1,095; Serv. 2,134; Agric. 32; Constr. 359; Fin., Ins. & R.E. 416; Other Mfg. 276.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-51; Summer 55-80; Fall 28-55; Winter 0-22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks.
Neighborhood Shopping Centers-N. Main St.
Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; G. M. Hederich; Sears (catalog).
Discount Stores-Home of Economy; Family Thrift Center; Gibson's; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Service; N.D. Pharmacy.
Chain Supermarkets-County Market; Family Thrift Center; Buttrey's.
Other Chain Stores-Northern Auto; Western Auto; TCS Store; Sherwin-Williams; Maurices; American Man.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 7,767; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Rick Schneider, Mktg. Dir., HERALD, 14 W 4th St.; PO Box 1447, Williston, ND 58801; Tel. (701) 572-2165.
National Representative: Landon Associates.

OHIO SURVEYS

METROPOLITAN STATISTICAL AREAS

Canton-Carroll and Stark Counties.
Columbus-Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties.
Dayton-Springfield-Clark, Greene, Miami and Montgomery Counties.
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Lima-Allen and Auglaize Counties.
Mansfield-Richland County.
Parkersburg-Marietta, WV-OH-Wood County, WV; Washington County, OH.
Steubenville-Weirton, OH-WV-Jefferson County, OH; Brooke and Hancock Counties, WV.
Toledo-Fulton, Lucas and Wood Counties.
Wheeling, WV-OH-OH and Marshall Counties, WV; Belmont County, OH.
Youngstown-Warren-Mahoning and Trumbull Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Akron-Portage and Summit Counties.
Cincinnati, OH-KY-IN-Includes Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; and Dearborn County, IN.
Cleveland-Cuyahoga, Geauga, Lake and Medina Counties.
Hamilton-Middletown-Butler County.
Lorain-Elyria-Lorain County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton, OH-KY-IN-Includes Cincinnati, OH-KY-IN PMSA and Hamilton-Middletown, OH PMSA.
Cleveland-Akron-Lorain-Includes Akron PMSA; Cleveland PMSA; and Lorain-Elyria PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1986	1987
Under 5 Years	922	787	775
5-14 Years	2,189	1,708	1,673
15-24 Years	1,848	2,013	1,973
25-44 Years	2,517	2,923	2,881
45-64 Years	2,188	2,197	2,160
65 and Over	993	1,169	1,148
TOTAL	10,657	10,797	10,610

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)
Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Lorain	75	11	14.4

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	1,694	1,804	3,252
General Mdse	5,451	6,136	8,895
Food	7,8381	10,956	13,940
Automobiles	7,713	7,881	13,835
Gasoline Stations	3,117	5,309	5,280
Apparel	1,363	1,925	2,769
Furniture	1,547	1,749	3,217
Eat-Drink Places	3,105	4,611	6,628
Drugs	1,043	1,626	2,129
TOTAL SALES	35,563	46,315	64,696

AKRON

1 - LOCATION: Summit County (In Akron PMSA). E&P Map C-2. County Seat. College center. NE central part of state; 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpke.; on U.S. Hwys. 224, I-77, I-76, I-71, State Hwys. 8, 18 and 91.

2 - TRANSPORTATION: Railroads-Conrail; Akron & Barberton Belt Line; Chessie System; Norfolk/Southern.
Motor Freight Carriers-146.
Intercity Bus Lines-Greyhound; Akron; Metropolitan Regional Transit Authority; Continental Trailways.
Airlines-United; Piedmont; Eastern; TWA; American; Delta; Pan Am; Northwest; USAir; Republic; People Express; Midway
Airports-Akron Fulton Municipal; Akron-Canton & Cleveland Hopkins Intl.

3 - POPULATION:
Corp. City 80 Cen. 237,177; E&P 86 Est. 218,472
CZ-ABC: (80) 512,978
RTZ-ABC: (80) 333,828
County 80 Cen. 524,472; E&P 86 Est. 517,010
PMSA 80 Cen. 660,328; E&P 86 Est. 647,742
City & RTZ-ABC: (80) 846,806

4 - HOUSEHOLDS:
Corp. City 80 Cen. 90,576; E&P 86 Est. 88,266
CZ-ABC: (80) 187,102
RTZ-ABC: (80) 107,807
County 80 Cen. 189,850; E&P 86 Est. 194,726
PMSA 80 Cen. 234,064; E&P 86 Est. 241,969
City & RTZ-ABC: (80) 294,909

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$49,038,423,921
Savings & Loan	9	$6,385,200,000

6 - PASSENGER AUTOS: County 346,627

7 - ELECTRIC METERS: Residence 282,508

8 - GAS METERS: Residence 192,881

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 67,500 ($446); Trans. Util. 12,700 ($446); Constr. 6,200 ($517); All Industries Total Employment 249,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 22; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Downtown; 14 blocks, Main St.
Neighborhood Shopping Centers-6 blocks on W Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple & W Exchange St.; 7 on Wooster Rd. bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S Main St.; 3 on Mapledale & S Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S Arlington St.; 11 on E Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akron Square(8)	6	Gen. Nutrition, Mont. Ward
Arlington Plz.(26)	5	Kresge, Darrow Foods, JCPenney
Bel Par(17)	NA	Brown Derby, Ethel Wilson
Belden Vlg.(85)	5	Sears, O'Neil's, Stern & Mann's, Higbee's, Fazio's
Carnation Mall(40)	NA	K Mart, Revco
Chapel Hill(75)	4	Sears, Woolworth, O'Neil's, Zayre, JCPenney
Coventry Plaza(7)	10	Sparkle, Stambugh's
Eastgate Plaza(7)	6	Home Fair, Nobil's
Edison Park(12)	10	Fisher's Big Wheel, Aid Drug, IGA
Evaporator Works(25)	19	The Bootery, Hood & Hoover
Fairlawn Plaza(40)	7	Woolworth, Fazio's, Bisson's, Gray Drug, Home Center
Great Oaks(23)	15	Big Wheel, Buehler's
Hawkins Plaza(18)	3	Acme
Hudson Plaza(16)	15	Acme
Lakemore Plaza(24)	9	Gray Drug, JCPenney, May Bros.
Liberty Commons(19)	4	Falls Savings & Loan, Carnaby Street Inn
Magic City Plz.(18)	10	Acme, JoAnn Fabric
Midway Plaza(24)	5	Home Center
Northfield Plz.(23)	14	Gray Drug, JCPenney
Norton Village(18)	15	Acme, Revco
Quaker Sq.(50)	NA	Centran Bank, Tavern In the Square
Rolling Acres Mall (134)	11	Sears, JCPenney, O'Neils, Mont. Ward
South Plaza(16)	4	Home Center, Gray Drug
State Road(27)	5	Mont. Ward, JCPenney, Firestone
Stow Kent(27)	12	O'Neil's, Home Center, Stambaugh's
Streetsboro Plz.(21)	9	Sparkle, Fisher's Big Wheel
Summit Mall(93)	5	Higbees, Jewel Mart, Woolworth, O'Neil's
University Plz.(19)	13	Acme, Western Auto

Principal Shopping Days-Dept.-Thur., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon.-Sat. Food-Thur., Fri., Sat.; some open every evening until 9. Shopping Centers open until 9:30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; O'Neil's; JCPenney; Sears; Higbees; Stern & Mann's.
Variety Stores-Woolworth.
Discount Stores-Click 10; K mart 16; Zayre 3; Gold Circle 8; Fisher's Big Wheel 3.
Chain Drug Stores-Aid 11; Family Discount 6; Fazios 4; Gray Discount 11; Gold Circle; Revco 13; Union Prescription 4; Youngfellow 21; K mart 3.
Chain Supermarkets-IGA 27; Acme/Click 23; Sparkle 26; Fazio's 11; Stop 'N Shop; Buehler's 4; Darrow's 4; Bisson's 3; May Bros. 2; Giant Eagle 6.
Other Chains Stores-Firestone; General; Goodrich; Goodyear; Kinney Shoes; Nobil Shoes; Richman Bros.; Thom McAn; Western Auto; Winkelman's; Casual Corner; Foxmoor; Limited; Baker's Shoes; Hickory Farms; Lerner's Shops.

14 - NEWSPAPERS: BEACON JOURNAL (e) 154,652; (S) 227,261; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Rick Brouse, Adv. Dir., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 375-8111.
National Representative: Knight-Ridder Newspaper Sales.

ALLIANCE

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

2 - TRANSPORTATION: Railroads-Conrail; C&P.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,315; E&P 86 Est. 22,837
CZ-ABC: (80) 33,896
RTZ-ABC: (80) 52,051
County 80 Cen. 378,823; E&P 86 Est. 383,669
MSA 80 Cen. 404,421; E&P 86 Est. 411,116
City & RTZ-ABC: (80) 85,947
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,099; E&P 86 Est. 9,025
CZ-ABC: (80) 12,548
RTZ-ABC: (80) 16,950
County 80 Cen. 134,094; E&P 86 Est. 141,712
MSA 80 Cen. 142,674; E&P 86 Est. 151,296
City & RTZ-ABC: (80) 29,498

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$650,000,000
Commercial	4	$1,150,700,000

6 - PASSENGER AUTOS: County 241,414

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 13,744

9 - PRINCIPAL INDUSTRIES: City Zone-Aluminum Prods.; Machinery; Elect. Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; municipal water softener; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alliance Plz.(4)	NA	Gray Drug, Murphy's
Carnation City(9)	NA	Grove Refrigeration
College Plz.(22)	NA	Sears, Woolworth, Stambaugh
Carnation Mall	NA	K mart, Carlisle's, JCPenney

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Value City; Sears; Roberts; Carlisles.
Discount Stores-Jupiter; Murphy; Heck's; Value City; Buds Deep; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Gray; Cunningham; Peoples; Revco.
Chain Supermarkets-Sparkle 2; Quaker City; Buckeye; Super Duper; No Frills Food & Drugs; Sparkle.

14 - NEWSPAPERS: REVIEW (e) 13,656; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW, 40 S. Linden Ave., PO Box 2180, Alliance, OH 44601; Tel: (216) 821-1200.
National Representative: Landon Associates.

ASHLAND

1 - LOCATION: Ashland County. E&P Map B-2. County Seat: 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 42, 71, 250 and State Roads 58, 60, 96 and 511.

2 - TRANSPORTATION: Railroads-Ashland.
Motor Freight Carriers-15.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,326; E&P 86 Est. 20,418
CZ-ABC: (80) 24,606
RTZ-ABC: (80) 25,378
County 80 Cen. 46,178; E&P 86 Est. 47,621
City & RTZ-ABC: (80) 49,984

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,346; E&P 86 Est. 7,644
CZ-ABC: (80) 8,735
RTZ-ABC: (80) 8,521
County 80 Cen. 15,913; E&P 86 Est. 17,202
City & RTZ-ABC: (80) 17,256

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$202,469,183
Savings & Loan	3	$115,243,113

6 - PASSENGER AUTOS: County 27,165.

7 - ELECTRIC METERS: Residence 12,906.

8 - GAS METERS: Residence 10,136.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Rubber 1,589; Printing 762; Pipe Fittings 981; Water Systems 893; Bathroom China & Fixtures 625; Industrial/Residential Pumps 700.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost, Oct. 7; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashland Plz.(2)	NA	Big Wheel
K mart	NA	K mart, Neff's Cardinal
Luray(4)	NA	Harlows, SupeRx

Principal Shopping Days-Mon., Tues., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Harlows; K mart; Fisher's Big Wheel.
Chain Drug Stores-Rexall; SupeRx; Peoples; Family Independent Pharmacy.
Chain Supermarkets-Kash 'N Karry (Seaway Foods); Neff's Cardinal; Hawkins Mkts. 2; Lawson 2; Quick Chek.
Other Chain Stores-Ashland Tire; Sears; Goodyear Auto Center; Bumper to Bumper Auto Parts; Wendy's; McDonald's; Pizza Hut; Friendly's; Taco Bell.

14 - NEWSPAPERS: TIMES-GAZETTE (e) 12,271; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry D. Barnes, Adv. Dir., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel: (419) 323-1581.
National Representative: Landon Associates.

ASHTABULA

1 - LOCATION: Ashtabula County. E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center; chemicals. NE part of State; on U.S. Hwy. 20 & I-90, 40 mi. W of Erie; 60 mi. E of Cleveland on South shore of Lake Erie.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Bessemer and Lake Erie.
Motor Freight Carriers-19.
Freight Steamship Lines-28. 3 Docks; Great Lakes International import/export shipping.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,449; E&P 86 Est. 21,877
NDM-ABC: (80) 104,215
County 80 Cen. 104,215; E&P 86 Est. 103,539

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,679; E&P 86 Est. 7,901
County 80 Cen. 35,825; E&P 86 Est. 37,222
NDM-ABC: (80) 35,825

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,154,918,510
Savings & Loan	2	$549,382,520

6 - PASSENGER AUTOS: County 59,843.

7 - ELECTRIC METERS: Residence 8,607.

8 - GAS METERS: Residence 9,930.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Rubber & Plastics 2,670 ($374); Fabricated Metal 903 ($408); Trans. & Pub. Utilities 1,544 ($489); Primary Metals 994 ($491); Electronics 1,100 ($440); Chemical & Allied Prods. 1,416 ($513); Utilities 1,538 ($453).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 20; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: **Principal Shopping Centers**-Main Ave.; W 46th; Park Ave.; Center St.-148 stores.
Neighborhood Shopping Centers-No. of Stores-Lake Ave. and 5th St. in Harbor 74; Station Ave. W 32nd 11; Nappi's Plaza West Ave. 13; Nappi's Plaza, W 11th & Thayer 3; Edgewood Plaza State Rd. 19; Rt. 20 East 23; K mart Plaza 1; Nichols Plaza 10; W Prospect and W Ave. 16; Edwards Plaza 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Saybrook Plz.(32)	3	Fischer's Whse., Hill's Dept., Big Lots
Ashtabula Plaza(23)	1	Valu Drug, Gray Drug
N. Kingsville Plaza(5)	8	Conley's, Golden Dawn
Conneaut Plaza(10)	15	Fisher's Big Wheel, Valu King

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Carlisle's; Sears; JCPenney; Hills; K mart; Dahlkemper's.
Variety Stores-Woolworth; Harbor Emporium.

A
B
C
D
1
2
3
4
MICHIGAN
INDIANA
KENTUCKY
WEST VIRGINIA
MARYLAND
NEW YORK
PENNSYLVANIA
CANADA
Detroit
Toledo
Cleveland
Akron
Youngstown
Pittsburgh
Erie
Canton
Mansfield
Massillon
Alliance
Warren
Elyria
Lorain
Sandusky
Findlay
Lima
Fort Wayne
Marion
Columbus
Springfield
Dayton
Zanesville
Newark
Cincinnati
Hamilton
Middletown
Lancaster
Portsmouth
Ashland
Huntington
Parkersburg
Steubenville
Wheeling
McKeesport
Johnstown
Aliquippa
Beaver Falls
Weirton
Ann Arbor
Jackson
Pontiac
Royal Oak
Mt. Clemens
Ypsilanti
Monroe
Ashtabula
Conneaut
Jefferson
Painesville
Willoughby
Chardon
Fremont
Tiffin
Norwalk
Bowling Green
Defiance
Bryan
Wauseon
Napoleon
Paulding
Van Wert
Delphos
Celina
St. Marys
Wapakoneta
Kenton
Upper Sandusky
Bucyrus
Galion
Mt. Gilead
Millersburg
Wooster
Ashland
Shelby
Orrville
Medina
Akron
Ravenna
Kent
Salem
Lisbon
East Liverpool
Ellwood City
New Castle
Sharon
Niles
Jamestown
Meadville
Titusville
Oil City
Franklin
Clarion
Kittanning
Indiana
Greensburg
Latrobe
Monessen
Uniontown
Connellsville
Somerset
Cambria
Ebensburg
Tarentum
Vandergrift
Arnold
New Kensington
Homestead
Munhall
Jeannette
Willmerding
Canonsburg
Monongahela
Charleroi
Belle Vernon
Washington
Carnegie
Mt. Pleasant
Scottdale
Uhrichsville
Coshocton
Cadiz
Dover
New Philadelphia
Dennison
Carrollton
Cambridge
Caldwell
Woodsfield
Zanesville
Lancaster
Logan
Athens
Pomeroy
Middleport
Gallipolis
Point Pleasant
Ripley
Maysville
Ironton
Portsmouth
Chillicothe
Hillsboro
Wilmington
Xenia
Springfield
Urbana
Piqua
Troy
Greenville
Sidney
Bellefontaine
Marysville
Mt. Vernon
Delaware
Circleville
Washington C.H.
Greenfield
Lebanon
Batavia
Georgetown
Covington
Newport
Alexandria
Independence
Burlington
Lawrenceburg
Oxford
Hamilton
Middletown
Dayton
Springfield
Columbus
Zanesville
Cambridge
Newark
Mansfield
Canton
Akron
Cleveland
Toledo
Findlay
Lima
Fort Wayne
Sandusky
Lorain
Elyria
Warren
Youngstown
Pittsburgh
Erie
Parkersburg
Huntington
Ashland
Portsmouth
Cincinnati
Covington
Newport

Discount Stores-Anderson's; Nichol's Discount City; Big & Small Lots.
Chain Drug Stores-Gray 2; Revco 2; Walgreens.
Chain Supermarkets-Fisher's Whse.; Edwards Whse.; Fazio's; Golden Dawn 2; Super Duper 2; Valu-King; Convenient Food 6; Lawson's 9.
Other Chain Stores-Fashion Bug; Betty Dixon Candy; Firestone; Goodyear; Pic-Way Shoes; JoAnn Fabric; Radio Shack; Fashion Barn; Payless Shoes; GNC; 84 Lumber; Stambaugh Sherwin-Williams; Dean & Barry; Endicott-Jonnson; Rent-a-Center; Color Tyme.

14 - NEWSPAPERS: STAR-BEACON (e) 19,037; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Anthony, Adv. Mgr., STAR-BEACON, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 998-2323.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Athens County. E&P Map C-3. County Seat. Education (Ohio University, Hocking Technical College), business, industrial, agricultural and dairying center. On Hocking River 76 mi. SE of Columbus; 155 mi. E of Cincinnati. On Rte. 33 & Johnson Rd., 3 mi. N of Athens.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,743; E&P 86 Est. 17,914
CZ-ABC. (80) 25,706
RTZ-ABC. (80) 39,714
County 80 Cen. 56,399; E&P 86 Est. 59,447
City & RTZ-ABC. (80) 65,420

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,496; E&P 86 Est. 4,843
CZ-ABC. (80) 7,525
RTZ-ABC. (80) 13,972
County 80 Cen. 18,356; E&P 86 Est. 19,649
City & RTZ-ABC. (80) 21,497

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$188,682,000
Savings & Loan	2	$48,893,165

6 - PASSENGER AUTOS: County 26,755.

7 - ELECTRIC METERS: Residence 4,672.

8 - GAS METERS: Residence 4,075.

9 - PRINCIPAL INDUSTRIES: Business Machines and Systems; Printing; Dairy Processing.

10 - CLIMATE: Min. & Max. Temp. Recorded-20 to 95. Coldest month, Jan. (Av. 31). Warmest month, July (Av. 75). First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened.

12 - RETAILING: Principal Shopping Centers-3 blocks on Court St.; Athens Mall (15 stores).
Neighborhood Shopping Centers-2 blocks on Stimson Ave.; 3 blocks on Richland Ave.; 3 blocks on East State St.; 1 block on The Plains.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Athens Mall 6 nights (closed Sun.).

13 - RETAIL OUTLETS: Department Stores-Marting's; Elberfeld's (Logan).
Discount Stores-Heck's; Murphy's Mart.
Variety Stores-Woolworth; Odd Lots; General Dollar; Family Dollar.
Chain Drug Stores-Revco; SupeRx; Gray Drug.
Chain Supermarkets-Kroger 4; Big Bear; Super Duper.
Other Chain Stores-Sherwin-Williams; Robert's Men's Shop; Steppe's Beauticians; Sears; Follett Books; Radio Shack; B. Dalton; JoAnn Fabrics; Kinney Shoes; Ford's Jewelers; Fashion Bug; Corvair's Auto Parts; Firestone; Goodyear.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 13,956; (S) 17,132; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Fred Weber, Mktg. Dir., MESSENGER, Rte. 33 North & Johnson Rd., Athens, OH 45701; Tel. (614) 592-6612.
National Representative: None.

BEAVERCREEK

1 - LOCATION: Greene County. (In Dayton-Springfield MSA). E&P Map A-3. Residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of OH, on U.S. Hwy. 35; I-675. 4 miles E of Dayton, 4 miles W of Xenia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-96.
Airlines-American; Delta; Republic; TWA; United; USAir; Eastern; Pan Am; Piedmont; Wright Airlines through Cox Municipal Airport; Commuter service at a private Greene County airport.
Intercity Bus Lines-Greyhound (Dayton).

3 - POPULATION:
Corp. City 80 Cen. 31,589; E&P 86 Est. 35,160
County 80 Cen. 129,769; E&P 86 Est. 134,071
MSA 80 Cen. 942,083; E&P 86 Est. 940,150

4 - HOUSEHOLDS:
City 80 Cen. 9,922; E&P 86 Est. 11,267
County 80 Cen. 43,078; E&P 86 Est. 46,008
MSA 80 Cen. 340,279; E&P 86 Est. 353,750

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$3,391,557,073
Commercial	5	$2,240,062,061

6 - PASSENGER AUTOS: County 85,997.

7 - ELECTRIC METERS: Residence and Business 13,212.

8 - GAS METERS: Residence and Business 1,571.

9 - PRINCIPAL INDUSTRIES: Research & Technology 1,271 ($400); Light industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-72; Summer 61-85; Fall 34-77; Winter 21-39.

11 - TAP WATER: Alkaline, hard, iron present.

12 - RETAILING: Principal Shopping Center-One block, Beaver Valley Centre (27 stores).
Neighborhood Shopping Centers-Knollwood, two mi.; Bellfair Country Store, 1/4 mi. (6 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beavercreek Plz.(20)	NA	Kroger, Chakers
Beaver Sq. Vlg.(6)	NA	Tiffany Shoppe
Spicer	3	Eaveys
Indian Ripple	4	K mart, Fulmer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dunnigans Hardware; Garden Center.
Chain Drug Stores-Revco; Fidelity; Medicine Shoppe.
Chain Supermarkets-Kroger; Lofinos 2; Fulmer's.
Other Chain Stores-Main Auto; Wear House; Famous Recipe; Cassanos; El Bee; JoAnn Fabrics; Lawsons 2; Foto Fair 3; Noble Roman's; Capitol Cleaners; Animal Castle; Carter Plumbing; Carter Lumber; Odd Lots; Wickes Lumber; Perry & Derrick; Dunkers Delight; G.D. Ritzy's; Warehouse Paint; Radio Shack; PIP; Fine Cleaners; Pantorium; Pro-Kut 2; Hair Happening; Gemini Optical; Coast-to-Coast Hardware; Fox Cleaners; U-Tote-M 2; Stop-N-Go; Hallmark Cards 2; Quality Garden Center.

14 - NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 5,470; sworn Sept. 23, 1985.
Local Contact for Advertising and Merchandising Data: James J. Cain, Adv. Dir., DAILY NEWS, 1342 N. Fairfield Rd., Dayton, OH 45432; Tel. (513) 426-5222.
National Representative: General Advertising Service.

BELLAIRE

See MARTINS FERRY

BELLEFONTAINE

1 - LOCATION: Logan County. E&P Map B-2. County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Airlines-Community Airport.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 11,888; E&P 86 Est. 11,607
CZ-ABC. (80) 11,888
RTZ-ABC. (80) 27,551
County 80 Cen. 39,155; E&P 86 Est. 39,484
City & RTZ-ABC. (80) 39,439
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,576; E&P 86 Est. 3,846
CZ-ABC. (80) 4,576
RTZ-ABC. (80) 9,777
County 80 Cen. 14,261; E&P 86 Est. 15,040
City & RTZ-ABC. (80) 14,353

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$182,728,000
Savings & Loan	3	$119,931,238

6 - PASSENGER AUTOS: County 24,941.

7 - ELECTRIC METERS: Residence 4,712.

8 - GAS METERS: Residence 3,617.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Rail Term. 50 ($488); Elect. Mot. & Cir. Brks. ($312); Automotive 700 ($425); Bearings 750 ($400); Commercial Ptg. & Pub. 221 ($221); Alum. Extrusions & Plat. 80 ($301); Sleeve Bearings 740 ($300); Food 408 ($268); Industrial Rubber Hose 251 ($248).
Principal Industrial Pay Days-Thur.; Fri.; 12th & 27th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontaine Plz.(14)	NA	Kroger, Murphy's Mart, Sears, Odd Lots
Hyland Hills Rinks Plaza(15)	NA	

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon during Summer.
City Zone Stores Open-Fri. and Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Uhlman's.
Variety Stores-Murphy's Mart.
Discount Stores-Rink's Bargain City; Gray's.
Chain Drug Stores-Rexall; SupeRx; Lane's; Revco.
Chain Supermarkets-Kroger; IGA 2; Food Mart; Trout Wine's (Super Value).
Other Chain Stores-Merit Shoes; Goodyear; Sears (catalog); Quality Farm and Fleet; TSC Store.

14 - NEWSPAPERS: EXAMINER (e) 10,704; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John A. Smith, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.
National Representative: Landon Associates.

BELLEVUE

1 - LOCATION: Huron and Sandusky Counties. E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 8,187; E&P 86 Est. 7,552
Counties 80 Cen. 117,875; E&P 86 Est. 117,431
Huron Co. 80 Cen. 54,608; E&P 86 Est. 55,311
Sandusky Co. 80 Cen. 63,267; E&P 86 Est. 62,120
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,997; E&P 86 Est. 2,804
Counties 80 Cen. 40,243; E&P 86 Est. 41,737
Huron Co. 80 Cen. 18,690; E&P 86 Est. 19,779
Sandusky Co. 80 Cen. 21,553; E&P 86 Est. 21,958

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$101,912,000
Savings & Loan	2	$119,666,000

6 - PASSENGER AUTOS: Counties: Huron 32,990; Sandusky 38,490.

7 - ELECTRIC METERS: Residence 5,011.

8 - GAS METERS: Residence 3,359.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Railroads 800; Safes, Toys 250; Bean Proc. 200; Plastic 200; Metal Stamping 280.

10 - CLIMATE: Mean Temp. 50 degrees.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandusky	18	JCPenney, Sears, Gray's, May Co.
Fremont	18	Fisher's Big Wheel, Heck's, Gray's
Norwalk	12	K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Cook's.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Hogue Super Mkt.; Whitely's Cardinal; Food Town.

14 - NEWSPAPERS: GAZETTE (e) 3,872; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Tom Smith, Gen. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811; Tel. (419) 483-4190.
National Representative: Landon Associates.

BOWLING GREEN

1 - LOCATION: Wood County (in Toledo MSA). E&P Map B-2. County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-At Wood County Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,728; E&P 86 Est. 26,111
CZ-ABC. (80) 25,728
RTZ-ABC. (80) 73,804
County 80 Cen. 107,372; E&P 86 Est. 109,816
MSA 80 Cen. 616,864; E&P 86 Est. 616,961
City & RTZ-ABC. (80) 99,532

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,130; E&P 86 Est. 7,405
CZ-ABC. (80) 7,130
RTZ-ABC. (80) 25,513
County 80 Cen. 43,078; E&P 86 Est. 37,924
MSA 80 Cen. 220,252; E&P 86 Est. 229,226
City & RTZ-ABC. (80) 32,643

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$356,000,000
Savings & Loan	3	$345,000,000

6 - PASSENGER AUTOS: County 64,980.

7 - ELECTRIC METERS: Residence Est. 7,714.

8 - GAS METERS: Residence 4,251.

9 - PRINCIPAL INDUSTRIES: Power Floor Machines; Potato Chips; Auto and Sport Parts; Rubber Parts for Autos; Liquid Filtration Equip.; Elect. Terminal Blocks and Fuse Holders; Metal Assembly Stampings. Average hourly rate: $12.12. Education: BGSU: 2,250 full time employees, annual salaries more than $59,800,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, early Oct.; last killing frost, early May.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks, 4 on Main St., 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.
Neighborhood Shopping Centers-1000 block of N. Main St., 800 and 1100 block of S. Main; 1600 block of E. Wooster St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
G.C. Murphy Plaza(4)	NA	Murphy's Mart
B.G. Center(8)	NA	Rink's, Kroger
Stadium Plz.(12)	NA	
Crossroads Plz.(6)	NA	K mart, A&P

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Uhlman's.
Discount Stores-Rink's Bargain City; G.C. Murphy Mart; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Lane's; Revco.
Chain Supermarkets-A&P; Kroger; Food Town; Churchill's.
Other Chain Stores-Sears; Sterling (dairy); Lawson's Dairy; Fashion Bug; JoAnn Fabrics; Convenient Mart.

14 - NEWSPAPERS: SENTINEL-TRIBUNE (e) 13,896; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.M. Reider, Gen. Mgr.; Adv. Dir., SENTINEL-TRIBUNE, 300 E. Poe Rd., Bowling Green, OH 43402; Tel. (419) 352-4611.
National Representative: Landon Associates.

BRYAN

1 - LOCATION: Williams County. E&P Map A-1. County Seat. Agricultural and industrial center. 60 mi. W of Toledo; 45 mi. E of Fort Wayne, IN. On U.S. Hwy. 127 and State Hwys. 2, 34 and 15.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-3.
Airlines-Bryan Airport, 3 mi. from city; Bryan-Defiance Airport, 12 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 7,879; E&P 86 Est. 8,074
CZ-ABC: (80) 7,879.
RTZ-ABC: (80) 30,904
County 80 Cen. 36,369; E&P 86 Est. 36,400
City & RTZ-ABC: (80) 38,783

4 - HOUSEHOLDS:
City 80 Cen. 3,139; E&P 86 Est. 3,276
CZ-ABC: (80) 3,139.
RTZ-ABC: (80) 10,531
County 80 Cen. 12,896; E&P 86 Est. 13,477
City & RTZ-ABC: (80) 13,670

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 22,928

7 - ELECTRIC METERS: Residence 3,546

8 - GAS METERS: Residence 2,640

9 - PRINCIPAL INDUSTRIES: Lubricating Equip.; Pneumatic Tools; Toys; Candy; Furnaces; Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Summer 58-84; Fall 41-63; Winter 17-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; Hawks.
Discount Stores-K mart; Murphys Mart; Lanes Discount; Food Mart, Dollar General; Gray Drug.
Chain Supermarkets-Chief; Super Valu 3; IGA 4.

14 - NEWSPAPERS: TIMES (e) 10,694; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Voigt, Gen. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506; Tel. (419) 636-1111.
National Representative: None.

BUCYRUS

1 - LOCATION: Crawford County. E&P Map B-2. County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 13,433; E&P 86 Est. 13,646
CZ-ABC: (80) 13,433.
RTZ-ABC: (80) 42,741
County 80 Cen. 50,075; E&P 86 Est. 49,867
City & RTZ-ABC: (80) 56,174

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,221; E&P 86 Est. 5,576
CZ-ABC: (80) 5,221
RTZ-ABC: (80) 15,019
County 80 Cen. 18,167; E&P 86 Est. 18,875
City & RTZ-ABC: (80) 20,240

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$210,900,839
Savings & Loan	2	$109,182,580

6 - PASSENGER AUTOS: County 29,645

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,190

9 - PRINCIPAL INDUSTRIES: Roller Bearings; Rubber & Plastic Hose; Road Mach.; Locomotive & Auto-Cranes; Ditching Machines; Brass Castings; Steel Stampings; Heavy Mach.; Blades; Aluminum Prods.; Plastic Prods.; G.E.C. Glass & Lamps Wks.; Hydraulic Precision Components; Whole Poultry & Beef Proc.; Boats; Computer Sensing Equip.; Jewelry; Trans. Seats; File Bindery; Pattern Making; Special Pkg.; Insulation.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11 - TAP WATER: Alkaline, medium hard; some fluorides.

12 - RETAILING: Principal Shopping Center-Southern Lights; Marion Road-Murphy's Mart, Revco; Fashion Bug; Ponderosa; Jo-Ann Fabrics; Foodtown; K mart-E. Mansfield Road; Bucyrus Plaza-N. Sandusky Ave., Rt. 4-Radio Shack, Walgreens; Bucyrus Ice Co.; Velvet Ice Cream; 7-Eleven; Suburban, Hopley Ave.-Geyer's Super Value; Conley's; Near Downtown Center, Fischer's, Revco; Lawsons; Whetstone Plaza, Smith's Dairy, Chicago Dough Works; Adventure Land TV Movies; Angela Bridges Fitness Salon.
Principal Shopping Days-Thur. & Fri.
Stores Close-Wed. afternoon.
Stores Open Evenings-K mart; Murphy's Mart; Conleys.-Fri.; Geyer's Mkt.; Foodtown; Food Gallery; 7-Eleven; Lawsons-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Conley's.
Variety Stores-Murphy's Mart; K mart; Conleys.
Chain Drug Stores-Revco 2; Walgreens 2; Rexall; Cladys.
Chain Supermarkets-Geyer's Super Valu; Neff's; Foodtown 2.
Other Chain Stores-Sherwin-Williams; True Value; TSC; Goodyear; JoAnn Fabrics; Radio Shack; Fashion Bug; United Dairy Farmers; Brown Derby.

14 - NEWSPAPERS: TELEGRAPH-FORUM (e) 8,007; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James F. Croneis, Pub., TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820; Tel. (419) 562-3333.
National Representative: Landon Associates.

CAMBRIDGE

1 - LOCATION: Guernsey County. E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77; 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

2 - TRANSPORTATION: Railroads-Chessie System.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,573; E&P 86 Est. 12,629
CZ-ABC: (80) 23,943
RTZ-ABC: (80) 68,265
County 80 Cen. 42,024; E&P 86 Est. 41,990
City & RTZ-ABC: (80) 92,208
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,508; E&P 86 Est. 5,279
CZ-ABC: (80) 8,976
RTZ-ABC: (80) 23,649
County 80 Cen. 15,048; E&P 86 Est. 15,665
City & RTZ-ABC: (80) 32,625

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$170,000,000
Savings & Loan	2	$165,000,000

6 - PASSENGER AUTOS: County 23,110

7 - ELECTRIC METERS: Residence 15,000 (County)

8 - GAS METERS: Residence 7,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 480; Ceramics 184; Spark Plug 361; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 28-99; Fall 13-88; Winter 7-77. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Wheeling Ave. (60 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(8)	NA	Party Time
Cambridge Sq.(4)	NA	K mart, Revco, Dewey Ave. Mkt.
Dewey Avenue(5)		
North Star(8)	NA	IGA Foodliner
Southgate Plz.(10)	NA	Kroger, Zayre

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Rink's; Zayre; K mart; Dollar General; Heck's.
Chain Drug Stores-Nelson's; Revco.
Chain Supermarkets-Super Duper; Kroger; IGA Foodliners; Dewey Ave. Mkt.; Stevens One Stop; Convenient; Cardinal Royal Blue; Riesbeck Food Stores; Lawson's.
Other Chain Stores-Sherwin-Williams; Sears (catalog); Arrow Associated; Radio Shack; Rogers Jewelers; Pic Way Shoes; JoAnn Fabrics.

14 - NEWSPAPERS: JEFFERSONIAN (e) 14,304; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Brian Duke, Ret. Mgr. or Harry Eynon, Class Mgr., JEFFERSONIAN, 831 Wheeling Ave., Cambridge, OH 43725; Tel. (614) 439-3531.
National Representative: Branham/Newspaper Sales.

CANTON

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30, 62; State Hwys. 800, 43, 153, 687, 172.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight); Nickel Plate (freight); Amtrak; Chessie System.
Motor Freight Carriers-90.
Intercity Bus Lines-Greyhound; RTA.
Airlines-United; Piedmont; Allegheny Commuter; Republic; Delta.

3 - POPULATION:
Corp. City 80 Cen. 93,077; E&P 86 Est. 83,030
CZ-ABC: (80) 201,866
RTZ-ABC: (80) 277,045
County 80 Cen. 378,823; E&P 86 Est. 383,669
MSA 80 Cen. 404,421; E&P 86 Est. 411,116
City & RTZ-ABC: (80) 478,911
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,394; E&P 86 Est. 34,463
CZ-ABC: (80) 74,388
RTZ-ABC: (80) 92,683
County 80 Cen. 134,094; E&P 86 Est. 141,712
MSA 80 Cen. 142,674; E&P 86 Est. 151,296
City & RTZ-ABC: (80) 167,071

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,318,832,800
Savings & Loan	10	$1,551,292,000

6 - PASSENGER AUTOS: County 241,414

7 - ELECTRIC METERS: Commercial & Residence 40,047

8 - GAS METERS: Commercial & Residence 94,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,400 ($470); Fab. Metal 7,000 ($520); Fab. Structural Metal 2,500 ($638); Stone, Clay and Glass 1,900 ($266); Food 4,100 ($407); Util. 2,700 ($515); Nondurable Goods 11,500 ($382).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Downtown Shopping Center-64 square blocks located in center of Canton.
Neighborhood Shopping Centers-23 units at Whipple Rd. & 12th St. NW; 24 units at W. Tuscarawas (Route 172) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W. Tusc. (Rte. 172) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 172; 14 units on Cleveland Ave. S. (Rte. 800) at 30 St. 70 units at Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
County Fair(29)	6	Josef's Furniture, Fleischers, Gray Drug
Plaza, 30th St.	4	Stern & Mann, A & D Foodarama, O'Neil, Stambaughs
Gold Circle(15)	7	Gold Circle
Tip Top Mart(13)	4	Ben Franklin, People's Drug
Mahoning(15)	2	Gray's, Jay's Appl.
Myers Lake Plaza(34)	5	Cloth World, A&D Foodarama, Stambaughs, Odd Lots
Mellett Mall(70)	4	JCPenney, Radio Shack, Goodyear, Mont. Ward, O'Neils, Zales
North Canton(8)	5	Acme, Stambaughs
Southgate(20)	3	Ben Franklin
Belden Village(65)	7	Sears, Higbee, O'Neil, Radio Shack, Revco, Peoples Drug
Meyers Lake Plaza	3	Value City, Stambaughs
Buckeye Plaza(8)	7	Peoples Drug, Quik Shop
Harmont Plaza(11)	6	Radio Shack, Firestone
Hillsdale(10)	6	Acme, Price King Drugs
Kimco(6)	7	Zayre
North Plaza(18)	7	Miller Sales

Stores Open Evenings-Department Stores, Mon. through Sun.; Food, Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-O'Neils 3; Stern & Mann 3; JCPenney; Sears; Gold Circle 3.
Discount Stores-Stambaugh's 4; K mart 3; Zayre; Click 2; Conley's 2; Heck's; Odd Lots.
Variety Stores-Woolworth; Aimes; Kresge; Ben Franklin.
Chain Drug Stores-Gray's 6; Norman 3; Finney's 3; Kings 2; Davies 2; Rice; People/Lane Drug 15; Revco 3; Price King; Sid's for Less.
Chain Supermarkets-Fisher 6; IGA Foodliner 8; Country Cupboard 2; Fazio's; Edwards; Acme 2; A&D Foodarama 5; Valu King; Associated Grocers 25; Stoll's; Bordner's; Cardinal Foods; Giant Eagle.
Other Chain Stores-Bakers; Cleveland Fabrics; Petri's; Parisian; George Ann's 3; Harvard; Walker's; Richman Bros.; Mr. Ted; Jon's Clothiers, Harry's; Gray Hosiery; Park Lane; Singer Co.; Rogers Jewelry; Zale's; Hanover; Florsheim; Stride-Rite; Ups and Downs; Docktor Pet; Cloth World; Miller Sales; Home Centers; Northeast Appliance.

14 - NEWSPAPERS: REPOSITORY (e) 58,103; (S) 77,281; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Miller, Adv. Dir., REPOSITORY, 500 Market Ave. S., Canton, OH 44702; Tel. (216) 454-5611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CELINA

1 - LOCATION: Mercer County. E&P Map A-2. 70 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy. 127; State Hwy. 29.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 9,137; E&P 86 Est. 9,534
County 80 Cen. 38,334; E&P 86 Est. 38,868

4 - HOUSEHOLDS:
City 80 Cen. 3,416; E&P 86 Est. 3,406
County 80 Cen. 12,166; E&P 86 Est. 12,920

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$331,917,434
Savings & Loan	1	$34,873,000

6 - PASSENGER AUTOS: County 23,950

7 - ELECTRIC METERS: Residence 5,948

8 - GAS METERS: Residence 4,925

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. 510 ($218); Ins. 452 ($150); Lithography 584 ($201); Bicycles 1,800 ($240).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept.; last killing frost, May 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets.
Shopping Centers-Plaza Shopping Center (18 stores including Brown Drugs, Monique Fabrics, Radio Shack, Sears; Shastar; Sycamore; Hallmark).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon. until 9 p.m.; Food nightly & grocery open Sun.

13 - RETAIL OUTLETS: Department Stores-Goldstein's; JCPenney; Remaklus; Style Shop; Pogue's; Male Fashions; Haines Fashions.
Variety Stores-The Barr; Rankin's; Dollar General.
Discount Stores-Harts.
Chain Drug Stores-Hooks; Rite Aid; Celina Sundry.
Other Chain Stores-Radio Shack; Sears; Shasta; Sycamore.

14 - NEWSPAPERS: STANDARD (e) 9,991; sworn Sept. 18, 1985.
Local Contact for Advertising and Merchandising Data: Robin Link, Natl. Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45822; Tel. (419) 586-2371.
National Representative: Landon Associates.

CHARDON

1 - LOCATION: Geauga County. (In Cleveland PMSA). E&P Map C-1. County Seat. Manufacturing, agriculture & maple products. NE portion of state; 30 mi. E of Cleveland.

2 - TRANSPORTATION: Railroads-B&O.
Motor Freight Carriers-1.
Airport-2 mi. South, New County Airport, Middlefield, Ohio-12 mi.

3 - POPULATION:
Corp. City 80 Cen. 4,434; E&P 86 Est. 4,354
NDM-ABC: (80) 74,474
PMSA 80 Cen. 1,898,720; E&P 86 Est. 1,892,280
County 80 Cen. 74,474; E&P 86 Est. 75,637

4 - HOUSEHOLDS:
City 80 Cen. 1,589; E&P 86 Est. 1,604
NDM-ABC: (80) 22,880
County 80 Cen. 22,880; E&P 86 Est. 24,307
PMSA 80 Cen. 694,324; E&P 86 Est. 721,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$186,275,000
Savings & Loan	3	$28,000,000

6 - PASSENGER AUTOS: County 51,858

7 - ELECTRIC METERS: Residence County 23,419

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Rubber; Plastics; Maple Prods.; Mining (constr. materials).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 60-82; Fall 40-60; Winter 10-35.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burton	9	IGA
Chardon Plz.(5)	NA	Fisher's, Giant Eagle
Chesterland	8	IGA
Grant Plaza	7	Fisher's Big Wheel, Valu King, Revco
Great Lakes(114)	14	Higbee's, May Co., Sears, JCPenney, Joseph Horne
Middlefield	12	White's, Value King, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwick's; Higbee's; May Co.; Sears; JCPenney.
Variety Store-Woolworth.
Discount Store-Conley's.
Chain Drug Stores-Rexall; Revco 2; Medic.
Chain Supermarkets-Golden Dawn; Lawson's; Convenient Food Stores; Valu King; White Bros.; Hometown; Bi-Rite; Rogers.
Other Chain Stores-Fisher's Big Wheel.

14 - NEWSPAPERS: GEAUGA TIMES LEADER (e) 8,377; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward A. Richards, Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St.; PO Box 349, Chardon, OH 44024; Tel. (216) 286-6101.
National Representative: Landon Associates.

CHILLICOTHE

1 - LOCATION: Ross County. E&P Map B-3. County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. 50, 35, 23. On State Routes 28, 104, 277, 772.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Dayton & Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 23,420; E&P 86 Est. 22,908
CZ-ABC: (80) 31,469
RTZ-ABC: (80) 64,181
County 80 Cen. 65,004; E&P 86 Est. 68,808
City & RTZ-ABC: (80) 95,650
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,759; E&P 86 Est. 9,366
CZ-ABC: (80) 11,395
RTZ-ABC: (80) 21,162
County 80 Cen. 22,042; E&P 86 Est. 24,418
City & RTZ-ABC: (80) 32,557

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,662,800
Savings & Loan	4	$45,604,494

6 - PASSENGER AUTOS: County 38,815

7 - ELECTRIC METERS: County 18,602

8 - GAS METERS: 10,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Material 750; Atomic 3,060; Concrete 40; Gov't 1,870; Paper Making 2,600; Shoes 490; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Wkly. Wage $270).
Principal Pay Days-Thur., Sat.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1; last killing frost, May 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.
Neighborhood Shopping Centers-N. High St.; S. Paint St.; E. Main St.; Eastern Ave.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Ctr.(38)	NA	Big Bear, Glick Furn., Woolworth, Gray's
Zane Plz.(25)	NA	Elder-Beerman, Mont. Ward
Chillicothe Mall(18)	NA	Sears, Big Bear, Woolworth, JCPenney, Zale's
Western Ave. Plz.(5)	NA	Kroger, SupeRx
K mart Plz.(14)	NA	K mart, Kroger, SupeRx

Principal Shopping Days-Shopping Ctrs. Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Fri.; Food 7 days; Shpg. Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Elberfeld's; Sears; Elder-Beerman; Mack's.
Variety Stores-Woolworth 2.
Discount Stores-K mart; Harts.
Chain Drug Stores-Revco; Gray's; Rexall; Thrift Drug; SupeRx.
Chain Supermarkets-Big Bear 2; Kroger Superstores 2; Corner Mkt.; McCambridge; Foodtown; Super Duper; IGA Foodliner 2.
Other Chain Stores-Wurlitzer (music); Singer Co.; Goodyear; Firestone; Pic-Way; Montgomery Ward; Nationwise (automotive); Zale's Jewelry; Moore's (Building Supplies); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 15,331; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Scobey, Adv. Dir., GAZETTE, 50 W. Main St., Chillicothe, OH 45601; Tel. (614) 773-2111.
National Representative: Gannett Media Sales.

CINCINNATI

1 - LOCATION: Hamilton County (In Cincinnati, OH-KY-IN PMSA). E&P Map A-3. County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127. State Hwys. (OH) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (KY) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334; I-74, I-275, I-71, & I-75.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.
Freight Forwarding Companies-42.
Motor Freight Carriers-85.
Water-Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
Airlines-American; Delta; Piedmont; Wright; TWA; North Central; USAir; Republic; Comair; Pan Am; United.
Intercity Bus Lines-Queen City Metro; Transit Authority of Northern Kentucky; Greyhound; Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 385,457; E&P 86 Est. 357,631
CZ-ABC: (80) 1,058,049
RTZ-ABC: (80) 795,363
County 80 Cen. 873,136; E&P 86 Est. 872,238
PMSA 80 Cen. 1,401,403; E&P 86 Est. 1,425,379
City & RTZ-ABC: (80) 1,853,412

4 - HOUSEHOLDS:
Corp. City 80 Cen. 157,677; E&P 86 Est. 158,301
CZ-ABC: (80) 387,832
RTZ-ABC: (80) 264,949
County 80 Cen. 322,199; E&P 86 Est. 335,783
PMSA 80 Cen. 498,649; E&P 86 Est. 528,185
City & RTZ-ABC: (80) 652,781

5 - BANKS	NUMBER	DEPOSITS
Cml. & Savings		$7,295,592,000
Savings & Loan		$6,166,000,000

6 - PASSENGER AUTOS: County 555,007

7 - ELECTRIC METERS: Residence 497,704

8 - GAS METERS: Residence 366,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 144,600 ($441); Constr. 21,500 (NA); Trans. & Util. 31,100 ($477); Whol. Trade 39,200 ($365); Ret. Trade 109,300 ($165); Fin., Ins. & R.E. 34,200 ($230); Trans. Equip. 25,500 ($622); Mach. non-elect. 21,400 ($396); Food 12,900 ($378); Chem. 21,000 ($525); Fab. Metals 10,600 ($378); Printing & Pub. 12,100 ($430).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. An. Average 54. First frost, Sept. 28; last frost, May 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-61 blocks on 19 Sts. Bounded by Central Pkwy. on north, 3rd St. on south, Broadway on east and Plum St. on west.
Neighborhood Shopping Centers in Metropolitan Area: Avondale Town Center; Beechmont Mall; Beechmont; Bigg's Place; Brentwood Plaza; Cassinelli Square; Cherokee Center; Cherry Grove Plaza; Clermont; Colerain Hills; Crestview Hills Mall; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Evendale Shop-In; Expressway Plaza; Factory Outlet Mall; Florence Mall; Florence Mini-Mall; Forest Park Plaza; Gold Circle Mall; Greenhills; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Plaza; Latonia Plaza; The Market Place of Montgomery; Milford; Monfort-Heights; Montgomery Square; Newport Mall; Newport Plaza; Newport; Northbrook; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Promenade; St. Bernard Square; Seven Hills; Seymour Plaza; Shopper's Haven; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton; Tower Hill Plaza; Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

13 - RETAIL OUTLETS: Department Stores-Lazarus; L.S. Ayres; Sears; Elder-Beerman; McAlpin; JCPenney; Saks.
Discount Stores-Gold Circle; Meijer; Zayre; K mart; Van Leunen's; Value City; Service Mdse.; Swallen's; Bigg's; Big & Small Lots.
Variety Stores-Woolworth; J.J. Newberry; Ben Franklin.
Chain Drug Stores-Walgreens; SupeRx; Milo Drug Emporium; Drug Palace; Revco; Becker; Rite Aid.
Chain Supermarkets-Kroger's; IGA; Thriftway; Marsh; Stop-N-Go; United Dairy Farmers 63; Convenient 23; U-Tote-M.
Other Chain Stores-National Shirt Shops; Richman Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Firestone; Goodyear; Nobil Shoes; Sherwin-Williams; Levitz Furn.; Foxmoor Casuals; Thayer McNeil; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; Gallenkamp Shoes; Carriage Trade; Children's Palace; Waldenbooks; Family Tree; Jo-Ann Fabrics; The Limited; Hickory Farms of Ohio; B. Dalton; Benetton; Talbots; T.J. Maxx; Marshall's; Loehman's; Saks Fifth Ave.; Brooks Brothers; J. Riggins; Spare Change; Toys R Us; Talbots.

14 - NEWSPAPERS: ENQUIRER (m) 190,686; (S) 316,543; POST (e) 120,252; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Temmen, Mktg. Dir., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 721-2700.
National Representative: Gannett Media Sales.

CIRCLEVILLE

1 - LOCATION: Pickaway County (In Columbus MSA). E&P Map B-3. County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; CXS System.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,700; E&P 86 Est. 11,146
MSA 80 Cen. 1,243,810; E&P 86 Est. 1,308,150
County 80 Cen. 43,662; E&P 86 Est. 43,852

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 86 Est. 4,269
County 80 Cen. 14,156; E&P 86 Est. 14,821
MSA 80 Cen. 449,260; E&P 86 Est. 495,577

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$95,000,000
Commercial	6	$150,000,000

6 - PASSENGER AUTOS: County 26,361

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Containers 512; Feed 213; Elect. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes 500. (Av. Wkly. Wage $300).

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Centers-Lancaster Pike (Rt. 22E) 7 units; N. Court St. 6 units.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wacker(14)	2	Heck's, Lowes, Farm Fleet & Supply
North End(11)	1	Big Bear, Murphy's, Super Duper

Principal Shopping Days-Mon. to Sat.
Stores Open Evenings-Fri.; Shopping centers every evening to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Murphy Mart; Sundry Store.
Chain Drug Stores-Risch; SupeRx; Revco.
Chain Supermarkets-Kroger; Cardinal; Super Duper; Big Bear.
Other Chain Stores-Fisher Big Wheel; Heck's; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 8,994; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Thomas W. Rodenfels, Pub., HERALD, PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131.
National Representative: Landon Associates.

CLEVELAND

1 - LOCATION: Cuyahoga County. (Cleveland PMSA) E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway. 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Passenger Service-Amtrak Intercity Rail Service. Freight Only-Chessie System; Norfolk & Western; Conrail; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)
Intercity Bus Lines-Regional Transit Authority; Trailways, Greyhound & Lakefront from Painesville, Brecksville Rd. Transit; Cleve.-Astabula Bus Line; Cleve. Southeastern Trails; Maple Hts. Transit; N. Olmstead Municipal Line.
Motor Coach Routes-99.
Airlines-Air Canada; USAir; Midway; Comair; Continental; Midstate; American; Delta; Eastern; Northwest; Republic; TWA; United; Piedmont; Wright; Texas International; Ozark; People Express; Transamerica; Pan Am; Presidential; New York Air.

3 - POPULATION:
Corp. City 80 Cen. 573,822; E&P 86 Est. 516,468
CZ-ABC: (80) 1,498,400
RTZ-ABC: (80) 846,992
County 80 Cen. 1,498,295; E&P 86 Est. 1,474,869
PMSA 80 Cen. 1,898,720; E&P 86 Est. 1,892,280
City & RTZ-ABC: (80) 2,345,392
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 218,297; E&P 86 Est. 213,648
CZ-ABC: (80) 563,478
RTZ-ABC: (80) 277,147
County 80 Cen. 563,401; E&P 86 Est. 579,380
PMSA 80 Cen. 694,324; E&P 86 Est. 721,900
City & RTZ-ABC: (80) 840,625

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	27	N.A.

6 - PASSENGER AUTOS: County 940,877

7 - ELECTRIC METERS: Residence 609,000

8 - GAS METERS: Residence 576,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees, (Av. Wkly. Wage)-Agric., Forestry, Fishing 2,789 (N.A.); Mining 574 ($671); Constr. 23,282 ($509); Mfg. 171,620 ($516); Trans. & Util. 35,923 ($517); Whol. & Ret.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-56; Summer 62-80; Fall 42-59; Winter 20-36. First killing frost, Nov. 2; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beechwood Place	11	Saks Fifth Ave., Higbee
Broadview Pleasant Valley(41)	10	Fazio's, Pic-N-Pay, T.J. Maxx

Cedar Ctr.(93)	8	Stop & Shop
Eastgate(46)	13	Bi-Rite, May Co. Pic-N-Pay, Fazio's, Stop & Shop
Euclid Sq.(106)	11	Higbee, May Co., Fazio's
Great Lakes(92)	21	Higbee, May Co., Sears, JCPenney, Jos. Horne
Great Northern(80)	13	May Co., JCPenney, Sears, Finast, Forest City
Lake Shore & E. 222nd(100)	12	Fazio's, Bi-Rite, Pic-N-Pay
Parmatown(175)	9	Higbee, May Co., Fazio's, JCPenney
Randall Park Mall(142)	9	JCPenney, Higbee, Sears May Co., Pic-N-Pay
Richmond(88)	11	JCPenney, Sears, Woolworth's
Severance(75)	7	Higbee, Fazio's
Shaker Sq.(31)	5	Stouffer's
Shoregate(66)	15	Best, Cook's, Jot's, Feder's, Stop-N-Shop
Southgate(150)	11	May Co., Finast, Fazio's, Stop & Shop, K mart
Southland(100)	10	Sears, Fazio's, Stop & Shop
Warrensville/ Van Aken(55)	8	Fazio's
Westgate(82)	9	Higbee, Jax

Principal Shopping Days-Downtown in order of buying traffic: Thur., Sat. & Mon. Neighborhood Fri. & Sat.
Stores Open Evenings-Neighborhood centers-most stores every night until 9 p.m. Food stores 11 p.m. Mon. through Sat.; Sun. to 6 p.m.

13 - RETAIL OUTLETS: Department Stores-Higbee; Horne; May Co.; Sears; JCPenney; Saks Fifth Avenue.
Discount Stores-Value City; Cooks; Zayre; K mart; Forest City Material Co.; Gold Circle; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products; U.S. Merchandise; Builders Square; Diy Warehouse; Burlington's; D & K Stores; Marshall's.
Variety Stores-Woolworth; Kresge; Marc's; Cargo Express; Murphy's Mart.
Chain Drug Stores-Gray 59; Leader 11; Medic 22; Revco 25; Discount Drug Mart 20; Fox Drugs 8.
Chain Supermarkets-Pick-N-Pay 33; Fazio 26; Acme/Click 32; Sparkle 23; Heinen's 10; Finast 17; Carl's 5; Dave's 3; Eagle 27.
Voluntary Food Chains-Stop-N-Shop 23; Bi-Rite 22; Convenient Food Mart 86; Dairy Mart 112; 7-Eleven 15; SavMor 20.
Other Chain Stores-Women's: Lane Bryant, Winkleman's, Red Robin, Casual Corner, Petrie's, Kelly-Kitt, Lerner's, I.J. Fox, Fashion Bug Plus, Women's World, Loehman's; Men's: Richman Bros., Diamond's, Davidson's, Kuppenheimer, Gentry, Brooks Brothers, Joseph A. Banks; Shoes: Hanover, Flagg Bros., Nunn-Bush, Regal, Thom McAn, Hahn's, Cole, Florsheim, Chandler's, Kinney, Red Cross, Naturalizer, Nobil, Faflik, Pic-Way Shoe Mart, Gussini Shoes, Michael Stern, Golland, Red Wing, Revelations, Stride-Rite; Other: Goodrich, Firestone, Goodyear, Fanny Farmer, Jo-Ann Fabric, Minnesota Fabrics, Singer Co., Uniroyal, General Tire.

14 - NEWSPAPERS: PLAIN DEALER (m) 454,042; (m-sat) 428,986; (S) 549,580; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John C. Maloney, Gen. Adv. Mgr., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500.
National Representative: Newhouse Newspapers Metro Suburbia.

COLUMBUS

1 - LOCATION: Franklin County. (In Columbus MSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland; 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail; Chessie.
Motor Freight Carriers-119.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-American; TWA; USAir; Republic; Delta; United; People Express; Comair; Eastern; Commuter Express; Christman; Florida Express; Mid-State; Simmons; American Eagle; Fisher Bros.

3 - POPULATION:
Corp. City 80 Cen. 564,987; E&P 86 Est. 595,632
CZ-ABC: (80) 869,126
RTZ-ABC: (80) 530,288
County 80 Cen. 869,109; E&P 86 Est. 912,124
MSA 80 Cen. 1,243,810; E&P 86 Est. 1,308,150
City & RTZ-ABC: (80) 1,399,414
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 217,150; E&P 86 Est. 243,620
CZ-ABC: (80) 322,817
RTZ-ABC: (80) 179,922
County 80 Cen. 322,810; E&P 86 Est. 355,498
MSA 80 Cen. 449,260; E&P 86 Est. 495,577
City & RTZ-ABC: (80) 502,739

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	16	$8,881,380,000
Commercial	11	$26,839,073,000
	(statewide banking system)	

6 - PASSENGER AUTOS: County 594,736

7 - ELECTRIC METERS: Residence 383,500

8 - GAS METERS: Residence 280,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 105,700; Ret. 126,400; Whol. 34,700; Fin., Ins., R.E. 51,400; Servs. 150,000; Federal/State/Local Gov't 117,000; Trans. and Util. 26,200; Forestry & Fisheries N.A.; Mining N.A.; Contract Constr. 22,500.
Principal Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Av. Temp.-Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-54 blocks on 17 streets.
Neighborhood Shopping Centers-88 different locations throughout the ABC City Zone.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amos(17)	6	Sunshine Ctr.
Arlington Sq.(24)	7	G.D. Ritzy's
Astor Ctr.(13)	9	Hostess Thrift Shop, O.P. Gallo
Beechcroft Ctr.(16)	9	Serent Off. Sup.
Berwick Manor(11)	5	Dick Jump's Foods, Dane Drugs
Bethel Ctr.(39)	7	Revco, Ben's
Bethel-Sawmill Ctr.(9)	9	Oriental Exp., David's of S.F.
Bexley Ctr.(10)	5	Rite Aid, Travel Shop
Bexley Sq.(7)	4	Overbey's Emporium, Blind Monk
Big Bear Central Point(11)	2	Big Bear, Harts, Woolworth
Broadmoor Ctr.(8)	6	Domino's Pizza, Broad St. Florist
Broadway(15)	7	Super Duper, Gray Drug, TG&Y
Carnaby Mall(21)	8	Cardinal Foods, T.J. Maxx
Central Pt.(26)	2	JCPenney, Kroger, Gray Drug
Century City(21)	9	Big Bear, Harts, Schmidt's
Channingway Ctr.(11)	9	Stop 'n Go, Subway, Dirty Sally's
Columbus Sq.(49)	9	Big Bear, Cub Foods, Drug Emporium
Consumer Outlet(17)	5	Odd Lots, McDonald's
The Continent(55)	9	Houlihan's
Corporate Exch. Plz.(10)	10	Hegler's Office Supplies, Mark Pi's
Crossroads E.(15)	7	Linen Ctr., Lens Crafters
Crown Point(12)	8	Lombards, Streamers
Dublin Plz.(27)	12	Kroger, SupeRx
East Grove(10)	7	Grocery Whse., Pizza Hut
Eastgreen Ctr.(12)	9	Odd Lots, Nautilus East, Arby's
Eastland Ctr.(10)	7	Casa Gallardo, Bedroom 1
Eastland Mall(75)	7	Lazarus, JCPenney, Sears
Eastland Plz.(18)	7	Quinn Waterbeds
Eastland Sq.(29)	7	Big Bear, Rite Aid, Central Hdwe.
Flags Ctr.(19)	11	Wendy's, Westerville Travel
Fountain Sq.(14)	7	Buzzard's Nest Records
French Mkt.(39)	9	Hallmark, Overbey's Emporium
Glengary Plz.(16)	10	Dane Drugs
Golden Bear Ctr.(9)	7	Big Bear, Arby's
Graceland(64)	7	Big Bear, Drug Emporium, JCPenney
Granville Sq.(16)	9	Harts, Big Bear
Great Eastern(29)	7	Big Bear, Harts, Odd Lots
Great Southern(56)	5	Big Bear, Kroger, JCPenney, Gray Drug
Great Western(59)	5	Kroger, Drug Emporium
Greentree Ctr.(9)	7	Kroger, SupeRx
Grove City Plz.(13)	7	Kroger, SupeRx, Readmor
Hamilton & Refugee(8)	7	Kroger, K mart, Drug World
Hayden Run Plz.(7)	9	Red Hotz, Record Collection
Hunter's Ridge Mall(18)	8	K mart, K mart, Odd Lots, Kash-n-Karry
Karl Plz.(17)	9	Service Mdse., Ben's Gateway
Kenny Ctr.(41)	7	RFS Outlet, Pier 1 Imports
Kingsdale(50)	5	Lazarus, Madison's, The Union
Lane Ave.(46)	4	Casual Corner, Woodhouse Lynch
Lincoln Village Plz.(29)	6	Big Bear, Harts
Main-Hamilton Ctr.(8)	7	Tony Calzoni's, Ohio Tuxedo
Market at the Lane(38)	4	The Pine Factory, Peasant on the Lane
McNaughten Ctr.(13)	9	Honey Baked Hams, Hair Crafters
Morse Ctr.(34)	7	Big Bear, Marshall's, Bests
Mt. Vernon Plz.(16)	1	Marble Gang Restaurant, BancOhio
New Market Mall(46)	11	The Workbench, Cargo Express
Northern Lights(60)	6	Big Bear, Kroger, Drug World
Northland Mall(85)	7	JCPenney, Lazarus, Sears
Northtowne Malle(9)	7	Children's Palace, Hechinger
Northwest Ctr.(23)	7	Lazarus, Gray Drug, Big Bear
Northwest Sq.(19)	11	Big Bear, Anchor Hocking
Ohio Ctr. Mall(59)	1	Max & Erma's, Schmidt's
Olde Sawmill Sq.(20)	12	Kroger, SupeRx
Olentangy Plz.(50)	8	K mart, Marshall's, Central Hdwe.
Olentangy Valley Ctr.(20)	12	Vrables Phcy.
Patio Shops(17)	7	Computerland, Colortyme
Raintree Ctr.(17)	9	Kroger, Drug World
Refugee Road(9)	8	Super Duper, TG&Y
Reynoldsburg Ctr.(15)	10	Kroger, Super Duper, TG&Y
Royal Plz.(16)	7	Super Duper, Rexall
Shapter Ctr.(9)	9	Sister's, Spa Lady

Columbus, Ohio's Leading Afternoon Newspaper Is Now Its Leading Morning Newspaper

As of January 1, 1986, The Columbus Dispatch became a morning newspaper delivered everyday and Sunday into a marketplace of more than one million consumers.

Get your share of this flourishing $15 billion* market by including the growing Dispatch in your advertising schedule.

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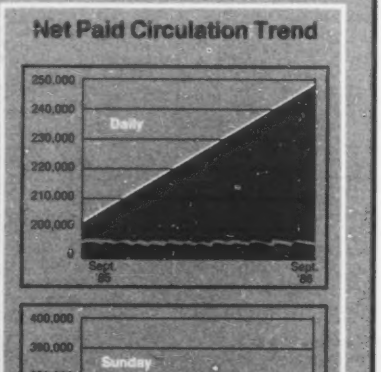

The Columbus Dispatch
Morning & Sunday
Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

*Effective Buying Income - © 1986 Sales Management Inc.

Sharon Woods(10)	9	Renzetti's, Sharon Woods Phcy.
Southland Mall(23)	5	Gold Circle, Kash-N-Karry
Sunbury Plz.(12)	12	Kroger, Kids Kloset
Thurber Vlg.(13)	2	Big Bear, Revco
Town & Country(62)	5	Lazarus, JCPenney, Big Bear
Tremont Ctr.(20)	5	Tremont Phcy.
Tri Vlg. Plz.(9)	3	Rite Aid, PIP Printing
Univ. City(21)	5	Kroger, Gray Drug, BancOhio
Village Sq.(19)	12	Revco, Radio Shack
Westerville Mall(32)	11	Gold Circle, Kash-n-Karry
Westerville Plz.(27)	11	Kroger, Nationwise Auto Parts
Westerville(16)	11	Kiddie Korner, Roush Hdwe.
Westerville Sq.(23)	11	Lazarus, Super Duper, TG&Y
Westland Mall(84)	6	Lazarus, JCPenney, Sears
Woodward Park(12)	7	The Apothecary
Worthington Sq.(53)	11	Kroger, Madison's, Rite Aid
Wyandotte Ctr.(20)	7	Teddy Bareskins, Place Setting
York Plz.(12)	8	Fiesta Hair Fashions

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Sundays-Most in major shopping areas.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-F&R Lazarus 11; JCPenney 13; Schottenstein's 2; Madisons 7.
Discount Stores-Gold Circle 6; Harts 9; K mart 14; Service Merchandise 3.
Variety Stores-Woolworth 7; TG&Y 5.
Chain Drug Stores-Drug Emporium 4; Gray Drug 22; SuperRx 18; Rite Aid 18; Revco 20; Mediplex 7; Lynn 6; Dane 10; Neil Pharmacy 5; Crosby's 5; Drug World 7.
Chain Supermarkets-Lawson's 40; Big Bear 32; United Dairy Farmer 46; Kroger 37; Convenient 19; Super Duper 20; Stop N Go 14; Cardinal 5; Kash-n-Karry 7; Food World 3; Gateway 2; Cub 2.
Other Chain Stores-Firestone 15; Goodyear 11; Gallenkamp 4; Thom McAn 5; Bakers 4; The Limited 7; Casual Corner 5; Diamonds Men Shops 3; Eagle Clothes 2.

14 - NEWSPAPERS: DISPATCH (m) 238,325; (S) 371,530; Mar. 31, 1986 ABC.
NOTE: The Columbus Citizen-Journal (m) ceased publication on Dec. 31, 1985. The Columbus Dispatch converted from evening to morning publication on Jan. 1, 1986.
Local Contact for Advertising and Merchandising Data: Leonard A. Zarie, Natl. Adv. Mgr., DISPATCH, 34 S. Third St., Columbus, OH 43215; Tel. (614) 461-5000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CONNEAUT

1 - LOCATION: Ashtabula County. E&P Map C-1. On Lake Erie Shore; Railroad dividing point; iron ore & coal port; diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large surrounding farm area. On Hwys. 20, 7; near Conn. Freeway.

2 - TRANSPORTATION: Railroads-Main div. point, N&W; Conrail; B&LE main lines.
Motor Freight Carriers-All mainline firms operating between Cleveland-Buffalo.
Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 13,835; E&P 86 Est. 12,785
NDM-ABC: (80) 104,215
County 80 Cen. 104,215; E&P 86 Est. 103,539
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,062; E&P 86 Est. 4,763
NDM-ABC: (80) 35,825
County 80 Cen. 35,825; E&P 86 Est. 37,222

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$183,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 59,843

7 - ELECTRIC METERS: Residence 5,920

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Plastics & Rubber Mfg.; Docks; Wood Prods.; R.R.

Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on 4 sts.; Gateway Shpg. Plz.; Conneaut Shopping Plz. Harbor Area; East Conneaut.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Rite Aid; Fisher Big Wheel; Western Auto; K mart; Cooper's, Kinney's; Revco; Sarah Schenck.
Chain Supermarkets-Golden Dawn; Fazio; Mr. G.

14 - NEWSPAPERS: NEWS-HERALD (e) 4,607; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Neil Belcher, Adv. Mgr., NEWS-HERALD, Broad St.; PO Box 150, Conneaut, OH 44030; Tel. (216) 593-1166.
National Representative: Landon Associates.

COSHOCTON

1 - LOCATION: Coshocton County. E&P Map C-2. County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36; State Hwys. 16, 271 and 83.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight only).
Motor Freight Carriers-6.
Intercity Bus Lines-Pittsburgh & Weirton.

3 - POPULATION:
Corp. City 80 Cen. 13,405; E&P 86 Est. 12,922
CZ-ABC: (80) 15,415
RTZ-ABC: (80) 42,467
County 80 Cen. 36,024; E&P 86 Est. 36,995
City & RTZ-ABC: (80) 57,882
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411; E&P 86 Est. 5,363
County 80 Cen. 13,064; E&P 86 Est. 13,997
CZ-ABC: (80) 6,149
RTZ-ABC: (80) 14,347
City & RTZ-ABC: (80) 20,496

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$78,060,807
Savings & Loan	2	$7,726,689

6 - PASSENGER AUTOS: County 20,868

7 - ELECTRIC METERS: Residence 11,849

8 - GAS METERS: Residence 6,742

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Elect. 95; Stainless Steel 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22; last killing frost, May 24.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on two streets plus downtown shopping plaza.
Neighborhood Shopping Centers-Five.
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtowner Plaza	NA	G.C. Murphy, Radio Shack, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Thur. afternoon.
Stores Open Evenings-All Stores-Fri.; Food-Fri., Sat.; Some Mon.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; JCPenney; Montgomery Ward; Newberry.
Discount Stores-Big Wheel; Murphy's Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Riverside IGA; Buehlers.
Other Chain Stores-Tru Valu Hardware; Gallenkamp; Coshocton Hat; Sears; Lawson; Convenience Food.

14 - NEWSPAPERS: TRIBUNE (e) 7,550; (S) 8,028; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Reedy, Adv. Mgr., TRIBUNE, 115 N. 6th St., Coshocton, OH 43812; Tel. (614) 622-1122.
National Representative: Thomson Newspapers.

DAYTON

1 - LOCATION: Montgomery County. (In Dayton-Springfield MSA). E&P Map A-3. County Seat. Industrial, research, & wholesale center. On Miami River. Interstate Hwys. 70, 75, 675; U.S. Hwys. 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444, 725, 741.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System; Detroit-Toledo-Ironton.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Regional Transit Authority; Trailways.
Airlines-TWA; United; Delta; USAir; Comair; Piedmont; Midstates; American; Northwest Orient; Britt; Commuter Express; Jet Stream; Christman.

3 - POPULATION:
Corp. City 80 Cen. 193,536; E&P 86 Est. 180,331
CZ-ABC: (80) 443,945
RTZ-ABC: (80) 498,226
County 80 Cen. 571,697; E&P 86 Est. 565,174
MSA 80 Cen. 942,083; E&P 86 Est. 954,342
City & RTZ-ABC: (80) 942,171
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 84,213; E&P 86 Est. 75,169
CZ-ABC: (80) 168,491
RTZ-ABC: (80) 168,524
County 80 Cen. 211,857; E&P 86 Est. 218,465
MSA 80 Cen. 340,279; E&P 86 Est. 355,482
City & RTZ-ABC: (80) 337,015

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 381,728

7 - ELECTRIC METERS: County 213,648

8 - GAS METERS: County 159,392

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 31,800 ($553); Trans. Equip. 21,700 ($656); Durable Goods 75,800 ($535); Printing & Pub. 8,500 ($425); Rubber & Plastics 8,200 ($625); Nondurable Goods 28,900 ($490); Total Mfg. 104,700 ($522); Trans. & Util. 15,200 (N.A.); Whol. Trade 20,100 ($384); Ret. Trade 75,700 ($156); Fin., Ins. & R.E. 100,700 (N.A.); Servs. 100,700 (N.A.); Gov't 70,600 (N.A.); Total Non-Mfg. 316,000 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Av. frost-free period, Apr. 19-Oct. 26.

11 - TAP WATER: City-alkaline, soft; County-alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main Street downtown (110); Arcade-Enclosed Mall (40).
Neighborhood Shopping Centers-Airway Center 32; Alex-Bell Plaza 20; Beaver Valley Mall Center 31; Breitenstrater Square 17; Broadmoor Plaza 13; Centerville Place 24; Country Square 21; Corners at the Mall 24; Eastown 27; Fairmont Plaza 18; Forest Park Plaza 59; Hills & Dales; Huber Heights 33; Indian Ripple 19; Kettering 20; Manan Meadows 12; Miamisburg 26; Miracle Lane 18; North Plaza 14; Northtown 25; Oak Creek Plaza 29; Ole Spanish Village 42; Page Manor 12; Salem Plaza 11; Salem K mart 10; Skyway Plaza 23; Spin Kemp 10; Van Buren 28; Westown 23; Washington Square 43; Waynetown Plaza 31; Woodlane 21; Xenia Towne Square 28; Park Hills 33; Pikes Kettering 20.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Point Ctr. (41)	8	Marshall's
Dayton Mall(143)	11	Lazarus, JCPenney, Sears
Northwest Plz.(44)	6	Elder-Beerman, Kroger
Salem Mall(108)	8	Lazarus, Sears, JCPenney
Town & Country(62)	6	JCPenney, Kroger,
South Town Centre(49)	11	Elder-Beerman,K mart, Children's World

Principal Shopping Days-Wed. through Sun. Most stores open evenings and Sunday.

13 - RETAIL OUTLETS: Department Stores-Lazarus 4; Elder-Beerman 9; JCPenney 4; Sears 3.
Variety Stores-Woolworth 3; Kresge; McCrory's 3; Ben Franklin.
Discount Stores-K mart 10; Gold Circle 3; Hills 3; Murphy Mart 2; Kroger Sav-on 4; Zayre.
Chain Drug Stores-Revco 16; Gray Drug 17; Rite Aid 17; Medicine Shoppe 3; Fidelity Prescriptions 9; Hook's 5; Drug Mart 4.
Chain Supermarkets-Kroger 23; Fulmers 7; IGA 21; Eavey's 3; Stump's 8; Freedom Foods 4; Kash 'N' Karry 5; Metro 6.
Other Chain Stores-Major Clothing Stores: Walker's, Donenfeld's; Shoes: Thom McAn, Florsheim, Gallenkamp, Baker's, Fitzharris, Nobil, Butler's Shoe Market, Kinney, Red Cross, Pic-Way, Regal, El-Bee, Hanover, Roderer, Red Wing; Automotive: FAS Auto Works, Standard Auto Parts, Nationwise, Main Auto Parts, Genuine Auto Parts, Goodyear, Firestone; Paints-Lumber: Sherwin-Williams, Warehouse Paints, Wickes, 84 Lumber, Wolohan, Sutherland Lumber, Durrel Paints, PK Lumber, Carter, Furrows, Builders Square; Clothing: Richman Bros., Paul Harris, Lerner, L.S. Ayres, Lane Bryant, Margo's, National Shirts, Brooks, Casual Corner, Tall Fashions, Harry's Men Shop, Maternity Modes, Frederick's of Hollywood, County-Seat, Chess King, T.J. Maxx, Bottom Half, Designer Depot, Marshalls; Jewelry: Robinson's, Jaccard's, Mayor's, Leroy Diamonds; Fabrics: Jo-Ann Fabrics, Hancock Fabrics; Other: Radio Shack, Merle Norman, Montgomery Ward, Arden, Best Products, Children's Palace, Dollar General, Family Dollar.

14 - NEWSPAPERS: JOURNAL-HERALD (m) 104,657; NEWS (e) 113,661; (S) 226,980; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dick Reardon, Display Adv. Mgr., NEWS and JOURNAL-HERALD, PO Box 1287, Dayton, OH 45401; Tel. (513) 225-2089.
National Representative: Sawyer-Ferguson-Walker.

DEFIANCE

1 - LOCATION: Defiance County. E&P Map A-2. County Seat. Industrial and dairy products ctr., 45 mi. NE Ft. Wayne; 60 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-Chessie Systems- Norfolk Southern.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,810; E&P 86 Est. 15,828
County 80 Cen. 39,987; E&P 86 Est. 38,789
CZ-ABC: (80) 16,810
RTZ-ABC: (80) 75,081
City & RTZ-ABC: (80) 91,891

4 - HOUSEHOLDS:
City 80 Cen. 5,839; E&P 86 Est. 5,799
County 80 Cen. 13,306; E&P 86 Est. 13,508
CZ-ABC: (80) 5,839
RTZ-ABC: (80) 24,919
City & RTZ-ABC: (80) 30,758

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$366,417,106
Commercial	3	$200,000,000

6 - PASSENGER AUTOS: County 24,902

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: Residence 4,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary & Fab. Metals 7,300; Food Prods. 735; Misc. Mfg. 2,510; Non Mfg. 1,870.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 37; Summer 70; Fall 49; Winter 26.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Clinton St.; Northwest Mall on North Clinton St.; 2 Blocks on 2nd St.
Neighborhood Shopping Centers-Baltimore Rd.; Clinton & High; Plz. Ctr., E. Second St.; Hopkins & Douglas, N. Clinton at bypass.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Family(12)	NA	Kroger, TG&Y
Northtown Mall(15)	NA	Murphy's, Rinks
Sun Rise Plz.(5)	NA	Lane Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Charles; Sherman's Men's Wear; Elder Beerman.
Variety Stores-Stop 'N Shop.
Discount Stores-Cooks; TG&Y; Ames.
Chain Drug Stores-Revco; Cooks; Lane's; Medicine Shoppe.
Chain Supermarkets-Kroger; Chief 2; Sterling.
Other Chain Stores-Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery Ward; Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; Jo-Ann Fabrics; Dollar General; Shoes: Family Owned Stores; Daoust Drugs; Leever Glass; Restaurants: McDonald's;

Rax's; Taco Bell; Wendy's; Frisch's; Barnes Family; Black Lantern; Bud's Hamburger Shop; Corner Kitchen; Dairy Queen; Friendly Ice Cream Shop; Kentucky Fried Chicken; Maag's; Domino's Pizza; The Fort; Frankie's Little Caesar's Pizza; Pizza Hut; The Pizza Co.; Kissner, Barley Pop Shoppe; Villa Shoes; Sycamore; Claires Boutique; Royal Optical; Natl. Record Mart; Maurices; Kinney Shoes; Gateway Books; House of Cards; El-Bee Shoes; Sox Plus; Keidman's Jewelery; General Nutrition.

14 - NEWSPAPERS: CRESCENT-NEWS (e) 16,730; sworn Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Alvin J. Geitgey, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.
National Representative: Landon Associates.

DELAWARE

1 - LOCATION: Delaware County (In Columbus MSA). E&P Map B-2. County Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,780; E&P 86 Est. 19,871
County 80 Cen. 53,840; E&P 86 Est. 57,637
MSA 80 Cen. 1,243,810; E&P 86 Est. 1,308,150

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,310; E&P 86 Est. 6,982
County 80 Cen. 17,624; E&P 86 Est. 19,997
MSA 80 Cen. 449,260; E&P 86 Est. 495,577

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$165,000,000
Savings & Loan	5	$65,000,000

6 - PASSENGER AUTOS: County 36,910

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Truck Bodies; Mach.; Stoves; Heat Control Units; Com. Air Conditioning; Chemical Prods.; Adhesives; Bricks; Iron Castings; Mach. Screws; Pumps; Valves; Cranes; Caskets; Paint; Buses.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65. Alkaline, medium hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Georgetowne(15)	NA	Ben Franklin, Buehlers
Delaware Ctr.(10)	NA	Kroger, SupeRx
Troy Rd.	NA	IGA
Delaware Sq.(20)	NA	Fisher's Big Wheel, Revco, Fashion Bug

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Harts; JCPenney; Fisher's Big Wheel.
Variety Store-Ben Franklin.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Buehlers; U.S. Store.

14 - NEWSPAPERS: GAZETTE (e) 8,222; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dierdre Warden, Adv. Mgr., GAZETTE, 18 E. William St., Delaware, OH 43015; Tel. (614) 363-1161.
National Representative: Landon Associates.

DELPHOS

1 - LOCATION: Allen & Van Wert Counties. E&P Map A-2 (In Lima MSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal, 14 mi. NW of Lima.

2 - TRANSPORTATION: Railroads-Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,314; E&P 86 Est. 6,877
Counties 80 Cen. 142,699; E&P 86 Est. 140,247
Allen 80 Cen. 112,241; E&P 86 Est. 109,605
Van Wert 80 Cen. 30,458; E&P 86 Est. 30,642
MSA 80 Cen. 154,795; E&P 86 Est. 153,058

4 - HOUSEHOLDS:
City 80 Cen. 2,498; E&P 86 Est. 2,368
Counties 80 Cen. 49,107; E&P 86 Est. 51,234
Allen 80 Cen. 38,168; E&P 86 Est. 39,681
Van Wert 80 Cen. 10,939; E&P 86 Est. 11,553
MSA 80 Cen. 53,700; E&P 86 Est. 55,190

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$132,969,000
Savings & Loan	2	$58,038,904

6 - PASSENGER AUTOS: Counties: Allen 68,531; Van Wert 19,563

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Trailers; Galvanized Roofing & Siding; Soybean Prods.; Axle Mfg.; Egg Proc.; Mach. Tools; Filling Station Equip.; Crushed Stone; Screw Mach. Parts; Insulation Prods.; Sheet Metal Stamping; Pickle Processor; Brake Press Dies; Automotive Frames; TV Towers; Grain Hauling Bodies; Pizza Mfg. Co.; Commercial Printing Plant; Military Vehicle Mfg.; Plastic Mfg; Cml. Uniform & Cleaning Towel Co.; Egg Proc. Plant.

10 - CLIMATE: Min. Temp.-Spring 30; Summer 74; Fall 53; Winter -10.

11 - TAP WATER: Alkaline, hard. Soft water available for manufacturers; 2,350 Meters; not fluoridated.

12 - RETAILING: Principal Shopping Days-Thur.; Fri.; Sat.

13 - RETAIL OUTLETS: Variety Stores-Val Discount.
Chain Drug Stores-Gray Drugs; Rexall Family Independent Phcy.; Delphos Sundry Store.
Chain Supermarkets-IGA; Red & White 2; Meyer's IGA 2; Chief 9.

14 - NEWSPAPERS: HERALD (e) 4,025; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Adv. Mgr., HERALD, 405 N. Main St., Delphos, OH 45833; Tel. (419) 692-5050.
National Representative: Landon Associates.

DENNISON
See UHRICHSVILLE

DOVER-NEW PHILADELPHIA

1 - LOCATION: Tuscarawas County. E&P Map C-2. Situated on U.S. Hwys. 21, 250; State 8, 39, 211; I-77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio (both freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,409; E&P 86 Est. 29,079
Dover 80 Cen. 11,526; E&P 86 Est. 11,344
New Philadelphia 80 Cen. 16,883; E&P 86 Est. 17,735
CZ-ABC: (80) 39,205
RTZ-ABC: (80) 55,523
County 80 Cen. 84,614; E&P 86 Est. 88,153
City & RTZ-ABC: (80) 94,728
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,191; E&P 86 Est. 11,751
Dover 80 Cen. 4,448; E&P 86 Est. 4,425
New Philadelphia 80 Cen. 6,743; E&P 86 Est. 7,326
CZ-ABC: (80) 14,783
RTZ-ABC: (80) 18,882
County 80 Cen. 30,485; E&P 86 Est. 33,172
City & RTZ-ABC: (80) 33,665

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$277,989,000

6 - PASSENGER AUTOS: County 52,898

7 - ELECTRIC METERS: Residence 28,683

8 - GAS METERS: Residence 9,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric./Forestry 168 ($186); Mining 1,450 ($477); Constr. 1,023 ($357); Mfg. 8,406 ($398); Wood Prods. 581 ($371); Stone/Clay 1,053 ($356); Primary Metal 601 ($503); Fab. Metal 1,238 ($514); Mach. 1,146 ($481); Paper 279 ($356); Printing 339 ($225); Chem. 512 ($530); Rubber/Plastic 1,779 ($317); Trans./Util. 1,101 ($390); Whol./Ret. 6,591 ($206); Fin./Ins./R.E. 759 ($283); Servs. 4,285 ($217); State/Local Gov't 3,472 ($298).
Principal Pay Days-Tues., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17; last killing frost, May 3.

11 - TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.).

12 - RETAILING: Principal Shopping Center-(Dover)-3 blocks on Third St.; 4 on N. Tuscarawas Ave.; 4 on N. Wooster Ave.; (New Phila.)-2 blocks each way on 4 streets.
Neighborhood Shopping Centers-Dover-Boulevard, 2 blocks; Miracle Lane; 18 unit Plaza; New Phila.-W. High & 7th; E. High & 9th; S. Bway. & Commerce; La Costa Mall; Goshen Dairy Mini Mall; K mart Plaza; Dover Village Plaza.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plaza(27)	NA	JCPenney
Village Square(6)	NA	Peoples Drug, Hecks
Monroe Mall(30)	NA	Radio Shack, Schwartz-Klines

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. (Dover); Thur. & Fri. (New Phila.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Daniel's; Sutton & Lightner; Sears; Schwartz-Kline's.
Discount Stores-Hart's Family Store; S. E. Nichol's; Conley's; Rink's Bargain City; K mart; Big & Small Lots.
Variety Stores-Dollar General; Hecks; Nichols; Radio Shack; Hobby Center; Fisher's Big Wheel.
Chain Drug Stores-Peoples Drug; Nichol's; Gray's; Hart's; Marlowe's 3; K mart; Discount Drug Mart.
Chain Supermarkets-Buehler's; Fazio; Hart's; Teters IGA; Market Basket; Gordon's Fine Foods; Bag-N-Save.
Other Chain Stores-Endicott Johnson; Lawson Milk; House of Stones; Quik Shop; Harry's Outlet; Roberts Men's Stores; Moore's Center; Quality Farm & Fleet; Ziegler Tire; Dean and Barry; Sherwin-Williams; Carter-Lumber-Plumbing; Bobbi Gee; Klars Athletic Supply; Quick Chek; Recordland; Nationwide Auto Parts; Guila Music Studio; Arts Jewelers.

14 - NEWSPAPERS: TIMES-REPORTER (e) 29,390; (S) 28,177; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Stien, Natl. Adv. Mgr., TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia, OH 44663; Tel. (216) 364-5577.
National Representative: Branham/Newspaper Sales.

EAST LIVERPOOL

1 - LOCATION: Columbiana County. E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, PA) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30; State Hwys. 7, 11, 39, 139; Bridges to Chester and Newell, W. VA.

2 - TRANSPORTATION: Railroads-Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers-16 (4 with local terminals).
Intercity Bus Lines-Interstate; Greyhound; All American.
Airlines-Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

3 - POPULATION:
Corp. City 80 Cen. 16,687; E&P 86 Est. 14,273
CZ-ABC. (80) 40,112
RTZ-ABC: (80) 67,321
County 80 Cen. 113,572; E&P 86 Est. 113,342
City & RTZ-ABC: (80) 107,433

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,323; E&P 86 Est. 5,787
CZ-ABC: (80) 14,756
RTZ-ABC: (80) 22,715
County 80 Cen. 39,996; E&P 86 Est. 41,716
City & RTZ-ABC: (80) 37,471

5 - BANKS	NUMBER	DEPOSITS
Commercial	N.A.	$93,615,334
Savings & Loan	N.A.	$116,563,378

6 - PASSENGER AUTOS: County 64,515

7 - ELECTRIC METERS: Residence 16,[illegible]7

8 - GAS METERS: Residence 9,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dinnerware & Ceramic Prods. 4,400 ($151); Steel & Fab. 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days-Steel Mon., Tues., Wed.; Brick Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on 5th and 6th Sts.; 2 on Broadway; 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Plaza(10)	3	Hills, Foodland
Skyview Plaza(12)	3	K mart, Giant Eagle, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Ogilvie; JCPenney; Sears (catalog).
Variety Stores-McCrory's.
Discount Stores-Thrifty-City; K mart; Hills.
Chain Drug Stores-Thrift; Lane; Gray Drug 3.
Chain Supermarkets-Valu King; IGA; Foodland 2; Convenient Food Mart; Giant Eagle 2.
Other Chain Stores-Goodyear; Sherwin-Williams; Radio Shack; Bobbie Gee; Dollar General; Fashion Factory; Nation Wise; Stop-N-Go; Lawsons; Fagan Lumber; Jo Ann Fabrics; Pic Way.

14 - NEWSPAPERS: REVIEW (e) 13,074; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Nancy A. Andrews, Adv. Mgr., REVIEW, 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.
National Representative: Thomson Newspapers.

ELYRIA

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-2. County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy. 20; the Ohio Tpke.; State Hwys. 10, 57, 58, 76, 113, 301, 254; I-90, I-480.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Amtrak; Chessie Systems.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-Most Airlines at Cleveland (14 mi.).

3 - POPULATION:
Corp. City 80 Cen. 57,504; E&P 86 Est. 57,688
NDM-ABC: (80) 138,131
County/PMSA 80 Cen. 274,909; E&P 86 Est. 273,286
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,600; E&P 86 Est. 21,789
NDM-ABC: (80) 44,979
County/PMSA 80 Cen. 90,819; E&P 86 Est. 94,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$612,093,000
Savings & Loan	6	$172,500,000

6 - PASSENGER AUTOS: County 171,329

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence 22,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Accessories 3,500 ($500); Plastics 433 ($390); Screw Mach. Prods. 1,037 ($375); Foundry 365 ($300); Furnace Mfg. 200 ($350); Spring Mfg. 394 ($350); Chem. 385 ($375).
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave.; 3 Blocks on S. Abbe Rd.; 3 Blocks on N. Abbe Rd.
Neighborhood Shopping Areas-All of Cleveland St.; 8 blocks on Lake Ave.; 1 on East Bridge.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheffield(15)	4	May Co., Cook's-Edwards, Higbee, Sears, JCPenney
Midway Mall(60)	2	Higbee, Pic 'N Pay
Westgate	14	Fishers
Oakwood Plaza	6	Edwards
Ridgeview(22)	1	Fishers
Wgate(Lorain)(18)	8	Woolworth, Kroger
Shoreway(28)	8	JCPenney, Sears, Pic 'N Pay, May Co.
Great Northern	12	

Elyria Plaza(15) NA
Northgate(9) 2 Zayre, Revco

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.
Stores Open Sundays-Sears; JCPenney; Higbee; May Co.; Discount; Dairy; Drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The May Co.; Hill's; Higbees; K mart 2.
Discount Stores-Elyria City Discount; Zayre; J & B. Discount Drug Mart; Gold Circle; Cook's.
Variety Store-Woolworth.
Chain Drug Stores-Hess & Hess; Revco 3; Gray's 2.
Chain Supermarkets-Fisher-Fazio 6; Kroger 2; Spartile; IGA; Foodliner; Convenient Food Mart 20.
Other Chain Stores-Lawson Dairy 12; Bakeries: Omar; Hough 2; Sally Ann Bakery; Jewelry: Hart's, Rose Jewelers; Barricini Candy; Paints: Lowe Bros., Sherwin-Williams 2; Pittsburgh; Singer Co.; Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Uniroyal; Red Robin; Richman Bros.; Paul Harris Stores; Park Lane Hosiery; Ted Jacobs; Tweed Shop; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Faflik Regal, Boulevard Juvenile; Leather Goods & Gifts: Memory Lane; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor; Schwede's; Ohio Edison; GE; Appliance Village; Florist: Carek's; Botaman; Puffers; Automobiles: J.R. Dail; Spitzer; Abraham; Stang; Prout; Morris; Dry Cleaners: Allen's, Flash, Jack Knight; Men's Furn.: Powers & Dawley; Sam Klein.

14 - NEWSPAPERS: CHRONICLE-TELEGRAM (e) 34,726; (S) 34,825; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Weaver, Adv. Dir., CHRONICLE-TELEGRAM, 225 East Ave., PO Box 4010, Elyria, OH 44036; Tel. (216) 329-7000.
National Representative: Branham/Newspaper Sales.

FAIRBORN

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia, on U.S. Hwy. I675; U.S. Hwy. I70; SR 444, 235.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 29,702; E&P 86 Est. 28,345
MSA 80 Cen. 942,083; E&P 86 Est. 940,150
County 80 Cen. 129,769; E&P 86 Est. 134,071
NDM-ABC: (80) 44,438
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,050; E&P 86 Est. 11,042
County 80 Cen. 43,078; E&P 86 Est. 46,008
MSA 80 Cen. 340,279; E&P 86 Est. 353,750
NDM-ABC: (80) 15,956

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$283,000,000
Savings & Loan	3	$221,000,000

6 - PASSENGER AUTOS: County 85,997

7 - ELECTRIC METERS: Residence 10,918

8 - GAS METERS: Residence 10,325

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 290 ($220); Air Force Base 34,000 (WP AFB); University Educ. (Wright State Univ.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown: 6 blocks on Main, 6 blocks on Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Hills Ctr.(4)	8	Kash-n-Karry, Rite Aid, Odd Lots
Fairborn Plz.(18)	2	Gray Drugs, Fulmers
Skyway Plz.(13)	5	Hook's, McCrory, Eaveys, Elder Beerman
Five Points(7)	NA	Kroger, K mart, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food-every night.
Stores Open Sunday-Grocery, drug, discount, major retail.

13 - RETAIL OUTLETS: Variety Stores-Foy's; McCrory; Woolworth; Handyman K mart; Elder Beerman.
Chain Drug Stores-Gray's; Revco; Rite Aid; Hooks; PK Lumber.
Chain Supermarkets-Kroger; Fulmer; Eaveys; Kash-n-Karry.

14 - NEWSPAPERS: HERALD (e-mon to fri) 6,727; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Janet Knotts, Adv. Dir., HERALD, One Herald Sq., Fairborn, OH 45324; Tel. (513) 878-3993.
National Representatives: Landon Associates; U.S. Suburban Press.

FINDLAY

1 - LOCATION: Hancock County, E&P Map B-2, County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. I-75, 30, 68, 224; State Hwys. 12, 568, 15, 37. 33 mi. NE of Lima; 45 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Amtrak; Norfolk & Western.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 35,594; E&P 86 Est. 35,160
CZ-ABC: (80) 35,594
RTZ-ABC: (80) 87,283
County 80 Cen. 64,581; E&P 86 Est. 66,305
City & RTZ-ABC: (80) 122,877
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,466; E&P 86 Est. 13,800
CZ-ABC: (80) 13,466
RTZ-ABC: (80) 28,120
County 80 Cen. 23,058; E&P 86 Est. 24,693
City & RTZ-ABC: (80) 41,586

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$299,266,027
Savings & Loan	4	$232,390,574

6 - PASSENGER AUTOS: County 43,163

7 - ELECTRIC METERS: Residence 17,674

8 - GAS METERS: Residence 15,270

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Tires 1,400 ($280); Gas & Oil 2,130 (N.A.); Integrated Circuits 1,100 ($335); Photographic Proc. 190 (N.A.); Plastics 160 ($321); Plastic Tile 217 ($260); Appliances 1,500 ($325); Can Mfg. 385 ($394); Plastic Fab. 280 ($352); Farm Drainage & Excavating Equip. 130 ($300); Rubber-Plastic Appliances 150 ($235).
Principal Pay Days-Fri.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. First killing frost, Nov. 1; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluondated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St., Ft. Findlay Village (26 Stores); Market Square; Carriage House Sq.; Northview Plz.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Ft. Findlay Village-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Elder-Beerman; Sears; Montgomery Ward; Meijer Sq.
Discount Stores-Pic-Way Shoe Mart; El Bee Shoes; Payless Shoe Source; Hill's; K mart; W.D. Discount; Big Lots.
Chain Drug Stores-Gray; Lane's 3; Revco.
Chain Supermarkets-Foodtown 2; Great Scot 3; Sur-Sav; Kroger.
Farm Supply-Quality Farm & Fleet; Mastersons.

14 - NEWSPAPERS: COURIER (m) 25,461; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Mgr., COURIER, 701 W. Sandusky, PO Box 609, Findlay, OH 45839-0609; Tel. (419) 422-5151.
National Representative: Landon Associates.

FOSTORIA

1 - LOCATION: Seneca, Hancock, and Wood Counties (In Toledo MSA). E&P Map B-2. NW of center of state.

2 - TRANSPORTATION: Railroads-C&O; N&W; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 15,743; E&P 86 Est. 15,169
Counties 80 Cen. 233,854; E&P 86 Est. 237,436
Seneca 80 Cen. 61,901; E&P 86 Est. 61,315
Hancock 80 Cen. 64,581; E&P 86 Est. 66,305
Wood 80 Cen. 107,372; E&P 86 Est. 109,816
MSA 80 Cen. 616,864; E&P 86 Est. 616,961

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,775; E&P 86 Est. 5,693
Counties 80 Cen. 79,353; E&P 86 Est. 84,164
Seneca 80 Cen. 20,818; E&P 86 Est. 21,547
Hancock 80 Cen. 23,058; E&P 86 Est. 24,693
Wood 80 Cen. 35,477; E&P 86 Est. 37,924
MSA 80 Cen. 220,252; E&P 86 Est. 229,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$176,391,000
Credit Union	1	$16,472,345

6 - PASSENGER AUTOS: Counties: Hancock 43,163; Wood 64,980; Seneca 36,322.

7 - ELECTRIC METERS: Residence 8,314

8 - GAS METERS: Residence 5,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carbon 400; Foundry; Steel Wire 300; Grain Milling 350; Meat Packers 98; R.R. Signals 25; Rubber Prods.; Mach. Tools 300; Elevators, Steel Fab. 35; Mach. Shops; Aluminum Fab. 24; Grain Proc. 47; Fertilizer 71; Crankshafts 950; Local Lighting & Infrared Fixt. 300; Soybean Oil 51; Cement Blocks 500; Printing 158; Jet Blades 400; Refrigeration 300; Automotive 1,000.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shpg. area, 8 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fostoria Plz.(12)	NA	Lane Drug, K mart, Fisher's Big Wheel
K mart Ctr.	NA	NA

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Dept., Mon., Fri.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores-Hills; JCPenney; Macy's; Sears; K mart.
Variety Stores-Dollar General; Rite Aid.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Lane.
Chain Supermarkets-Kroger; Nye's; Great Scott; Seaway Food Town; IGA; White Front.
Other Chain Stores-Sherwin-Williams.

14 - NEWSPAPERS: REVIEW-TIMES (e) 7,451; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Mary Anne Nopper, Adv. Dir., REVIEW-TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419) 435-6641.
National Representative: Landon Associates.

FREMONT

1 - LOCATION: Sandusky County, E&P Map B-2, County Seat. NW part of state, 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-20.

3 - POPULATION:
Corp. City 80 Cen. 17,834; E&P 86 Est. 16,684
CZ-ABC: (80) 22,440
RTZ-ABC: (80) 37,531
City & RTZ-ABC: (80) 59,971
County 80 Cen. 63,267; E&P 86 Est. 62,120

4 - HOUSEHOLDS:
City 80 Cen. 6,559; E&P 86 Est. 6,210
CZ-ABC: (80) 8,060
RTZ-ABC: (80) 12,212
City & RTZ-ABC: (80) 20,272
County 80 Cen. 21,553; E&P 86 Est. 21,958

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$315,918,000
Savings & Loan	4	$75,493,605

6 - PASSENGER AUTOS: County 38,490

7 - ELECTRIC METERS: Residence 21,105

8 - GAS METERS: Residence 14,060

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners. (Av. Wkly. Wage)-Total 28,100 ($328); Agric. 486 ($145); Constr. 654 ($434); Mfg. 8,687 ($527); Trans. 543 ($578); Whol. 496 ($361); Ret. 2,994 ($159); Fin. 586 ($232); Servs. 3,315 ($231); Gov't 2,506 ($287).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-58; Summer 59-83; Fall 42-62; Winter 21-37. Av. an. rainfall 38. Frost-free period, May 10-Oct. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shopping Areas-4 blocks on W. State St., Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fremont Plaza(12)	3	Gray Drugs, Murphy Mart
Potter Village(35)	3	Foodtown, Heck's, Great Scot, Fisher's Big Wheel

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most stores-Fri.; Food (chain) and shopping centers-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-Associated 'Buyers; Heck's; Fisher's Big Wheel; Murphy Mart; Big Lots.
Chain Drug Stores-Revco; Gray's 2; Lane's.
Chain Supermarkets-Shop Rite (Spartan); Kroger; Great Scot 2; Seaway Foodtown.
Other Chain Stores-Fashion Shop; Firestone; Cato (ladies' clothing); 7-Eleven; Lawson's Milk; Osterman Jewelers; Picway Shoes; Radio Shack; Super America.

14 - NEWSPAPERS: NEWS-MESSENGER (e) 13,612; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Penny Kohlenberg, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.
National Representative: Gannett Media Sales.

GALION

1 - LOCATION: Crawford County, E&P Map B-2. 80 mi. SW of Cleveland; 60 mi. N of Columbus. On OH Rtes. 309, 61.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-3.
Intercity Bus Lines-Galion-Mansfield Transit; Greyhound.
Airlines-USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,391; E&P 86 Est. 11,920
County 80 Cen. 50,075; E&P 86 Est. 49,867

4 - HOUSEHOLDS:
City 80 Cen. 4,852; E&P 86 Est. 4,941
County 80 Cen. 18,167; E&P 85 Est. 18,875

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$51,430,000
Savings & Loan	2	$40,132,000

6 - PASSENGER AUTOS: County 29,645

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Environmental Control Equip. 465 ($190); Telephonics 2,300 ($192); Road Mach. 745 ($193); Metallic Vaults 210 ($170); Custom Tool 330 ($167); Printing 275 ($148); Hydraulic Components 120 ($140); Custom Uniforms 95 ($136); Annual Payroll $63,000,000
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20; last killing frost, Feb. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 3 sts. (Harding Way).
Neighborhood Shopping Centers-Galion; Murphy's Mart Shpg. Ctr.; West Shpg. Ctr.
Principal Shopping Days-Mon., Thur., Sat.
Stores Close-Small stores Wed. P.M.
Stores Open Evenings-All Stores Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Art Nicholls; Bill's TV; Card; K mart; Poland True Value Hdwe.; Galion Sentry Hdwe.
Variety Store-Dean's.
Discount Store-Murphy's Mart.
Chain Drug Stores-Quay; SupeRx; H-K; Gray.
Chain Supermarkets-Geyer's; Charlie's; Neff Bros.; Galion Food Whse.

14 - NEWSPAPERS: INQUIRER (e) 5,475; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Richard E. Gonnella, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.
National Representative: Landon Associates.

GALLIPOLIS

1 - LOCATION: Gallia County, E&P Map B-4. County Seat. On Ohio River; midway between Cincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State 7, 141, 160, 218.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,576; E&P 86 Est. 4,234
County 80 Cen. 30,098; E&P 86 Est. 30,953

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,067; E&P 86 Est. 1,620
County 80 Cen. 10,278; E&P 86 Est. 10,911

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$176,359,187
Savings & Loan	2	$22,637,454

6 - PASSENGER AUTOS: County 16,609

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 3,710

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electric Prods. 300; Furn. 24; Packing 55; Truck Farming 75; Medical Ctr. 1,000.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Second Ave.; State St.; Third Ave.; Court St., Silver Bridge Plz.; K mart; Murphy's Mart.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Most on Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Gallipolis; Knight's; Cox's; Dollar General.
Variety Stores-Murphy's Mart 2.
Discount Stores-Small/Big Lots; K mart.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-Kroger; Foodland 2; Pic 'N Pac.
Other Chain Stores-Sears (catalog); Montgomery Ward; JCPenney (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 6,291; TIMES-SENTINEL (S) 13,147; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Thomas E. Skinner, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.
National Representative: Branham/Newspaper Sales.

GREENFIELD

1 - LOCATION: Highland County, E&P Map B-3. 70 mi. E of Cincinnati; 55 mi. SW of Columbus; 70 mi. SE of Dayton. On State Hwys. 70, 41 & 28.

2 - TRANSPORTATION: Motor Freight Carriers-Commercial; Hillsboro Trans.

3 - POPULATION:
Corp. City 80 Cen. 5,150; E&P 86 Est. 5,125
County 80 Cen. 33,477; E&P 86 Est. 34,637

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. 1,771
County 80 Cen. N.A.; E&P 86 Est. 12,888

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$26,956,465
Savings & Loan	3	$11,221,063

6 - PASSENGER AUTOS: County 19,701

7 - ELECTRIC METERS: Residence 2,574

8 - GAS METERS: Residence 2,160

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Shoe Mfg. 675; Meat Proc. 297; Show Cases 225; Stone 165; Mortuary Supplies 63; Small Tools 30; Printing; Plastics 210; Iron Castings 35.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-80; Winter -5-55. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Jefferson St.; 4 on Washington St.; 1 on N. 4th St.; 1 on S. 4th St.
Neighborhood Shopping Centers-Bainbridge (8 mi.); Leesburg (11 mi.); Frankfort (14 mi.).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.
Stores Open Sundays-Food; Drug.

13 - RETAIL OUTLETS: Department Stores-United; Sears.
Discount Stores-Wholesale Supply; Mason's; Bays; Sundry.
Chain Drug Stores-Rexall 3.
Chain Food Supermarkets-Kroger; Uhl Bros.; IGA 2; Bob's Super Value 2.
Other Chain Stores-Western Auto; Moore's; Dairy Queen.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,517; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Jack Schluep, Pub., TIMES, 345 Jefferson St., Greenfield, OH 45123; Tel. (513) 981-2141.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 49 & 127.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio.
Airlines-Dayton International Airport, 25 mi.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 12,999; E&P 86 Est. 12,269
CZ-ABC: (80) 12,999
RTZ-ABC: (80) 46,005
County 80 Cen. 55,096; E&P 86 Est. 54,084
City & RTZ-ABC: (80) 59,004
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,009; E&P 86 Est. 4,893
CZ-ABC: (80) 5,009
RTZ-ABC: (80) 15,345
County 80 Cen. 18,864; E&P 86 Est. 19,333
City & RTZ-ABC: (80) 20,354

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$178,816,000
Savings & Loan	4	$1,374,188,000

6 - PASSENGER AUTOS: County 33,225

7 - ELECTRIC METERS: City 5,906

8 - GAS METERS: City 4,582

9 - PRINCIPAL INDUSTRIES: Industry, (No. of Wage Earners)-Oil Filters (1,200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Prods. (125); Plastics (100); Chem. (125).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-covers ten blocks.
Neighborhood Shopping Centers-Harts; Murphy's Mart; K mart (8). Buckeye Sq. Mall-10 stores. Open eves. until 9 and Sundays.
Nearby Shopping Centers-Salem Mall (Dayton)-Rike's, Sears.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri. Food and Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harts; Uhlman's.
Discount Stores-Murphy's Mart; Harts; K mart.
Chain Drug Stores-Revco; SupeRx; Bonfiglio's; Medicine Shoppe; Hooks.
Chain Supermarkets-Kroger; Eikenberry 2; Marsh Foodliner; Troutwine.
Other Chain Stores-Sears; Fashion Barn; Endicott-Johnson Shoes; Firestone; Jo-Ann Fabrics; Nationwise Auto; Quality Farm Fleet; Holthouse Furniture.

14 - NEWSPAPERS: ADVOCATE (e) 9,167; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William Overholtzer, Pub. or Randy Duncan, Adv. Mgr., ADVOCATE, W. Main & Sycamore; PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.
National Representative: Thomson Newspapers.

HAMILTON

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA) E&P Map A-3, County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy 127; State 4, 129, 177, 138.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-All major lines.

3 - POPULATION:
Corp. City 80 Cen. 63,189; E&P 86 Est. 58,760
CZ-ABC: (80) 116,976
RTZ-ABC: (80) 98,340
County/PMSA 80 Cen. 258,787; E&P 86 Est. 270,594
City & RTZ-ABC: (80) 215,316
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,793; E&P 86 Est. 23,290
CZ-ABC: (80) 41,803
RTZ-ABC: (80) 29,507
County/PMSA 80 Cen. 88,130; E&P 86 Est. 96,299
City & RTZ-ABC: (80) 71,310

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$461,922,000
Commercial	4	$354,200,000

6 - PASSENGER AUTOS: County 167,329

7 - ELECTRIC METERS: Residence 23,771

8 - GAS METERS: Residence 23,497

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Mfg. 4,800; Auto Bodies 2,500; Mach. 2,000; Sales 1,700; Steel 610.
Principal Pay Days-1st & 2nd, Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Downtown area about 16 sq. blocks.
Neighborhood Shopping Centers-Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St.; Hamilton Plaza; Town & Country; Hamilton West; Fair Plaza; Hicks Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fair Plaza(12)	NA	Meijer Square, Marsh Mkt.
Hamilton Plaza(19)	NA	Durham, U Save, Odd Lots
Hamilton West(15)	NA	SupeRx, K mart
Town & Country (18)	NA	Woolworth, Marsh
Hicks Manor(15)	NA	Marsh, SupeRx
Tri-County(60)	NA	Sears, Shillitos
Northgate(47)	NA	Sears, McAlpins

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Supermarkets Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman; Sears; JCPenney.
Discount Stores-K mart; Meijer Square; Van Leunen's.
Variety Stores-Woolworth; McCrory's; Odd Lots.
Chain Drug Stores-Revco 3; SupeRx 2; Walgreen's 2.
Chain Supermarkets-Kroger 4; Marsh Foodliners 4; IGA 2.
Other Chain Stores-Shoes: Gallenkamp; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner's, Fashion Bug, Fashion Discovery; Misc.: National, Singer Co., Spiegel (catalog).

14 - NEWSPAPERS: JOURNAL-NEWS (e) 28,392; (S) 29,167; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Corbus, Adv. Dir., JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.
National Representative: Landon Associates.

IRONTON

1 - LOCATION: Lawrence County (In Huntington-Ashland, WV-KY-OH MSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, WV; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 243 and 217.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-American; Eastern; Piedmont; USAir; Lake Central.

3 - POPULATION:
Corp. City 80 Cen. 14,290; E&P 86 Est. 12,982
CZ-ABC: (80) 17,245
RTZ-ABC: (80) 67,717
County 80 Cen. 63,849; E&P 86 Est. 64,429
MSA 80 Cen. 336,410; E&P 86 Est. 336,300
City & RTZ-ABC: (80) 84,962

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,658; E&P 86 Est. 5,366
CZ-ABC: (80) 6,655
RTZ-ABC: (80) 22,485
County 80 Cen. 22,041; E&P 86 Est. 23,234
MSA 80 Cen. 119,007; E&P 86 Est. 124,068
City & RTZ-ABC: (80) 29,140

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,353,000
Savings & Loan	4	$72,113,289

6 - PASSENGER AUTOS: County 36,295

7 - ELECTRIC METERS: Residence 18,198

8 - GAS METERS: Residence 11,476

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($198); Trans. & Util. 763 ($270); Whol. 299 ($202); Ret. 2,228 (N.A.).
Principal Pay Days-15th, 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

12 - RETAILING: Principal Shopping Centers: 5 blocks on 3rd St.; 3 on 2nd St.; 2 on Ctr. & 1 on Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(17)	6	Krogers
Ashland Plz.(25)	4	Hills, Radio Shack, K mart
K mart Plz.	NA	K mart
Wheelersburg Mall(7)	15	Rink's, Krogers
Greenup Mall(15)	4	G.C. Murphy, K mart
Huntington Mall(23)	23	Sears, JCPenney, Lazarus

Principal Shopping Days-Mon., Fri, Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri.; Food: Ind.-8 on Sat., Chain-Daily to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Store-S.S. Kresge.
Discount Store-Dollar Store.
Chain Drug Stores-Revco; Staley's 2.
Chain Supermarkets-Kroger: Foodland; Little Giant; Key; Tradewell; Gateway.
Other Chain Stores-Artwil (Women's); Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,781; (S) 9,297; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Rattenburg, Adv. Mgr., TRIBUNE, PO Box 666, Ironton, OH 45638; Tel. (614) 532-1441.
National Representative: Landon Associates.

KENT-RAVENNA

1 - LOCATION: Portage County (In Akron PMSA). E&P Map C-2, Ravenna: 18 mi. E of Akron; 34 mi. SE of Cleveland; on State Hwys. 59, 14, 43, 44. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

2 - TRANSPORTATION: Railroads-Ravenna and Kent-Conrail; Conrail; Chessie System; Kent-Norfolk & Western.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. Cities 80 Cen. 38,151; E&P 86 Est. 36,522
Kent 80 Cen. 26,164; E&P 86 Est. 24,560
Ravenna 80 Cen. 11,987; E&P 86 Est. 11,962
CZ-ABC: (80) 53,104
RTZ-ABC: (80) 85,813
County 80 Cen. 135,856; E&P 86 Est. 140,732
PMSA 80 Cen. 660,328; E&P 86 Est. 657,742
City & RTZ-ABC: (80) 138,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 13,147; E&P 86 Est. 12,892
Kent 80 Cen. 8,655; E&P 86 Est. 8,299
Ravenna 80 Cen. 4,492; E&P 86 Est. 4,593
CZ-ABC: (80) 18,587
RTZ-ABC: (80) 26,652
County 80 Cen. 44,214; E&P 86 Est. 47,243
PMSA 80 Cen. 274,001; E&P 86 Est. 241,969
City & RTZ-ABC: (80) 45,239

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$350,207,512
Savings & Loan	4	$137,420,312

6 - PASSENGER AUTOS: County 84,916

7 - ELECTRIC METERS: Residence Ravenna 5,650; Kent 9,650

8 - GAS METERS: Residence Ravenna 7,383; Kent 8,889

9 - PRINCIPAL INDUSTRIES: Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Whse.; Steel Fab.; Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Ravenna: 6 blocks on Main St.; 3 on Chestnut; 2 on Meridian; 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.
Neighborhood Shopping Centers-Kent State Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brimfield Plz.(10)	NA	Sparke Mkt.
University Plz.(26)	NA	Acme
Stow-Kent Plz.(28)	3	Stambaugh
Streetsboro Plz.(22)	8	Big Wheel

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Nightly at shopping centers.

13 - RETAIL OUTLETS: Department Stores-Wright's; Kertscher's; O'Neil's.
Discount Stores-Click; Murphy's; Big Wheel; TG&Y; Gold Circle; K mart.
Chain Drug Stores-Revco 3; Gray.
Chain Supermarkets-Acme 3; Giant Eagle 4; Sparkle 4; IGA; Country Counter.
Other Chain Stores-Heinen's.

14 - NEWSPAPERS: RECORD-COURIER (e) 23,821; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ray Drotor, Adv. Dir., RECORD-COURIER, 126 N. Chestnut St., Ravenna, OH 44240; Tel. (216) 296-9657.
National Representative: Landon Associates.

KENTON

1 - LOCATION: Hardin County. E&P Map B-2. County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68; State Hwys. 31, 53, 67.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,605; E&P 86 Est. 8,329
County 80 Cen. 32,719; E&P 86 Est. 32,191

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,306; E&P 86 Est. 3,323
County 80 Cen. 11,131; E&P 86 Est. 11,467

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$156,000,000
Savings	1	$27,816,000
Savings & Loan	2	$24,208,689

6 - PASSENGER AUTOS: County 17,375

7 - ELECTRIC METERS: Residence 3,042

8 - GAS METERS: Residence 2,860

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 205; Gasoline Truck Tanks & Chassis 100; Truck & Trailer Axles 750; Plastic 200; Automotive Switches 400; Signs 75; Ornamental Iron 30; Dies & Molds 40; Fertilizer 20; Metal Forgings 200; Paper Cup 200; Flagpoles 20; Castings 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-69; Summer 56-79; Fall 34-54; Winter 12-35.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenton	9	Uhlmans, TG&Y, K mart, Kroger, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri.; Daily Shpg. Ctr.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; TG&Y; K mart.
Variety Stores-Barr; Odd Lots.
Discount Stores-Odd Lots.
Chain Drug Stores-Rexall; SupeRx; Lane Drug.
Chain Supermarkets-Kroger; Super Valu; Sack-N-Save; IGA.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Dean & Berry; Hallmark; Coast-to-Coast Hardware; Radio Shack.

14 - NEWSPAPERS: KENTON TIMES (e) 7,601; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Jeff Barnes, Bus. Mgr., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.
National Representative: Landon Associates.

LAKE COUNTY

1 - LOCATION: Lake County (In Cleveland PMSA). E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90 and State Hwys. 6, 84, 91, 283, 640, 306, and 271.

2 - TRANSPORTATION: Railroads-Conrail; Nickel Plate.
Intercity Bus Lines-Lake Front Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 61,394; E&P 86 Est. 64,728
Willoughby 80 Cen. 19,329; E&P 86 Est. 19,612
Mentor 80 Cen. 42,065; E&P 86 Est. 45,116
NDM-ABC. (80) 212,801
County 80 Cen. 212,801; E&P 86 Est. 222,179
PMSA 80 Cen. 1,898,720; E&P 86 Est. 1,892,280

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,082; E&P 86 Est. 23,032
Willoughby 80 Cen. 7,434; E&P 86 Est. 7,861
Mentor 80 Cen. 13,648; E&P 86 Est. 15,171
NDM-ABC. (80) 72,064
County 80 Cen. 72,064; E&P 86 Est. 78,479
PMSA 80 Cen. 694,324; E&P 86 Est. 721,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 157,612

7 - ELECTRIC METERS: County 82,000

8 - GAS METERS: County 44,304

9 - PRINCIPAL INDUSTRIES: Rubber Prods.; Cranes; Dies and Gauges; Chemicals; Heavy Mach.; Precision Tools; Electronic; Quartz Prods.; Wire Cloth; Key Cutting Mach.; Textiles; Nurseries.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 34-104; Fall 4-86; Winter -19-80. First killing frost, Nov. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Lakes Mall(100)	NA	May Co., Sears, Hornes, JCPenney
Mentor(20)	NA	Higbee, Zayre, Radio Shack
New Market(40)	NA	Carlisles, Revco
Painesville(32)	NA	Finast, Gray's
Richmond Mall(81)	NA	Sears, JCPenney
Euclid Square Mall(80)	NA	Higbee, May Co., Revco
Willo Plaza(32)	NA	Pic-N-Pay, Gray Drugs
Shoregate(67)	NA	Sears, Cooks, Best Prods., Pick-N-Pay

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; JCPenney; May Co.; Carlisles; Higbee; Joseph Horne.
Discount Stores-Zayre; Cooks; K mart; Gold Circle; Forest City; Hecks.
Chain Drug Stores-Revco; Gray's; Medic 3; Discount Drug Mart; Bernie Shulman; Jote's.
Chain Supermarkets-Pick-N-Pay 5; Fazio 5; Finast 2; Heinens 3; Bi-Rite 2; Stop N Shop 3; Valu-King 2; Holtzheimers.

14 - NEWSPAPERS: NEWS-HERALD (e) 45,716; (S) 53,784; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard T. Stenger, Mktg. Dir., NEWS-HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
National Representative: Branham/Newspaper Sales.

LANCASTER

1 - LOCATION: Fairfield County (In Columbus MSA). E&P Map B-3. County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 34,953; E&P 86 Est. 33,369
CZ-ABC. (80) 34,953
RTZ-ABC. (80) 69,502
County 80 Cen. 93,678; E&P 86 Est. 98,674
MSA 80 Cen. 1,243,810; E&P 86 Est. 1,308,150
City & RTZ-ABC. (80) 104,455

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,345; E&P 86 Est. 13,203
CZ-ABC. (80) 13,345
RTZ-ABC. (80) 22,047
County 80 Cen. 31,776; E&P 86 Est. 35,034
MSA 80 Cen. 397,027; E&P 86 Est. 495,577
City & RTZ-ABC. (80) 35,392

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$186,405,000
Savings & Loan	5	$167,000,000

6 - PASSENGER AUTOS: County 61,812

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 12,352

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Mfg. 4,792 ($175); Non Elect. Mach. 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equip. 1,150 (N.A.); Food Proc. 285 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Main St.; 3 on Columbus St.; 3 on Broad St.; Several Shopping Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Main(4)	NA	SupeRx, Kroger
Hocking Valley Mall(13)	NA	K mart, Kroger
Harts(2)	NA	Big Bear, Harts
Center Point(2)	NA	King's, Anchor Hocking
Town & Country (10)	NA	
Memorial Drive Plaza(25)	NA	JCPenney, Big Bear, Sears, Woolworth

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-K mart; Woolworth.
Discount Stores-Lancaster Sales; Harts; Value City; Heck's; Odd Lots.
Chain Drug Stores-Gray's; SupeRx; Heritage Walgreens; Rexall 2.
Chain Supermarkets-Big Bear 2; Lancaster; Kroger 2; Bay's R&W 2.
Other Chain Stores-Moore's; Lowes; Quality Fleet; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 3; Convenient Food Market 2.

14 - NEWSPAPERS: EAGLE-GAZETTE (e) 17,243; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark D. Fortune, Adv. Mgr., EAGLE-GAZETTE, 138 W. Chestnut St.; PO Box 848, Lancaster, OH 43130; Tel. (614) 654-1321.
National Representative: Thomson Newspapers.

LIMA

1 - LOCATION: Allen County (In Lima MSA). E&P Map A-2. County Seat. Between Toledo and Dayton, 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 309; I-75; State Hwys. 117, 65, 81.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk Southern (freight); Conrail (freight); Detroit, Toledo & Ironton (freight); Baltimore & Ohio (freight); Spencerville & Elgin (freight).
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,381; E&P 86 Est. 42,094
CZ-ABC. (80) 81,344
RTZ-ABC. (80) 226,412
County 80 Cen. 112,241; E&P 86 Est. 109,605
MSA 80 Cen. 154,795; E&P 86 Est. 153,058
City & RTZ-ABC. (80) 307,756

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,050; E&P 86 Est. 16,503
CZ-ABC. (80) 29,169
RTZ-ABC. (80) 75,410
County 80 Cen. 39,168; E&P 86 Est. 39,681
MSA 80 Cen. 53,700; E&P 86 Est. 55,190
City & RTZ-ABC. (80) 104,579

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$915,176,000
Savings & Loan	4	$416,357,850

6 - PASSENGER AUTOS: County 68,531

7 - ELECTRIC METERS: County 46,000

8 - GAS METERS: County 28,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 16,885 ($535); Trans. & Util. 2,225 ($470); Whol., Ret. Trade 12,065 ($217); Constr. 2,290 ($493).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-1 block on 6 sts., Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers-Cole & North; Main & Kibby.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
American Mall(32)	NA	Odd Lots, Value City
K mart Plaza(8)	NA	K mart, Lane Drug, Warehouse Paint
Lima Mall(68)	NA	JCPenney, Woolworth, Sears, Elder Beerman, Lazarus
Northland Plz.(43)	NA	Odd Lots, Ray's, Kash & Karry, Dollar General
Eastgate(19)	NA	Cooks, Ray's

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon. through Sat.
Stores Open Sundays-Mall Stores and K mart Plaza.

13 - RETAIL OUTLETS: Department Stores-Elder Beerman; K mart; JCPenney; Sears; Lazarus; Value City; Cooks; Hills.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Revco; Lanes; Rite Aid.
Chain Supermarkets-Shawnee; Family Pride; IGA; Clyde Evans 5; Kash & Karry; Ray's 3; County Market; Pantry Pride 2.
Discount Stores-Odd Lots 2; Value City; Cooks 2; Lima Bargain Ctr.; K mart 2.
Other Chain Stores-Abrahams; Richman Bros.; Payless Shoes; Radio Shack; Zales; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Hickory Farms; Jo-Ann Fabrics; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn; Waldenbooks; Sills Shoes; Piece Goods; Carpetland U.S.A.; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; Nationwise Auto; Service Merchandise; The Gap; Jean Nicole; Foxmoor; Brooks; Petries; Lerners; The Bottom Half; National Records; Stretch & Sew; Petland; Hair Happening; Naturalizer Shoes; Buster Brown Shoes; Fashion Bug Plus; The Jean Scene; National Health & Nutrition; K & K Toys; Waterbeds II; Gibson Auto; Chic; Deb Shop; D.O.C. Optical; 84 Lumber; Carter Lumber; Firestone; Classic Stereo; Wolohan Lumber; Spencer Gifts; Cherry Valley Furniture; Lane Bryant; Regal Optical; Furrows Lumber; Moore's Building Supplies; Curtis Mathes TV; Rex TV; Anderson's Tireman; Fiesta Beauty; Waterbed Room; Systems 60; Little World; Video Biz; Sounds Easy; Poley's Big & Tall; Lazy Boy Showcase Shoppe; Musicland; Fashion Barn; Clothes Hanger; Royal Optical; Mattress Mart; Sycamore; Circus World; Finish Line; Footlocker; Rave Clothes; Card Cage; House of Cards.

14 - NEWSPAPERS: NEWS (e) 40,227; (S) 49,554; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LISBON

1 - LOCATION: Columbiana County. E&P Map C-2. County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Village 80 Cen. 3,159; E&P 86 Est. 2,833
County 80 Cen. 113,572; E&P 86 Est. 113,342
Demographic information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Village 80 Cen. 1,197; E&P 86 Est. 1,120
County 80 Cen. 39,996; E&P 86 Est. 41,716

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$28,000,000
Savings & Loan	2	$2,700,000

6 - PASSENGER AUTOS: County 64,515

7 - ELECTRIC METERS: Residence 1,350

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Bronze & Aluminum Foundry; Office Supplies & Equip. & Medical Serv. Equip.; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop; Bridge Constr.; Fab.; Electric Hoists; Buffing Wheels for Belt Sanders; Bldg. Materials & Concrete & Feeds; Goss Community Printing; Coal Mining.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbiana Plz.(7)	NA	Ben Franklin
Columbiana Mall	NA	
St. Clair Plz.(10)	15	Hill's Dept. Store, Bobbi Gee Fashion
Thrifty City Plz.(6)	NA	T.C. Annex
Eastgate Plz.	NA	
Salem Plz.(10)	12	Penneyfare Mkt.
Solon Shpg. Ctr.	NA	Pick-N-Pay
Southeast Plz.(8)	NA	Franklin

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-The Mart.
Variety Stores-Laurette's; Wickett Shoppe; Miller's; Bye & Bye Hardware.
Chain Drug Stores-Morgan's/McKesson.
Chain Supermarkets-Value King; Hillyer's; IGA.
Other Chain Stores-Lawsons; True Value.

14 - NEWSPAPERS: MORNING JOURNAL (m) 16,573; (S) 16,590; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Rhonda Geer, Natl. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44332; Tel. (216) 424-9541.
National Representative: Landon Associates.

LOGAN

1 - LOCATION: Hocking County, E&P Map B-3, County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93, 664.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,557; E&P 86 Est. 6,323
County 80 Cen. 24,304; E&P 86 Est. 25,295
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,615; E&P 86 Est. 2,476
County 80 Cen. 8,591; E&P 86 Est. 9,297

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$63,264,000
Savings & Loan	1	$75,700,000

6 - PASSENGER AUTOS: County 13,981

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 4,541

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Tires 600; Carborundum 92; Metalbestos 126; Mfg. 170; Clay Prods. 214; Oil Drilling 200; Constr. 103; Appliances 197; Metal Prods. 100.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept.; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St., 5 on Hunter.

Neighborhood Shopping Centers-West Hunter St. & E. Front St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Elberfeld's; JCPenney.
Discount Stores-Leon's; LS Department Store; Super Dollar.
Variety Stores-Murphy's; Logan's.
Chain Drug Stores-Risch 7; Rexall; Revco.
Chain Supermarkets-Super Thrift; Kroger; Super Duper; Fox East 2.
Other Chains Stores-Sears; Stop-N-Go; Open Pantry; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 6,108; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Dan Rodenfels, Gen. Mgr., NEWS, 72 E. Main; PO Box 758, Logan, OH 43138; Tel. (614) 385-2107.
National Representative: American Newspaper Representatives.

LONDON

1 - LOCATION: Madison County (In Columbus MSA). E&P Map B-3, County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

3 - POPULATION:
Corp. City 80 Cen. 6,958; E&P 86 Est. 7,126
County 80 Cen. 33,004; E&P 86 Est. 35,416
MSA 80 Cen. 1,243,810; E&P 86 Est. 1,308,150

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,631; E&P 86 Est. 2,831
County 80 Cen. 10,661; E&P 86 Est. 11,983
MSA 80 Cen. 449,260; E&P 86 Est. 495,577

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 19,704

7 - ELECTRIC METERS: Residence 3,485

8 - GAS METERS: Residence 2,336

9 - PRINCIPAL INDUSTRIES: Agriculture; Steel Wool Prods.; Ohio Criminal Identification Bureau; Printing; Truck Rebuilding; Plastics; Grain Elevators; Lumber; Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage-Unskilled $3.35/$5.65; Semi-skilled $5.00/$6.50; Skilled $6.00/$10.90; Av. Wkly. Wages-Madison Co. Mfg. $347; Whol.-Ret. $218; Fin.-Ins.-R.E. $269; Servs. (police, fire, janitorial) $268.

10 - CLIMATE: Av. An. Temp. 51.7; Mean Max. Temp. 61.5; Mean Min. Temp. 41.8; First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: 650,000 to 700,000 gallons daily; Capacity 1 1/2 million gallons; Soft (140 mg. per litre). Natural fluoridation and added fluoridation total 1 mg. per litre

12 - RETAILING: Stores Open Fri. & Sat. to 8:30 or 9.

13 - RETAIL OUTLETS: Variety-Woods Shoe Store; Dwyers Hdwe.; Farm Bureau; TV Stores 3; Auto Firms 4; Cable Communications; Watermelon Patch; Calico Basket; Blue Goose; Carolina Fabrics; Days Drugs; London Rexall Phcy.; Outlet Store; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts; Mabe's; Paperback Exchange; Sims Tires; Johnson Florist; Branwell Video; Cottage House; Tim's Carpet; Precision Trans.; London Florist; Crown Hdwe.; London Elect. Supply.

Discount Stores-Bare Bones; K mart; Traders Mart.
Chain Drug Stores-SupeRx; Rexall; Revco.
Chain Supermarkets-Kroger; Cardinal; Super Duper.
Other Chain Stores-Lawsons; Barnhart Firestone; Quality Farm & Fleet; NAPA; Rax; Majestic Paint; Corvair Auto Parts; Convenient Food Store; Kar Gard; Network Video; Video Barn; Pizza Hut.
Independent Food-Carters; Davis Market.

14 - NEWSPAPERS: MADISON PRESS (e-mon to fri) 6,417; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
National Representative: Landon Associates.

LORAIN

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry. Northcentral part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6 and State Hwy 57, 58, I-90,I-480, 254, 301, 611, 2 and Exit 8 on Ohio Turnpike.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal; Amtrak.
Water Transport-Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil, Export steel on foreign freighters.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-22 mi. to Cleveland Hopkins Airport; Most airlines scheduled; Lorain County Regional Airport.

3 - POPULATION:
Corp. City 80 Cen. 75,416; E&P 86 Est. 70,476
NDM-ABC: (80) 147,423
County/PMSA 80 Cen. 274,909; E&P 86 Est. 273,286
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,578; E&P 86 Est. 25,460
NDM-ABC: (80) 49,321
County/PMSA 80 Cen. 90,819; E&P 86 Est. 94,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,086,264,000
Savings & Loan	6	$393,627,752

6 - PASSENGER AUTOS: County 171,329

7 - ELECTRIC METERS: Residence 37,030

8 - GAS METERS: Residence 35,800

9 - PRINCIPAL INDUSTRIES: Mfg. (more than 104,000 emp. G.B.I. $2,863,827,000). Auto Trucks; Passenger Cars; Steel; Pipe; Building Prods.; Bearing; Foods; Screw Machine Prods.; Electronics; Chem.; Water Purification Equip.; Traffic Signals; Stud Welding Guns.
Principal Pay Days-Mon., Tues., Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 12; last killing frost, May 5.

11 - TAP WATER: Alkaline, 7.6 hardness; fluoridated.

12 - RETAILING: 10 Principal Shopping Centers-downtown, central and south Lorain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Mall(72)	6	Higbee, Sears, Woolworth, JCPenney
Westgate(14)	2	U.S. Factory Outlet, Fazio's, Gray Drug
Sheffield(15)	3	May Co.
Oakwood Plaza(14)	3	Fazio's, Gray Drug
Shoreway(15)	5	Gray Drug, Fazio's
Ridgeview Ctr.(22)	14	Edward's Food Whse., Wholesale World
Lorain Plaza(16)	3	Fazio's, Revco, T.J. Maxx
South Shore(21)	10	Geyer's, Fazio's, Fisher's Big Wheel

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Avon Lake(17)	8	Fazio's, IGA
Amherst Plaza(22)	5	K mart, Fazio's, Petries, Revco
North Ridge(6)	17	Revco, Fisher's Big Wheel

Principal Shopping Days-Department Stores: Mon., Fri., and Sat.; Food Stores: Thur., Fri. and Sat.
Stores Open Evenings-All major stores.
Stores Open Sundays-All major stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co.; Higbee Co.
Discount Stores-K mart; Gold Circle; Zayre; Hills; Big and Small Lots; Cooks; Fisher's Big Wheel; Value City; Wholesale World; Dollar General.
Variety Stores-Woolworth.
Chain Drug Stores-Gray Drugs; Revco; Discount Drug Mart.
Chain Supermarkets-Geyer's 2; Fazio's 12; IGA 10; Sparkle 5; Edward's 2; Eagle 6.
Other Chain Stores-Builder's Square; Wickes'; True Value; Goodrich; Firestone; Goodyear; Nationwise Auto; Carter Lumber; 84 Lumber; Richman Brothers; Zales Jewelry; J.B. Robinson Jewelry; Sherwin-Williams; Northeast Appliance; Radio Shack; Osterman Jewelry; Color Tile; T.J. Maxx; Pearle Vision Center; D.O.C.; Furniture Stores: Jonathan's, ReidyScanlan; Herman-Kirchner; Dewey; T.N. Molas; Furniture Land; Food Stores: Convenient, 7-Eleven.

14 - NEWSPAPERS: JOURNAL (e) 43,168; (S) 46,502; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne D. Bryant, Mktg. Dir., JOURNAL, 1657 Broadway, Lorain, OH 44052-3489; Tel. (216) 245-6901.
National Representative: Branham/Newspaper Sales.

MANSFIELD

1 - LOCATION: Richland County (MSA). E&P Map B-2. County Seat. Industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N, 30S, 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Erie-Lackawanna.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound.
Airlines-Northwest Orient; G.C.S.

3 - POPULATION:
Corp. City 80 Cen. 53,927; E&P 86 Est. 52,566
CZ-ABC: (80) 86,948
RTZ ABC: (80) 106,412
County/MSA 80 Cen. 131,205; E&P 86 Est. 130,497
City & RTZ-ABC: (80) 193,360
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,702; E&P 86 Est. 21,623
CZ-ABC: (80) 31,739
RTZ-ABC: (80) 36,480
County/MSA 80 Cen. 46,408; E&P 86 Est. 48,191
City & RTZ ABC: (80) 68,219

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$864,662,000
Savings & Loan	4	$977,685,000

6 - PASSENGER AUTOS: County 81,879

7 - ELECTRIC METERS: Residence 23,803

8 - GAS METERS: Residence 18,252

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Stone, Clay & Glass 958 ($279); Metal 2,288 ($298); Fab. Metal Prods. 4,530 ($320); Mach. 1,505 ($306); Elect. 1,370 ($260); Printing & Pub. 1,048 ($250); Rubber & Plastic Prods. 675 ($301); Trans. & Util. 2,460 ($281); Whol. 1,378 ($275); Ret. 7,574 ($156); Banks, Securities & Fin. 616 ($218); Ins. 986 ($244); Servs. 3,185 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Park Ave.; 3 on Third & 4th. Lex.-Springmill Rd. & Rt. 30.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansfield Sq.(24)	3	Mont. Ward, JCPenney
Johnny Appleseed (31)	4	Neff's
West Park(40)	3	Neff's
Richland Mall(52)	5	Sears, O'Neil's, Lazarus
Eastgate(6)	3	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. Mon.-Sat.; Food Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; Sears; Montgomery Ward; JCPenney; H.L. Reed; Lazarus.
Discount Stores-Odd Lots; Conley's; Zayre; Swallens; K mart 2; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Gray's 4; Shaw & Ott 2; SupeRx 2; Peoples 3.
Chain Supermarkets-Kroger 3; Foodtown; Super Dollar 4; Neff's Cardinal Mkts. 2; Edwards.
Other Chain Stores-Thom McAn; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Richman Bros.; Goodyear; Firestone; Singer Co.; Jo-Ann Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode O'Day; Mother-to-be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Silvermans; Waldenbooks.

14 - NEWSPAPERS: NEWS JOURNAL (e) 40,211; (S) 54,224; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Carl Gilbert, Adv. Dir., NEWS JOURNAL, 70 West 4th St.; PO Box 25, Mansfield, OH 44901; Tel. (419) 522-3311.
National Representative: Branham/Newspaper Sales.

MARIETTA

1 - LOCATION: Washington County (In Parkersburg-Marietta, WV-OH MSA). E&P Map C-3. County Seat. Agricultural, manufacturing and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. I-77; U.S. Hwys. 50 Alt.; State Hwys. 7, 60, 26, 375, 676, and 821.

2 - TRANSPORTATION: Railroads-C & O/Chessie System.
Motor Freight Carriers-22.
Intercity Bus Line-Greyhound.
Airlines-USAir; Christman Air Service.

3 - POPULATION:
Corp. City 80 Cen. 16,467; E&P 86 Est. 15,427
CZ-ABC: (80) 19,562
RTZ-ABC: (80) 55,012
County 80 Cen. 64,266; E&P 86 Est. 65,721
MSA 80 Cen. 157,914; E&P 86 Est. 160,175
City & RTZ-ABC: (80) 74,574

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,204; E&P 86 Est. 6,124
CZ-ABC: (80) 7,332
RTZ-ABC: (80) 18,880
County 80 Cen. 22,358; E&P 86 Est. 23,942
MSA 80 Cen. 56,100; E&P 86 Est. 59,465
City & RTZ-ABC: (80) 26,212

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$57,267,398
Commercial	4	$237,738,701

6 - PASSENGER AUTOS: County 37,818

7 - ELECTRIC METERS: 7,025

8 - GAS METERS: 5,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Alloys & Metals 1,256; Plastics, Chem. 1,224; Office Equip. 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fab. 406; Oil, Gas, Drilling 265; Trucking 269; Concrete 194; Util. 141; Dairy 170; Other 689. Av. Wkly. Wage $215.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost, Oct. 7-15; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St.; and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.; Washington Sq. Shopping Ctr., Acme & Pike Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier(17)	1	Big Bear, Revco, Hart's, Woolworth
K mart Plaza		K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri., Shpg. Ctr. & Supermarkets-Every eve. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Woolworth.
Discount Stores-Hart's; Rink's; Heck's; K mart; Big Lots.
Chain Drug Stores-Revco 2; Nelson's; K mart; Rite Aid; Kroger; SupeRx.
Chain Supermarkets-Kroger; B Bear.
Other Chain Stores-Sherwin-Williams; Moore's; Sears; Montgomery Ward; Kremer Shoes; Roberts Mens Shop; Jo Ann Fabrics; Shoe World; Coffman Music; 20/20 Vision.

14 - NEWSPAPERS: TIMES (e) 13,563; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.
National Representative: Gannett Media Sales.

MARION

1 - LOCATION: Marion County. E&P Map B-2. County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 95 and 4.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; City Bus Authority.

3 - POPULATION:
Corp. City 80 Cen. 37,040; E&P 86 Est. 34,187
CZ-ABC: (80) 46,388
RTZ-ABC: (80) 66,649
County 80 Cen. 67,374; E&P 86 Est. 66,691
City & RTZ-ABC: (80) 113,037

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,764; E&P 86 Est. 13,434
CZ-ABC: (80) 16,524
RTZ-ABC: (80) 23,108
County 80 Cen. 23,798; E&P 86 Est. 24,334
City & RTZ-ABC: (80) 39,632

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$350,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 38,772

7 - ELECTRIC METERS: Residence 21,239

8 - GAS METERS: Residence 18,047

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Shovels 700; Dryers, Air Conditioners 1,416; Brakes, Axles 588; Steel 490; Dog Food 406; Industrial Hose 483; Conveyors 260; Soybean Prods. 123.

10 - CLIMATE: First killing frost, Oct. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delco Plaza(3)	2	Hills
Marion Plaza(18)	3	Revco, Big Bear, Meijer Square
Southland Mall(52)	3	Food Town, JCPenney, Sears
The Forum(9)	3	Kroger, Rink's, SupeRx

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Stores Mon. & Fri., 9 p.m.; Food (Chain) Mon. to Sat., 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Uhler's; Sutton & Lightner; Elder-Beerman.
Variety Stores-Woolworth.
Discount Stores-Hills; K mart; Meijer Square; Quality Farm & Fleet; Odd Lots.
Chain Drug Stores-Henney & Cooper (Walgreens) 3; SupeRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.
Chain Supermarkets-IGA; Big Bear; Kroger 2; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Food Town; T/A Supermarket; Kash'N Karry Warehouse.
Other Chain Stores-Shoes: Nobil's; Paints: Sherwin-Williams, Pittsburgh, Hanna; Dean & Berry, Fox-Johnston's, Lowe Bros., Dupont, Dutch Boy; Auto: Goodyear, Firestone, Goodrich, U.S. Royal, United Delco; Cashway Lumber; Ohio Edison.

14 - NEWSPAPERS: STAR (e) 18,317; (S) 18,340; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Vicky Besecker, Adv. Dir., STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400.
National Representative: Thomson Newspapers.

MARTINS FERRY-BELLAIRE

1 - LOCATION: Belmont County (In Wheeling WV-OH MSA). E&P Map C-3. Industrial, residential center. 2 mi. W of Wheeling, WV. On U.S. Hwys. 40, 250; I-70; I-470; State Hwy. 7.

2 - TRANSPORTATION: Railroads-B&O; Chessie; Conrail.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways; Local Transit Authority.
Airlines-Pittsburgh.

3 - POPULATION:
Corp. Cities 80 Cen. 17,572; E&P 86 Est. 15,718
Martins Ferry 80 Cen. 9,331; E&P 86 Est. 8,387
Bellaire 80 Cen. 8,241; E&P 86 Est. 7,331
NDM-ABC: (80) 90,837
County 80 Cen. 82,569; E&P 86 Est. 82,885
MSA 80 Cen. 185,566; E&P 86 Est. 184,641
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,964; E&P 86 Est. 6,581
Martins Ferry 80 Cen. 3,789; E&P 86 Est. 3,532
Bellaire 80 Cen. 3,175; E&P 86 Est. 3,049
NDM-ABC: (80) 33,329
County 80 Cen. 30,250; E&P 86 Est. 31,579
MSA 80 Cen. 67,532; E&P 86 Est. 69,919

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$500,000,000
Savings	4	$375,000,000

6 - PASSENGER AUTOS: County 44,719

7 - ELECTRIC METERS: Residence 26,641

8 - GAS METERS: Residence 15,187

9 - PRINCIPAL INDUSTRIES: Steel-Making; Blast Furnaces; Coal Mining; Trans.; Castings, Elect. Power; Ferro-Alloys.

10 - CLIMATE: Av. Temp.-Spring 45; Summer 98; Fall 60; Winter 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Ohio Valley Mall(150)	10	Sears, K mart, Best Products, Kroger, JCPenney, Hills, Kaufman's

13 - RETAIL OUTLETS: Department Stores-Murphy's; Kaufmann's; May Co.; Sears; JCPenney; Stone & Thomas.
Variety Stores-Woolworth; McCrory.
Discount Stores-Hart's Big Bear; Hills; K mart.
Chain Drug Stores-Bellwood; McKelbey's; Save Rite 2; SupeRx; Rite Aid; Grey.
Chain Supermarkets-Kroger 4; Hart's-Big Bear; Riesbeck's 8; IGA; Co-op Food 8; Convenient; Farm Fresh; AG 4; Golden Dawn 2; Super Duper.

14 - NEWSPAPERS: TIMES-LEADER (e-mon to fri) 22,368; (S) 24,059; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Herr, Adv. Dir., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.
National Representative: Landon Associates.

MARYSVILLE

1 - LOCATION: Union County. (In Columbus MSA). E&P Map B-2. County Seat. 28 mi. NW of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; CCC & StL.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,414; E&P 86 Est. 7,879
County 80 Cen. 29,536; E&P 86 Est. 31,347
MSA 80 Cen. 1,243,810; E&P 86 Est. 1,308,150

4 - HOUSEHOLDS:
City 80 Cen. 2,862; E&P 86 Est. 3,142
County 80 Cen. 10,015; E&P 86 Est. 11,119
MSA 80 Cen. 449,260; E&P 86 Est. 495,577

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$80,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 19,833

7 - ELECTRIC METERS: Residence 4,100

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plumbing Supplies 360; Lawn Seed & Lawn Prods. 870; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Constr. 64; Elect. Prods. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Motorcycle Prods. 350;

Hydraulic Piston Pumps & Motors 450; Automobile Prods. 550.

10 - CLIMATE: Min. & Max. Temp.-20-80.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Five Points(3)	NA	
Stocksdale Plz.(9)	NA	Community Mkts.
Marysville Plz.(12)	NA	Kroger, Hecks

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Weiss Bros.; Otte's.
Variety Stores-Hecks; Revco; Rinks; K mart; McAuliffe's.
Chain Supermarkets-Cardinal; Kroger; Community Markets; Short Stop; Lawson's.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 6,045; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: D.G. Behrens, Adv. Mgr., JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.
National Representative: Landon Associates.

MASSILLON

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-2. Industrial center On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport is located 10 mi.; 12 mi. NE of Massillon.

2 - TRANSPORTATION: Railroads-Norfolk & Southern (freight); Conrail.
Motor Freight Carriers-50.
Airlines-United; Allegheny Commuter; Eastern; Air Wisconsin; Piedmont; Republic.

3 - POPULATION:
Corp. City 80 Cen. 30,557; E&P 86 Est. 29,176
CZ-ABC: (80) 30,557
RTZ-ABC: (80) 98,529
County 80 Cen. [illegible],823; E&P 86 Est. 383,669
City & RTZ-ABC: (80) 129,086
MSA 80 Cen. 404,421; E&P 86 Est. 411,116

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,431; E&P 86 Est. 11,545
CZ-ABC: (80) 11,431
RTZ-ABC: (80) 32,395
County 80 Cen. 134,094; E&P 86 Est. 141,712
City & RTZ-ABC: (80) 44,366
MSA 80 Cen. 142,174; E&P 86 Est. 151,296

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 241,414

7 - ELECTRIC METERS: Residence 37,352

8 - GAS METERS: Residence & Comm. 19,311

9 - PRINCIPAL INDUSTRIES: Finishing of Steel Bars & Slabs; Paper; Rubber; Containers; Industrial Mach.; Baked Prods.; Whol. Groceries; Meats.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Mayflower; Amherst Ctr.; Meadows Plz.; Towne Plz.; Wales Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amherst Centre (28)	1	Ben Franklin, A&D Foods, Bordner's, IGA
Oaks Centre	NA	Zayre, Bordner's
Belden Vlg.(64)	7	Higbee, Sears, O'Neil
Country Fair(29)	5	Western Auto, Gray Drug
Towne Plaza(13)	NA	Gray Drug, Massillon's
Mayflower(12)	1	Ben Franklin, Bordner's
Meadows Plz.(12)	NA	A&D, Radio Shack, Gold Circle
Mellett Mall(70)	5	JCPenney, O'Neil, Mont. Ward, Gray Drugs

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Dept. 9 p.m.
Stores Open Evenings-Food Thur., Fri.; Dept. Mon., Thur.; Shopping Ctr. every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; O'Neils; Montgomery Ward; Higbees.
Discount Stores-Gold Circle; K mart; Conley; D&K; Zayre; Dollar General.
Variety Store-Ben Franklin.
Chain Drug Stores-Gray; SupeRx; Baltzly 2; Revco; Peoples 2.
Chain Supermarkets-A&D Foodarama 4; Bordner's 3; Valu King; Fisher Foods.

14 - NEWSPAPERS: INDEPENDENT (e) 16,055; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William M. McCarty, Pub., INDEPENDENT, 50 North Ave. N.W., Massillon, OH 44646; Tel. (216) 833-2631.
National Representative: Landon Associates.

MEDINA

1 - LOCATION: Medina County, (In Cleveland PMSA). E&P Map C-2, County Seat. Manufacturing and agricultural center, NE portion of state, 29 miles SW of Cleveland; 18 mi. W of Akron; 114 mi. N of Columbus, on Hwys. U.S. 42; S.R. 3-57-18 and I-71.

2 - TRANSPORTATION: Railroads-N&S.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 15,268; E&P 86 Est. 16,053
CZ-ABC: (80) 50,257
RTZ-ABC: (80) 44,164
County 80 Cen. 113,150; E&P 86 Est. 119,595
PMSA 80 Cen. 1,898,720; E&P 86 Est. 1,892,280
City & RTZ-ABC: (80) 94,421
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,553; E&P 86 Est. 6,233
CZ-ABC: (80) 15,746
RTZ-ABC: (80) 13,572
County 80 Cen. 35,979; E&P 86 Est. 39,734
PMSA 80 Cen. 694,324; E&P 86 Est. 721,900
City & RTZ-ABC: (80) 29,318

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 79,877

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Bee Keeping Supplies; Mattress Mfg.; Plastic Prods.; Auto Speed Equip.; Dairying; Chem. Labs and diversified low employment high inventory specialized industries; Commercial Printing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 24; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medina(27)	2	Sears, Ziegler's
Laurel Square(20)	7	Rexall, Drug Mart, Fazio's
Summit Mall(94)	12	O'Neil, Higbee
Victorian Vlg.(14)	NA	Stop-N-Go, Fabric Attic
Rolling Hills(10)	NA	
Rolling Acres(100)	NA	JCPenney, Sears
K mart Plz.(15)		K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Brunswick Shpg. Ctr. Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Zieglers; Sears.
Discount Stores-Conley's; Fisher's Big Wheel; K mart.
Chain Drug Stores-Revco; I.D.L.; Rexall; Key's; Discount Drug; Scotts Discount Drug.
Chain Supermarkets-Buehler's; Edwards Food Warehouse; Stop-N-Go 7; Country Counter; IGA; Kroger; Hawkins Mkt.
Other Chain Stores-Auto Accessories. Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry; Buster Brown Shoes.

14 - NEWSPAPERS: MEDINA COUNTY GAZETTE (m) 15,322; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Norman Rockwell, Adv. Dir., MEDINA COUNTY GAZETTE, 885 W. Liberty; PO Box 407, Medina, OH 44256; Tel. (216) 725-4166.
National Representative: Landon Associates.

MENTOR

See LAKE COUNTY

MIDDLETOWN

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA). E&P Map A-3. Industrial center. 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and State Rte. 122.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-64.
Intercity Bus Lines-Greyhound.
Airlines-Cincinnati and Dayton International Airports one hour drive by I-75.

3 - POPULATION:
Corp. City 80 Cen. 43,719; E&P 86 Est. 39,658
CZ-ABC: (80) 82,613
RTZ-ABC: (80) 54,003
County/PMSA 80 Cen. 258,787; E&P 86 Est. 270,594
City & RTZ-ABC: (80) 136,616

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,909; E&P 86 Est. 16,238
CZ-ABC: (80) 29,589
RTZ-ABC: (80) 16,592
County/PMSA 80 Cen. 110,790; E&P 86 Est. 96,299
City & RTZ-ABC: (80) 46,181

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 167,329

7 - ELECTRIC METERS: Residence 17,348

8 - GAS METERS: Residence 13,539

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 7,636 ($645); Paper & Pkg. 5,847 ($518); Fab. Metal Prods. 5,454 ($557); Mach. 2,110 ($482); Trans. 1,593 ($411).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-84; Summer 54-95; Fall 43-71; Winter 10-58.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Middletown(42)	2	Elder Beerman, McGees, IGA
Target Plaza	1	Target, Super Valu
Wildwood	2	Marsh Foods, Meijer
East Gate	3	K mart, Super Valu
Hill's Plaza(10)	4	Kroger, Hill's
Towne Mall(59)	4	McAlpin's, Sears Elder Beerman
City Centre Mart(15)	NA	
Swallens		

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-All except Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears; McAlpin's; Elder Beerman.
Chain Drug Stores-Revco 2; Lewis 2; Rite Aid 6; SupeRx 3.
Chain Supermarkets-Kroger 3; Marsh 2; Super Valu 4; IGA 5; Mr. Moneysworth.
Discount Stores-Meijer, Hills; K mart; Murphy Mart; Swallens; Target.
Other Chain Stores-Sherwin-Williams; Fleenor Auto; Wicke Lumber; Firestone; Goodyear; Steinberg's; Quality Farm & Fleet; Nationwise; Warehouse Paint; Radio Shack; Odd Lots; Family Dollar.

14 - NEWSPAPERS: JOURNAL (e) 23,200; (S) 24,331; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Stanton Miller, Adv. Dir., JOURNAL, 52 S. Broad, Middletown, OH 45044; Tel. (513) 422-3611.
National Representative: Thomson Newspapers.

MOUNT VERNON

1 - LOCATION: Knox County. E&P Map B-2, County Seat. 45 mi. N of Columbus. On State Routes 3, 13, 229, and U.S. 36. Within 30 minutes of I-70, I-71, and I-77.

2 - TRANSPORTATION: Railroads-B&O.

3 - POPULATION:
Corp. City 80 Cen. 14,323; E&P 86 Est. 14,981
CZ-ABC: (80) 15,391
RTZ-ABC: (80) 37,752
County 80 Cen. 46,309; E&P 86 Est. 49,408
City & RTZ-ABC: (80) 53,143
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,657; E&P 86 Est. 6,040
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 12,240
County 80 Cen. 15,900; E&P 86 Est. 17,786
City & RTZ-ABC: (80) 18,281

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$301,921,000
Savings	1	$21,950,000
Savings & Loan	1	$65,450,000

6 - PASSENGER AUTOS: County 26,614

7 - ELECTRIC METERS: Residence 13,200

8 - GAS METERS: Residence 5,348

9 - PRINCIPAL INDUSTRIES: Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gaskets; Auto Parts (trim, brakes, etc.); Educ. (three colleges).

10 - CLIMATE: Mean Annual Temp., 53; Min. & Max. Temp. Est.-Spring 40-85; Summer 65-102; Fall 40-85; Winter 20-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	2	K mart, Harts, Murphy's Mart
Mt. Vernon Plaza(18)	2	Big Bear, Revco, Odd Lots, Corvairs, Kroger, SupeRx

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; JCPenney; J.S. Ringwalt; Harts.
Discount Stores-Murphy's Mart; K mart; Conley's; Odd Lots.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Big Bear; Neff's Cardinal Markets.
Other Chain Stores-Sears (catalog); True Value Hdwe. 3; Sherwin-Williams; Firestone; Carter Lumber; Corvairs; Nationwise; Sutton & Lightner.

14 - NEWSPAPERS: NEWS (e) 10,741; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Phil Burris, Asst. G.M./Adv. Dir.; Dave Culbertson, V.P. Mktg., NEWS, PO Box 791, Mount Vernon, OH 43050; Tel. (614) 397-5333.
National Representative: Landon Associates.

NAPOLEON

1 - LOCATION: Henry County, E&P Map A-1 & 2, County Seat. Agricultural & Manufacturing Center, NW Portion of State, 45 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-Detroit, Toledo & Ironton; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 8,614; E&P 86 Est. 9,082
County 80 Cen. 28,383; E&P 86 Est. 28,968

4 - HOUSEHOLDS:
City 80 Cen. 3,270; E&P 86 Est. 3,438
County 80 Cen. 9,732; E&P 86 Est. 10,372

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	$98,400,000

6 - PASSENGER AUTOS: County 17,577

7 - ELECTRIC METERS: Residence 3,568

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Agric.; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on N. Perry; 3 on W. Washington; 1 on E. Clinton; 1 on N. Scott.
Neighborhood Centers-N. Scott St.; S. Perry St.; Oakwood Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; some every evening.

13 - RETAIL OUTLETS: Department Stores-Charles Co.; Uhlman's.
Chain Supermarkets-Chief; Bernicke; Millen's; IGA; County Pride; Super Valu.
Other Chain Stores-Sears; Gamble's; Rexall; Lane's; McCrory; Gray Drug; JCPenney; Sterling's.

14 - NEWSPAPERS: NORTHWEST SIGNAL (e-mon to fri) 5,551; sworn Sept. 30, 1985.

Local Contact for Advertising and Merchandising Data: Mike Showalter, Adv. Dir., NORTHWEST SIGNAL, 424 East Riverview; PO Box 567; Napoleon, OH 43545; Tel. (419) 592-5055.
National Representative: Landon Associates.

NEW PHILADELPHIA
See DOVER

NEWARK

1 - LOCATION: Licking County (In Columbus MSA). E&P Map B-3.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-45.
Intercity Bus Lines-Ashland City Lines.
Airlines-American; Eastern; Delta; United; TWA; ConAir; People Express; Republic; Wright; Aeromech; USAir; thru Columbus, Ohio.

3 - POPULATION:
Corp. City 80 Cen. 41,200; E&P 86 Est. 40,531
CZ-ABC. (80) 51,348
RTZ-ABC. (80) 77,638
County 80 Cen. 120,981; E&P 86 Est. 129,100
City & RTZ-ABC. (80) 128,986
MSA 80 Cen. 1,243,810; E&P 86 Est. 1,308,150
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,112; E&P 86 Est. 16,612
CZ-ABC. (80) 19,482
RTZ-ABC. (80) 25,488
County 80 Cen. 44,520; E&P 86 Est. 47,125
City & RTZ-ABC. (80) 44,970
MSA 80 Cen. 449,260; E&P 86 Est. 495,577

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$393,746,897
Savings & Loan	4	$224,920,913

6 - PASSENGER AUTOS: County 78,831

7 - ELECTRIC METERS: Residence 46,259

8 - GAS METERS: Residence 29,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $297)-Fiberglass 3,500; Heavy Mach. 1,800; Aluminum 1,000; Air Force Missile Lab 2,800; Plastics 500; Glass 470.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-15 blocks; 2 each on N. & S. Park Pl., 1st to 15th St. E. & W.; 4 each N. & S. 2nd & 3rd Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(33)	3	JCPenney, Heck's, Value City, Sears
Southgate Corners(8)	4	
Colonial(16)	3	Connell's Furn., Gray Drug
Indian Valley(14)	4	Kroger, K mart
Plaza(16)	3	Mort's Furn.
Eastland(11)	3	Gardners, Horner's
Dugway(10)	4	Gardner's
Rt. 79 & 30th St.(89)	7	Quality Farm & Fleet, Kroger
21st St.(55)	4	Harts, Super Duper, Meijers, Big Bear

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Food: Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Sears; JCPenney; Value City; Elder Beerman; Lazarus.
Variety Store-Woolworth.
Discount Stores-Meijer; Heck's; Hart's Family Center; K mart; Sav-On; Hill's.
Chain Drug Stores-Thrift; Gray 2; Arcade 2; Arensberg 3; Larry's 2.
Chain Supermarkets-Kroger Sav-On 2; Big Bear 3; Gardners 6; Super Duper 2; Meijer Thrifty Acre.
Other Chain Stores-Shoes: Picway, El Bee, Thom McAn; Auto Supplies: Goodyear, Nationwise, Muffler King, B.F. Goodrich, Corvairs; Women's Apparel: Fashion Bug, Hip Pocket, Abrahms & Sons; Sewing Machines: Singer Co.; Hardware: Sherwin-Williams, Glidden, Majestic; Lumber: Moore's, Scott Lumber, Carter Lumber; Men's Apparel: Robert's Men's Shop, Cornell's Bazaar; Electronic: Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 21,493; (S) 20,586; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Stephen E. Bash, Adv. Mgr., ADVOCATE, 25 West Main St., Newark, OH 43055; Tel. (614) 345-4053.
National Representative: Thomson Newspapers.

NILES

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

2 - TRANSPORTATION: Railroads-Conrail; B&O (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-United (at Youngstown); Piedmont; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 23,088; E&P 86 Est. 23,378
County 80 Cen. 241,863; E&P 86 Est. 241,239
MSA 80 Cen. 531,350; E&P 86 Est. 522,781

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,534; E&P 86 Est. 9,086
County 80 Cen. 84,151; E&P 86 Est. 87,771
MSA 80 Cen. 186,711; E&P 86 Est. 191,718

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$58,000,000
Savings & Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 156,709

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 7,258

9 - PRINCIPAL INDUSTRIES: Steel; Titanium; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furn.; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Cml. Printing; Foundry; Total 1,400 emp.; Av. Wkly. Wage: $346. Paydays staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty Plaza(42)	7	Hills, JCPenney, Stambaugh-Thompson
Austintown Plaza(35)	5	Stambaugh-Thompson, Isaly's, Gray Drug
McKinley Hts.(5)	NA	Stambaugh-Thompson
Eastwood Mall(92)	NA	Sears, JCPenney, Carlisle's, Woolworth
Village Ctr.	NA	Thrift Drug, Valu King, Maxwells

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Eastwood, Village Center and McKinley Heights every night; Downtown open Fri.

13 - RETAIL OUTLETS: Department Stores-Carlisle-Allen; Sears; Strouss; Reisman's; Maxwells; JCPenney.
Discount Stores-Hills; K mart; Best; Jewel Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Gray's; Theis; Pharmor.
Chain Supermarkets-Kroger; Fazios; Golden Dawn; Valu King; Sparkle Mkt.

14 - NEWSPAPERS: TIMES (m) 4,629; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Timothy Kay, Adv. Dir., TIMES, 35 W. State St., Niles, OH 44446; Tel. (216) 652-5841.
National Representative: American Newspaper Representatives.

NORWALK

1 - LOCATION: Huron County. E&P Map B-2. County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250, 18 & 61; 6 mi. S OH Tpke. Exit 7.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 14,358; E&P 86 Est. 14,317
CZ-ABC. (80) 14,358
RTZ-ABC. (80) 47,797
County 80 Cen. 54,608; E&P 86 Est. 55,311
City & RTZ-ABC. (80) 62,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,264; E&P 86 Est. 5,376
CZ-ABC. (80) 5,264
RTZ-ABC. (80) 16,055
County 80 Cen. 18,690; E&P 86 Est. 19,779
City & RTZ-ABC. (80) 21,319

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$267,784,000
Savings & Loan	2	$97,000,000

6 - PASSENGER AUTOS: County 32,990

7 - ELECTRIC METERS: Residence 5,296

8 - GAS METERS: Business & Residence 5,180

9 - PRINCIPAL INDUSTRIES: Food Prods.; Plastic Coloring; Truck Bodies; Furn.; Rubber Prods.; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy; Ind. Powder Coatings.

10 - CLIMATE: Min. & Max Temp.-10 & 95.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping District-4 1/2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plz.(3)	1	Sherwin-Williams, Radio Shack, SupeRx
Shoppers Sq.(4)	1	Cardinal Foods, Rite Aid, P&R Hdwe.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Store-Woolworth.
Discount Stores-P&R Discount Store; Cooks; K mart; Big-N-Small Lots.
Chain Drug Stores-SupeRx; Kaiser-Wells; Rite Aid.
Chain Supermarkets-Cardinal; Foodtown; Schild's IGA; Fast Food 2; Lawson's 2.
Other Chain Stores-Goodrich; Maxie-Firestone; Sears; Gift Gallery; Singer; White Lumber; Wickes; Wolohan; Caryl Crane.

14 - NEWSPAPERS: REFLECTOR (e) 9,478; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.
National Representative: Landon Associates.

PIQUA

1 - LOCATION: Miami County (In Dayton-Springfield MSA). E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On I-75, 36; State Hwys. 66 and 185.

2 - TRANSPORTATION: Railroads-Penna.; B&O.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-TWA; United; Delta; USAir; ComAir; Piedmont; Simmons; Mid-State; Trans-Midwest.

3 - POPULATION:
Corp. City 80 Cen. 20,480; E&P 86 Est. 19,519
CZ-ABC. (80) 22,339
RTZ-ABC. (80) 62,087
County 80 Cen. 90,381; E&P 86 Est. 90,826
MSA 80 Cen. 942,083; E&P 86 Est. 940,150
City & RTZ-ABC. (80) 84,426
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,515; E&P 86 Est. 7,524
CZ-ABC. (80) 8,171
RTZ-ABC. (80) 21,305
County 80 Cen. 31,968; E&P 86 Est. 33,536
MSA 80 Cen. 340,279; E&P 86 Est. 353,750
City & RTZ-ABC. (80) 29,476

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$192,595,000
Savings & Loan	2	$133,894,850

6 - PASSENGER AUTOS: County 60,210

7 - ELECTRIC METERS: Residence 8,965

8 - GAS METERS: Residence 9,921

9 - PRINCIPAL INDUSTRIES: Felts; Underwear; Mach.; Paper Containers; Steel Tubing Mfg.; Industrial Fans; Veneer; Propellers; Business Papers & Gift Wrapping; Electronics; Tool & Die; Quarry; Bearing & Transmission Prods.; Aerosol Pkg.; Zinc Plating. Total employees 8,642.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St. (downtown); 4 Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piqua East(35)	NA	Sears, Woolworth, Uhlman's
Sunset Mall(9)	NA	Elder Beerman, Mr. McThrifty, Quality Farm & Fleet
Piqua Plaza(15)	NA	K mart, Kroger

Stores Open Evenings-Downtown Mon. to Fri.; Shopping: Food & Drug on Sun.; Shpg. Ctrs. 6 nights and 7 days.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; JCPenney; Elder Beerman; Sears; McCrory; K mart; Heck's; Quality Farm & Fleet.
Variety Stores-K mart; Woolworth; Odd Lots.
Chain Drug Stores-Revco 2; Crosby's; Kroger.
Chain Supermarkets-Kroger; IGA 3; Super Valu; Mr. McThrifty.
Other Chain Stores-Radio Shack; Warehouse Paint; Goodyear; Sherwin-Williams; Paul Harris; Gallenkamp Shoes.

14 - NEWSPAPERS: CALL (e) 9,842; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sandy F. Grubb, Adv. Mgr., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.
National Representative: Thomson Newspapers.

POMEROY-MIDDLEPORT

1 - LOCATION: Meigs County. E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.

3 - POPULATION:
Villages 80 Cen. 5,699; E&P 86 Est. 5,433
Pomeroy 80 Cen. 2,728; E&P 86 Est. 2,563
Middleport 80 Cen. 2,971; E&P 86 Est. 2,870
County 80 Cen. 23,641; E&P 86 Est. 24,311

4 - HOUSEHOLDS:
Villages 80 Cen. 2,235; E&P 86 Est. 2,235
Pomeroy 80 Cen. 1,040; E&P 86 Est. 1,042
Middleport 80 Cen. 1,195; E&P 86 Est. 1,193
County 80 Cen. 8,412; E&P 86 Est. 9,064

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$68,230,000

6 - PASSENGER AUTOS: County 13,039

7 - ELECTRIC METERS: Residence 2,384

8 - GAS METERS: Residence 2,633

9 - PRINCIPAL INDUSTRIES: Salt; Elect. Apparatus; Cement Blocks; Steel Rails; Electricity.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby **Shopping Centers**-Pomeroy Plaza-Kroger.

13 - RETAIL OUTLETS: Department Stores-Elberfeld's; Middleport Dept. Store; Sunday Stores 2.
Chain Supermarkets-Kroger; Foodland; Super Valu.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,495; TIMES-SENTINEL (S) 13,147; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Larry Boyer, Adv. Dir., SENTINEL, 111 Court St.; PO Box 729, Pomeroy, OH 45769; Tel. (614) 992-2155.
National Representative: Branham/Newspaper Sales.

PORT CLINTON-OAK HARBOR

1 - LOCATION: Ottawa County. E&P Map B-1. County Seat. Resort, manufacturing, industrial, fishing, mining, hunting, agriculture. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange on Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

2 - TRANSPORTATION: Railroads-Conrail; E&W.
Intercity Bus Lines-Greyhound.

Motor Freight Carriers-6.
Airlines-Island.

3 - POPULATION:
Corp. Cities 80 Cen. 9,901; E&P 86 Est. 9,415
Port Clinton 80 Cen. 7,223; E&P 86 Est. 6,930
Oak Harbor 80 Cen. 2,678; E&P 86 Est. 2,485
NDM-ABC: (80) 40,076
County 80 Cen. 40,076; E&P 86 Est. 40,305

4 - HOUSEHOLDS:
Cities 80 Cen. 3,471; E&P 86 Est. 2,399
Port Clinton 80 Cen. 2,703; E&P 86 Est. 1,744
Oak Harbor 80 Cen. 1,038; E&P 86 Est. 655
NDM-ABC: (80) 14,202
County 80 Cen. 14,202; E&P 86 Est. 14,919

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$100,000,000

6 - PASSENGER AUTOS: County 26,194

7 - ELECTRIC METERS: 15,110

8 - GAS METERS: 5,515

9 - PRINCIPAL INDUSTRIES: Aircraft Parts; Canned Vegetables; Gypsum Prods.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prods.; Vinyl Coated Fabrics.

10 - CLIMATE: Mean Temp. 50; Av. Rainfall 28.72 in.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping District-2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; Heck's (3 stores).
Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Thur.; Super Mkts. every eve. ex. Sun., 24 hours in summer.

13 - RETAIL OUTLETS: Department Stores-Appel's Fashion Shop; Uhlman's.
Variety Stores-W.R. Thomas; Heck's.
Drug Stores-Green; Dean's; Revco; Gray; Lane.
Chain Supermarkets-Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.
Other Chain Stores-Bergemen's Men's Wear; Leo Marks Jewelry; Mizener-Drynan Hdwe.; Bistley Jewelers; Young's Floor Covering; Shoe Dock; Walker Shoes.

14 - NEWSPAPERS: NEWS-HERALD (e) 5,534; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Barth, Gen. Mgr., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.
National Representative: Gannett Media Sales.

PORTSMOUTH

1 - LOCATION: Scioto County, E&P Map B-4, County Seat. SE part of state. Atomic energy; trading center for industrial, agricultural Ohio and Scioto river valleys, 90 mi. S of Columbus; 110 mi. E of Cincinnati. Business and industrial center of Southern Ohio. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio; Baltimore & Ohio; Chessie System. Boat connections.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,943; E&P 86 Est. 24,059
CZ-ABC: (80) 42,012
RTZ-ABC: (80) 116,398
County 80 Cen. 84,545; E&P 86 Est. 86,774
City & RTZ-ABC: (80) 158,410
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,530; E&P 86 Est. 10,268
CZ-ABC. (80) 16,391
RTZ-ABC: (80) 38,337
County 80 Cen. 29,534; E&P 86 Est. 31,692
City & RTZ-ABC: (80) 54,728

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	3	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 45,210

7 - ELECTRIC METERS: Residence 25,778

8 - GAS METERS: Residence 14,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($280); R.R. 800 ($190); Pkg. 150 ($170).
Principal Pay Days-Railroad: 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25; last killing frost, Apr. 30

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.
Neighborhood Shopping Area-4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Hart's Family Ctr., Rt. 23 North; Wheelersburg Shpg. Ctr. on Rt. 52 east; Rink's Bargain City; Kroger and additional ret. outlets.
Shopping Centers-Rinks; K mart (one of 12 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
New Boston Mall(9)	NA	K mart, Revco

Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Fri. & Sun. 1-5; Supermkts.-every evening.

13 - RETAIL OUTLETS: Department Stores-Marting's; JCPenney.
Variety Stores-Big & Small Lots; Family Dollar; H.L. Green.
Discount Stores-Hart's; Heck's; Rink's Bargain City; K mart.
Chain Drug Stores-Revco 2; Rexall 5; Walgreens; Union Prescription Ctr.; Discount Prescription Store; Hart's; Staker's 2; Will-Car 2; Wurster 2; Rink's Bargain City.
Chain Supermarkets-Kroger 2; Royal Blue 7; Foodland 2; Super Value 5; IGA.
Other Chain Stores-Nobils 2.

14 - NEWSPAPERS: TIMES (e) 18,095; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark W. Voris, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.
National Representative: Thomson Newspapers.

ST. MARYS

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66; 17,500 acre Grand Lake, Lake St. Marys.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 8,414; E&P 86 Est. 8,549
County 80 Cen. 42,554; E&P 86 Est. 43,453
MSA 80 Cen. 154,795; E&P 86 Est. 153,058

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,956; E&P 86 Est. 3,082
County 80 Cen. 14,532; E&P 86 Est. 15,509
MSA 80 Cen. 53,700; E&P 86 Est. 55,190

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$93,092,500
Savings & Loan	2	$20,625,000

6 - PASSENGER AUTOS: County 27,171

7 - ELECTRIC METERS: Residence 2,911

8 - GAS METERS: Residence 2,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber Prods. 1,800; Foundry 150; Canning 60; Hydraulic Prods. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-3 Supermarkets; 2 Dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward.
Variety Stores-Murphys.
Discount Stores-K mart.
Chain Supermarkets-Pantry Pride; Super Valu; Cardinal.

14 - NEWSPAPERS: LEADER (e) 6,575; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dennis DeRossett, Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-7414.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial & farm area; 15 mi. from Ohio Turnpike. Midway between Cleveland & Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton. U.S. Hwy. 62; State Hwys. 9, 14, 45, 344, 558. 6 mi. from Interstate Route 11 exit.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-United; USAir; Eastern; American.

3 - POPULATION:
Corp. City 80 Cen. 12,869; E&P 86 Est. 11,624
CZ-ABC: (80) 17,886
RTZ-ABC: (80) 63,959
County 80 Cen. 113,572; E&P 86 Est. 113,342
City & RTZ-ABC: (80) 81,845
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,974; E&P 86 Est. 4,669
CZ-ABC: (80) 6,678
RTZ-ABC: (80) 21,516
County 80 Cen. 39,996; E&P 86 Est. 41,716
City & RTZ-ABC: (80) 28,194

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,392,128,978
Savings & Loan	2	$777,053,221

6 - PASSENGER AUTOS: County 64,515

7 - ELECTRIC METERS: Residence 6,300

8 - GAS METERS: Residence 5,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fab. Metal Prods. 1,114; Machine Mfg. Tool & Die 710; Furn. & Fixt. 75; Print. & Pub. 236; Primary Metals Foundry 80; Util. 120; Constr. 75; Food Proc. 300; Total Ind. Employment 3,495; ($170).
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp.-Spring 47; Summer 68; Fall 53; Winter 27. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on State St.; 1 block on S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salem Plz.(10)	2	Rite Aid, Foodland, Stambaugh, Heck's
Southeast Plz.(8)	NA	

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Groceries-Mon.
Stores Open Evenings-Food-Mon. through Sun. All others-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Murphy's Mart; Heck's.
Chain Drug Stores-Rexall; Lanes; Walgreens; Rite Aid.
Chain Supermarkets-IGA; Sparkle; Foodland.
Other Chain Stores-Firestone; Stambaugh; Radio Shack; Sherwin-Williams; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 9,640; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Hales, Adv. Dir., NEWS, 161 N. Lincoln Ave.; PO Box 268, Salem, OH 44460; Tel. (216) 332-4601.
National Representative: Thomson Newspapers.

SANDUSKY

1 - LOCATION: Erie County, E&P Map B-1, County Seat. Industrial center, seaway port, vacation resort; coal shipping; at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 250, 6; State Hwys. 4, 13; 11 mi. N of Ohio Tpke., Interchange 7.

2 - TRANSPORTATION: Railroads-Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airport-Private & charter service.

3 - POPULATION:
Corp. City 80 Cen. 31,360; E&P 86 Est. 29,150
CZ-ABC. (80) 51,628
RTZ-ABC. (80) 87,289
County 80 Cen. 79,655; E&P 86 Est. 78,563
City & RTZ-ABC. (80) 138,917
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,955; E&P 86 Est. 11,375
CZ-ABC. (80) 18,622
RTZ-ABC: (80) 29,795
County 80 Cen. 27,740; E&P 86 Est. 28,648
City & RTZ-ABC: (80) 48,417

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,305,686,000
Savings & Loan	4	$1,446,259,928

6 - PASSENGER AUTOS: County 50,805

7 - ELECTRIC METERS: Residence 24,000

8 - GAS METERS: Residence 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 12,000 ($310); Whol.-Ret. 7,716 ($140); Non-Mfg. 2,350 ($170); Trans. & Util. 988 ($210); Constr. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20; last killing frost, Apr. 17. Rainfall, 45.03 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Downtown Shopping Centers-10 blocks; 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.
Neighborhood Shopping Centers-4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St., 14 blocks on Perkins Ave. Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Perkins Plaza(20)	2	Hill's
Sandusky Pl.(27)	2	Gray Drug
Sandusky Mall(80)	4	Sears, JCPenney, K mart, May Co., Pick 'N Pay, Elder Beerman

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shpg. ctr. & groc. every night, except Sun.
Stores Open Sundays-JCPenney; Hill's; Hecks; Jupiter; Kroger; Pick-N-Pay; IGA; Foodtown; Lawson's; Revco; K mart; Sears; May Co.; Elder Beerman; Rink's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co.; Elder Beerman.
Variety Stores-Jupiter; Woolworth.
Discount Stores-Hecks; Hill's; K mart; Rink's.
Chain Drug Stores-Gray 3; Revco; Drug Mart.
Chain Supermarkets-Kroger; Pick-N-Pay 2; Foodtown 2; IGA 2; Sandusky Cardinal.
Other Chain Stores-Firestone; Sherwin-Williams; Singer Co.; Jo-Ann Fabrics; Nobil Shoes; Carter Lumber; PicWay-Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Circus World; Rogers Jewelry; Pearl Vision; Waldenbooks; Hickory Farms; Thom McAn; Spencer's; Cole's Books.

14 - NEWSPAPERS: REGISTER (e) 26,233; (S) 29,976; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: W.E. Gray, Adv. Dir.; James Rusincovitch, Class. Adv. Mgr., REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.
National Representative: Landon Associates.

SHELBY

1 - LOCATION: Richland County (In Mansfield MSA). E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio; and truck lines.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 9,645; E&P 86 Est. 9,400
County/MSA 80 Cen. 131,205; E&P 86 Est. 130,497

4 - HOUSEHOLDS:
City 80 Cen. 3,624; E&P 86 Est. 3,638
County/MSA 80 Cen. 46,408; E&P 86 Est. 48,191

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$68,088,707
Savings & Loan	2	$52,384,376

6 - PASSENGER AUTOS: County 81,879

7 - ELECTRIC METERS: Residence 4,119

8 - GAS METERS: Business & Residence 3,402

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Tubing 725; Bus. Forms 300; Bowling Equip. 250; Machine-Tooling 75; Auto Access. 275; Paper Boxes 100; Elect. Control Systems 200; Ins. 400; Home Hdwe. 75; Household Prods. 80; Warehousing 120; Packing & Shipping 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers: 3 1/2 blocks on Main St.; 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Big Wheel.
Chain Drug Stores-K-H; People's; Struble's.
Chain Supermarkets-IGA; Great Scot; TJ's Scot Lad.
Other Chain Stores-True Value Hdwe.

14 - NEWSPAPERS: GLOBE (e) 4,345; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Scott Gove, Adv. Dir., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.
National Representative: Landon Associates.

SIDNEY

1 - LOCATION: Shelby County, E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; I-75.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,657; E&P 86 Est. 17,224
CZ-ABC: (80) 18,919
RTZ-ABC: (80) 24,170
County 80 Cen. 43,089; E&P 86 Est. 43,384
City & RTZ-ABC: (80) 43,089

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,373; E&P 86 Est. 6,376
CZ-ABC: (80) 6,718
RTZ-ABC: (80) 7,466
County 80 Cen. 14,184; E&P 86 Est. 14,935
City & RTZ-ABC: (80) 14,184

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$208,119,000
Savings & Loan	5	$134,288,000

6 - PASSENGER AUTOS: County 26,495

7 - ELECTRIC METERS: County 14,000

8 - GAS METERS: County 9,000

9 - PRINCIPAL INDUSTRIES: Compressors; Metal Finishing Fab.; Refrigeration; Lathes.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 city blocks surrounding Court House Sq., W. end of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sidney Plz.(12)	3	Cain's, Heck's
Rink's Plz.(3)	3	Kroger, Rink's, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Heck's.
Discount Stores-Rink's.
Chain Drug Stores-SupeRx; Revco; Hooks; Lane.
Chain Supermarkets-Kroger; Cain's; Liberty Foods; Independent.
Other Chain Stores-Western Auto; Radio Shack; Warehouse Paint; P.K. Lumber.

14 - NEWSPAPERS: NEWS (e) 12,670; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Linda K. Coffman, Adv. Dir., NEWS, 911 S. Vandemark Rd.; PO Box 4099, Sidney, OH 45365; Tel. (513) 498-2111.
National Representative: Landon Associates.

Editor & Publisher
ADDS AD
power to your sales machine.

SPRINGFIELD

1 - LOCATION: Clark County (In Dayton-Springfield MSA). E&P Map B-3. County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

2 - TRANSPORTATION: Railroads-Conrail; DT&I.
Airlines-American; TWA; United; Delta; USAir; Piedmont; People Express; North Central at James M. Cox Airport, Dayton.
Motor Freight Carriers-32 (10 local terminals).
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 72,563; E&P 86 Est. 68,674
CZ-ABC: (80) 96,174
RTZ-ABC: (80) 141,783
County 80 Cen. 150,236; E&P 86 Est. 150,079
MSA 80 Cen. 942,083; E&P 86 Est. 940,150
City & RTZ-ABC: (80) 237,957
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,384; E&P 86 Est. 27,584
CZ-ABC: (80) 35,621
RTZ-ABC: (80) 48,825
County 80 Cen. 53,376; E&P 86 Est. 55,741
MSA 80 Cen. 340,279; E&P 86 Est. 353,750
City & RTZ-ABC: (80) 84,446

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$432,310,805
Savings & Loan	6	$373,675,858

6 - PASSENGER AUTOS: County 93,233

7 - ELECTRIC METERS: County 58,132

8 - GAS METERS: County 49,303

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,379 ($330); Mfg. 13,107 ($490); Trans. 1,344 ($477); Whol.-Ret. 10,482 ($198); Fin., Ins. & R.E. 2,580 ($281); Servs. 10,177 ($250).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Hard, 7 grains per gal.; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Main St.; 3 on High St.; 3 on Limestone; 3 on Fountain; New downtown core area under construction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(75)	NA	JCPenney, Sears, Lazarus, Block's
Southern Vlg.(28)	NA	Big Bear
Park Shpg.(30)	NA	Harts, Odd Lots
Burnett Rd. Plz.(18)	NA	Meijer Square, Fulmers
Northridge(10)	NA	IGA
Western Plz.(6)	NA	Floor Store
Bushnell Sq.(9)	NA	Pic Way Shoes, Howards
Circus Plz.(12)	NA	Odd Lots
Moorfield Sq.(12)	NA	Kroger, SupeRx
Springfield Plz.(7)	NA	Hills, Fulmers, Gold Circle
Northland(18)		Big Bear, K mart
South Gate Ctr.(8)	NA	Rite Aid, Howards
E. Main Plz.(5)	NA	Kroger, SupeRx

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Block's Allied; Lazarus.
Discount Stores-Meijer Square; Harts; Hills; Gold Circle; K mart; Odd Lots.
Variety Stores-Woolworth.
Chain Drug Stores-Revco 2; SupeRx 3; Brown 2; Whitacre's 4; Drug Castle 2; Rite Aid.
Chain Supermarkets-Big Bear 4; Fulmer's 4; Kroger 3; Super Valu 3.
Other Chain Stores-Firestone; Thom McAn; Richman Bros.; Lowe's; Springfield Rug & Furn.; Goodyear; Jo-Ann Fabrics; Kinney Shoes; Wickes; Roberd's Furn. & Appliance; Nationwise Auto Parts; Warehouse Paint; Carter Lumber; Bobbie Gee; Furrows; Perry & Derrick; 84 Lumber; Color Tile.

14 - NEWSPAPERS: NEWS-SUN (m) 38,447; (S) 44,582; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary Peach, Adv. Dir. or Rob Mercer, Display Adv. Mgr., NEWS-SUN, 202 N. Limestone, Springfield, OH 45501; Tel. (513) 323-3731.
National Representative: Sawyer-Ferguson-Walker.

STEUBENVILLE

1 - LOCATION: Jefferson County (In Steubenville-Weirton, OH-WV MSA). E&P Map C-2. County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.
Intercity Bus Lines-Greyhound; Shortway-Ashland lines; Continental Trailways; Steel Valley Transit Authority.
Airlines-TWA; Northwest; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

3 - POPULATION:
Corp. City 80 Cen. 26,400; E&P 86 Est. 23,815
CZ-ABC: (80) 37,371
RTZ-ABC: (80) 137,086
County 80 Cen. 91,564; E&P 86 Est. 88,654
MSA 80 Cen. 163,099; E&P 86 Est. 158,332
City & RTZ-ABC: (80) 174,457
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,137; E&P 86 Est. 9,641
CZ-ABC: (80) 13,934
RTZ-ABC: (80) 47,279
County 80 Cen. 32,705; E&P 86 Est. 33,017
MSA 80 Cen. 57,577; E&P 86 Est. 58,228
City & RTZ-ABC: (80) 61,213

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$1,038,000,000
Savings & Loan	2	$245,000,000

6 - PASSENGER AUTOS: County 50,338

7 - ELECTRIC METERS: Residence 30,485

8 - GAS METERS: Residence 16,623

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Steel 4,279 ($572); Mining 535 ($575); Constr. 1,947 ($528); Trans. & Util. 2,693 ($416); Commun. 386 ($355); Whol. Trade 744 ($338); Ret. Trade 5,188 ($153); Fin., Ins. & R.E. 876 ($251); Banking, Fin., Securities 551 ($243); Ins. Carriers & Agents 227 ($320); R.E. & Investment 99 ($130); State Gov't 143 ($320); Local Gov't 2,793 ($263); Lumber & Wood Prods. 69 ($303); Stone, Clay, and Glass Prods. 160 ($351); Fab. Metal Prods. 188 ($324); Mach. (N.A.); Food and Kindred Prods. 120 ($324); Printing and Pub. 183 ($206); Electric, Gas, and Sanitary Servs. 1,656 ($481); Hotels & Lodging 104 ($131); Personal Servs. 368 ($140); Motion Pictures and Recreation 278 ($120); Health Servs. 2,813 ($289).
Principal Industrial Pay Days-Wed., Thur., Fri.; 5th, 10th, 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-87; Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall.
Neighborhood Shopping Centers-Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd.; Rt. 22 W; 7th St. & Washington to North Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weirton Hgts.(9)	8	A&P, Kroger, Thrift Drug
K mart Plz.(8)	7	K mart
Kusic Ctr.(6)	4	G.C. Murphy, Kroger, Stone & Thomas
Ft. Steuben Mall(85)	5	Kaufmann's, Sears, JCPenney, Woolworth, Hill's
Hart's Family Ctr.	6	Big Bear, Hart's
Heck's Plz.	3	Heck's
Steuben Plz.(2)	NA	Kroger, Treasure Island
Hollywood Plz.(2)	1	K mart, Kroger, SupeRx

Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Department-Mon., Thur.; Food & Discount every nite.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; JCPenney; Woolworth; Sears; Denmark's (ladies); Myer & Stone (men's).
Discount Stores-Treasure Island; Hill's; K mart; Harts Family Center; Heck's.
Variety Stores-McCrory; Woolworth; Odd Lots.
Chain Drug Stores-Thrift 2; SupeRx; Rite Aid.
Chain Supermarkets-Kroger 2; Big Bear; Golden Dawn; Convenient Foods; Lawson's; Valu King.
Other Chain Stores-Thom McAn; Kinney Shoes; So-Fro Fabrics; Firestone; Goodyear; Sherwin-Williams; Pic-Way Shoes; Payless Shoes; Regal Shoes; Nobil Shoes; Butler Shoes; Standard Sportwear; Nationwise Auto Parts; Top Value Enterprises; Reichart Furn.; Kelly & Cohen; Fisher's Big Wheel; Kay Jewelers; Rogers Jewelers; Marlinn's Shoes; Weiss Bros.; Curtis-Mathis; General Nutrition; Vitamin World; Hello Shops; Deb Shop; Hickory Farms; County Seat; Radio Shack; Spencer Gifts; Waldenbooks; Cole Books; Fotomat; Susie's Casuals; JoAnn Fabrics; Price's Candies; Mendelson's Children Shops; Pearle Vision; Benson's House of Visions; The Gap; Record Town; National Record Mart; Saxon Jewelers; Wayne Jewelers.

14 - NEWSPAPERS: HERALD-STAR (e) 20,834; (S) 20,055; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark A. Yocum, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.
National Representative: Thomson Newspapers.

TIFFIN

1 - LOCATION: Seneca County. E&P Map B-2, County Seat. Industrial and agricultural center. On U.S. Hwy. 224; State Hwys. 18, 53, 100, 101; 55 mi. SE of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-13.
Airlines-General Aviation.

3 - POPULATION:
Corp. City 80 Cen. 19,549; E&P 86 Est. 17,852
CZ-ABC: (80) 26,612
RTZ-ABC: (80) 32,585
County 80 Cen. 61,901; E&P 86 Est. 61,315
City & RTZ-ABC: (80) 59,197
Demographic Information available from. Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,998; E&P 86 Est. 6,665
CZ-ABC: (80) 9,204
RTZ-ABC: (80) 10,437
County 80 Cen. 20,818; E&P 86 Est. 21,547
City & RTZ-ABC: (80) 19,641

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	4	$3,884,817,000
Savings & Loan	3	$748,910,456

6 - PASSENGER AUTOS: County 36,322

7 - ELECTRIC METERS: Residence 6,847

8 - GAS METERS: Residence 5,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Vitreous China Bathroom Fixtures 575; Refractories and Dolomite Stone 575; Elect. Wire and Cable 160; Food Proc. 100; Solar Heating Devices 60; Ferrous and Aluminum Automotive Castings 500; Artificial Abrasive Grinding Wheels 540; Hot and Cold Forging Mach. 760; Sheet Metal Fab., Lockers 185; Hardboard & Flakeboard, Foam Insulation 150; Conveyor and Machinery Mfg. 350. Av. wkly. earnings (Seneca County): (1981) All industries-$311; Constr.-$399; Mfg.-$415; Trans. & Util.-$420; Whol. & Ret.-$221; Fin., Ins. & R.E.-$283; Servs.-$243; State & Local Gov't-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean An. Temp., 51. Av. rainfall, 36.44". Altitude, 777 ft. above sea level.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Washington St.; 2 blocks each way from Washington on 2 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Vlg.(32)	NA	Sears, Foodtown, Sack N' Save
Tiffin Mall(47)	NA	JCPenney, K mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Westgate & Tiffin Mall-weekdays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Uhlman's.
Chain Drug Stores-Lane's; Rite Aid.
Discount Stores-Murphy's Mart; Heck's; K mart; Odd Lots.
Chain Supermarkets-Foodtown; Kroger; IGA; Sack N' Save.
Other Chain Stores-Sherwin-Williams; Firestone; Merit; Olan Mills; Radio Shack; JoAnn Fabrics; Women Aware; Osterman Jrs.; Petrie's; Kinney Shoes; Nobil Shoes; Fashion Bug; B. Dalton Books; Hobby Center Toys; Baskin-Robbins; Musicland; Athletic Attic.

14 - NEWSPAPERS: ADVERTISER-TRIBUNE (e) 11,026; (m-sat) 11,016; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Waldsmith, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.
National Representative: None.

TOLEDO

1 - LOCATION: Lucas County. (In Toldeo MSA). E&P Map B-1. County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24; State Hwys. 2, 51, 65, 120.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Conrail; Norfolk & Western.
Motor Freight Carriers-103.
Intercity Bus Lines-Greyhound; Short Way; Trailways; TARTA (Toledo Area Regional Transit Authority).
Airlines-Delta; United; USAir; Air Wisconsin; Com-Air; TWA; Piedmont; Commuter Express; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 354,635; E&P 86 Est. 339,787
CZ-ABC: (80) 501,329
RTZ-ABC: (80) 737,558
County 80 Cen. 471,741; E&P 86 Est. 468,919
MSA 80 Cen. 616,864; E&P 86 Est. 616,961
City & RTZ-ABC: (80) 1,238,887
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,042; E&P 86 Est. 133,346
CZ-ABC: (80) 182,947
RTZ-ABC: (80) 246,586
County 80 Cen. 172,239; E&P 86 Est. 177,985
MSA 80 Cen. 220,252; E&P 86 Est. 229,226
City & RTZ-ABC: (80) 429,533

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 294,123

7 - ELECTRIC METERS: Residence 274,373

8 - GAS METERS: Residence 150,655

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 8,800 ($564); Trans. & Util. 13,900 ($579); Mach. 6,000 ($457); Primary Metal 3,500 ($491); Fab. Metal 7,700 ($490).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12; last killing frost, May.

11 - TAP WATER: From Lake Erie, fluoridated.

12 - RETAILING: Principal Shopping Centers-Great Eastern complex at Woodville Rd. & City Limits; about 8 blocks on Main & Starr Sts. River E Complex; Central at Cherry, Central at Detroit, Central at Alisdale; Sylvania at Phillips and Lewis; Byrne & Heatherdowns; Dorr & Detroit; Bancroft and Ashland; Merchant's Landing, N. Summit at Shoreland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Charm(25)	NA	Foodtown, Rite Aid
Great Eastern(45)	NA	Foodtown, Kroger, Value City
Miracle Mile(48)	NA	Kroger, JCPenney, T.J. Maxx
Parkway Plz (28)	NA	Centre Market, Value City
Southland(42)	NA	Foodtown, Kroger, JCPenney
Starlite Plz (30)	NA	The Pharm, Churchill's, Damschroder's
Westgate Vlg (59)	NA	Lion, Elder-Beerman, Sears
Franklin Pk Mall(80)	NA	JL Hudson's, Jacobson's, JCPenney
North Towne Sq (90)	NA	Lion, Elder-Beerman, Mont. Ward
Southwyck(100)	NA	Lion, Lion's Home, Mont. Ward
Greenwood Mall(30)	NA	Value City
Woodville Mall(90)	NA	Elder-Beerman, Sears, JCPenney
Portside(88)		

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman 3; Value City Stores 3; Lion 4; Sears 2; JCPenney 4; J. L. Hudson; Montgomery Ward 2; Jacobson's.
Variety Stores-Woolworth 4.
Discount Stores-Cooks 8; K mart 6; TG&Y; The Andersons 2; Hills 4; Big & Small Lots 4; Odd Lot Trading 3; King Liquidators 3.
Chain Drug Stores-Lane's 34; Rexall 14; F.I.P. 12; Rite Aid 7.
Chain Supermarkets-Kroger 13; Foodtown 22; Five Star 10; IGA 3; Centre 6; Churchill's 5; Farmer Jack; Edward's Warehouse Market; Kash and Karry Warehouse Market 7.
Other Chain Stores-Damschroder 2; Richman 4; Al Thomas 3; Florsheim 2; Thom McAn 4; Pic Way 6; Endicott-Johnson 2; Baker 5; Foot Saver; Kinney 4; Phillips; Famous Footwear 2; Hanover Shoes 3; Kuppenheimer; Athlete's Foot 3; Sneaker Circus 2; Brendamour's 3; Western Auto; Jiffy Mart 13; Sterling Milk 12; Lawson's 11; Open Pantry 9; 7-Eleven 14; J. Riggins 2; Casual Corner 3; The Ltd. 4; Petries 5; Herman's; M-C Sporting Goods 2; Best Prods.; Murray's Auto 3; Autoworld 3; Radio Shack 15; Toys-R-Us; Wickes Lumber 4; 84 Lumber 3; Carter Lumber 3.

14 - NEWSPAPERS: BLADE (e) 161,217; (S) 219,867; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Leslie R. Roby, Gen. Adv. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6409.
National Representative: None.

TROY

1 - LOCATION: Miami County. (In Dayton-Springfield MSA). E&P Map A-3. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville. 15 minutes from Dayton international Airport, I-75; 15 minutes from I-70. State Hwys.: Routes 55, 41, 202, 718.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Chessie System.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; Delta; United; USAir; Eastern; Northwest; Piedmont; Emery Air Freight; People Express.

3 - POPULATION:
Corp. City 80 Cen. 19,086; E&P 86 Est. 19,580
CZ-ABC: (80) 19,086
RTZ-ABC: (80) 72,882
County 80 Cen. 90,381; E&P 86 Est. 90,826
MSA 80 Cen. 942,083; E&P 86 Est. 940,150
City & RTZ-ABC: (80) 91,968
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,068; E&P 86 Est. 7,615
CZ-ABC: (80) 7,148
RTZ-ABC: (80) 25,354
County 80 Cen. 32,427; E&P 86 Est. 33,536
MSA 80 Cen. 340,279; E&P 86 Est. 353,750
City & RTZ-ABC: (80) 32,502

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$325,893,423
Savings & Loan	3	$197,372,489

6 - PASSENGER AUTOS: County 60,210

7 - ELECTRIC METERS: Residence 14,571

8 - GAS METERS: Residence 14,330

9 - PRINCIPAL INDUSTRIES: Commercial Food Equip.; Meat; Paper Prods.; Arc Welders; Aviation Prods.; Tube Prods.; Ice Cream; Polystyrene Foam Prods.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-77; Summer 48-93; Fall 18-86; Winter 1-72. First killing frost, Nov. 25; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on Square. Also 4 Shpg. Ctrs., one each on North and South edges of town, plus two at West edge of town.
Neighborhood Shopping Centers-South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor, N. Market St.; Southbrook, W. Main St.; K mart/Kroger, W. Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(14)	1	McCrory, Marsh, Coast-to-Coast, M&R Health Mart Drugs
Trojan Vlg.(38)	2	Murphy's Mart, Ray's Supermarket, Radio Shack, Goodyear

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept., Discount, Food-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-McCrory.
Discount Stores-K mart, Murphy's Mart.
Chain Drug Stores-M&R Health Mart 2; Revco; Gray Drug.
Chain Supermarkets-Marsh; Kroger; Rays; Cardinal Markets; IGA.
Other Chain Stores-Uhlman's; El Bee Shoes; House of Fabrics; Lawson's; Radio Shack; Main Auto Parts; 7-Eleven; Warehouse Paint; Sherwin-Williams; Sycamore Shop; United Dairy Farmers; Shastar-Renting to Own.

14 - NEWSPAPERS: NEWS (e) 11,087; (S) 13,174; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Vicki Yetter, Ret. Adv. Mgr., NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.
National Representative: Landon Associates.

UHRICHSVILLE-DENNISON

1 - LOCATION: Tuscarawas County. E&P Map C-2. East central part of state on U.S. Hwys. 36, 250; State Hwys. 8, 16, 86 mi. S of Cleveland; 105 mi. E of Columbus; 100 mi. W of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Intercity Bus Lines-Greyhound; Short Way.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Communities 80 Cen. 9,528; E&P 86 Est. 9,567
Uhrichsville 80 Cen. 6,130; E&P 86 Est. 6,294
Dennison 80 Cen. 3,398; E&P 86 Est. 3,273
County 80 Cen. 84,614; E&P 86 Est. 88,153

4 - HOUSEHOLDS:
Corp. Communities 80 Cen. 3,479; E&P 86 Est. 3,753
Uhrichsville 80 Cen. 2,293; E&P 86 Est. 2,523
Dennison 80 Cen. 1,186; E&P 86 Est. 1,230
County 80 Cen. 30,485; E&P 86 Est. 33,172

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$50,500,000
Savings & Loan	2	$24,500,000

6 - PASSENGER AUTOS: County 52,898

7 - ELECTRIC METERS: Residence 6,050

8 - GAS METERS: Residence 3,476

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clay 2,420 ($175); Railroad 120 ($250); Aluminum Smelting 75 ($175); Coated Fabrics 72 (N.A.); Glove Mfg. 50 (N.A.); Coal ($449); Industrial Equip. 60 ($200); Steel Ring Mfg. 20 ($175); Food Wholesaling 97 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-82; Summer 50-100; Fall 20-80; Winter 10-70. First killing frost, Oct. 14; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-9 blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plz.(27)	15	JCPenney, Fashion Bug
Monroe Mall(30)	15	Schwartz-Kline, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sales; United; Sears; Harts; Dollar General; Fisher's Big Wheel; Dynamic Discount.
Variety Stores-H. L. Green.
Chain Supermarkets-Stoll's 2; IGA; Foodliner; Lawson's.

14 - NEWSPAPERS: CHRONICLE (e) 5,000; Publisher's Statement Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Maynard Buck, Pub./Pres., CHRONICLE, 109 N. Water, Uhrichsville, OH 44683; Tel. (614) 922-1321.
National Representative: American Newspaper Representatives.

UPPER SANDUSKY

1 - LOCATION: Wyandot County. E&P Map B-2. County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 23, 199, 30N; and State Hwys. 53, 67.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio.
Intercity Bus Lines-Great Lakes; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,967; E&P 86 Est. 6,038
County 80 Cen. 22,651; E&P 86 Est. 22,678

4 - HOUSEHOLDS:
City 80 Cen. 2,282; E&P 86 Est. 2,384
County 80 Cen. 7,838; E&P 86 Est. 8,197

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$175,000,000
Savings & Loan	2	$177,000,000

6 - PASSENGER AUTOS: County 13,909

7 - ELECTRIC METERS: Residence 2,742

8 - GAS METERS: Residence 2,545

9 - PRINCIPAL INDUSTRIES: Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Prods.; Dairy Prods.; Fab. Steel; Automotive Glass.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Artz Bros.; Michael's; Armstrong's.
Variety Stores-Ben Franklin; Big Wheel.
Chain Drug Stores-Rexall; Lane's.
Chain Supermarkets-Cardinal; Scot Lad; IGA; Bailey's; A & A Market; Lawson's.

14 - NEWSPAPERS: CHIEF-UNION (e) 4,673; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Mgr., CHIEF-UNION, 111 W. Wyandot Ave.; PO Box 180, Sandusky, OH 43351; Tel. (419) 294-2332.
National Representative: Landon Associates.

URBANA

1 - LOCATION: Champaign County, E&P Map B-3, County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus. On U.S. Hwys. 36, 68; State Hwys. 29, 54, 55, 56, 296.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,762; E&P 86 Est. 10,189
CZ-ABC: (80) 10,762
RTZ-ABC: (80) 24,540
County 80 Cen. 33,649; E&P 86 Est. 34,879
City & RTZ-ABC: (80) 35,302
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,174; E&P 86 Est. 4,128
CZ-ABC: (80) 4,174
RTZ-ABC: (80) 8,252
County 80 Cen. 11,795; E&P 86 Est. 12,800
City & RTZ-ABC: (80) 12,426

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$94,000,000
Savings	3	$153,000,000

6 - PASSENGER AUTOS: County 21,255

7 - ELECTRIC METERS: Residence 4,400

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Fine Paper; Aircraft and Airport Lighting Equip.; Machine Tools, Dies, Jigs, Fixt.; Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Prods.; Electric Controls and Distribution Equip.; Silos; Tungsten Carbide & Cutting Tool Tips; Oil Well Intensifiers; Solar Collectors; Window Fans; Bakery Equip.; Porcelain Enamel; Household Cleaners; Snack Foods.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-1 block east, 2 south, 1 west and 3 north of Monument Sq.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(80)	14	Sears, JCPenney, Rike, Blocks

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart; TG&Y; Revco; Crosby; Lanes.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Boston.
Variety Stores-TG&Y; K mart.
Chain Drug Stores-Revco; Crosby; Lanes.
Chain Supermarkets-Kroger; Troutwine's (Super Valu); IGA.
Other Chain Stores-Dean & Barry; Lawson's; Sweeting Tire; JCPenney (catalog).

14 - NEWSPAPERS: CITIZEN (e) 7,519; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Linda Anderson, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.
National Representative: Landon Associates.

VAN WERT

1 - LOCATION: Van Wert County, E&P Map A-2, County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2 - TRANSPORTATION: Railroads-Conrail (frt. only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Charter only.

3 - POPULATION:
Corp. City 80 Cen. 11,035; E&P 86 Est. 10,615
County 80 Cen. 30,458; E&P 86 Est. 30,642
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,363; E&P 86 Est. 4,385
County 80 Cen. 10,939; E&P 86 Est. 11,553

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$155,266,000
Savings & Loan	2	$71,815,460

6 - PASSENGER AUTOS: County 19,563

7 - ELECTRIC METERS: Residence 7,863

8 - GAS METERS: Residence 5,513

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Packaging 548; Mach. Parts 1,877; Food 201; Specialities 240; Ins. 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 39-96; Fall 19-83; Winter 12-60. First killing frost, Oct. 9; last killing frost, May 6. Alkaline, soft 5 1/2 grains.

12 - RETAILING: Principal Shopping Center-3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Mkt. St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Summit(17)	NA	Fisher's Big Wheel, Mont. Ward
Van Wert Plz	NA	Heck's, Lane's

Principal Shopping Days-Fri., Sat.
Stores Open-Fri. & Mon. evenings. **Department Stores**-Heck's; JCPenney.
Chain Drug Stores-Revco; Derry's; Hook's; Lane's.
Variety Stores-Fisher's Big Wheel.
Chain Supermarkets-Marsh; Chief; Triangle Super-Dollar; Cardinal.
Other Chain Stores-Cato; Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Coast-to-Coast Hdwe.; Ace Hdwe.; Quality Farm & Fleet.

14 - NEWSPAPERS: TIMES-BULLETIN (e) 8,200; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Eugene Laudick, Adv. Dir., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.
National Representative: Landon Associates.

WAPAKONETA

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2, County Seat. In West Central OH, 17 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN state line on State Hwys. 67, 198, 501 and U.S. Hwys. 25, 33, 75.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 8,402; E&P 86 Est. 8,772
County 80 Cen. 42,554; E&P 86 Est. 43,453
MSA 80 Cen. 154,795; E&P 86 Est. 153,058
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,226; E&P 86 Est. 3,302
County 80 Cen. 15,504; E&P 86 Est. 15,509
MSA 80 Cen. 53,700; E&P 86 Est. 55,190

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$50,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 27,171

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 2,555

9 - PRINCIPAL INDUSTRIES: Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fab.; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild.; Grain Meat Packer; Automotive & Airplane Interiors; Rubber Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-65; Summer 70-90; Fall 40-70; Winter 0-40.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Nearby Shopping Center-4 blocks on Auglaize St.

Name (No. of stores)	Miles from Downtown	Principal Stores
Grandview Plz.(12)	NA	Coast-to-Coast, Hip Pocket, Radio Shack

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Val Corp.; Cooks.
Chain Drug Stores-Lane's.
Variety Stores-Wapak Sundry.
Chain Supermarkets-Pantry Pride; IGA Kelley's; Lawsons; Clyde Evans.

14 - NEWSPAPERS: NEWS (e) 5,252; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: L. R. Shaull, Pub./Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.
National Representative: Landon Associates.

WARREN

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2, 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Ene-Lackawanna; Conrail.
Motor Freight Carriers-47.
Intercity Bus Lines-Ohio Greyhound; Continental Trailways.
Airlines-United; Piedmont Commuter; Crown; Republic Express; Bas Commuter; Allegheny.

3 - POPULATION:
Corp. City 80 Cen. 56,629; E&P 86 Est. 50,913
CZ-ABC: (80) 69,921
RTZ-ABC: (80) 151,976
County 80 Cen. 241,863; E&P 86 Est. 241,239
MSA 80 Cen. 531,350; E&P 86 Est. 522,781
City & RTZ-ABC: (80) 221,897

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,068; E&P 86 Est. 20,128
CZ-ABC: (80) 25,526
RTZ-ABC: (80) 50,072
County 80 Cen. 84,151; E&P 86 Est. 87,771
MSA 80 Cen. 186,711; E&P 86 Est. 191,718
City & RTZ-ABC: (80) 75,598

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$386,702,171
Savings & Loan	7	$222,512,817

6 - PASSENGER AUTOS: County 156,709

7 - ELECTRIC METERS: Residence 54,250

8 - GAS METERS: Residence 36,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Steelmaking 12,000 ($200); Steel Fab. 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220); Total 45,000 Emp. (An. Payroll $650,450,200).
Principal Pay Days-10th & 25th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Min. -10, Max. 94. First killing frost, Oct. 14; last killing frost, May 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 on W. Market; 5 on E. Market; 6 on N. Park; 3 on High NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McKinley Hts.(5)	NA	Stambaugh-Thompson, Handyman
Warren Plaza(34)	NA	Fazio's
Trumbull Plaza(24)	NA	K mart
Village Plaza(13)	NA	Maxwells
Ridgeview(14)	NA	Mavars
Eastwood Mall(100)	NA	Sears, Kaufmann's, Woolworth, JCPenney, Carlisle
Plaza West(7)	NA	Murphy's Mart
Champion Plz.(10)	NA	Hills
Austin Village(20)	NA	Super Duper
Gretchen Vlg.(16)	NA	Murphy Mart
Howland Plz.(8)	3	Turneys, Valu King
Great East Plz.(10)	5	Sparkle, Best, Pharmor

Principal Shopping Days-Dept. Stores-Mon. & Thur. night.
Stores Open Evenings-Dept.-Mon. & Thur.; Super Mkts. & Shpg. Ctrs.-every night to 9.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Carlisle; Sears; JCPenney; Maxwells.
Discount Stores-Hills; K mart; Turneys; Murphy's Mart; Best.
Variety Stores-Woolworth.
Chain Drug Stores-Gray 3; Revco 2; Eastgate; Pryce's Champion 3; Rite Aid 3; Pharmor; Thrift; Aid-N-Save 3.
Chain Supermarkets-Rowlands; Sparkle Markets 7; Valu King 12; Ideal 4; Riverside; Fazio's; Mavars 3; Thornhills; Woodland Market; Howland IGA; Super Duper 4.

14 - NEWSPAPERS: TRIBUNE-CHRONICLE (e) 41,936; (S) 48,572; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Sekella, Mktg. Dir., TRIBUNE-CHRONICLE, 240 Franklin St. SE, Warren, OH 44482; Tel. (216) 841-1620.
National Representative: Landon Associates.

WASHINGTON COURT HOUSE

1 - LOCATION: Fayette County, E&P Map B-3, County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state. 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 47 mi. E of Dayton.

2 - TRANSPORTATION: Railroads-Grand Trunk Western; Chessie System.
Intercity Bus Lines-Pennsylvania Greyhound.
Motor Freight Carriers-5.
Air Travel-Commercial jets available 40 mi. away. Public airport with 4,000 ft. hard surface located 2 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 12,682; E&P 86 Est. 12,611
County 80 Cen. 27,467; E&P 86 Est. 28,353

4 - HOUSEHOLDS:
City 80 Cen. 4,898; E&P 86 Est. 5,044
County 80 Cen. 9,781; E&P 86 Est. 10,508

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$58,484,000
Savings & Loan	3	$48,796,478

6 - PASSENGER AUTOS: County 15,956

7 - ELECTRIC METERS: County 18,320

8 - GAS METERS: Residence 8,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 500; Stairwork 180; Auto Seats 405; Hand Tools 520; Cardboard Containers 115; Manufactured Homes 160; Meat Packing & Proc. 150; Steel Bldgs. 330. Wages-Unskilled ($160); Semiskilled ($200); Skilled ($330).

10 - CLIMATE: Annual average temp. 52, max. 96, min.-10. First killing frost, Oct. 18; last killing frost, May 13.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Court St. (39 stores); 2 blocks on Main St. (12 stores); 2 blocks on Fayette St. (5 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Square(13)	1	Radio Shack, K mart, Revco, Murphy Mart, Cato

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Fri., Shopping Centers-nightly.

13 - RETAIL OUTLETS: Department Stores-Craig; Foster Hainer; JCPenney; Uhlman's.
Discount Stores-Sundry Store; TSC.
Variety Stores-Fisher's Big Wheel; K mart; Murphy Mart.
Chain Drug Stores-Medicine Shoppe, Downtown; Revco; Kroger.
Chain Supermarkets-Kroger; Sack-n-Save; Convenient Mart; Super Duper.
Other Chain Stores-Sears (catalog); Ross Jewelers; Firestone; Cato; Corvair Auto Parts; Radio Shack; Hallmark; Rax; Frisch's; Odd Lots; McDonald's; Wendy's; Long John Silver; Kentucky Fried Chicken.

14 - NEWSPAPERS: RECORD-HERALD (e) 6,937; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Robert Rodenfels, Mktg. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 43160; Tel. (614) 335-3611.
National Representative: Landon Associates.

WILLOUGHBY

See LAKE COUNTY

WILMINGTON

1 - LOCATION: Clinton County. E&P Map B-3. County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22, 68, I-71; State Hwys. 3, 73, 730. In fine agricultural section.

2 - TRANSPORTATION: Railroads-Conrail; B&O. **Motor Freight Carriers**-8. **Intercity Bus Lines**-Greyhound. **Airlines**-Wilmington Air Park 3 mi.; Clinton Field 5 mi.; Springfield Municipal Airport 35 mi. (Comm.); Sabina 11 mi. (private); Dayton Airport (Vandalia) 35 mi.; Cincinnati 70 mi.; Columbus 60 mi. Air Freight: Airborne Express.

3 - POPULATION:
Corp. City 80 Cen. 10,431; E&P 86 Est. 10,201
County 80 Cen. 34,603; E&P 86 Est. 35,026

4 - HOUSEHOLDS:
City 80 Cen. 4,018; E&P 86 Est. 3,975
County 80 Cen. 12,148; E&P 86 Est. 12,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$101,223,415
Savings & Loan	3	$98,441,002

6 - PASSENGER AUTOS: County 20,728

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 1,500; Ret. 625; Servs. 455; Constr. 150; Util. 100; Quarry 40; Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Pts. & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital; Ambulance Furn. & Equip.; Plastics; Electronic Switches; Machine Tools; Cml. Crystals; Airplane Propellers; Paper Bags; Forklift Mfg.; Air Freight Service.

10 - CLIMATE: Av. Temp.-An. 49; Min. 10; Max. 88. Min. & Max. Temp.-Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost, Nov. 1; last killing frost, May 10. Rainfall: An.-39 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main and South Sts.; 8 blocks on Rombach Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilmington Plz.(18)	NA	Kroger, Revco, Coast-to-Coast
Southridge(9)	NA	K mart, Radio Shack
Rombach Ctr.(9)	NA	SupeRx, Pic-Way Shoes

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shpg. ctr. every evening; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Sears, Foster-Haines; Murphy-Benham; Heck's; Haines Adairs; Coast-to-Coast.
Variety Stores-G.C. Murphy; K mart; Sundry Store; Odd Lot.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Bob & Carl's Finer Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 7,590; sworn Sept. 29, 1985.
Local Contact for Advertising and Merchandising Data: Thomas Krancz, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45177; Tel. (513) 382-2574.
National Representative: Landon Associates.

WOOSTER

1 - LOCATION: Wayne County. E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250. 54 mi. S of Cleveland; 29 mi. SW of Akron; 30 mi. W of Canton; 31 mi. E of Mansfield.

2 - TRANSPORTATION: Railroads-Conrail. **Motor Freight Carriers**-4. **Intercity Bus Lines**-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,289; E&P 86 Est. 18,961
CZ-ABC. (80) 23,390
RTZ-ABC. (80) 110,348
County 80 Cen. 97,408; E&P 86 Est. 100,526
City & RTZ-ABC. (80) 133,738

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,105; E&P 86 Est. 7,387
CZ-ABC. (80) 8,549
RTZ-ABC. (80) 35,101
County 80 Cen. 32,233; E&P 86 Est. 34,728
City & RTZ-ABC. (80) 43,650

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$152,076,000
Savings & Loan	3	$412,849,000

6 - PASSENGER AUTOS: County 58,213

7 - ELECTRIC METERS: Residence 8,781

8 - GAS METERS: Residence 6,993

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brass couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab. 261; Common Carriers 150; Constr. 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Pub. 123; Potato Chips 343; Truck Bodies 352; Rubber & Plastic Housewares & Auto Equip. 1,756; Steel Tubes 264; Steel Fab. 230; Hydraulic Pumps 483; Paint Brushes 477; Micro-Photos 358; Agric. Research 512; Colleges 760. **Principal Industrial Pay Day**-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost, Oct. 15; last killing frost, Apr. 2.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Liberty St. and 7 blocks on Market St. **Neighborhood Shopping Centers**-U.S. 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Hills(15)	NA	Sears, Woolworth
Portage Sq.(5)	NA	K mart, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-H. Freedlander; Wm. Annat; Sears; Buehler's. **Variety Stores**-Newberry; Woolworth; Retzler. **Discount Stores**-Heck's; Nichols; K mart; Qual. Farm & Fleet. **Chain Drug Stores**-Revco; Gray's. **Chain Supermarkets**-A&D Foodarama; Buehler 2; Hawkin's; Smith's; Lawson's 2; Convenient Food; Stop-N-Go; Youngs 2; IGA 2. **Other Chain Stores**-Livingston's Furniture; Moore's; Yum Yum Tree; Servex; Radio Shack; Brenner Bros.; Sherwin-Williams; Goodrich; Walkers; Hammonds; Singer; Carter Lumber; Wayne Auto Parts.

14 - NEWSPAPERS: RECORD (e) 25,362; Mar. 31 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank Beeson, Mktg. Mgr., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.
National Representative: Landon Associates.

XENIA

1 - LOCATION: Greene County. (In Dayton-Springfield MSA). E&P Map B-3. County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light manufacturing, agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by I-70, I-71 and I-75.

2 - TRANSPORTATION: Railroads-Main line; Junction point; Conrail; Chessie System. **Motor Freight Carriers**-6. **Intercity Bus Lines**-Greyhound; Dayton & Southeastern; Daybrook Lines; Xenia Para-Transit Service.

3 - POPULATION:
Corp. City 80 Cen. 24,653; E&P 86 Est. 24,385
CZ-ABC. (80) 31,971
RTZ-ABC. (80) 64,983
County 80 Cen. 129,769; E&P 86 Est. 134,071
MSA 80 Cen. 942,083; E&P 86 Est. 940,150
City & RTZ-ABC. (80) 96,954

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,703; E&P 86 Est. 8,997
CZ-ABC. (80) 10,523
RTZ-ABC. (80) 20,463
County 80 Cen. 43,078; E&P 86 Est. 46,008
MSA 80 Cen. 340,279; E&P 86 Est. 353,750
City & RTZ-ABC. (80) 30,986

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$73,403,000
Savings & Loan	2	$144,814,430

6 - PASSENGER AUTOS: County 85,997

7 - ELECTRIC METERS: County 34,566

8 - GAS METERS: County 20,854

9 - PRINCIPAL INDUSTRIES: 53,779 total county labor force.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Av. Temp. 50. Max. 94; Min. -6. An. rainfall 35.87 in. Av. snowfall 50 snows/yr. Total precipitation 25.63 in.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; King's Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St. & Ottawa (West) 5 units; S. Bellbrook & 35 Bypass (West) 7 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ledbetter Rd.(6)	NA	Fulmers, Revco, Zayre
Xenia Plz.(12)	NA	Sears, Revco
Xenia Town Sq.(40)	NA	Fashion Bug, Rite Aid, K mart, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Foster Haines. **Discount Stores**-K mart; Zayre. **Variety Stores**-Family Dollar; Dollar General. **Chain Drug Stores**-Revco; Rite Aid. **Chain Supermarkets**-Super Valu 3; IGA 2; Stop N' Go 3; Fulmer's; Kroger. **Other Chain Stores**-Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

14 - NEWSPAPERS: GAZETTE (e) 11,237; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Judy Sergent, Adv. Mgr., GAZETTE, 37 S. Detroit St., PO Box 400, Xenia, OH 45385; Tel. (513) 372-4444.
National Representative: Thomson Newspapers.

YOUNGSTOWN

1 - LOCATION: Mahoning County. (with part extending into Trumbull County). (In Youngstown-Warren MSA). E&P Map C-2. County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 79 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpke.; I-80 & 80S; U.S. Hwys. 422, 62, 224; State Hwys. 11, 18, 164, 170, 616.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; B&O; Conrail; P&LE; Lake Erie; Eastern. **Motor Freight Carriers**-72. **Intercity Bus Lines**-Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania Greyhound; Continental Trailways; Edwards Lakes-to-Sears; Bessemer Hillsville. **Airlines**-United; Allegheny Commuter; Beaver Aviation (BAS); Piedmont; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 115,436; E&P 86 Est. 100,956
CZ-ABC. (80) 229,123
RTZ-ABC. (80) 268,514
Counties/MSA 80 Cen. 531,350; E&P 86 Est. 522,781
Mahoning Co. 80 Cen. 289,487; E&P 86 Est. 281,542
Trumbull Co. 80 Cen. 241,863; E&P 86 Est. 241,239
City & RTZ-ABC. (80) 497,637
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,990; E&P 86 Est. 38,939
CZ-ABC. (80) 83,006
RTZ-ABC. (80) 92,997
Counties/MSA 80 Cen. 186,711; E&P 86 Est. 191,718
Mahoning Co. 102,560; E&P 86 Est. 103,947
Trumbull Co. 80 Cen. 84,151; E&P 86 Est. 87,771
City & RTZ-ABC. (80) 176,003

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$2,290,358,000
Savings & Loan	3	$1,196,927,000

6 - PASSENGER AUTOS: Counties: Mahoning 174,979; Trumbull 156,709

7 - ELECTRIC METERS: Residence 35,980

8 - GAS METERS: Residence 87,098

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total All Industries 7,000 ($289); Constr. 5,200 ($455); Mfg. 16,000 ($439); Trans. & Util. 3,700 ($248); Whol. & Ret. 19,879; Fin., Ins., R.E. 4,800 ($292).
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-88; Summer 44-92; Fall 14-81; Winter 0-80; First killing frost, Oct. 15; last killing frost, Apr. 23. An. Precipitation 44.50.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Southern Park Mall; Greater Boardman Plz.; 5 blocks on Fed. Plz. East and West; Belmont Ave. Rte. 193; Austintown Plz., Rt. 18.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boardman Plaza(52)	6	Hill's, Sparkle, Jewel Mart, Children's Palace, Stambaugh's
Mahoning Plaza(17)	5	Gray's
McGuffey Mall(30)	3	Murphy's, JCPenney
Lincoln Knolls Plaza(30)	3	Sparkle
Liberty Plaza(42)	4	Hill's, Stambaugh's, Sparkle
Austintown Plaza(35)	4	Kaufmann's, Hill, Stambaugh's, Jewel Mart
Canfield Colonial(17)	6	Kaufmann's, Hills, Stambaugh's, Thompson
Struthers 5th Street(16)	8	Ben Franklin
Village Square	7	Sparkle, Valu-King
Southern Park Mall(106)	10	Maxwell's, Valu-King
Eastwood Mall(135)	6	Sears, Kaufmann's, Horne's, JCPenney
Belmont Plaza(8)	12	Sears, Kaufmann's, JCPenney, Carlisles
Cornersburg Plaza(8)	2	Patient Care
Valley View Plz.	5	Valu-King, Rite Aid
Kirkmere Plaza(12)	11	Valley View Dept. Store
Markinola(5)	4	
Marwood(8)	3	Gray Drug
Market St. Plz.	3	Yum Yum Tree
Union Square Plaza(24)	6	Sassy Slacks, B&J Sales
Wedgewood Plaza(15)	3	Radio Shack, Sparkle
	5	Sparkle, Gray Drug, Bargain Port

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Food, Shopping Plazas and Malls every evg. Some Food Stores open 24 hours per day.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's 4; Horne's; JCPenney 2; Sears. **Discount Stores**-Hill's 5; Bargain Port 3; K mart 3; Valley View; Murphy's Mart 2. **Variety Stores**-Woolworth; McCrory; Ben Franklin 3. **Chain Drug Stores**-Gray 11; Thrift; Revco 7; Rite Aid 5; Allen's 6; Lester's; Pharmor 2.

Chain Supermarkets-Lawsons 10; Valu-King 23; United Family 14; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkle Mkts. 18; Tic-Toc; Sami Quick Stop 10; Lil Shoppers 10; Mavar's 3; Super Duper 6. **Other Chain Stores**-Thom McAn; Color Tile; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney; Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover; El Bee; Lerner's; Abraham's; Country Casuals; Children's Palace; Catherine's Stout; Fashion Barn; Tops and Bottoms; Birnbaums; Marwen's; Harry's Big & Tall Shop; Richmans; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Aamco Transmission; Singer Co.; Fabric Fair; King's (jewelry) 3; JoAnn Fabrics; The Appliance Store 2; Mace Electronics 2; Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Joan Bari Bags; Mode O'Day; Super Duper 5; Ormonds; Parklane Hosiery; Petris; Stambaugh's 7; T.J. Maxx; Spencer Gifts; Waldenbooks; B. Dalton Bookseller; Zale's; Minnesota Fabrics 2; Garment Center; Radio Shack; Homemaker Shops; Maaco Auto; Color Your World; Tempo Fashions; World Wide Auto Stores; Busy Beaver Ctr.; Carter Lumber 4.

14 - NEWSPAPERS: VINDICATOR (e) 97,348; (S) 152,114; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Gen. Adv. Mgr., VINDICATOR, PO Box 780, Vindicator Sq., Youngstown, OH 44501; Tel. (216) 747-1471.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ZANESVILLE

1 - LOCATION: Muskingum County. E&P Map C-3. County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi. W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 40, 22, I-70.

2 - TRANSPORTATION: Railroads-N&W; Chessie; Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,655; E&P 86 Est. 25,561
CZ-ABC: (80) 37,808
RTZ-ABC: (80) 76,108
County 80 Cen. 83,340; E&P 86 Est. 85,716
City & RTZ-ABC: (80) 113,916

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,211; E&P 86 Est. 10,601
CZ-ABC: (80) 14,478
RTZ-ABC: (80) 25,391
County 80 Cen. 29,442; E&P 86 Est. 31,711
City & RTZ-ABC: (80) 39,869

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$262,000,000
Savings & Loan	3	$254,000,000

6 - PASSENGER AUTOS: County 48,559

7 - ELECTRIC METERS: Residence 29,218

8 - GAS METERS: Residence 17,950

9 - PRINCIPAL INDUSTRIES: Industry. (Av. Wkly. Wage)-Mfg. ($226); Trans. & Util ($290); Constr. ($262).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-74; Summer 62-95; Fall 14-71; Winter 5-50. First killing frost, Oct. 8-20; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Square Mall(60)	5	JCPenney, Gray's, Sears, Horne's, Elder Beerman
Country Fair(25)	4	Kroger, Woolworth, Century House
Sunrise Center	2	Heck's, IGA
Zane Trail(18)	3	Big Bear, Hart's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Downtown Mon., Fri. Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nader & Sons; Sears; Elder Beerman; Hornes Of Wheeling.
Discount Stores-Rink's Bargain City; Dollar Saver; K mart; Heck's; Odd Lots.
Variety Stores-Woolworth; Hart's; Scott's.
Chain Drug Stores-Revco 2; Thrift; SupeRx; Hart's; Gray.
Chain Supermarkets-Kroger 2; Big Bear 3.
Other Chain Stores-Moore's; Sherwin-Williams; Stambaugh's; Pittsburgh Plate Glass; Singer Co.; Gallenkamp; Pic-Way; Robert's Men Store; Radio Shack; Sun TV & Appliances; Kinney Shoes.

14 - NEWSPAPERS: TIMES RECORDER (m) 23,274; (S) 20,984; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Munson, Adv. Mgr., TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43701; Tel. (614) 452-4561.
National Representative: Thomson Newspapers.

OKLAHOMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Enid-Garfield County.
Fort Smith, AR-OK-Crawford and Sebastian Counties, AR; Sequoyah County, OK
Lawton-Comanche County.
Oklahoma City-Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties.
Tulsa-Creek, Osage, Tulsa, Rogers and Wagoner Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1987
Under 5 Years	197	233	266
5-14 Years	492	460	525
15-24 Years	449	563	643
25-44 Years	586	813	930
45-64 Years	537	580	664
65 and Over	299	376	429
TOTAL	2,560	3,025	3,457

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	542	920	1,434
General Mdse	1,093	1,800	2,255
Food	2,096	3,684	4,051
Automobiles	2,884	3,649	5,536
Gasoline Stations	655	1,110	954
Apparel	549	938	1,166
Furniture	423	693	1,101
Eat-Drink Places	715	1,394	1,732
Drugs	211	337	381
TOTAL SALES	9,228	16,071	20,078

ADA

1 - LOCATION: Pontotoc County. E&P Map E-3. County Seat. Industrial, educational, medical, and residential center of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99. 81 mi. SE of OK City.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 15,902; E&P 86 Est. 16,586
CZ-ABC: (80) 15,902
RTZ-ABC: (80) 65,844
County 80 Cen. 32,598; E&P 86 Est. 35,726
City & RTZ-ABC: (80) 81,746

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,440; E&P 86 Est. 6,997
CZ-ABC: (80) 6,440
RTZ-ABC: (80) 23,529
County 80 Cen. 12,268; E&P 86 Est. 13,941
City & RTZ-ABC: (80) 29,969

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$90,000,000
Commercial	3	$209,300,000

6 - PASSENGER AUTOS: County 17,876

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Glass containers 440 ($265); Cement 165 ($320); Concrete prods. N.A. ($150); Meat packing 110 ($165); Brick 35 ($150); Garments 175 ($165); Feeds 100 ($200); Plastic cups 450 ($165); Plastic and rubber prods. 350 ($225); Mfg. and service of oilfield drilling tools 100 ($275); Trap & skeet targets 50 ($175); Overhead door mfg. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Area-8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers-College: E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington: 800 Arlington Blvd.; Mini Mall, 119 N. B'dwy., 15 units; 600 N. B'dwy.; North Hills Center, Lonnie Abbot & Indstr. Blvd.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dillon's; Katz; C.R. Anthony; Bealls; Cato.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; Wall's; Dollar General; K mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Humpty Dumpty; Safeway.
Other Chain Stores-Otasco; Goodyear; Singer Co.; Sears (catalog); Sherwin-Williams; Montgomery Ward Order-Auto Stores.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,206; (S) 9,620; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard C. Wells, Pub., NEWS, 112-120 N. Broadway, Ada, OK 74820; Tel. (405) 332-4433.
National Representatives: Thomson Newspapers; Papert Companies.

ALTUS

1 - LOCATION: Jackson County. E&P Map C-3. County Seat. Situated on U.S. Hwys. 62, 283; 155 mi. SW of Oklahoma City.

2 - TRANSPORTATION: Railroads-Santa Fe; Frisco; Hollis & Eastern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midcontinent.

3 - POPULATION:
Corp. City 80 Cen. 23,101; E&P 86 Est. 23,087
County 80 Cen. 30,356; E&P 86 Est. 30,158

4 - HOUSEHOLDS:
City 80 Cen. 7,918; E&P 86 Est. 8,132
County 80 Cen. 10,543; E&P 86 Est. 10,909

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$152,694,000
Savings & Loan	3	$101,660,000

6 - PASSENGER AUTOS: County 16,303

7 - ELECTRIC METERS: Residence 9,877

8 - GAS METERS: Residence 7,941

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Chem. Fertilizer N.A. ($170); Feed Mfg. 30 ($150); Cotton Seed Proc. 40 ($140); Asphalt Mixing 43 ($175); Cotton Compress 48 (N.A.); Altus AFB 4,183 ($281); Univ. Educ. 650 ($304); Ladies Garments 90 ($137).

10 - CLIMATE: First killing frost, Nov. 7; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altus Plaza(24)	NA	JCPenney, Safeway, Zale's, Otasco
Bunker Hill(12)	NA	Anthony, Winn's, Furr's
Park Lane(8)	NA	Winn's, Ashley's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Sundays-Supermarkets; Winn's; Surplus City; K mart; Wal-Mart; Braum's; JCPenney.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney.
Discount Stores-Altus Surplus City; K mart; Base Exchange; Wal-Mart; Osborne's.
Variety Stores-Winn's 2; Dollar General; Wal-Mart.
Chain Drug Stores-Bunker Hill; United Discount; Altus Drug; Revco.
Chain Supermarkets-United 2; Safeway.
Other Chain Stores-Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Furr's; Sherwin-Williams; 7-Eleven; Radio Shack, Love's Country Stores.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,828; (S) 7,350; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jesse Turner, Adv. Mgr., TIMES, 218 W. Commerce St., Altus, OK 73521; Tel. (405) 482-1221.
National Representative: Papert Companies.

ALVA

1 - LOCATION: Woods County. E&P Map C-1. County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. University Education. 160 mi. from Oklahoma City; 120 mi. from Wichita, KS; On U.S. Hwys. 64, 281.

2 - TRANSPORTATION: Railroads-AT&SF (Santa Fe); CRI & PRR (Rock Island).
Motor Freight Carriers-4.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 6,416; E&P 86 Est. 6,280
County 80 Cen. 10,923; E&P 86 Est. 11,177

4 - HOUSEHOLDS:
City 80 Cen. 2,584; E&P 86 Est. 2,613
County 80 Cen. 4,425; E&P 86 Est. 4,789

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: County 6,239

7 - ELECTRIC METERS: Residence 2,808

8 - GAS METERS: Residence 2,491

9 - PRINCIPAL INDUSTRIES: Industry-Agric.; Meat Packing; Tractors; Radio Airplane Repair & Rebuilding; Educ.; Farm Implement Mfg.
Principal Pay Days-Sat.; 1st & 15th; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. First killing frost, Oct. 30; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-12 blocks at College & Okla. Blvd.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Anthony's; E.W. Tanner; Montgomery Ward; Sears.
Variety Stores-Wal-Mart.
Discount Stores-Dollar General.
Chain Drug Stores-Rexall; Holder-Southern; Ideal Pharmacy; Safeway Pharmacy.
Chain Supermarkets-Safeway, Ideal.

14 - NEWSPAPERS: REVIEW-COURIER (e-tues to fri) 3,783; (S) 3,783; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: James S. Head, Pub., REVIEW-COURIER, 620 Choctaw; PO Box 668, Alva, OK 73717; Tel. (405) 327-2200.
National Representative: Papert Companies.

ANADARKO

1 - LOCATION: Caddo County. E&P Map D-2. County Seat. 70 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Rock Island.
Motor Freight Carriers-3.
Intercity Bus Lines-Oklahoma Trans. Co.

3 - POPULATION:
Corp. City 80 Cen. 6,378; E&P 86 Est. 6,733
County 80 Cen. 30,905; E&P 86 Est. 35,146

4 - HOUSEHOLDS:
City 80 Cen. 2,355; E&P 86 Est. 2,524
County 80 Cen. 11,069; E&P 86 Est. 13,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,427,000
Savings & Loan	2	$61,389,000

6 - PASSENGER AUTOS: County 16,225

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,836

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Carpet Mfg. 471; Elect. Generation 265; Peanut Shelling-50; Bureau of Indian Affairs 313; City employees 113. (Gross payroll yearly 25.8 million dollars).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).
Principal Shopping Days-Fri., Sat.; Food-Wed.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Famous; George's; The Green Apple.
Discount Stores-Wal-Mart; Dollar General.
Chain Supermarkets-Safeway; Warehouse Discount Foods; Dunn's Food Center.
Other Chain Stores-Otasco; Wag-A-Bag; Sears (catalog); Radio Shack; True Value.
Other Stores-Jay's Jewelry; Allen Western Wear; Brenda's Tot' n' Teen; B&M Sports; Grady's Shoes; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts; Jarvis Furn.; Hallmark.

14 - NEWSPAPERS: NEWS (e-mon to fri; wknd) 6,156; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Vic Bryan, Jr., Adv. Mgr., NEWS, 117-119 E. Bdwy., Anadarko, OK 73005; Tel. (405) 247-3331.
National Representatives: Papert Companies; Oklahoma Press Service.

ARDMORE

1 - LOCATION: Carter County. E&P Map D-3. County Seat. In Southern part of state. 33 mi. from TX border; 95 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth, TX. On U.S. Hwys. 70, 77; I-35; State Hwys. 53, 76, 18, 22.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-America; Okla. Trans.; Trailways; S.W. Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,689; E&P 86 Est. 26,247
CZ-ABC: (80) 23,689
RTZ-ABC: (80) 55,880
County 80 Cen. 43,610; E&P 86 Est. 49,110
City & RTZ-ABC: (80) 79,569

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,261; E&P 86 Est. 10,644
CZ-ABC. (80) 9,261
RTZ-ABC. (80) 20,615
County 80 Cen. 16,296; E&P 86 Est. 19,237
City & RTZ-ABC. (80) 29,876

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$417,100,000
Savings & Loan	3	$96,100,000

6 - PASSENGER AUTOS: County 24,323

7 - ELECTRIC METERS: Residence 13,286

8 - GAS METERS: Residence 9,051

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Oil Refining 375; Oil Exploration 1,700; Tires 2,500; Electronic Equip.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days-Mon.; Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 4 on N. Wash.; 5 on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardmore Mall(9)	NA	Midwest Showcase, Mont. Ward
Broadlawn(10)	NA	Red & White
Mid-Way(13)	NA	T&M Phmcy., Larrys
Tiffany Plaza(6)	NA	Anthony's, Bestyet Food, TG&Y
Mountain View Mall(24)	NA	K mart, Beall's, JCPenney, United

Principal Shopping Days-Tues., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon.; Food-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Daube's; JCPenney; Montgomery Ward; C.R. Anthony; Beall's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; K mart; TG&Y; United.

Chain Drug Stores-Rexall; I.D.L.; Reavis; Family Drugs; Revco.
Chain Supermarkets-Foodway; Safeway; Dicus; IGA; Draper's; Red & White; Bestyet; Winn-Dixie 2.
Other Chain Stores-White's Auto; The Automotive; Goodyear; Firestone; Babcock.

14 - NEWSPAPERS: ARDMOREITE (e-mon to fri) 13,433, (S) 16,095; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE, 117 W. Broadway, PO Box 1328, Ardmore, OK 73401; Tel. (405) 223-2200.
National Representative: Landon Associates.

BARTLESVILLE

1 - LOCATION: Washington County. E&P Map E-1. County Seat. Ctr. of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy. 123; 49 mi. N of Tulsa, OK; 306 mi. NE of Dallas, TX; 199 mi. S of Kansas City, MO.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Intercity Bus Lines-K.G. Lines, Inc.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 34,568; E&P 86 Est. 38,713
CZ-ABC. (80) 41,993
RTZ-ABC. (80) 26,560
County 80 Cen. 48,113; E&P 86 Est. 53,883
City & RTZ-ABC. (80) 68,553

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,761; E&P 86 Est. 16,097
CZ-ABC. (80) 16,527
RTZ-ABC. (80) 10,264
County 80 Cen. 20,742; E&P 86 Est. 22,005
City & RTZ-ABC. (80) 26,791

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$388,760,102
Savings & Loan	3	$236,990,720

6 - PASSENGER AUTOS: County 32,614

7 - ELECTRIC METERS: Residence 14,639

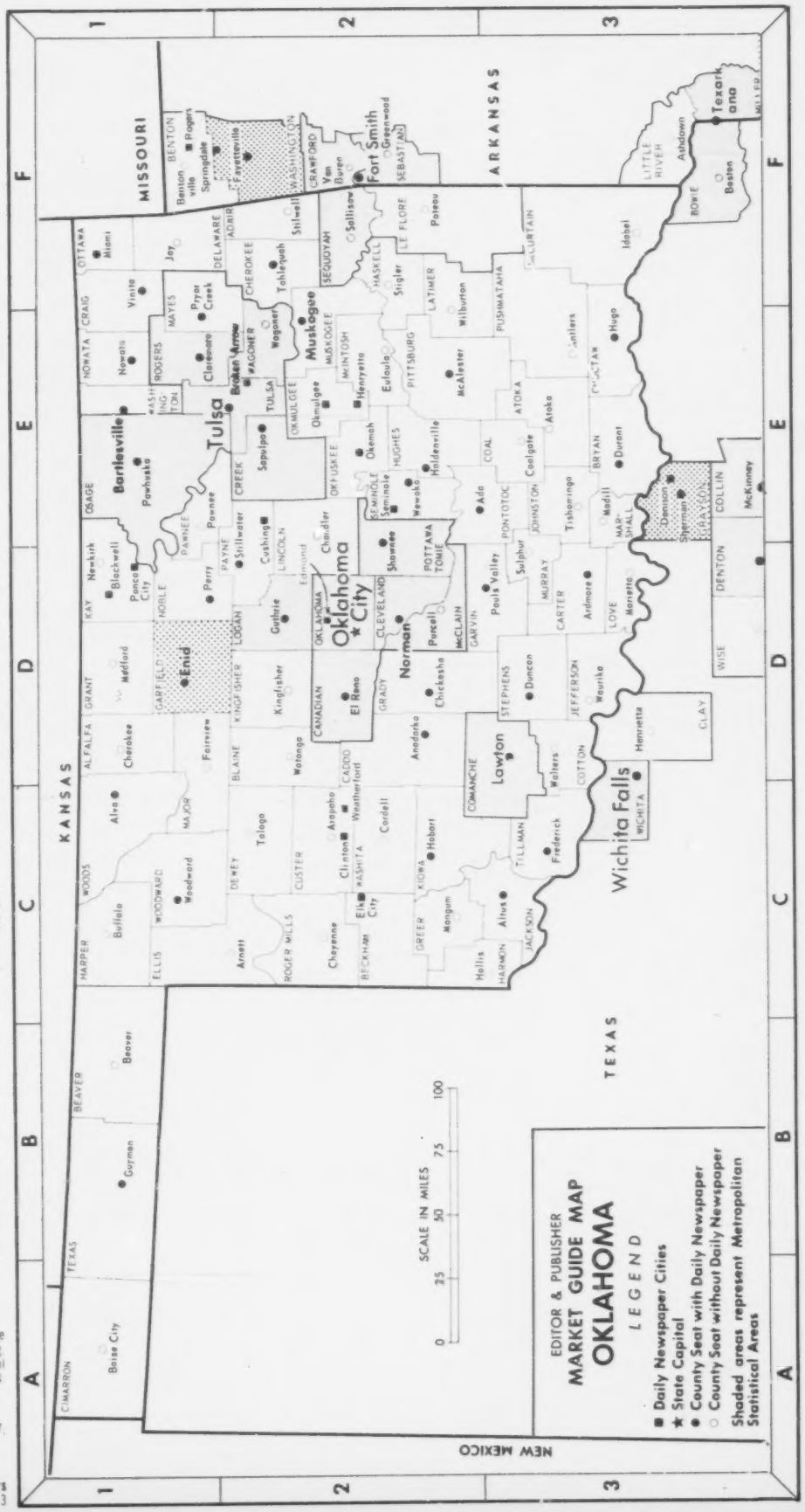
8 - GAS METERS: 14,788

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Oil co. employees (clerical, engineering, research, plastics) 7,404; Ret. selling 6,060; Oil field supply and mfg. 1,627; Zinc smelting 394. Payroll est. $1,422,380.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Seasonal Averages-Spring 57; Summer 72; Fall 59; Winter 47.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers** Downtown-3 blocks on Dewey Ave.; 3 on Osage; 3



on Johnstone; 5 on Frank Phillips Blvd.; 85 ret. stores including Martin's, Otasco, Piper Furniture, Brown's Shoe Fit.

Neighborhood Shopping Centers-Limestone Complex; East Bartlesville Complex (22 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland(38)	NA	Mont. Ward
The Quarters(15)	NA	Specialty Shops
Pennington Hills Plz.	NA	IGA, Otasco, Mays Drug
Washington Park Mall(68)	NA	Dillards, Sears, JCPenney

Principal Shopping Days-Mon., Sat.

Stores Open Sundays-9 Food; 6 Drug; Shpg. Ctrs. open Thur. evenings & Sundays.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Martin's; Montgomery Ward; JCPenney; Sears; Peters; Vandevers; Dillards.

Discount Stores-Wal-Mart; K mart.

Chain Drug Stores-Rexall 2; Mays.

Chain Supermarkets-Bestyet; IGA; Safeway 2; Landers 3; Thrift-T-Wise AG 3; United.

Other Chain Stores-Otasco; Firestone; Mode O'Day; Herrin's; Edward's; Goodyear; Payless Shoes; S&H Green Stamps; Radio Shack; Sherwin-Williams; Zale's Jewelry; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: EXAMINER-ENTERPRISE (e-mon to fri) 13,248; (S) 15,032; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Mike Thompson, Adv. Dir., EXAMINER-ENTERPRISE, PO Box 1278, Bartlesville, OK 74005; Tel. (918) 336-1600.

National Representative: Papert Companies.

BLACKWELL

1 - LOCATION: Kay County. E&P Map D-1. Residential center on Chickasha River in fine agricultural area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

2 - TRANSPORTATION: Railroads-Santa Fe.

Motor Freight Carriers-11.

Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,400; E&P 86 Est. 8,839.
County 80 Cen. 49,852; E&P 86 Est. 54,251.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344; E&P 86 Est. 3,757.
County 80 Cen. 19,431; E&P 86 Est. 22,113.

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$82,723,000
Savings & Loan	1	$13,751,000

6 - PASSENGER AUTOS: County 31,115.

7 - ELECTRIC METERS: Residence 3,757.

8 - GAS METERS: Residence 3,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Foundry 230; Gas 38; Foods 38; Oil 175; Corset 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 60-115; Fall 37-90; Winter 2-78.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Graves Drug, Rexall, Safeway, United; Wal-Mart, Anthony's, 7-eleven.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony's; Peter's.

Chain Drug Stores-Rexall; Graves.

Chain Supermarkets-Safeway, United of Oklahoma.

Other Chain Stores-Wal-Mart; Otasco.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 3,850; (S) 4,120; sworn Sept. 30, 1985.

Local Contact for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.

National Representative: Papert Companies.

BROKEN ARROW

1 - LOCATION: Tulsa County (In Tulsa MSA). E&P Map E-2. County Seat. 18 mi. SE of Tulsa. NE portion of state, on I-44, U.S. Hwys. 66, 69, State Hwy. 51.

2 - TRANSPORTATION: Railroads-Missouri; Kansas; Texas.

Motor Freight Carriers-4.

Intercity Bus Lines-Trailways.

Airlines-Major airlines at Tulsa.

3 - POPULATION:
Corp. City 80 Cen. 35,761; E&P 86 Est. 39,610.
County 80 Cen. 470,593; E&P 86 Est. 521,508.
MSA 80 Cen. 657,367; E&P 86 Est. 748,352.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,618; E&P 86 Est. 13,688.
County 80 Cen. 181,620; E&P 86 Est. 210,145.
MSA 80 Cen. 246,380; E&P 86 Est. 292,260.

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$143,803,368
Commercial	4	$214,607,164

6 - PASSENGER AUTOS: County 322,312.

7 - ELECTRIC METERS: Residence 17,500.

8 - GAS METERS: Residence 15,500.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Oil Field Prods.; Feedmill; Manufactures-Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas fittings; Boat parts; Electronic structure; Atmosphere coolers; Medical Supplies; Thermoweld prods.; Cultured marble; Agric.-Pecans; Grain; Dairy Cattle; Quarterhorses; Apparel.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Non-alkaline; medium.

12 - RETAILING: Principal Shopping Areas-400 block N. Main St.; 1600 block S. Main St.; 1802-1822 S. Main St.; SWC81 St. Elm Pl.; 1300 N. Elm Pl.; 91st. St. Elm Pl.; 81st S. Elm Pl.; 1400 E. Kenosha; 800 block W. Kenosha; 8100 S. Lynn Lane.

Neighborhood Shopping Centers-Sequoyah; Boardwalk; Vandever; Downtown; Arrow Village; Outlet Malls of America; Broken Arrow Plaza (15 stores); Central Park Mall; Lynn Lane Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oakcrest(15)	3	Bud's Thrif-T-Wise
Sequoyah Ctr.	2	Hancock Fabrics, Ben Franklin, IGA
Towne Ctr.	3	Bealls, Skaggs
Woodland Hills	5	Sears, Dillard, JCPenney

Principal Shopping Days-Wed., Fri. & Sat.

Stores Open Evenings-Wal-Mart; K mart.

13 - RETAIL OUTLETS: Department Stores-Peter's; Anthony's; Bealls.

Discount Stores-K mart; Wal-Mart 2.

Variety Stores-Ben Franklin 2.

Chain Drug Stores-Ross; May's; Eckerd.

Chain Supermarkets-Safeway 2; Warehouse Market; IGA; Skaggs; Bud's Thrif-T-Wise.

Other Chain Stores-Goodyear; Otasco; Handy Dan.

14 - NEWSPAPERS: LEDGER (e) 7,439; sworn Sept. 30, 1985.

Local Contact for Advertising and Merchandising Data: DeAnna West, Adv. Dir., LEDGER, 524 S. Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.

National Representative: Landon Associates.

CHICKASHA

1 - LOCATION: Grady County. E&P Map D-2. County Seat. On Washita River (tributary of Red River), 40 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19, 39, 92; I-44.

2 - TRANSPORTATION: Railroads-Burlington-Northern; DKT-MKT.

Motor Freight Carriers-5.

Intercity Bus Lines-Oklahoma Trans.; Mid-Continent; Denco.

3 - POPULATION:
Corp. City 80 Cen. 15,828; E&P 86 Est. 17,685.
CZ-ABC: (80) 15,828.
RTZ-ABC: (80) 28,539.
County 80 Cen. 39,490; E&P 86 Est. 48,364.
City & RTZ-ABC: (80) 44,367.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,229; E&P 86 Est. 7,262.
CZ-ABC: (80) 6,229.
RTZ-ABC: (80) 9,915.
County 80 Cen. 14,302; E&P 86 Est. 18,316.
City & RTZ-ABC: (80) 16,144.

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$244,000,000
Savings & Loan	4	$1,078,328,000

6 - PASSENGER AUTOS: County 19,042.

7 - ELECTRIC METERS: Residence 5,905.

8 - GAS METERS: Residence 4,857.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 94; Foods 421; Mobile Homes 800; Trailers 259; Maremont Corp. 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11 - TAP WATER: Alkaline, very hard (lake water).

12 - RETAILING: Principal Shopping Center-4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shpg. Ctr. at 9th & Grand; Shpg. Ctr. 4th & Grand; Shpg. Ctr. at 1000 Choctaw.

Principal Shopping Days-Dept. Stores-Thur., Sat.; Food-Fri., Sat.

Stores Open Evenings-Thur.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Dixie; JCPenney; Anthony; Hick's.

Variety Stores-TG&Y; Wal-Mart; Gibson's Discount.

Discount Stores-Gibson's; Wal-Mart; TG&Y.

Chain Drug Stores-Rexall; The Medicine Shoppe; Wal-Mart; Revco.

Chain Supermarkets-Safeway; Petty's IGA.

Other Chain Stores-Zale's Jewelers; Otasco; Goodyear; Sears; S&H Green Stamps.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 5,227; (S) 6,169; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Brenda Haney, Adv. Mgr., EXPRESS, 302 N. 3rd St., Chickasha, OK 73018; Tel. (405) 224-2600.

National Representative: Papert Companies.

CLAREMORE

1 - LOCATION: Rogers County (In Tulsa MSA). E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88, Will Rogers Tpke.; Will Rogers Freeway.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Burlington Northern.

Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,085; E&P 86 Est. 13,797.
County 80 Cen. 46,436; E&P 86 Est. 58,607.
MSA 80 Cen. 657,367; E&P 86 Est. 748,352.

4 - HOUSEHOLDS:
City 80 Cen. 4,460; E&P 86 Est. 5,419.
County 80 Cen. 15,650; E&P 86 Est. 20,672.
MSA 80 Cen. 246,380; E&P 86 Est. 292,260.

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$124,363,806
Savings & Loan	2	$78,179,703

6 - PASSENGER AUTOS: County 32,779.

7 - ELECTRIC METERS: Residence 6,024.

8 - GAS METERS: Residence 6,766.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 300 ($400); Motor Controls 60 (N.A.); Submersible Pump 800 ($420); Glass Coating 175 (N.A.); Cylinder 100 ($320); Cable 125 (N.A.); Custom Stamping 40 ($340); Farm Equip. 18 ($346); Bearings 100 ($400); Steel 125 ($400); Oil Equip. 125 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12; last killing frost, Mar. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Will Rogers Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ne-Mar(24)	NA	Otasco, Sears, Humpty Dumpty, Anthony's
Plaza Ctr.(4)	1	TG&Y, Coast-to-Coast

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony.

Variety Stores-TG&Y.

Discount Stores-Wal-Mart; Discount City.

Chain Drug Stores-Wal-Mart; Warehouse Mkt.

Chain Supermarkets-Safeway; Warehouse; Wells Food; Giant; Hobo.

14 - NEWSPAPERS: PROGRESS (e-tues to fri) 6,749; (S) 6,880; Dec. 31, 1985 VAC.

Local Contact for Advertising and Merchandising Data: Donn Dodd, Gen. Mgr./Ed., PROGRESS, 315 W. Will Rogers, Claremore, OK 74017; Tel. (918) 341-1101.

National Representatives: Papert Companies; Oklahoma Press Service.

CLINTON

1 - LOCATION: Custer County. E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 183 and I-40.

2 - TRANSPORTATION: Railroads-St. Louis and San Fran. (Frisco); AT&SF-Santa Fe.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,796; E&P 86 Est. 11,061.
County 80 Cen. 25,995; E&P 86 Est. 34,624.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,360; E&P 86 Est. 4,492.
County 80 Cen. 9,482; E&P 86 Est. 13,416.

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$131,793,102
Savings & Loan	3	$124,540,381

6 - PASSENGER AUTOS: County 14,573.

7 - ELECTRIC METERS: Residence 3,592.

8 - GAS METERS: Residence 3,601.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. Proc. 693 ($300); Precision Instr. 68 ($295); Mach. Shops 210 ($265); Brick & Tile 233 ($288); Soft Goods 1,001 ($265); Food Proc. 620 ($275); Oil Field Supply 402 ($528); Other 830 ($315).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11 - TAP WATER: Less than 300 parts per million dissolved solids.

12 - RETAILING: Neighborhood Shopping Centers-J.C. Lane; Darko Square West, K mart, Wal-Mart.

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Simon's; C.R. Anthony; JCPenney; Guthrie's; Sears.

Discount Stores-TG&Y; K mart; Wal-Mart (Weatherford).

Variety Stores-TG&Y Family Center.

Chain Drug Stores-S&D 2; Salisbury's; Safeway.

Chain Supermarkets-Safeway; United; Puckett's.

Other Chain Stores-S&H Green Stamps; Dollar General.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,334; (S) 5,334; sworn Oct. 1, 1985.

Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Ed., NEWS, 522 Avant Ave., PO Box 489, Clinton, OK 73601; Tel. (405) 323-5151.

National Representative: None.

CUSHING

1 - LOCATION: Payne County. E&P Map E-2. Situated on State Hwys. 18, 33; 58 mi. W of Tulsa; 76 mi. E of Oklahoma City.

2 - TRANSPORTATION: Railroads-Cimarron Valley (Shortline).

Motor Freight Carriers-4.

Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 7,720; E&P 86 Est. 7,650.
County 80 Cen. 62,435; E&P 86 Est. 68,085.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,222; E&P 86 Est. 3,450.
County 80 Cen. 22,119; E&P 86 Est. 25,546.

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,086,400
Savings & Loan	2	$10,000,000

6 - PASSENGER AUTOS: County 30,979.

7 - ELECTRIC METERS: Residence 3,153.

8 - GAS METERS: Residence 3,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil 950; Food 300; Trucking 180; Plastic Bottles 25.

Industrial Pay Days-9th & 24th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11 - TAP WATER: Neutral, 15 grains hard; chlorinated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts.; Summit Ridge, Cushing Plaza (both on East edge of city).

Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Peters; Sears.
Discount Stores-Wal-Mart.
Chain Drug Stores-City (IDL); Revco; Kew's Health Mart.
Chain Supermarkets-Escott's 2; IGA.
Other Chain Stores-Otasco Supply; Mid-America Dairymen; Hughes Lumber; Meadow Gold Dairy; Coast-to-Coast; Cato's; Radio Shack; Sherwin-Williams; Payless Shoes.

14 - NEWSPAPERS: CITIZEN (e-mon to fri; S) 3,850; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Terry Hoggatt, Gen. Mgr., CITIZEN, 115 S. Cleveland, Cushing, OK 74023; Tel. (918) 225-3333.
National Representative: Papert Companies.

DUNCAN

1 - LOCATION: Stephens County. E&P Map D-3. County Seat. Industrial and residential center. 92 mi. SW of Oklahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

2 - TRANSPORTATION: Railroads-Texas-Oklahoma.
Motor Freight Carriers-Mistletoe.
Intercity Bus Lines-Oklahoma Transport.

3 - POPULATION:
Corp. City 80 Cen. 22,517; E&P 86 Est. 24,202
CZ-ABC. (80) 22,517
RTZ-ABC. (80) 26,580
County 80 Cen. 43,419. E&P 86 Est. 48,089
City & RTZ-ABC. (80) 49,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,981; E&P 86 Est. 10,043
CZ-ABC. (80) 8,981
RTZ-ABC. (80) 9,750
County 80 Cen. 16,512. E&P 86 Est. 19,134
City & RTZ-ABC. (80) 18,731

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$301,664,999
Savings & Loan	3	$187,176,224

6 - PASSENGER AUTOS: County 26,361

7 - ELECTRIC METERS: Residence 10,288

8 - GAS METERS: Residence 8,728

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Servs., Research, Development & Equip. Mfg. 3,389 ($371); Clothing Mfg. 350 ($200); Farm Equip. Mfg. 40 ($225); Horse Trailer Mfg. 36 ($300); Foundry 105 ($335); Oil Co. Area Office 20 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 1 block on Bois D-Arc; 1 on Peach; 4 on E. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McCasland(2)	NA	Duncan Drug
Ward Mall(24)	NA	Jones, Mont. Ward, Woolworth
Elk Plaza(15)	NA	Goodner's, TG&Y, C.R. Anthony
Oak Tree	NA	K mart, Wilson's Video Appl., Ritz Clothiers, RJ's Video
Sledge Center(2)	NA	Goodners, R&S Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most Thur., some Sat.
Stores Open Sundays-Food and Drug, some in Ward Mall, K mart, TG&Y, Surplus City, Atwoods.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Anthony; JCPenney; Crutcher's; Sears; Watkins; Albin's.
Discount Stores-Surplus City, Gibson's; K mart; TG&Y; Woolworth.
Drug Stores-R&S 3; Duncan Discount Drug; Star Discount Pharmacy 2.
Variety Stores-Dollar General.
Chain Supermarkets-Goodner's (Scrivner, Inc.) 3; Safeway; Jones.
Other Chain Stores-Okla. Tire; Zale's; Jewel Box; Firestone; Gallenkamp Shoes; Payless Shoes; Atwoods.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,007; (S) 12,519. Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Monica Smith, Adv./Mktg. Dir., BANNER, PO Box 1268, Duncan, OK 73534; Tel. (405) 255-5354.
National Representative: Papert Companies.

DURANT

1 - LOCATION: Bryan County. E&P Map E-3. County Seat. 165 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 32, 70E; U.S. 69, 70, 75.

2 - TRANSPORTATION: Railroads-MK&T, main line Burlington Northern; KO&G; Missouri Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,972; E&P 86 Est. 12,557
County 80 Cen. 30,535; E&P 86 Est. 33,890

4 - HOUSEHOLDS:
City 80 Cen. 4,769; E&P 86 Est. 5,077
County 80 Cen. 11,619; E&P 86 Est. 13,567

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$199,729,000
Savings & Loan	2	$85,514,996

6 - PASSENGER AUTOS: County 16,524

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 6,449

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Peanut & Cotton Proc.; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prods.; Toys; Women's Clothing; Rebuilding Turbine Engines.

10 - CLIMATE: Av. Temp.-Spring 63; Summer 82; Fall 65; Winter 44.

11 - TAP WATER: Alkaline, average hardness; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(6)	1	TG&Y, Bestyet, Anthony's
Northwest Hts.(5)	1	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Naifeh's; Durant Mercantile.
Variety Stores-Winn's; TG&Y; K mart; Trails End; Wal-Mart.
Chain Drug Stores-Rexall; Gibson.
Chain Supermarkets-Safeway; Best Yet Foods; Winn-Dixie.
Other Chain Stores-Goodyear; Babcock's; Western Auto; Otasco; Dollar General Store; Sears (catalog); Payless Shoe Stores; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 6,280; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Paula Howell, Adv. Mgr., DEMOCRAT, 200 W. Beech St., Durant, OK 74701; Tel. (405) 924-4388.
National Representative: Papert Companies.

EDMOND

1 - LOCATION: Oklahoma County (In Oklahoma City MSA). E&P Map D-2; In Central Oklahoma, 15 miles N of Oklahoma City at the Junction of U.S. Hwys. 66, 77 & I-35.

2 - TRANSPORTATION: Railroads-Amtrak; Rock Island & Sante Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O Lines.
Airlines-American; Continental; TWA; Southwest; Frontier; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 34,637; E&P 86 Est. 38,057
County 80 Cen. 568,933; E&P 86 Est. 625,473
MSA 80 Cen. 860,969; E&P 86 Est. 996,360
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,831; E&P 86 Est. 13,343
County 80 Cen. 220,580; E&P 86 Est. 253,546
MSA 80 Cen. 321,546; E&P 86 Est. 388,445

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$296,160,692
Savings	9	$4,350,000,000

6 - PASSENGER AUTOS: County 445,593

7 - ELECTRIC METERS: Residence 18,361

8 - GAS METERS: Residence 16,922

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. 1,362; Furn./Fixtures 197; Food 320; Light 250; Whse. 148.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-88; Summer 50-108; Fall 36-98; Winter 3-86. First killing frost, Oct. 14; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Downtown on Broadway (27 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edmond Plaza(17)	1	TG&Y
Bryant Sq.(33)	1	TG&Y, Anthony's, Beall's
Kickingbird Plaza(8)	1	Foodworld
Broadway South(20)	NA	
Market Place(25)	3	Wynn's
North Oaks(13)	2	Hyde Rx, Wynn's
Eagle Crest(2)	4	Food World
Shepherd Mall (83)	14	TG&Y, JCPenney, Dillard
Quail Springs (180)	6	JCPenney, Sears, Dillard
Penn Square(50)	11	Mont. Ward
North Park Mall(40)	7	Streets, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening until 9: TG&Y; JCPenney; Montgomery Ward; John A. Brown; Safeway; Sears; Wal-Mart; IGA; Beall's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Dillards; John A. Brown; C.R. Anthony; Beall's.
Discount Stores-TG&Y 3; Wal-Mart; Super Saver.
Chain Supermarkets-Safeway 3; Humpty; IGA 3; Foodworld 3.
Other Chain Stores-Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Western Auto; Payless Cashways; Big 'L' Lumber.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 9,278; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Cliff Condy, Pub., SUN, 123 S. Broadway; PO Box 2470, Edmond, OK 73083; Tel. (405) 341-2121.
National Representatives: U.S. Suburban Press; Oklahoma Press Service.

ELK CITY

1 - LOCATION: Beckham County. E&P Map C-2. Midway on Will Rogers U.S. 66 (I-40) Hwy. bet. Okla. City and Amarillo.

2 - TRANSPORTATION: Railroads-Farmrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,579; E&P 86 Est. 13,792
County 80 Cen. 19,243; E&P 86 Est. 27,837

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,749; E&P 86 Est. 5,591
County 80 Cen. 7,476; E&P 86 Est. 11,411

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$129,000,000
Savings & Loan	3	$175,000,000

6 - PASSENGER AUTOS: County 11,478

7 - ELECTRIC METERS: Residence 8,849

8 - GAS METERS: Residence 4,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 3,000 ($500); Food 400 ($240); Machine Shop 54 (N.A.).
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10; last killing frost, Dec. 4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.
Neighborhood Shopping Centers-Westgate Shpg. Ctr. 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren, 20th to 25th Sts. on S. Main; S. Plaza Shpg. Ctr.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Retail Stores Open Evenings-Wal-Mart, TG&Y, K mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Saied's; Jones; Khouries, Ryan & Elliott's; Atwood's; Fashion Corner; Butcher's Shoes; June's; Maurice's.
Variety Stores-TG&Y.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Family; Puckett's; United; Safeway; Paul Jones; Swartz.
Chain Supermarkets-Safeway; Puckett's; United Super.
Other Chain Stores-Western Auto; Midwest Farms Supply (John Deere); Elk City Lbr. (Higgam-botham-Barlett); Okla. Tire & Supply; S&H Green Stamps; Case Power & Equip.; Lad n' Lassie; McKesson; Love's 2; Wag-A-Bag 2; Currell's Lumberjack; Western Lumber.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,447; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway, PO Box 1037, Elk City, OK 73648; Tel. (405) 225-3000.
National Representative: Papert Companies.

EL RENO

1 - LOCATION: Canadian County (In Oklahoma City MSA). E&P Map D-2, County Seat. 30 mi. W of Oklahoma City at Intersection of U.S. 66, 81 & 270; I-40.

2 - TRANSPORTATION: Railroads-Oklahoma, Kansas and Texas (OKT); North Central.
Intercity Bus Lines-Greyhound; Mid-Continent Trailways.
Airlines-30 minutes from Will Rogers Airport connecting with American; Altus; Delta; Eastern; Air Midwest; Frontier; Ozark; Republic; Southwest; Sunworld; TWA; United; Western; Trio Charter Service. Mustang Field, El Reno Air Park.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 15,486; E&P 86 Est. 17,327
County 80 Cen. 56,452; E&P 86 Est. 75,920
MSA 80 Cen. 860,969; E&P 86 Est. 996,360

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,521; E&P 86 Est. 6,482
County 80 Cen. 18,648; E&P 86 Est. 26,422
MSA 80 Cen. 321,546; E&P 86 Est. 388,445

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$137,000,000
Savings & Loan	2	$93,000,000

6 - PASSENGER AUTOS: County 36,355

7 - ELECTRIC METERS: Residence 5,988

8 - GAS METERS: Residence 5,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 480 ($177); Mfg. 600 ($196); Constr. 279 ($172); Mining-Oil & Gas 60 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St., Canadian Sq. Shpg. Ctr., Rt. 66 & Rt. 81 (6 stores), Country Club Sq. Shpg. Ctr., I-40 & Country Club Dr. (12 stores).
Neighborhood Shopping Centers-Elm Plz., 3 blocks on Elm and 3 blocks on Choctaw (14 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yukon	12	Town Plaza
Okarche	10	Eischen's
Calumet	13	Marye's, Wall's
Union City	12	Wright's

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Groceries 6, Drugs, Variety 2; Downtown open Thur. evenings.
Stores Open Sundays-2 drug, 4 groceries.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony.
Variety Stores-Wal-Mart.
Chain Drug Stores-Revco; Wal-Mart; Health Mart.
Chain Supermarkets-Safeway; IGA 3; Shop N Save.
Other Chain Stores-Goodyear; Davis Paint; Okla. Tire & Supply; El Reno Lumber; Felt's Shoes; National; PayLess Shoes, Sears; Radio Shack; Braums.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 5,031; (S) 5,370; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Sandra Hart, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.
National Representatives: Oklahoma Press Service; Landon Associates.

ENID

1 - **LOCATION:** Garfield County (MSA). E&P Map D-1, County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City; 129 mi. W of Tulsa.

2 - **TRANSPORTATION: Railroads**-Sante Fe; Burlington Northern; Oklahoma-Kansas-Texas.
Intercity Bus Lines-MK&O Lines; Oklahoma Transportation & Trailways.
Airlines-Executive Express.
Motor Freight-13.

3 - **POPULATION:**
Corp. City 80 Cen. 50,360; E&P 86 Est. 52,853
CZ-ABC: (80) 54,327
RTZ-ABC: (80) 55,031
County/MSA 80 Cen. 62,820; E&P 86 Est. 65,926
City & RTZ-ABC: (80) 109,358

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 19,463; E&P 86 Est. 21,291
CZ-ABC: (80) 20,799
RTZ-ABC: (80) 21,069
County/MSA 80 Cen. 23,844; E&P 86 Est. 26,198
City & RTZ-ABC: (80) 41,868

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - **PASSENGER AUTOS:** County 37,601

7 - **ELECTRIC METERS:** Residence 21,003

8 - **GAS METERS:** Residence 18,025

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Well Drilling 898 ($357); Constr. 1,180 ($336); Mfg. 2,700 ($305); Public Util. 210 ($273); Trades 5,860 ($210); Fin. and Ins. 800 ($252); Service Industries 2,620 ($221); Misc. 1,080 ($189).
Principal Pay Days-1st, 15th.

10 - **CLIMATE:** First killing frost, Nov. 4; last killing frost, Apr. 15.

11 - **TAP WATER:** Alkaline, hard; fluoridated.

12 - **RETAILING: Principal Shopping Center**-16 blocks on ten streets.
Neighborhood Shopping Centers-3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Rd.; 2 on W. Willow.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Van Buren Sq.(5)	2	Boys Market, Hancock's Sav-Mor
Indian Hills(13)	2	Phillips Drug
Westgate(3)	2	Evans
Sunset Plaza(33)	2	Safeway, Zale's, Anthonys, Otasco
Northgate(5)	2	Evans Drug, United
Varsity Sq.(2)	3	Boys Market, TG&Y
Heritage Hills(19)	3	Plant Patch, The Grocery Store
Oakwood Mall(61)	5	Dillards, JCPenney, Newmans, Eckerd, Service Mdse.
Sycamore Sq.(10)	3	McCartney's, Revco

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Thurs.; Oakwood Mall every weeknight, Sun.

13 - **RETAIL OUTLETS: Department Stores**-Newman's; C.R. Anthony; JCPenney; Montgomery Ward; Sears; Dillard.
Discount Stores-TG&Y Family Center; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Evans 3; Scheffe's 3; Family Pharmacy; Eckerd; Revco.
Chain Supermarkets-Safeway 3; McCartney's; Skaggs Alpha Beta.
Other Chain Stores-Singer Co.; Firestone; Oklahoma Tire; Zale's Jewelers; Bell Jewelers; Davis Paint; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.; Lowe's.

14 - **NEWSPAPERS:** NEWS (m-tues to fri) 19,351; EAGLE (e-mon to fri) 8,681; (m-sat) 25,315; (S) 27,594; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Calvin Wylie, Adv. Mgr., EAGLE-NEWS, PO Box 1192, Enid, OK 73702; Tel. (405) 233-6600.
National Representative: Landon Associates.

FREDERICK

1 - **LOCATION:** Tillman County. E&P Map C-3. County Seat. Agricultural center in extreme SW corner of state. On U.S. Hwy. 183 and State Hwy 5. 60 mi. NW of Wichita Falls, TX; 155 mi. from Oklahoma City.

2 - **TRANSPORTATION: Motor Freight Carriers**-3.

3 - **POPULATION:**
Corp. City 80 Cen. 6,153; E&P 86 Est. 6,265
County 80 Cen. 12,398; E&P 86 Est. 12,279

4 - **HOUSEHOLDS:**
City 80 Cen. 2,384; E&P 86 Est. 2,514
County 80 Cen. 4,681; E&P 86 Est. 4,892

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$49,368,000
Savings & Loan	2	$29,000,000

6 - **PASSENGER AUTOS:** County 5,243

7 - **ELECTRIC METERS:** Residence 2,612

8 - **GAS METERS:** Residence 2,514

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Earners-Leather Goods 260; Cotton Proc. 100; Cotton Seed 40; Hospital 98.
Principal Industrial Pay Days-Wed., Thur., Sat.

10 - **CLIMATE:** First killing frost, Nov. 9; last killing frost, Mar. 30.

11 - **TAP WATER:** Neutral, fluoridated.

12 - **RETAILING: Principal Shopping Days**-Wed., Thur., Sat.

13 - **RETAIL OUTLETS: Department Stores**-C.R. Anthony.
Chain Supermarkets-United; Coy's.
Other Chain Stores-Gibson Discount Center; Sears (catalog).

14 - **NEWSPAPERS:** LEADER (e-tues to fri) 2,900; (S) 2,900; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Robert Y. Copeland, Gen. Mgr., LEADER, 304 W. Grand, Frederick, OK 73542; Tel. (405) 335-2188.
National Representatives: Papert Companies; Oklahoma Press Service.

GUTHRIE

1 - **LOCATION:** Logan County, (In Oklahoma City MSA). E&P Map D-2, County Seat. 24 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

2 - **TRANSPORTATION: Railroads**-AT&SF.
Intercity Bus Lines-Trailways.
Motor Freight Carrier-Mistletoe Express.

3 - **POPULATION:**
Corp. City 80 Cen. 10,312; E&P 86 Est. 11,373
County 80 Cen. 26,881; E&P 86 Est. 33,454
MSA 80 Cen. 860,969; E&P 86 Est. 996,360

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 3,790; E&P 86 Est. 4,369
County 80 Cen. 9,414; E&P 86 Est. 12,245
MSA 80 Cen.321,546; E&P 86 Est. 388,445

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$80,598,000

6 - **PASSENGER AUTOS:** County 12,795

7 - **ELECTRIC METERS:** Residence 3,200

8 - **GAS METERS:** Residence 3,100

9 - **PRINCIPAL INDUSTRIES:** Oil Field Equip.; Grain Elevator; Steel Fabr. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames; Caskets; Fertilizers; Animal Feeds; Flowers.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49.

11 - **TAP WATER:** Alkaline, very hard.

12 - **RETAILING: Principal Shopping Days**-Wed., Fri., Sat.

13 - **RETAIL OUTLETS: Department Stores**-C.R. Anthony; JCPenney; Mode O'Day; Sears.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; IGA.

14 - **NEWSPAPERS:** LEADER (e-mon to fri) 3,731; (S) 3,988; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Don Law, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
National Representative: Papert Companies.

GUYMON

1 - **LOCATION:** Texas County. E&P Map B-1, County Seat. Feed lot cattle center. Agricultural center 100 mi. N of Amarillo, TX; 250 mi. E of Wichita, KS. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

2 - **TRANSPORTATION: Railroads**-Southern Pacific; Cotton Belt.
Motor Freight-Mistletoe Express; Hofferber Truck Lines (home office); Graves Truck Lines; King Trucking Co.; Shupe Brothers Co.; John Stuard Trucking.

3 - **POPULATION:**
Corp. City 80 Cen. 8,492; E&P 86 Est. 8,803
County 80 Cen. 17,727; E&P 86 Est. 18,126
Demographic information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 3,084; E&P 86 Est. 3,290
County 80 Cen. 6,332; E&P 86 Est. 6,786

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$112,900,000
Savings & Loan	2	$680,344,000

6 - **PASSENGER AUTOS:** County 10,684

7 - **ELECTRIC METERS:** Residence 3,695

8 - **GAS METERS:** Residence 3,468

9 - **PRINCIPAL INDUSTRIES:** Chem.; Irrigation Equip.; Feed & Fertilizer Mfg.; Heavy Constr.; Natural Gas; Gas Well Serv.; Farm Mach. and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Meat Proc. & Packing; Commercial Cattle Feed Lots (Av. Wkly. Wage, all industries; $213); (County av. farm family income, $28,400, highest in Okla., USDA Census).

10 - **CLIMATE:** Av. Temp.-Spring 55; Summer 78; Fall 44; Winter 35.

11 - **TAP WATER:** Neutral, hard.

12 - **RETAILING:**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge(11)	NA	TG&Y, Otasco

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - **RETAIL OUTLETS: Department Stores**-Conrad's; C.R. Anthony; D&J Store; Sears.
Discount Stores-Gibson's.
Variety Stores-TG&Y.
Chain Supermarkets-United Supermarkets; Safeway; Jack & Jill.
Other Chain Stores-Otasco; PayLess Shoes; Radio Shack.

14 - **NEWSPAPERS:** HERALD (e-mon to fri) 4,052; (S) 4,052; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Tom Quinn, Gen. Mgr., HERALD, 515 N. Ellison St., Guyman, OK 73942; Tel. (405) 338-3355.
National Representative: Papert Companies.

HENRYETTA

1 - **LOCATION:** Okmulgee County, E&P Map E-2. 85 mi. E of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Tpke.; Tulsa Bee-Line; U.S. 62, 75, 266; State 52, 124.

2 - **TRANSPORTATION: Railroads**-Main line Burlington Northern; Missouri-Pacific.
Intercity Bus Lines-Trailways; Southwestern Greyhound.

3 - **POPULATION:**
Corp. City 80 Cen. 6,432; E&P 86 Est. 6,352
County 80 Cen. 39,169; E&P 86 Est. 41,189
Demographic information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 2,613; E&P 86 Est. 2,700
County 80 Cen. 14,314; E&P 86 Est. 15,744

5 - BANKS	NUMBER	EST. DEP.
City	2	$77,108,000
County	6	N.A.

6 - **PASSENGER AUTOS:** County 19,699

7 - **ELECTRIC METERS:** Residence 5,361

8 - **GAS METERS:** Residence 3,969

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Glass Mfg. 277; Tourism 550; Petroleum Refining 300; Plastics Mfg. 100; Trucking 150; Filtration Mfg. 48; Pipeline X-Ray 30; Draperies & Bedspread Mfg. 70.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11 - **TAP WATER:** Neutral, hard.

12 - **RETAILING: Principal Shopping Center**-8 blocks Main St., 5 blocks Tudgeon St., 101 stores.

13 - **RETAIL OUTLETS: Department Stores**-C.R. Anthony; Archer's.
Chain Drug Stores-Rexall; Associated; Health Mart.
Discount Stores-Dollar General; Wal-Mart.
Chain Supermarkets-Safeway; IGA.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Green Light; NAPA Auto Parts.

14 - **NEWSPAPERS:** FREE-LANCE (e-tues to fri) 3,397; (S) 3,397; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Beth Whisman, Adv. Mgr., FREE-LANCE, 812-16 Main St.; PO Box 848, Henryetta, OK 74437; Tel. (918) 652-3311.
National Representative: Papert Companies.

HOBART

1 - **LOCATION:** Kiowa County, E&P Map C-2, County Seat. 128 mi. SW of Oklahoma City on State Hwys. 44, 9; U.S. 1, 183.

2 - **TRANSPORTATION: Railroads**-Burlington-Northern.

3 - **POPULATION:**
Corp. City 80 Cen. 4,735; E&P 86 Est. 4,838
County 80 Cen. 12,711; E&P 86 Est. 12,954

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 1,937; E&P 86 Est. 1,978
County 80 Cen. 5,042; E&P 86 Est. 5,331

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$88,000,000

6 - **PASSENGER AUTOS:** County 6,088

7 - **ELECTRIC METERS:** Residence 3,107

8 - **GAS METERS:** Residence 1,887

9 - **PRINCIPAL INDUSTRIES:** Feed & Seed; Fertilizers; Rock Quarries; Produce; Oil Seal Mfg.; Polypropylene film; Meat pkg.

10 - **CLIMATE:** N.A.

11 - **TAP WATER:** N.A.

12 - **RETAILING: N.A.**

13 - **RETAIL OUTLETS: Department Stores**-C.R. Anthony; Levine's Main Fair.
Discount Stores-Wal-Mart.
Chain Drug Stores-Gaines Health Mart.
Chain Supermarkets-United; Randy's; IGA.
Other Chain Stores-TG&Y; Dollar General.

14 - **NEWSPAPERS:** DEMOCRAT-CHIEF (e-tues to fri) 2,941; (S) 2,941; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: W.J. Hancock, Pub., DEMOCRAT-CHIEF, 216 W. Fourth St., Hobart, OK 73651; Tel. (405) 726-3333.
National Representatives: Papert Companies; Oklahoma Press Service.

HOLDENVILLE

1 - **LOCATION:** Hughes County, E&P Map E-2, County Seat. Center of agricultural, oil & manufacturing area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

2 - **TRANSPORTATION: Railroads**-Burlington Northern; MKT.
Motor Freight Carriers-6.
Intercity Bus Lines-Interstate; Oklahoma; Ada.

3 - **POPULATION:**
Corp. City 80 Cen. 5,469; E&P 86 Est. 5,885
County 80 Cen. 14,338; E&P 86 Est. 15,698

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 2,329; E&P 86 Est. 2,559
County 80 Cen. 5,588; E&P 86 Est. 6,453

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$85,000,000
Savings & Loan	1	$25,000,000

6 - **PASSENGER AUTOS:** County 6,538

7 - **ELECTRIC METERS:** Residence 2,940

8 - **GAS METERS:** Residence 2,625

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Lingerie 350; Sheet Metal 12; Oil 350; Furn. 15.
Principal Industrial Pay Days-Mon. & Fri.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6; last killing frost, Mar. 26.

11 - **TAP WATER:** Alkaline, soft; not fluoridated.

12 - **RETAILING: Principal Shopping Centers**-3 blocks on Main St.; 2 blocks on Broadway; Burton's Discount Center; Wal-Mart.
Principal Shopping Days-Thur., Fri., Sat.

13 - **RETAIL OUTLETS: Department Stores**-Anthony's; Sharpe's; Dollar General Store.
Variety Stores-Wal-Mart.
Chain Supermarkets-Larry's Red Bud; H&H; IGA.
Other Chain Stores-Otasco; Western Auto.

14 - **NEWSPAPERS:** NEWS (e-tues to fri; S) 2,180; sworn Sept. 29, 1985.
Local Contact for Advertising and Merchandising Data: Michael Bush, Gen. Mgr., NEWS, 112 S. Creek St., Holdenville, OK 74848; Tel. (405) 379-5411.
National Representative: Papert Companies.

HUGO

1 - LOCATION: Choctaw County. E&P Map E-3. County Seat.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Jordan; Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,172; E&P 86 Est. 6,986
County 80 Cen. 17,203; E&P 86 Est. 17,190

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,799; E&P 86 Est. 2,779
County 80 Cen. 6,366; E&P 86 Est. 6,608

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$90,000,000

6 - PASSENGER AUTOS: County 5,693

7 - ELECTRIC METERS: Residence 6,333

8 - GAS METERS: Residence 4,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gloves 300 ($150); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumber Mfg. 125 ($200); Lumber. Proc. 40 ($200); Dress Mfg. 200 ($90); Rail Car Repair 80 ($200); Elect. Generating 180 ($200).
Principal Pay Days-1st, 10th & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27; last killing frost, Mar. 23.

11 - TAP WATER: Soft (lake water).

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sharpes; H&S Apparel; Sherman's; Fashion Crossroads.
Variety Stores-Perry's; Revco.
Discount Stores-Wal-Mart.
Chain Supermarkets-Ford; Safeway; Winn Dixie.
Other Chain Stores-Goodyear; Babcock Bros. Auto; White's Auto; Automotive, Inc.; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,031; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 128 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
National Representative: Papert Companies.

IDABEL

1 - LOCATION: McCurtain County. E&P Map F-3. County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,622; E&P 86 Est. 7,621
County 80 Cen. 36,151; E&P 86 Est. 36,667

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,870; E&P 86 Est. 2,979
County 80 Cen. 12,366; E&P 86 Est. 13,140

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,000,000

6 - PASSENGER AUTOS: County 14,416

7 - ELECTRIC METERS: Residence 2,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Wood Preserving; Home Constr.; Garment Mfg.; Poultry Proc.; Steel Fab.

10 - CLIMATE: Av. An. Temp. 63.7; Av. An. Rainfall 44.3 in.; Snowfall 2.5 in.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 4,950; (S) 7,125; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jim Monroe, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
National Representative: Oklahoma Press Service.

LAWTON

1 - LOCATION: Comanche County (MSA). E&P Map D-3. SW section of state, 92 mi. from Oklahoma City. Wholesale distribution center. Fort Sill (U.S. Army); Goodyear Tire Plant; Light Manufacturing; Cattle Raising; Shipping ctr. On U.S. Hwys. I-44, 62, 277, 281; State Hwy. 7.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-14.
Intercity Bus Lines-Oklahoma Trans.
Airlines Serving City-American Eagle; Reo.

3 - POPULATION:
Corp. City 80 Cen. 80,054; E&P 86 Est. 85,280
CZ-ABC: (80) 80,487
RTZ-ABC. (80) 107,927
County/MSA 80 Cen. 112,456; E&P 86 Est. 119,797
City & RTZ-ABC: (80) 188,414

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,129; E&P 86 Est. 31,354
CZ-ABC: (80) 28,287
RTZ-ABC. (80) 34,188
County/MSA 80 Cen. 35,142; E&P 86 Est. 39,256
City & RTZ-ABC: (80) 62,475

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$355,150,000
Savings & Loan	5	$325,000,000

6 - PASSENGER AUTOS: County 56,449

7 - ELECTRIC METERS: Residence 37,352

8 - GAS METERS: Residence 28,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Mfg. 1,400 ($400); Clothing Mfg. 300 ($240); Metal Assembly 50 ($250); Military & civilian personnel 29,477.
Principal Pay Days-15th; 30th or 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost, Nov. 6; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on C; 7 on D; 6 on E; & cross streets between.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall(64)	NA	Sears, JCPenney, Dillard
Cache Rd. Sq.(25)	NA	Cloth World
Sheridan Mall(4)	NA	Mont. Ward, C.R. Anthony
Erwin Acres(13)	NA	Scott's
Lee Blvd.(8)	NA	Winns
Regency Sq.(20)	NA	Wal-Mart, Kinney
Willow Pk.	NA	Herbs

Principal Shopping Days-Sun., Thur., Sat.
Stores Open Evenings-Dept., food and Central Mall nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Meadors; Dillard; Beall's.
Discount Stores-K mart; Gibson's; Wal-Mart.
Variety Stores-Winns; McCrory.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Safeway 4; Herbs 6.
Other Chain Stores-Goodyear; Firestone; Otasco; Gordon Jewelers; Zale's; PayLess; Anthony's; Sight & Sound; United Distributors.

14 - NEWSPAPERS: PRESS (m-mon to fri) 15,718; CONSTITUTION (e-mon to fri) 16,182; (m-sat) 27,200; SUNDAY CONSTITUTION (S) 31,370; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Sullivan, Adv. Dir., CONSTITUTION and PRESS, PO Box 648, Lawton, OK 73502; Tel. (405) 353-0620.
National Representative: Landon Associates.

McALESTER

1 - LOCATION: Pittsburg County. E&P Map E-2. County Seat. 90 mi. SE of Tulsa on U.S. 69 & Indian Nations Tpke.; 110 mi. E of Okla. City; 175 mi. N of Dallas. On U.S. Hwys. 69, 270; State Hwy. 31; Rainbow Hwy. and Eastern Tpke. On So. Shore Lake Eufaula (160 sq. miles hydroelectric navigation project).

2 - TRANSPORTATION: Railroads-MKT.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Oklahoma Trans. Co.; Continental Trailways.
Airlines-Executive Express.

3 - POPULATION:
Corp. City 80 Cen. 17,255; E&P 86 Est. 16,889
CZ-ABC. (80) 19,009
RTZ-ABC. (80) 35,221
County 80 Cen. 40,524; E&P 86 Est. 44,200
City & RTZ-ABC. (80) 54,230
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,526; E&P 86 Est. 6,148
CZ-ABC. (80) 7,201
RTZ-ABC. (80) 12,808
County 80 Cen. 15,036; E&P 86 Est. 17,156
City & RTZ-ABC. (80) 20,009

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$365,291,237
Savings & Loan	2	$73,835,097

6 - PASSENGER AUTOS: County 19,838

7 - ELECTRIC METERS: Residence 6,863

8 - GAS METERS: Residence 6,300

9 - PRINCIPAL INDUSTRIES: Mfg. 6,229 (An. Payroll $76,599,000).
Principal Pay Days-1st, 15th, 30th; Fri.

10 - CLIMATE: Mean annual temp. 62.6 degrees; average rainfall 42.45 inches.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carl Albert Pkwy.(3)	NA	Gibson's, Otasco
Tandy Town(25)	NA	Ben Franklin, JCPenney, Sears
Eastgate(2)	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Tandy Town Mall & Wal-Mart; 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Hunt's.
Discount Stores-Dollar General; Gibson's; Wal-Mart; Ben Franklin.
Chain Drug Stores-Rexall; Wood's 2; Clinic Rx; Family Drugs.
Chain Supermarkets-Safeway; AG 2; IGA 2; Nichols Super Saver; Winn-Dixie; Food Whse.
Other Chain Stores-Goodyear; Otasco; Firestone; Sears; Zale's; Williams' Shoes; Brown's Shoes; Nelson Furn.; Radio Shack; Payless Shoes; Braums; Curtis Mathis.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon tc fri) 12,173; (S) 12,442; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Brown, Gen. Mgr., NEWS-CAPITAL & DEMOCRAT, 500 South 2nd St., McAlester, OK 74501; Tel. (918) 423-1700.
National Representative: Landon Associates.

MIAMI

1 - LOCATION: Ottawa County. E&P Map F-1. County Seat. Residential center.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; MK&O Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,237; E&P 86 Est. 14,456
CZ-ABC. (80) 20,614
RTZ-ABC. (80) 33,172
County 80 Cen. 32,870; E&P 86 Est. 34,889
City & RTZ-ABC. (80) 53,786

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,480; E&P 86 Est. 5,568
CZ-ABC. (80) 7,904
RTZ-ABC. (80) 12,686
County 80 Cen. 12,244; E&P 86 Est. 13,605
City & RTZ-ABC. (80) 20,590

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$171,323,213
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: County 19,203

7 - ELECTRIC METERS: Residence 5,565

8 - GAS METERS: Residence 5,490

9 - PRINCIPAL INDUSTRIES: Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Caskets; Mattresses & Pillows; Furnaces; Metal Containers; Brick & Stone Mfg.; Motor Coaches; Canoes; Meat Packing; Manhole Factory; Steel; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furn.; Leather Goods; Mushroom Farm.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Deep wells, neutral, very soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central; approx. 120 stores.
Neighborhood Shopping Centers-Wal-Mart Shopping Center (6 stores); Gibson's Shopping Center (2 stores); Thunderbird Strip (8 small businesses); TG&Y Shopping Center (2 stores).
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Grocery; Gibson; TG&Y; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; C.R. Anthony; Montgomery Ward; Sears (catalog).
Discount Stores-Gibson; Wal-Mart.
Chain Drug Stores-Osborn; Wal-Mart Phcy.; Mays.
Chain Supermarkets-Consumers 2; IGA; Love's; Reasor's; Sav-Mor; Quik-Trip; 7-Eleven.
Other Chain Stores-Jeanie's; Kemph's; Hunt's Men's Wear and Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furn.; Home Annex; True Value Economy Lumber; Ken's Farm & Home; Oklahoma Furn.; Otasco; Goodrich; Miami Sales Co.; Merle Norman; Goodyear.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 8,944; (S) 9,401; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, PO Box 940, Miami, OK 74355; Tel. (918) 542-5533.
National Representative: Papert Companies.

MUSKOGEE

1 - LOCATION: Muskogee County. E&P Map E-1. County Seat. Agricultural & industrial center 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2 - TRANSPORTATION: Railroads-MK&T (freight); Missouri Pacific (freight); Burlington Northern.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-13.
Waterway-Barge canal to Mississippi River.

3 - POPULATION:
Corp. City 80 Cen. 40,011; E&P 86 Est. 42,042
CZ-ABC. (80) 40,011
RTZ-ABC. (80) 104,619
County 80 Cen. 66,939; E&P 86 Est. 72,106
City & RTZ-ABC. (80) 144,630

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,605; E&P 86 Est. 17,225
CZ-ABC. (80) 15,605
RTZ-ABC. (80) 37,000
County 80 Cen. 24,736; E&P 86 Est. 27,840
City & RTZ-ABC. (80) 52,605

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$4,183,945,503
Savings & Loan	2	$782,629,118

6 - PASSENGER AUTOS: County 37,364

7 - ELECTRIC METERS: Residence 19,465

8 - GAS METERS: Residence 14,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Prods. 213; Glass 748; Food Proc. 834; Feed Proc. 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated Shipping Containers 156; Ventilating & Cooling 371; Paper 1,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82. First killing frost, Nov. 5; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers-E. Side Blvd. & Broadway; 1 block, Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee; 32nd to 33rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(13)	NA	S&H Green Stamps, Weddle's Mkt.
Curt's(55)	NA	Beall's, Anthony's, TG&Y, JCPenney
Grandview	NA	
Honor Heights Plz.(20)	NA	TG&Y
Lakeland(16)	NA	Otasco, TG&Y
Wal-Mart(12)	NA	Wal-Mart

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-every evening; Shpg. ctrs.-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Hunt's; JCPenney; Sears; C.R. Anthony 2; Beall's. **Discount Stores**-Wall's Discount; K mart; Wal-Mart.
Variety Stores-TG&Y 2.
Drug Stores-Pierce's 2; Kirk's 4; East Side; West Side; Family; Consumer Phcy.; Economy; Gaddy's Thrifty.
Chain Supermarkets-Safeway 2; Git N-Go 7; Quick-Trip 2; Weddie 4; Muskogee Discount; Circle K; Johnsons 3; 7-Eleven 4.
Other Chain Stores-Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; Felt Family Shoes; Big J Store; S&H Green Stamps; Zale's; Hobby Lobby; Burls Tires; Kinney Shoes; Family Dollar.

14 - NEWSPAPERS: PHOENIX and TIMES-DEMOCRAT (m) 18,458; (S) 19,305; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Debbie Foliart, Adv. Dir., PHOENIX and TIMES-DEMOCRAT, 214 Wall St., Muskogee, OK 74402; Tel. (918) 682-3311.
National Representative: Gannett Media Sales.

NORMAN

1 - LOCATION: Cleveland County (In Oklahoma City MSA). E&P Map D-3. County seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing, oil & agricultural center. University of Oklahoma. On I-35; U.S. Hwy. 77; State Hwys. 9, 74.

2 - TRANSPORTATION: Railroads-Railpax (Santa Fe).
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 68,020; E&P 86 Est. 77,710
CZ-ABC: (80) 72,094
RTZ-ABC: (80) 19,671
County 80 Cen. 133,173; E&P 86 Est. 167,874
MSA 80 Cen. 860,969; E&P 86 Est. 996,360
City & RTZ-ABC: (80) 91,765
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,831; E&P 86 Est. 30,178
CZ-ABC: (80) 26,239
RTZ-ABC: (80) 6,544
County 80 Cen. 45,776; E&P 86 Est. 61,013
MSA 80 Cen. 321,546; E&P 86 Est. 388,445
City & RTZ-ABC: (80) 32,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$694,634,350

6 - PASSENGER AUTOS: County 82,712

7 - ELECTRIC METERS: Residence 26,600

8 - GAS METERS: Residence 20,696

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 225 ($250); Univ. of Okla. 6,000 ($400); Research and Development 630 ($160); Light Mfg. 1,700 ($300); Constr. 900 ($300); State Hospital 1,400 ($250).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.
Neighborhood Shopping Centers-Campus Corner; Porter & Hughbert Sts.; Main & Flood; Main & Berry Rd.; Lindsey and South Porter.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Estates Mall(17)	NA	Sateway, Treasury Drugs
Downtown(13)	NA	TG&Y, Zale's
Heisman Sq.(26)	NA	TG&Y
Hollywood(24)	NA	Safeway
Normandy Creek(19)	NA	Safeway
Sooner Fashion Mall(70)	NA	Dillard, JCPenney, Sears
Stubbeman Vlg.(10)	NA	Fashion Tree
Target(5)	NA	Target

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Wacker's; Low's; C.R. Anthony 3; Sears; JCPenney; Target; Dillard.
Variety Stores-TG&Y 3; Wal-Mart.
Drug Stores-Hyde's; Taylor; Treasury 2.
Chain Supermarkets-Safeway 4; Bestyet; Sterr's; 7-Eleven 5; IGA 3; McCall's; Greenleaf; J. Boties 5; Mr. Shortstop 5; Skaggs; Alpha Beta.
Other Chain Stores-Singer Co.; Goodrich; Firestone; Oklahoma Tire; Goodyear; Zale's; PayLess Shoes; Oliver's Shoes; Service Mdse.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 17,027; (m-sat) 16,564; (S) 18,305; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.R. Haraway, Adv. Dir., TRANSCRIPT, 215 E. Comanche St., Norman, OK 73070; Tel. (405) 321-1800.
National Representative: Landon Associates.

NOWATA

1 - LOCATION: Nowata County. E&P Map E-1. County Seat. 49 mi. NE of Tulsa; 16 mi. W of Bartlesville, OK.

2 - TRANSPORTATION: Railroads-M.P.

3 - POPULATION:
Corp. City 80 Cen. 4,270; E&P 86 Est. 4,306
County 80 Cen. 11,486; E&P 86 Est. 11,642
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,709; E&P 86 Est. 1,801
County 80 Cen. 4,327; E&P 86 Est. 4,611

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$52,491,000

6 - PASSENGER AUTOS: County 5,384

7 - ELECTRIC METERS: Residence 1,798

8 - GAS METERS: Residence 1,995

9 - PRINCIPAL INDUSTRIES: Petroleum Refg.; Oil Field and Commercial Filters; Electronics Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-105; Fall 30-60; Winter 10-50.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Wed., Sat.; Thur. evenings.

13 - RETAIL OUTLETS: Department Stores-Sharpe's.
Variety Stores-Wal-Mart; Ace Hdwe.; True Value Hdwe.; City Health Mart Drugs.

14 - NEWSPAPERS: STAR (e-mon to fri) 3,023; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Wallace Goodman, Jr., Pub., STAR, 215 N. Maple, Nowata, OK 74048; Tel. (918) 273-2446.
National Representative: Oklahoma Press Service.

OKLAHOMA CITY

1 - LOCATION: Oklahoma County (MSA). E&P Map D-2. State Capital, County Seat. Wholesale & distribution center. Geographical, retail, financial & transportation center of state. Operational headquarters for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita, KS; 200 mi. from Dallas, TX.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern; MKT.
Motor Freight-67 regular routes & more than 170 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions.
Intercity Bus Lines-Trailways; Greyhound; Oklahoma Transportation Co.
Airlines-American; Ozark; Republic; Sunworld; Frontier; TWA; South West; Eastern; Delta; United; Western, Continental; Air Midwest; Altus.

3 - POPULATION:
Corp. City 80 Cen. 403,136; E&P 86 Est. 446,524
CZ-ABC. (80) 657,872
Bal. in MSA-ABC. (80) 203,097
Bal. in NDM-ABC. (80) 1,115,563
Total NDM-ABC: (80) 1,976,532
County 80 Cen. 568,933; E&P 86 Est. 625,473
MSA 80 Cen. 860,969; E&P 86 Est. 996,360
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 160,002; E&P 86 Est. 187,078
CZ-ABC. (80) 249,097
Bal. in MSA-ABC. (80) 72,449
Bal. in NDM-ABC. (80) 407,361
Total NDM-ABC: (80) 728,907
County 80 Cen. 220,580; E&P 86 Est. 253,546
MSA 80 Cen. 321,546; E&P 86 Est. 388,445

5 - BANKS	NUMBER	DEPOSITS
Commercial	66	$7,497,500,000
Savings & Loan	9	$1,170,900,000

6 - PASSENGER AUTOS: County 445,593

7 - ELECTRIC METERS: 361,365

8 - GAS METERS: 276,616

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 52,500; Mining 17,200; Constr. 17,000; Trans. 10,100; Util. 11,400; Ret. 83,800; Whol. 25,600; Fin./R.E. 27,300; Service 86,000; Gov't 97,200.
Principal Pay Days-1st, 15th, 30th; Wed. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-71; Summer 70-92; Fall 50-71; Winter 30-49. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Nearby Shopping Centers (No. of Stores)-Sooner Fashion Mall (73); Almonte (25); Casady Sq. (44); Bryant Sq. (53); Crossroads (129); Del Crest (13); Edmond Plz. (30); Mayfair (38); Economy Sq. (12); 50 Penn Pl. (31); French Mkt. (21); Downtown (MWC/29); Grandview (9); Grant Sq. (24); Heritage Pk. (72); Lakewood (12); Southern Hills (29); Meridian (28); North Pk. Mall (40); City of Moore (25); Penn Sq. (45); Northwest Plz. (17); Quail Plz. (18); Quail Springs (99); Reding (21); Shepherd (97); Shields So. (16); Chisholm West (17); Southwest Plz (15); Springdale (38); Uptown (33); Westoaks (11); Windsor Hills (24); Lakeside (20).
Principal Shopping Days-Dept.-Mon. & Sat.; Food-Fri. & Sat.
Stores Open Evenings-Mon., Thur.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward 3; Sears 6; JCPenney 5; C.R. Anthony 23; Dillard's 6; Langston 3; Bealls.
Discount Stores-American Mutual; Gibson's Factory Distributing 2; Target 5; TG&Y Family Ctr. 23; Service Merchandise 2; Walls Bargain Center 2; Wal-Mart 9; Sam's Wholesale Club 2; Venture 3; Sanger Harris 2; Super Saver 2.
Variety Stores-TG&Y 14.
Chain Drug Stores-United Discount 4; Hyde's 7; Conrad Mart 4; Rexall 2; TG&Y 11; Gilliam; Gibson's 2; Skaggs Alpha Beta 6; Target 4; Sheen's 2; Wheeler & Stuckey 4; Eckerd 13; Treasury Drugs 4; Revco 4; McCartney's; Drugs-For-Less 3; Wal-Mart 8; Venture 2; Thrifty 4.
Chain Supermarkets-Safeway 24; IGA 29; Brannons U.S. United Super Mkts. 2; Buchanon 4; Best Yet 8; Stones 2; Skaggs Alpha Beta 5; Buy-for-Less 2; Food-for-Less; Griders 4, Food World 8; Pratts 3; Crest 2.

14 - NEWSPAPERS: DAILY OKLAHOMAN (m-mon to fri) 239,404; (m-sat) 224,657; SUNDAY OKLAHOMAN (S) 328,734; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gates Oliver, Adv. Dir., DAILY OKLAHOMAN, 500 N. Broadway; PO Box 25125, Oklahoma City, OK 73125; Tel. (405) 232-3311.
National Representative: Sawyer-Ferguson-Walker.

OKMULGEE

1 - LOCATION: Okmulgee County. E&P Map E-2, County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,263; E&P 86 Est. 16,781
CZ-ABC. (80) 20,581
RTZ-ABC. (80) 24,886
County 80 Cen. 39,169; E&P 86 Est. 41,189
City & RTZ-ABC: (80) 45,467
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,015; E&P 86 Est. 6,617
CZ-ABC: (80) 7,531
RTZ-ABC: (80) 9,245
County 80 Cen. 14,314; E&P 86 Est. 15,744
City & RTZ-ABC: (80) 16,776

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$131,599,991
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 19,699

7 - ELECTRIC METERS: Residence 9,445

8 - GAS METERS: Residence 5,549

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 455 ($390); Okla. State Tech. 500 ($425); Mfg. 725 ($340).
Principal Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-30 blocks on eight sts.; East & West of R.R. on 12 streets.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Gibsons & Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony's.
Discount Stores-Wal-Mart; Gibson's.
Chain Drug Stores-Key Rexall.
Chain Supermarkets-Safeway; Warehouse Market; Bargain Basket; Mission Lane; Thrifty Wise; IGA.
Other Chain Stores-Sears (catalog); Oklahoma Tire; Goodrich; Ramsay Dry Goods.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,955; (S) 5,145; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Renfro, Gen. Mgr., TIMES, 114 E. 17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.
National Representative: Papert Companies.

PAULS VALLEY

1 - LOCATION: Garvin County. E&P Map D-3, County Seat. 50 mi. S of Okla. City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,664; E&P 86 Est. 6,134
County 80 Cen. 27,856; E&P 86 Est. 32,736

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,410; E&P 86 Est. 2,757
County 80 Cen. 10,511; E&P 86 Est. 13,033

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,000,000
Savings & Loan	2	$333,014,770

6 - PASSENGER AUTOS: County 16,293

7 - ELECTRIC METERS: Residence 2,722

8 - GAS METERS: Residence 2,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 1,050 ($275); Wood Working 40 ($134); Newspaper 20 ($195); Grain Dealers 100 (N.A.); Baking 25 ($134); Tree Nurseries 40 (N.A.); Agric. Fertilizer 5 (N.A.); Bldg. Contractors 50 (N.A.); Concrete 20 (N.A.); Mfg. Light Bulbs 300 ($134); Mfg. Men's Jeans 360 ($134); Mach. Coating (N.A.); Film Pkg. (N.A.); Oil Field Pumps (N.A.); Livestock Handling Equip. (N.A.); Truck Canvas Prods. (N.A.); State School for Mentally Handicapped 750 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burr(4)		David's Foods, Winns, Anthony's,
Valley Plz.(8)	2	Dicus, TG&Y, Circle W Western Wear, Dollar General

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Lintz; C.R. Anthony; Reba Jo's; Circle W Western Wear; Cottie's.
Variety Stores-Winns; TG&Y; Dollar General.
Chain Drug Stores-Reavis Rexall; Crabtree.
Chain Supermarkets-Safeway; Dicus; David's Discount Foods.
Other Chain Stores-Automotive, Inc.; JCPenney (catalog); Okla. Tire; Sears (catalog); Hardee's; Braums; McDonald's; Western Sizzlin'; Mazzio's; Pizza Hut.

14 - NEWSPAPERS: DEMOCRAT (e-tues to fri) 4,041; (S) 4,041; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Mary Ann Probst, Adv. Dir., DEMOCRAT, PO Box 381; 108 S. Willow, Pauls Valley, OK 73075; Tel. (405) 238-6464.
National Representative: Papert Companies.

PAWHUSKA

1 - LOCATION: Osage County (In Tulsa MSA). E&P Map E-1, County Seat. Oil, commercial cattle raising, shipping center; several small manufacturing 275 mi. from Dallas, TX; 262 mi. from Kansas City, MO; 440 mi. from St. Louis, MO; U.S. Hwy. 60; State Hwys. 11, 99.

2 - TRANSPORTATION: Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 4,771; E&P 86 Est. 5,028
County 80 Cen. 39,327; E&P 86 Est. 44,842
MSA 80 Cen. 657,367; E&P 86 Est. 748,352
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,994; E&P 86 Est. 2,211
County 80 Cen. 14,382; E&P 86 Est. 17,169
MSA 80 Cen. 246,380; E&P 86 Est. 292,260

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,989,000
Savings & Loan	1	$16,299,758

6 - PASSENGER AUTOS: County 22,450

7 - ELECTRIC METERS: Residence 2,397

8 - GAS METERS: Residence 2,328

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Tool Repairs 50 ($200); Garments 250 (N.A.); Welding & Steel Fab. 21 ($200); Oil & Oil Field Servs. 1,100 ($400); Oil Production 350 ($400);

10 - CLIMATE: First killing frost, Oct. 26; last killing frost, Apr. 3. Av. Temp., 58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Kihekah; 2 on Leahy St.; 2 on 6th.
Principal Shopping Days-Mon., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.
Variety Stores-Whitehair Trading Co.; Clifton's.
Other Chain Stores-Ladies Ready to Wear; The Prairie Flower; Lowry's Clothing; Hub Clothiers; Automotive; Monger Bros., Western Auto; Foods: Safeway, IGA, Wal-Mart.

14 - NEWSPAPERS: JOURNAL-CAPITAL (e-tues to fri; S) 2,012; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Dave Story, Gen. Mgr., JOURNAL-CAPITAL, 700 Kihekah; PO Box 238, Pawhuska, OK 74056; Tel. (918) 287-1590.
National Representatives: Papert Companies; Oklahoma Press Service.

PERRY

1 - LOCATION: Noble County, E&P Map D-1, County Seat. Shipping center for wheat & cattle. Light manufacturing. North central part of state. 60 mi. N of Oklahoma City; on I-35. U.S. Hwys. 77, 64.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,796; E&P 86 Est. 6,084
County 80 Cen. 11,573; E&P 86 Est. 12,595

4 - HOUSEHOLDS:
City 80 Cen. 2,385; E&P 86 Est. 2,534
County 80 Cen. 4,348; E&P 86 Est. 4,914

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$111,000,000

6 - PASSENGER AUTOS: County 6,212

7 - ELECTRIC METERS: Residence 2,500

8 - GAS METERS: Residence 2,335

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Field Supplies 25; Ditching Mach. Pit 800; Pipeline Constr. 20; Div. HQ State Highway Dept. 145; Gasoline Proc. Plant Constr. 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27; last killing frost, Apr. 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.
Neighborhood Shopping Centers-Kaw St.; Fir Ave.
Principal Shopping Days-Thur., Sat.; Community Auction Sale-every Wed. Regular Farm Community Trade-Sat.
Stores Close-Sun.
Stores Open Evenings-Thur.; Supermarkets 6 nights.

13 - RETAIL OUTLETS: Discount Stores-TG&Y Family Center.
Discount Stores-TG&Y Family Center.
Chain Supermarkets-Safeway; H. & P., Best Yet.
Other Chain Stores-Western Auto, Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e) 3,397; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222.
National Representative: None.

PONCA CITY

1 - LOCATION: Kay County, E&P Map D-1. Oil refining and production, manufacturing, stock raising, dairy and agricultural center. In SE part of county, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77; State Hwys. 11, 15, 177. 106 mi. N of Okla. City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental; MK&O.
Airlines-Exec. Express.

3 - POPULATION:
Corp. City 80 Cen. 26,238; E&P 86 Est. 28,366
CZ-ABC: (80) 26,238
RTZ-ABC: (80) 29,835
County 80 Cen. 49,852; E&P 86 Est. 54,251
City & RTZ-ABC: (80) 56,073

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,397; E&P 86 Est. 11,792
CZ-ABC: (80) 10,637
RTZ-ABC: (80) 10,936
County 80 Cen. 19,431; E&P 86 Est. 22,113
City & RTZ-ABC: (80) 21,573

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$365,525,654
Savings & Loan	2	$222,000,000

6 - PASSENGER AUTOS: County 31,115

7 - ELECTRIC METERS: Residence 16,400

8 - GAS METERS: Residence 14,330

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum Refining 719 ($508); Metal Mfg. 1,260 ($341); Agric. Proc. 880 ($336).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Grand Ave.
Neighborhood Shopping Centers-4th & South Ave.; Osage & Highland; Hartford at Seventh; Fourteenth at Hazel; Hartford & 14th; 5th & Hartford.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponca Plaza(22)	NA	JCPenney, TG&Y
Hartford Sq.(8)	NA	Jackson Jewelry
Pioneer(8)	NA	Safeway
Hartford Plz.(6)	NA	H&P Thrif-T-Wise

Principal Shopping Days-Mon. & Thur.
Stores Open Evenings-Dept. Stores-Thur. Food-Daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Sears (catalog).
Variety Stores-TG&Y Family Center; K mart; Wal-Mart.
Discount Stores-Dollar Saver; Gibson's.
Chain Drug Stores-Graves; Ralph's IGA.
Chain Supermarkets-United; Miller's 2, H & P Thrif-T-Wise; Safeway 2, Ralph's IGA.
Other Chain Stores-Okla. Tire; Goodyear; Firestone; Sherwin-Williams; Zale's; Brown Shoe Fit Co.; Lowe's; Wickes; Edwards (women's); Page Sewing Center; PayLess Shoes; Western Auto; S&H Green Stamps; Shafer's; Kinney Shoes.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,579; (S) 14,713; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N. Third; PO Box 191; Ponca City, OK 74602; Tel. (405) 765-3311.
National Representative: Landon Associates.

PRYOR

1 - LOCATION: Mayes County, E&P Map E-1, County Seat. On U.S. Hwy. 69; State Hwy. 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads-MKT.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,483; E&P 86 Est. 9,009
County 80 Cen. 32,261; E&P 86 Est. 36,705

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,308; E&P 86 Est. 3,357
County 80 Cen. 11,622; E&P 86 Est. 13,869

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$127,866,462
Savings & Loan	2	$98,686,021

6 - PASSENGER AUTOS: County 17,626

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 275; Grand River Dam 121; Chem. 425; Carbide 75; Cement 125; Tools 50; Meat Pkg.; Plastic 75; Heat Exchangers 100.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15; last killing frost, Mar. 30.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on Graham Ave.; 2 each side of Graham Ave.
Shopping Centers-Wal-Mart (8 stores-Wal-Mart, Sav-Mor).
Principal Shopping Days-Tues., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Peters; C.R. Anthony; Sharpe's.
Variety Stores-Pryor: McCrory's; Dollar General.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Sav-Mor; Horner Foods.
Other Chain Stores-Okla. Tire; Western Auto; Goodrich; Goodyear; Sears; Coast-to-Coast.

14 - NEWSPAPERS: TIMES (e-tues to fri) 5,800; (S) 7,000; Sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Larry Williams, Gen. Mgr., TIMES, Box 308, Pryor, OK 74362; Tel. (918) 825-3292.
National Representative: Landon Associates.

SAPULPA

1 - LOCATION: Creek County (In Tulsa MSA). E&P Map E-2, County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On State Hwys. 66, 75, I-44; State 33, 97.

2 - TRANSPORTATION: Railroads-Burlington Northern; Tulsa-Sapulpa Union.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; MK&O.

3 - POPULATION:
Corp. City 80 Cen. 15,853; E&P 86 Est. 16,911
CZ-ABC: (80) 15,853
RTZ-ABC: (80) 26,434
MSA 80 Cen. 657,367; E&P 86 Est. 748,352
County 80 Cen. 59,210; E&P 86 Est. 70,937
City & RTZ-ABC: (80) 42,287
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,942; E&P 86 Est. 6,572
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 8,956
City & RTZ-ABC: (80) 14,898
County 80 Cen. 20,960; E&P 86 Est. 26,239
MSA 80 Cen. 246,380; E&P 86 Est. 292,260

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$162,618,982
Savings & Loan	2	$91,470,199

6 - PASSENGER AUTOS: County 31,962

7 - ELECTRIC METERS: Residence 7,257

8 - GAS METERS: Residence 5,980

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 750 ($305); Pottery 56 ($220).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-27 blocks on eight streets, plus 6 strip shopping centers.
Principal Shopping Days-Sat. & Fri.
Stores Open Evenings-Shopping Ctr. nightly.
Stores Open Sundays-Shopping Centers & Supermarkets.

13 - RETAIL OUTLETS: Department Stores-Morton's; Bayouth's; JCPenney; Anthony's; Sears.
Discount Stores-Wal-Mart.
Chain Drug Stores-Wal-Mart Phcy.; May's.
Chain Supermarkets-Safeway; Family Market; Tru-Discount; Reasor's Discount Foods.
Other Chain Stores-Otasco; Zale's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,775; (S) 8,203; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Fordonski, Adv. Mgr., HERALD, 16 S. Park St., Sapulpa, OK 74066; Tel. (918) 224-5185.
National Representatives: Landon Associates; Oklahoma Press Service.

SEMINOLE

1 - LOCATION: Seminole County, E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 9, 2 & 99; 54 mi. SE of Okla. City.

2 - TRANSPORTATION: Railroads-Rock Island.
Intercity Bus Lines-Okla. Trans.; Midco.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,590; E&P 86 Est. 9,390
County 80 Cen. 27,473; E&P 86 Est. 30,097

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,488; E&P 86 Est. 3,974
County 80 Cen. 10,158; E&P 86 Est. 11,666

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$55,108,000
Savings & Loan	2	$40,855,000

6 - PASSENGER AUTOS: County 14,724

7 - ELECTRIC METERS: Residence 3,221

8 - GAS METERS: Residence 3,352

9 - PRINCIPAL INDUSTRIES: Oil Well Drilling; Oil Prods.; Oil Field Servs. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. & 6 on Intersecting streets.
Neighborhood Shopping Centers-Strothers St.; W. Broadway; N. Milt Phillips Ave.
Stores Open Evenings-Some on Sat. evenings.

13 - RETAIL OUTLETS: Department Stores-Anthony; JCPenney; Sharpes; Hammons; Newton Wall; Sears.

Variety Stores-Otasco.
Discount Stores-Wall's Family Bargain Center; Wal-Mart.
Chain Drug Stores-I.D.L.; Wal-Mart.
Chain Supermarkets-IGA; Safeway; Best Yet.
Other Chain Stores-Okla. Tire; Firestone; Goodyear; Neil's; Perry McGee Furn.; Cato's; Ace Hdwe.; Sherwin-Williams; Home; Vogue.

14 - NEWSPAPERS: PRODUCER (e-tues to fri; S) 6,250; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jim Keisman, Adv. Dir., PRODUCER, 121 N. Main; PO Box 431, Seminole, OK 74868; Tel. (405) 382-1100.
National Representative: Papert Companies.

SHAWNEE

1 - LOCATION: Pottawatomie County (In Oklahoma City MSA). E&P Map D-2, County Seat. Residential ctr. 42 mi. SE of Oklahoma City. On U.S. Hwys. 177, 270, I-40, State Hwys. 3 & 18, 99A.

2 - TRANSPORTATION: Railroads-AT&SF; OCA&A; Missouri, Kansas, & Texas R.R.
Motor Freight Carriers-7.
Intercity Bus Lines-Jordan; O.T.C.; Greyhound; Mid Continent Coaches; Oklahoma Transportation.
Airlines-at Oklahoma City Airport 37 mi. W. American, Continental, Eastern, Frontier, Southwest, Texas Intl., Trans Central, TWA.

3 - POPULATION:
Corp. City 80 Cen. 26,506; E&P 86 Est. 28,945
CZ-ABC: (80) 26,506
RTZ-ABC: (80) 82,799
County 80 Cen. 55,239; E&P 86 Est. 66,834
MSA 80 Cen. 860,969; E&P 86 Est. 996,360
City & RTZ-ABC: (80) 109,305

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,334; E&P 86 Est. 11,978
CZ-ABC: (80) 10,334
RTZ-ABC: (80) 29,535
County 80 Cen. 20,062; E&P 86 Est. 25,483
MSA 80 Cen. 321,546; E&P 86 Est. 388,445
City & RTZ-ABC: (80) 39,869

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$109,000,000
Commercial	4	$480,000,000

6 - PASSENGER AUTOS: County 31,214

7 - ELECTRIC METERS: Residence 11,993

8 - GAS METERS: Residence 9,961

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 430 ($240); Milling 175 ($250); Copper Tubing 300 ($245); Pump Mfg. 200 ($280); Other Mfg. 562 (N.A.); Polyethelene Film 370 (N.A.); Ceramic Magnets 420 (N.A.); Agric.; Mineral Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Main St.
Neighborhood Shopping Centers-Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 4; 2300 N. Harrison 4 (K mart); Independence & Kickapoo 3.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Plaza(12)	2	Ben Franklin, Brannon, Star Disc.
Northridge Sq.(15)	NA	K mart, Winn Dixie
Shawnee Plz.(7)	NA	Revco, Wal-Mart
N. Harrison	3	K mart, Big-O-Tires, Wendy's, Pratt

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri, Sat.
Stores Open Evenings-Dept.-Mon. and Thur.; Food & Discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; C.R. Anthony; W.R. Jones; Newton Wall.
Discount Stores-Wal-Mart; K mart.
Variety Stores-TG&Y 2; Ben Franklin; Dollar General.
Chain Drug Stores-Rexall 6; Shawnee; Tom Coffey; Medical Arts; Campus Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe; Revco.
Chain Supermarkets-Humpty-Dumpty; Safeway; IGA 2; Pratt's 3.

14 - NEWSPAPERS: NEWS-STAR (m-tues to sat) 13,860; (S) 14,956; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.
National Representative: Landon Associates.

STILLWATER

1 - LOCATION: Payne County. E&P Map D-2. County Seat. Educational (Okla. State Univ.), industrial, agricultural, oil, livestock and dairy center. State Hdqtrs. U.S. Dept. of Agriculture, State Office for Technical Training. 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 38,268; E&P 86 Est. 41,510
CZ-ABC: (80) 38,268
RTZ-ABC: (80) 45,732
County 80 Cen. 62,435; E&P 86 Est. 68,085
City & RTZ-ABC: (80) 34,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,829; E&P 86 Est. 14,726
CZ-ABC: (80) 12,829
RTZ-ABC: (80) 17,450
County 80 Cen. 22,119; E&P 86 Est. 25,546
City & RTZ-ABC: (80) 30,279

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$317,546,410
Savings & Loan	3	$143,000,000

6 - PASSENGER AUTOS: County 30,979.

7 - ELECTRIC METERS: Residence 14,729.

8 - GAS METERS: Residence 10,491.

9 - PRINCIPAL INDUSTRIES: Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.; Printing.
Principal Pay Days-1st & 15th; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Slightly alkaline, soft.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.; 10 on side streets off Main.
Neighborhood Shopping Centers-3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square; Rosewood Hills.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Katz; JCPenney; C.R. Anthony; Gibson's; Sears; Newton Wall; Beall's.
Discount Stores-Gibson's; Wal-Mart; TG&Y.
Variety Stores-Otasco; Ace Hdwe. Mart; Murphy's Hdwe.
Chain Drug Stores-Humpty-Dumpty; Thrifty; Revco; Treasury.
Chain Supermarkets-IGA 3; Humpty Dumpty; Safeway; Bestyet 2.
Other Chain Stores-Goodrich; Goodyear; Firestone; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zale's; S&H Stamps.

14 - NEWSPAPERS: NEWS PRESS (e-mon to fri) 10,269; (S) 10,934; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth O. Light, Natl. Adv. Dir., NEWS PRESS, PO Box 2288, Stillwater, OK 74076; Tel. (405) 372-5000.
National Representative: Papert Companies.

TAHLEQUAH

1 - LOCATION: Cherokee County. E&P Map F-2. County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area. 28 mi. SE of Muskogee, 65 mi. SE of Tulsa. On U.S. Hwy. 62; State Hwy. 51.

2 - TRANSPORTATION: Airlines-All major airlines at Tulsa Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,708; E&P 86 Est. 10,129
County 80 Cen. 30,684; E&P 86 Est. 36,145

4 - HOUSEHOLDS:
City 80 Cen. 3,510; E&P 86 Est. 3 542
County 80 Cen. 10,595; E&P 86 Est. 12,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$245,905,935

6 - PASSENGER AUTOS: County 13,125.

7 - ELECTRIC METERS: 4,594.

8 - GAS METERS: 5,777.

9 - PRINCIPAL INDUSTRIES: Agric.; Forestry; Machine Shops; Cannery; Nursery Prods.; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Box Center	NA	IGA
Cherokee Hills(5)	NA	Wal-Mart
Downing Square Plaza(8)	NA NA	

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Hinds; Anthony's; Workman's.
Discount Stores-Wal-Mart; Family Dollar.
Chain Drug Stores-Cherokee Hills Phcy.; Sun Drug.
Chain Supermarkets-Box's IGA; Reasor's; Safeway; Consumers; Food-4-Less.
Other Chain Stores-Doyles Shoes; Sirloin Stockade; Merle Norman; Pay-less Shoes; Ken's Pizza; Kentucky Fried Chicken; Big Cheese; Hardee's, Wendys; McDonald's; Taco Hut; Pizza Hut; Goodyear; Love's; Sears; Fashion Crossroads; Domino Pizza; Western Sizzlin'; Cato's; Montgomery Ward.

14 - NEWSPAPERS: PRESS (m-tues to fri; S) 7,020; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: M. Gerald Stone, Pub., PRESS, 106 W. 2nd; PO Box 888, Tahlequah, OK 74464; Tel. (918) 456-8833.
National Representatives: Landon Associates; Oklahoma Press Service.

TULSA

1 - LOCATION: Tulsa County (MSA). E&P Map E-2. County Seat. Administrative center for many oil companies; electronics and aviation maintenance center. 262 mi. SW of Kansas City; 276 mi. NE of Dallas, TX; 519 mi. N of Houston, TX; 120 mi. E of Okla. City; 174 mi. SE of Wichita, KS. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2 - TRANSPORTATION: Railroads-Burlington Northern; Santa Fe; M.K.&T.; Texas S. Pacific.
Motor Freight Carriers-54.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O; KG Lines.
Airlines-American; Delta; Frontier; TWA; Ozark; Eastern; Air Midwest; Executive Express; Republic; Scheduled Skyways; Southwest; Total Air; United; Western. (Three Airports).

3 - POPULATION:
Corp. City 80 Cen. 360,919; E&P 86 Est. 383,979
CZ-ABC: (80) 467,456
RTZ-ABC: (80) 468,135
County 80 Cen. 470,593; E&P 86 Est. 521,508
MSA 80 Cen. 657,367; E&P 86 Est. 748,352
City & RTZ-ABC: (80) 935,591

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 145,414; E&P 86 Est. 162,361
CZ-ABC: (80) 180,976
RTZ-ABC: (80) 167,288
County 80 Cen. 181,620; E&P 86 Est. 210,145
MSA 80 Cen. 246,380; E&P 86 Est. 292,260
City & RTZ-ABC: (80) 348,084

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	9	$4,571,148,000
Commercial	38	$4,693,416,000

6 - PASSENGER AUTOS: County 322,312.

7 - ELECTRIC METERS: Residence 162,107.

8 - GAS METERS: Residence 123,394.

9 - PRINCIPAL INDUSTRIES: Met. Area: Industry, No. of Wage Earners-Mfg. 53,400; Mining 20,400; Constr. 13,600; Trans. & Pub. Util. 21,500; Whol. Trade 19,600; Ret. Trade 53,700; Fin., Ins. & R.E. 17,200; Servs. 69,500; Gov't 34,600.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown from 3rd St. to 10th St. South; Denver Ave. east to Detroit; 21st to 22nd Pl. South; Utica Ave. east to Yorktown; 39th to 43rd St. South; Yale Ave. east to Hudson; Memorial 51st to 71st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontana Ctr.(78)	NA	Cort, Ross, Luby's
Promenade(35)	NA	JCPenney, Dillards, Mervyn's
Southroads Mall(69)	NA	Sanger-Harris, Vandever, Renbergs
Utica Sq.(71)	NA	Dillards, Miss Jackson, Saks
Woodland Hill Mall(164)	NA	Dillards, JCPenney, Sanger-Harris, Renbergs
Alameda(31)	NA	Casa Bonita, Whitlocks
Country Club Plz.(47)	NA	Skaggs, Otasco
Crossing Oaks(36)	NA	Safeway, Target
Kensington Galleria (55)	NA	Dillards
Walnut Creek(60)	NA	Safeway, Furr's, Med-X
Eastland Mall	NA	Dillards, JCPenney, Mervyn's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Vandever's; Dillard's 3; Woolf Bros.; Street's; M.M. Cohn 2; Renberg's 3; Sears 3; C.R. Anthony 11; JCPenney 3; Montgomery Ward 2; Sanger Harris 2.
Discount Stores-Target 2; K mart 5; Mervyn's 3.
Variety Stores-TG&Y 3.
Chain Drug Stores-Med-X 9; Walgreens 3; Rexall 3; Getman 2; Skaggs 5; Family 4; Eckerd 5.
Chain Supermarkets-Thrift-T-Wise & Affiliated Food Stores 10; Safeway 26; Sipes 3; Bestyet; Red Bud 7; Family Markets; McCartney's 3; Superettes Git-N-Go 35; Quick-Trip 39; Okla. Utotem 47; In-N-Out; Sam's 2; 7-Eleven 10.
Other Chain Stores-Jewelry: Boswell's 3, Zale's 3, Moody's 5, Sloan's; Automotive: Firestone 3, Goodyear 10, Otasco 20, Automotive of Tulsa 6, Thrift 3, Midas 3; Paint: Devoe 3, Cook's 6, PPG 10, Pittsburgh Paint 2, Sherwin-Williams 2.

14 - NEWSPAPERS: WORLD (m) 136,219; TRIBUNE (e) 78,242; WORLD (S) 234,438; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD, 315 S. Boulder Ave.; PO Box 1770, Tulsa, OK 74102; Tel. (918) 581-8511.
National Representative: Branham/Newspaper Sales.

VINITA

1 - LOCATION: Craig County. E&P Map F-1. County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 69, 60; Will Rogers Tpke.

2 - TRANSPORTATION: Railroads-M.K.&T.; Burlington Northern.
Intercity Bus Lines-Greyhound; Continental Trailways; Natl. Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,740; E&P 86 Est. 7,460
County 80 Cen. 15,014; E&P 86 Est. 15,495
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,514; E&P 86 Est. 2,856
County 80 Cen. 5,685; E&P 86 Est. 5,959

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$108,357,000
Savings & Loan	1	$394,703,494

6 - PASSENGER AUTOS: County 8,763.

7 - ELECTRIC METERS: Residence 3,300.

8 - GAS METERS: Residence 2,900.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Connector Mfg. 225; Agric.; Mill & Elevator Feeds 13; Flag and Apron Mgr. 40. Eastern State Hospital 851; Tower Manufacturer 43; Automotive Parts 75; Ready Mix Concrete 9; Soft Drinks 42.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 80; Fall 59; Winter 36.

11 - TAP WATER: 30 in. line from Grand Lake.

12 - RETAILING: Principal Shopping Days-Sat., Thur., Fri.
Stores Open Evenings-Supermarkets; Wal-Mart; Anthony's.

13 - RETAIL OUTLETS: Department Stores-Carters; Draper's; Anthony's; Vanity Fair.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Food Tree.
Other Chain Stores-Western Auto; Sherwin-Williams; Sears (catalog); Westco.

14 - NEWSPAPERS: JOURNAL (e) 3,841; sworn Sept. 26, 1985.
Local Contact for Advertising and Merchandising Data: John M. Turner, Pub., JOURNAL, PO Box 328, Vinita, OK 74301-0328; Tel. (918) 256-6422.
National Representative: Oklahoma Press Service.

WEATHERFORD

1 - LOCATION: Custer County. E&P Map C-2. University Community; Agricultural Area Elevators; Nursery area. 73 mi. W of Oklahoma City. On Hwy I-40; State Hwy. 54.

2 - TRANSPORTATION: Railroads-Farmrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Cargo at Thos. P. Stafford Field; Nearest Commercial Airfield at Oklahoma City.

3 - POPULATION:
Corp. City 80 Cen. 9,640; E&P 86 Est. 13,155
County 80 Cen. 25,995; E&P 86 Est. 34,624

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,438; E&P 86 Est. 4,825
County 80 Cen. 9,482; E&P 86 Est. 13416

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,027,000

6 - PASSENGER AUTOS: County 14,573.

7 - ELECTRIC METERS: Residence 5,480.

8 - GAS METERS: Residence 4,200.

9 - PRINCIPAL INDUSTRIES: Industry, No of Wage Earners (Av. Wkly. Wage)-Educ. 450 ($250); Photo. Proc. 100 (N.A.); Printing Prods. 270 ($150); Meat Proc. 26 (N.A.); Data Proc. Equip. 200 ($200); Oil & Gas Related ($350); Agric. (N.A.).

10 - CLIMATE: Av. An. Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

11 - TAP WATER: Well water; soft.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St. plus shpg. ctr. continuation.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weatherford(14)	NA	Pucketts
Northpark Shoppes (6)	NA	Kwik Korner, Wal-Mart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Dixie; Anthony's; In Crowd; Kloset; Frankie's; Smart Shop; Sears (catalog).

Discount Stores-Wal-Mart.
Chain Supermarkets-United; IGA.

14 - NEWSPAPERS: NEWS (e-tues to fri) 3,920; (S) 3,920; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: David W. Reid, Pub., NEWS, 118 S. Broadway, Weatherford, OK 73096; Tel. (405) 772-3301.
National Representative: Oklahoma Press Service.

WEWOKA

1 - LOCATION: Seminole County, E&P Map E-2.

2 - TRANSPORTATION: Railroads-Rock Island.
Motor Freight Carriers-4.
Intercity Bus Lines-Oklahoma Trans. Co.

3 - POPULATION:
Corp. City 80 Cen. 5,480; E&P 86 Est. 5,809
County 80 Cen. 27,473; E&P 86 Est. 30,097

4 - HOUSEHOLDS:
City 80 Cen. 2,132; E&P 86 Est. 2,355
County 80 Cen. 10,158; E&P 86 Est. 11,666

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$54,178,128
Savings & Loan	1	$39,035,000

6 - PASSENGER AUTOS: County 14,724

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 2,425

9 - PRINCIPAL INDUSTRIES: Oil Production; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Wewoka Ave.; 4 blocks on Mekusukey Ave.; all cross streets in between.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cohen's; Dollar General; Sharpe's.
Chain Supermarkets-Red Bud; IGA.
Other Chain Stores-Nelson (furn.); Otasco (auto & home supplies).

14 - NEWSPAPERS: TIMES (e-tues to fri; S) 1,933; sworn Feb. 21, 1986.
Local Contact for Advertising and Merchandising Data: Marilyn Gibbs, Gen. Mgr., TIMES, 210 S. Wewoka Ave.; PO Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.
National Representatives: Papert Companies; Oklahoma Press Service.

WOODWARD

1 - LOCATION: Woodward County, E&P Map C-1, County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270; State Hwys. 3, 15, 34. 140 mi. NW of Oklahoma City.

2 - TRANSPORTATION: Railroads-Atchinson, Topeka & Santa Fe; NW Oklahoma.
Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 13,610; E&P 86 Est. 15,532
County 80 Cen. 21,172; E&P 86 Est. 24,468

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,068; E&P 86 Est. 5,948
County 80 Cen. 7,582; E&P 86 Est. 9,142

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$171,000,000
Savings & Loan	2	$137,000,000

6 - PASSENGER AUTOS: County 11,066

7 - ELECTRIC METERS: Residence 5,052

8 - GAS METERS: Residence 4,416

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage N.A.) Metal Working; Livestock; Meat Packing; Natural Gas; Farming; Oil affiliates; Oil & Gas Drilling & Prod.; Iodine Mfg.; Fertilizer.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct.; last killing frost, Apr.

11 - TAP WATER: 8 gr. per gal.

12 - RETAILING: Principal Shopping Center-No. of Stores-6 blocks on Main St. Downtown; Westgate 2; Plaza 5; Southgate 5; Westwood 4.
Stores Open Evenings-Food; Discount.
Stores Open Sundays-Food; Discount.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Frost's; Trego's; Oliver's; Star Model; Sears.
Variety Stores-TG&Y Family Store.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-Bogdahn Rexall 2; Ideal; Gibson's; Safeway; Medco.
Chain Supermarkets-Safeway; Ideal; United.
Other Chain Stores-Otasco; Sweetbriar; Atwood's; S&H Green Stamps; Factory Outlet; Firestone; Radio Shack; Payless Shoes.

14 - NEWSPAPERS: NEWS (m-tues to sat) 8,200; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Gloria Fletcher, Adv. Dir., NEWS, 1222 10th St.; PO Box 928, Woodward, OK 73802; Tel. (405) 256-2200.
National Representative: Oklahoma Press Service.

OREGON SURVEYS

METROPOLITAN STATISTICAL AREAS

Eugene-Springfield-Lane County.
Medford-Jackson County.
Salem-Marion and Polk Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Portland-Clackamas, Multnomah, Washington and Yamhill Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, OR-WA-Includes Portland, OR PMSA and Vancouver, WA PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	164	198	204
5-14 Years	406	392	406
15-24 Years	366	464	484
25-44 Years	481	785	812
45-64 Years	499	491	507
65 and Over	226	303	313
TOTAL	2,092	2,633	2,726

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	629	549	923
General Mdse	1,256	1,780	2,406
Food	1,822	2,660	3,155
Automobiles	2,083	2,217	3,629
Gasoline Stations	655	1,107	1,026
Apparel	391	588	789
Furniture	481	493	845
Eat-Drink Places	879	1,323	1,774
Drugs	307	372	454
TOTAL SALES	9,348	12,634	16,585

ALBANY

1 - LOCATION: Linn County, E&P Map A-2, County Seat. On Willamette River, 75 mi. S of Portland, NW corner of county. 20 mi. S of Salem, 38 mi. N of Eugene, 12 mi. NE of Corvallis. Wholesale and shipping center for lumber export, heavy metals, dairy & agricultural prods. (primarily grass seed). U.S. Hwys. 20, 99E & I-5.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Burlington Northern (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Pacific Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,678; E&P 86 Est. 27,770
NDM-ABC: (80) 89,604
County 80 Cen. 89,495; E&P 86 Est. 89,784

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,415; E&P 86 Est. 11,289
NDM-ABC: (80) 32,640
County 80 Cen. 32,773; E&P 86 Est. 34,030

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$148,798,000
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 72,119

7 - ELECTRIC METERS: Residence City 10,500

8 - GAS METERS: Residence City 5,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metals 2,480; Wood Prods. 4,755; Food Proc. 1,012; Agric. 1,741; Util. & Trans. 322; Constr. 1,633.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Oct. 25; last killing frost, Apr. 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown: area bounded by 1st and 6th Aves. and Broadalbin & Lyon Sts.; K-mart/Mervyn's; I-5 & Pacific Blvd.; Albany Plaza: Santiam Hwy. & Waverly Dr.; Fred Meyer: Santiam Hwy. & Waverly Dr.
Neighborhood Shopping Centers-Santiam Hwy. & Pacific Blvd.; entire length of Pacific Blvd.
Principal Shopping Days-Tues., Thur. and Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The Broadway; The Emporium; Mervyn's.
Variety Stores-Ervin's Drug.
Discount Stores-Coastal Farm & Home; Bi-Mart; Fred Meyer; K mart.
Chain Drug Stores-Pay Less; Fred Meyer; Bi-Mart; Tiffany's.
Chain Supermarkets-Safeway; IGA; Fred Meyer; The Market Place; Thriftway 2; Albertson's.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 21,439; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William Marcum, Ret. Adv. Mgr.; John Hauck, Mktg. Dir., DEMOCRAT-HERALD, 138 SW 6th Ave., Albany, OR 97321-0609; Tel. (503) 926-2211.
National Representative: Branham/Newspaper Sales.

ASHLAND

1 - LOCATION: Jackson County (In Medford MSA). E&P Map A-3, 12 mi. SE of Medford; 22 mi. N of the CA State line on I-5 and Greensprings Hwys.; 290 mi. from Portland; 375 mi. from San Francisco, CA. Tourist & Southern Oregon College center.

2 - TRANSPORTATION: Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways; Rogue Rapid Transit.
Airlines-United; Horizon; Cascade; PSA.

3 - POPULATION:
Corp. City 80 Cen. 14,943; E&P 86 Est. 14,841
CZ-ABC: (80) 14,943
RTZ-ABC: (80) 5,806
County/MSA 80 Cen. 132,456; E&P 86 Est. 139,888
City & RTZ-ABC: (80) 20,749

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,909; E&P 86 Est. 6,178
CZ-ABC: (80) 5,909
RTZ-ABC: (80) 2,178
County/MSA 80 Cen. 49,011; E&P 86 Est. 54,145
City & RTZ-ABC: (80) 8,087

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$68,835,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 118,606

7 - ELECTRIC METERS: Residence 6,602

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tourism; Lumbering-Wood Prods. Factory; Steel Tanks; R.R.; Box Factory; Planing Mill; Dental Equip.; Univ. Educ.; Ski Resort; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-81; Summer 48-95; Fall 37-65; Winter 32-59. First killing frost, Oct. 18; last killing frost, May 4.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.
Nearby Shopping Centers-Pioneer Vlg., 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(8)	2	Buy Rite
Commercial Ctr.	2	Butler Ford, Town & Country Chev.
Ashland(20)	2	Kacy's
Tolman-66	3	Bi-Mart, Safeway

Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Fortmiller's; Beno's.
Variety Stores-Sprouse-Reitz.
Chain Supermarkets-Kacy's; Buy Rite; Sentry; Safeway; U Mark It.
Chain Drug Stores-Rexall; Bi-Mart; Thrifty.
Other Chain Stores-Taco Bell; Radio Shack; McDonald's.

14 - NEWSPAPERS: TIDINGS (e) 5,522; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Derek Adams, Adv. Mgr., TIDINGS, 1661 Siskiyou Blvd., Ashland, OR 97520; Tel. (503) 482-3456.
National Representative: None.

ASTORIA

1 - LOCATION: Clatsop County, E&P Map A-1, County Seat. On South shore of Columbia River, 10 mi. from mouth; 100 mi. NW of Portland.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.
Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 9,998; E&P 86 Est. 9,085
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 37,699
County 80 Cen. 32,489; E&P 86 Est. 32,500
City & RTZ-ABC: (80) 47,967

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,235; E&P 86 Est. 3,427
CZ-ABC: (80) 4,235
RTZ-ABC: (80) 14,705
County 80 Cen. 12,795; E&P 86 Est. 13,375
City & RTZ-ABC: (80) 18,940

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$166,920,000
Savings & Loan	2	(Incl. above)

6 - PASSENGER AUTOS: County 27,657

7 - ELECTRIC METERS: Residence 14,972

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 780; Durable Goods 220; Paper and Allied Prods. 850; Food & Kindred Prods. 600; Contract Constr. 220; Trans., Commun. & Public Util. 590; Trade 2,750; Fin., Ins. & R.E. 460; Servs. & Misc. 2,210; Gov't 2,120.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Young's Bay Plaza(13)	5	PayLess Drug, Thriftway

13 - RETAIL OUTLETS: Department Stores-JCPenney; Palos.
Variety Stores-J.J. Newberry.
Chain Supermarkets-Safeway; Sentry; Thriftway; Prairie Mkt.
Other Chain Stores-Western Auto; Coast-to-Coast; Maytag Appliances; Firestone; Napa Auto Parts.

14 - NEWSPAPERS: ASTORIAN (e-mon to fri) 9,308; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Jones, Gen. Mgr., ASTORIAN, 949 Exchange, Astoria, OR 97103; Tel. (503) 325-3211.
National Representative: Branham/Newspaper Sales.

BAKER

1 - LOCATION: Baker County, E&P Map D-2.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,471; E&P 86 Est. 9,222
CZ-ABC: (80) 9,471
RTZ-ABC: (80) 7,093
County 80 Cen. 16,134; E&P 86 Est. 16,384
City & RTZ-ABC: (80) 16,564

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,728; E&P 86 Est. 3,465
CZ-ABC: (80) 3,728
RTZ-ABC: (80) 2,602

County 80 Cen. 6,169; E&P 86 Est. 6,568
City & RTZ-ABC: (80) 6,330

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$38,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 14,274

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodwork 710 ($210); Agric. 500 ($175).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Maxi Mart(4)	2	True Value, Wilson's

Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Neuberger & Heilner; Big V.
Variety Stores-True Value; Hirsch Value Ctr.
Chain Supermarkets-Safeway; Albertson's.
Other Chain Stores-Coast-to-Coast; Mode O'Day; Western Auto.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 3,028; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack R. Turner, Pub., DEMOCRAT-HERALD, 1915 First St., Baker, OR 97314; Tel. (503) 523-3673.
National Representative: None.

BEND

1 - LOCATION: Deschutes County, Central Oregon. E&P Map B-2. County Seat. Wholesale lumber mfg. & re-mfg., Tourism; Retail sales & service center; area medical center & agriculture 160 mi. SE of Portland, 130 mi. E of Eugene, 320 mi. W of Boise. On junction of U.S. Hwys. 97,20.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; USA Amtrack.
Motor Freight Carriers-6.
Intercity Bus Lines-Pacific Trailways; Resort.
Airlines-Horizon Air; PSA.

3 - POPULATION:
Corp. City 80 Cen. 17,263; E&P 86 Est. 16,002
CZ-ABC: (80) 27,232
RTZ-ABC: (80) 54,404
County 80 Cen. 62,142; E&P 86 Est. 68,921
City & RTZ-ABC: (80) 81,636

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,011; E&P 86 Est. 6,212
CZ-ABC: (80) 10,726
RTZ-ABC: (80) 19,405
County 80 Cen. 22,976; E&P 86 Est. 26,611
City & RTZ-ABC: (80) 30,131

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$200,645,000
Savings	2	$59,000,000
Savings & Loan	2	$63,000,000

6 - PASSENGER AUTOS: County 62,087

7 - ELECTRIC METERS: Residence 7,070

8 - GAS METERS: County Residence 6,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. trade & servs. including medical 12,450; Gov't 4,290; Lumber mfg. 3,170; Mfg. & other 1,350.
Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10; last killing frost, May 12.

11 - TAP WATER: pH 7 to 7.5, very soft.

12 - RETAILING: Principal Shopping Centers-Downtown shpg. ctr. 10 block area including Wall St., Bond St., Minnesota & Oregon Aves. Approx. 85 retail businesses. 5 mile strip of Third St. (Hwy. 97) approx. 120 retail businesses; 3 mile strip of Greenwood Ave. (Hwy. 20), approx. 45 retail businesses.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bend River Mall(45)	2	The Bon, Sears
Mt. View Mall(48)	1	Emporium, K mart, Food-4-Less, G.I. Joes
Bend Towne Ctr.(15)	1	Safeway, Sprouse-Reitz
Erickson's Ctr.(4)	1	Erickson's Sentry
South Trail Ctr.(2)	2	Food Towne, Coast-to-Coast
Albertson's(2)	2	Albertson's, Longs Drugs
Wagner Mall(11)	2	Payless, Wagner's

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; The Emporium; JCPenney.
Chain Supermarkets-Albertson's; Safeway; Food Towne/Value; Food-4-Less; Erickson's Sentry; Wagner.
Major Retailers and Chain Stores-Sears; K mart; Payless; Bi-mart; Pay 'N Pak; G.I. Joes; Coast-to-Coast; Longs Drugs; Zale's; Waldenbooks; Radio Shack; Kinney Shoes; The Closet; Computerland; Weisfield's Jewelers; The Jean Machine; Jered's Outdoor Store; Volume Shoe Source; Sprouse-Reitz; Hickory Farms; Merle Norman.

14 - NEWSPAPERS: BULLETIN (e) 13,660; (S) 20,026; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gregory G. Smith, Adv. Mgr.; Vanessa Lambeth, Natl Clerk, BULLETIN, 1526 NW Hill, Bend, OR 97701; Tel. (503) 382-1811.
National Representative: Branham/Newspaper Sales.

COOS BAY-NORTH BEND

1 - LOCATION: Coos County, E&P Map A-3, 219 mi. SW of Portland, 530 mi. N of San Francisco, CA; 125 mi. SW of Eugene. Business and population center for SW sector of Oregon. Lumber port 16 mi. long, landlocked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-Horizon.

3 - POPULATION:
Corp. Cities 80 Cen. 24,203; E&P 86 Est. 22,657
Coos Bay 80 Cen. 14,424; E&P 86 Est. 13,298
North Bend 80 Cen. 9,779; E&P 86 Est. 9,359
CZ-ABC: (80) 28,960
RTZ-ABC: (80) 59,494
County 80 Cen. 64,047; E&P 86 Est. 61,009
City & RTZ-ABC: (80) 88,454
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,142; E&P 86 Est. 8,839
Coos Bay 80 Cen. 5,573; E&P 86 Est. 5,315
North Bend 80 Cen. 3,569; E&P 86 Est. 3,524
CZ-ABC: (80) 10,321
RTZ-ABC: (80) 23,137
County 80 Cen. 23,870; E&P 86 Est. 23,769
City & RTZ-ABC: (80) 33,458

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$453,700,000
Savings & Loan	3	$112,700,000

6 - PASSENGER AUTOS: County 49,040

7 - ELECTRIC METERS: Residence 14,275

8 - GAS METERS: Residence 1,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Whol. 480 ($200); Ret. 3,400 ($175); Constr. 790 ($300); Food Prods. 460. (Wage Averages are State figures).
Principal Pay Days-Lumber 10th and 25th; Ret. 15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15; last killing frost, Nov. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Public Square(18)	7	Bi-Mart, Radio Shack
Pony Village(88)	7	Sprouse-Reitz, Pay Less, The Bon, Safeway, H.R. Jeweler
Coos Bay Plz (20)	NA	K mart, Fred Meyer

Principal Shopping Days-Sat., Mon., Fri.
Stores Open-Mon. thru Sun. evening. All stores.

13 - RETAIL OUTLETS: Department Stores-Emporium; JCPenney; The Bon.
Variety Stores-Sprouse-Reitz 2; Big Value Store.
Chain Drug Stores-Pay Less 2; K mart; Bi-Mart; Fred Meyer.
Chain Supermarkets-Safeway 2; McKays 5; Albertson's; Fred Meyer.
Other Chain Stores-Coast-to-Coast; Firestone; Singer Co.; Viking Sewing Ctr.

14 - NEWSPAPERS: WORLD (e) 15,551; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Baron, Pub.; Cindi Miller, Adv. Dir., WORLD, 350 Commercial; PO Box 1840, Coos Bay, OR 97420; Tel. (503) 269-1222.
National Representative: Scripps League Newspapers.

CORVALLIS

1 - LOCATION: Benton County, E&P Map A-2, County Seat. Lumber wood by-products and agriculture, College center; on Willamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99 W.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 40,960; E&P 86 Est. 40,024
CZ-ABC: (80) 40,960
RTZ-ABC: (80) 21,275
County 80 Cen. 68,211; E&P 86 Est. 69,404
City & RTZ-ABC: (80) 62,235
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,637; E&P 86 Est. 15,187
CZ-ABC: (80) 14,637
RTZ-ABC: (80) 7,427
County 80 Cen. 23,973; E&P 86 Est. 25,883
City & RTZ-ABC: (80) 22,064

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$161,084,000
Savings & Loan	7	$163,603,000

6 - PASSENGER AUTOS: County 48,050

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 7,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Gov't 10,790; Service & Misc. 4,930; Lumber & Wood 1,330; Mach. 2,600; Fin., Ins., R.E. 1,050; Trade 4,140.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25; last killing frost, Apr. 12.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on 2nd St.; 3 on 3rd St., 2 on 4th St.
Neighborhood Shopping Centers-College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 N.W. Ninth St.; 815 N.W. Ninth St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avery Sq.(17)	1	Kaufman's
Circle 9(31)	3	PayLess, Richey's
Kings Circle(7)	4	Albertson's
Kings Road(9)	4	Fred Meyer
Northgate(9)	2	Richey's
Plaza 9(13)	2	Eliasons, IGA
The Old Cannery (23)	1	Everybody's Records

Principal Shopping Days-Sat., Fri., Wed.
Stores Open Evenings-Most Retail-Fri., Some Retail-Mon.; Foods-every evening.
Stores Open Sundays-Most Food, Dept. & Discount Stores.

13 - RETAIL OUTLETS: Department Stores-Frederick & Nelson; JCPenney; Fred Meyer; Clothes Tree.
Variety Stores-McGregor's; Kaufman's; Jay Jacobs.
Discount Stores-Bi-Mart; Fred Meyer; PayLess.
Chain Drug Stores-PayLess.
Chain Supermarkets-Safeway; Roth's IGA; Albertson's; Fred Meyer; Richey's 2; Waremart.

14 - NEWSPAPERS: GAZETTE-TIMES (m) 12,668; (S) 12,155; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Laurence Marino, Ret. Adv. Mgr., GAZETTE-TIMES, 600 S.W. Jefferson; PO Box 368, Corvallis, OR 97339-0368; Tel. (503) 753-2641.
National Representative: Branham/Newspaper Sales.

EUGENE

1 - LOCATION: Lane County (In Eugene-Springfield MSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S of Portland at head of Willamette Valley. 216 mi. N of the California border and 60 mi. E of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.

2 - TRANSPORTATION: Railroads-Southern Pacific; Burlington Northern; Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Frontier; American; Horizon Air; PSA.

3 - POPULATION:
Corp. City 80 Cen. 105,624; E&P 86 Est. 104,479
CZ-ABC: (80) 192,001
RTZ-ABC: (80) 98,245
County/MSA 80 Cen. 275,226; E&P 86 Est. 273,234
City & RTZ-ABC: (80) 290,246
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 42,323; E&P 86 Est. 43,480
CZ-ABC: (80) 74,003
RTZ-ABC: (80) 34,786
County/MSA 80 Cen. 103,525; E&P 86 Est. 107,900
City & RTZ-ABC: (80) 108,789

5 - BANKS	NUMBER	EST. DEP.
Commercial	11	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 214,450

7 - ELECTRIC METERS: Residence 55,710

8 - GAS METERS: Residence 14,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,400 ($380); Lumber 10,900 ($464); Trans. 2,600 (N.A.); Whol. 4,800 (N.A.); Ret. 19,600 (N.A.); Gov't 22,100 (N.A.); Misc. 35,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-66; Summer 49-79; Fall 42-64; Winter 32-47. First killing frost, Nov. 7; last killing frost, Apr. 7. Average rainfall, 42.56.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Downtown Shopping Centers-8 blocks on Willamette; 5 on Olive; 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edgewood(11)	3	Safeway, Tiffany Drugs
Emerald(10)	3	
Farmdale(10)	4	Safeway
Gilbert(15)	4	Safeway, Sprouse-Reitz
Mohawk Center	6	BiMart
Oakway Mall(40)	1	Albertson's, Tiffany
Riviera(15)	5	U-mark Grocery
Springfield Mall	6	PayLess, Emporium, Albertson's
Valley River(86)	2	JCPenney, Meier & Frank, Ward's, Frederick & Nelson
West 11th(14)	NA	Drive-n-Save Mkt.
Willamette Plaza(12)	3	Emporium, Food Value, Payless
Coburg Plaza(8)	NA	Safeway, Thrifty's

Principal Shopping Days-Thur., Fri., Sat.; Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Most open nightly; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Bon Marche; Meier & Frank; Emporium 3; Frederick & Nelson; Nordstrom Place II; Winston's.
Discount Stores-Fred Meyer 3; Bi-Mart 4; PayLess 3; K mart 2; Jafco; G.I. Joe's.
Variety Stores-Woolworth; Newberry; Tiffany-Davis; Sprouse-Reitz.
Chain Drug Stores-Tiffany-Davis 5; Hirons 2; Payless 3; Thrifty.
Chain Supermarkets-Safeway 14; Albertson's 7; McKay's 5; Thriftway 2; Drive-n-Save 2; IGA 2; United Grocers 2; Waremart 2; Food Value 2.
Other Chain Stores-Weisfield Jewelers; Firestone 3; Leeds Shoes; Goodrich; Gallenkamps Shoes; Arden's; Mode O'Day; Goodyear 3; Kaufman Bros. 2; Burch's Shoes; Rubenstein's; Fabric House; Klopfenstein's; Motherhood Maternity; Memory Lane; Albert's Hosiery; The Clothes Tree; The Blade 2; Hallmark; House of Uniforms; Petries; See's Candies; Thom McAn Shoes; Topps & Trowsers; M. Jacobs Furniture; Brooks; Everybody's Records; Smith's Home Furnishings.

14 - NEWSPAPERS: REGISTER-GUARD (m) 69,720; (S) 74,232; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Fletcher Little, Adv. Dir., REGISTER-GUARD, PO Box 10188, Eugene, OR 97440; Tel. (503) 485-1234.
National Representative: Sawyer-Ferguson-Walker.

GRANTS PASS

1 - LOCATION: Josephine County. E&P Map A-3. County Seat. Agriculture, lumber and tourist center. 258 mi. S of Portland; 420 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,997; E&P 86 Est. 14,249
CZ-ABC: (80) 22,936
RTZ-ABC: (80) 49,677
County 80 Cen. 58,820; E&P 86 Est. 63,774
City & RTZ-ABC: (80) 72,613

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,045; E&P 86 Est. 5,920
CZ-ABC: (80) 9,118
RTZ-ABC: (80) 17,634
County 80 Cen. 21,866; E&P 86 Est. 24,771
City & RTZ-ABC: (80) 26,752

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$195,168,000
Savings & Loan	6	$100,800,000

6 - PASSENGER AUTOS: County 54,162

7 - ELECTRIC METERS: Residence County 19,757

8 - GAS METERS: Residence 4,300

9 - PRINCIPAL INDUSTRIES: Lumber, Wood Prods., Light Ind., Tourism, Gov't, High Tech Electronic Assemblers. 4,617 Emp.
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-100; Summer 51-97; Fall 42-62; Winter 20-55. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Alkaline, neutral.

12 - RETAILING: Principal Shopping Centers-8 blocks on 6th & 7th Sts.; 2 on G St.; 2 on H St.; 2 on Williams Hwy.
Neighborhood Shopping Centers-1 block on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mart Plz.(7)	NA	K mart
Cavean Plz.(12)	NA	Kacy's
Williams Plz. So.(9)	NA	Payless
Northgate(10)	NA	Drive 'N Save Mkt.
Grant's Pass(34)	NA	Payless, Mont. Ward

Principal Shopping Days-Mon. and Sat., Fri.
Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Montgomery Ward; Griffiths.
Variety Stores-McGregor's; Sprouse-Reitz.
Chain Supermarkets-Safeway; Independent 3; Drive 'N Save 2; Albertson's.
Other Chain Stores-Firestone; Payless Drug & Variety; Bi-Mart; Sears; K mart.

14 - NEWSPAPERS: COURIER (e) 16,341; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Melody Wilson, Adv. Dir., COURIER, PO Box 1468, Grants Pass, OR 97526; Tel. (503) 474-3734.
National Representative: None.

KLAMATH FALLS

1 - LOCATION: Klamath County. E&P Map B-3. County Seat. Shipping center for 4-county agricultural and lumbering areas. Wholesale center. Winter and summer recreation and resort area. South central part of the state. 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

2 - TRANSPORTATION: Railroads-Amtrak; So. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Horizon Air; United; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 16,661; E&P 86 Est. 15,447
CZ-ABC: (80) 44,606
RTZ-ABC: (80) 33,765
County 80 Cen. 59,117; E&P 86 Est. 58,420
City & RTZ-ABC: (80) 78,371

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,691; E&P 86 Est. 6,059
County 80 Cen. 21,688; E&P 86 Est. 22,226
CZ-ABC: (80) 16,619
RTZ-ABC: (80) 12,275
City & RTZ-ABC: (80) 28,894

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$228,165,000
Savings & Loan	5	$230,320,000
Credit Unions	4	$55,390,000

6 - PASSENGER AUTOS: County 50,837

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 6,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 3,632 ($467); Agric. 3,000 ($206); Trans./Util. 1,040 ($376); Local Gov't 2,340 ($274); Educ. 1,500 ($330).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15; last killing frost, June 5.

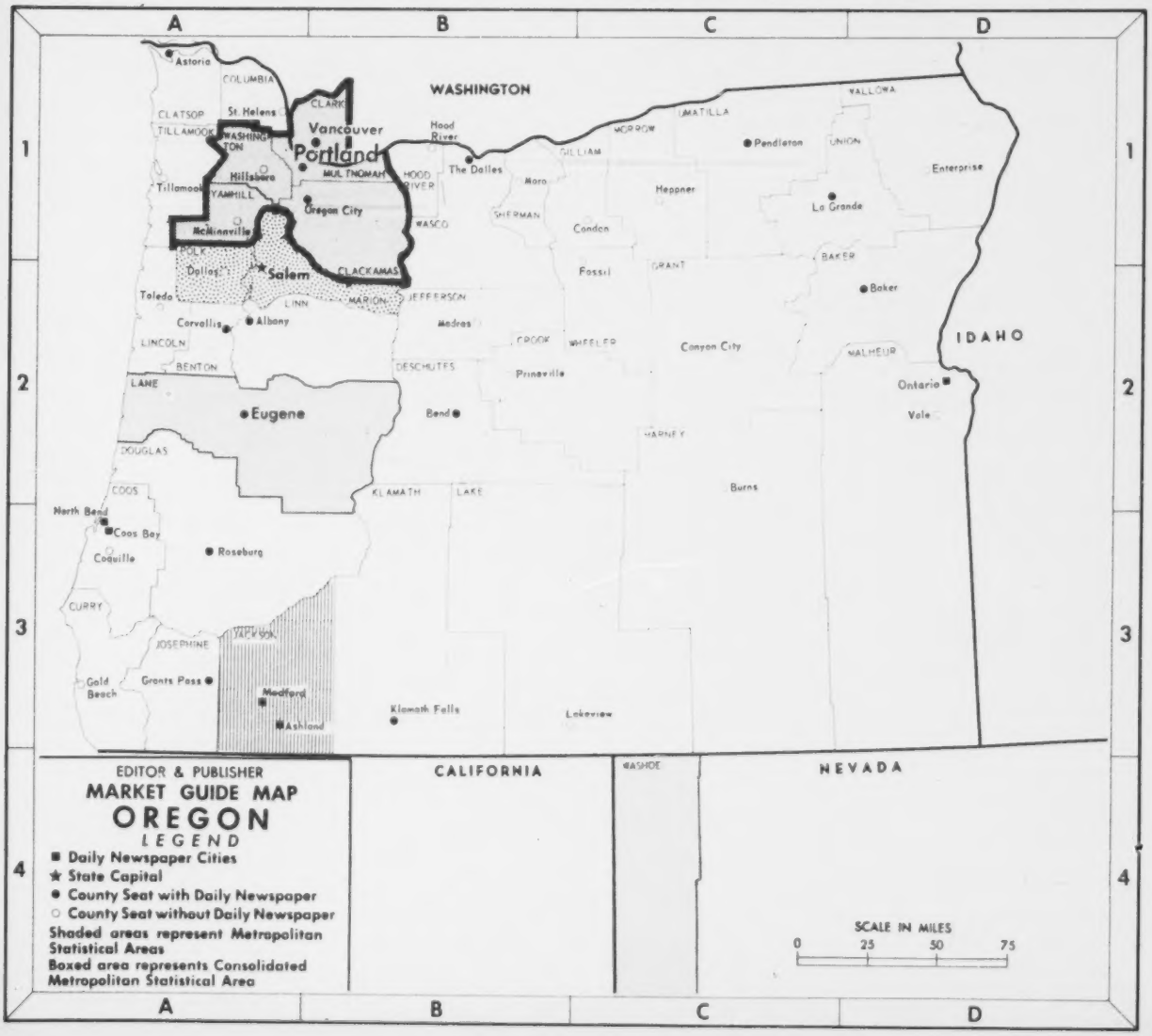
11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on S. Sixth St.
Neighborhood Shopping Centers-12 blocks on East Main St.; 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grocery Whse.	NA	Albertson's Foods
Town & Country(50)	NA	PayLess Drug
K mart Plaza	NA	K mart
Shasta Plz.(24)	NA	JCPenney, Woolworth
Jefferson Sq.(20)	NA	Emporium, PayLess
Campus Square	NA	Market Basket

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-JCPenney; Miller's; Woolworth; PayLess; Big R; Bi-Mart; K mart and most food stores.



13 - RETAIL OUTLETS: Department Stores-JCPenney; Miller's; Emporium.
Discount Stores-PayLess; Jefferson Square Town & Country; Big R; Bi-Mart; K mart.
Variety Stores-Woolworth; Peabody's.
Chain Drug Stores-PayLess 2; Bi-Mart.
Chain Supermarkets-Sherm's Thunderbird; Safeway 2; Gil's Grocery Warehouse; Albertson's.
Other Chain Stores-Firestone; Goodyear; Weisfields (jewelry); Singer Co.; McMahan's; Volume Shoes; Radio Shack; Bistrin's; Kinney's Shoes; LaPointe's; Maurice's.

14 - NEWSPAPERS: HERALD & NEWS (e-mon to fri) 18,297; (S) 18,672; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter York, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4000.
National Representative: None.

LA GRANDE

1 - LOCATION: Union County. E&P Map C-1, County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, ID. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Wallowa Valley Stages.

3 - POPULATION:
Corp. City 80 Cen. 11,354; E&P 86 Est. 11,606
CZ-ABC: (80) 12,223
RTZ-ABC. (80) 18,971
County 80 Cen. 23,921; E&P 86 Est. 25,037
City & RTZ-ABC: (80) 31,194

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,375; E&P 86 Est. 4,536
County 80 Cen. 8,707; E&P 86 Est. 9,521
CZ-ABC: (80) 4,541
RTZ-ABC. (80) 6,979
City & RTZ-ABC. (80) 11,520

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$100,400,000
Savings & Loan	4	$48,418,472

6 - PASSENGER AUTOS: County 19,916

7 - ELECTRIC METERS: 11,437

8 - GAS METERS: 4,278

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 750 ($400); Feed Milling 12 ($250); Logging 300 ($500); Railroad 450 ($600); Food Pkg. 45 ($300); State & Fed. Gov't 1,050 ($400); Chem. 21 ($400); Trailer Mfg. 150 ($350).
Principal Industrial Pay Days-1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grande Ronde(15)	1	Sprouse-Reitz, PayLess, Maurices, Robinson's

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Drug, Food and some neighborhood stores during summer.

13 - RETAIL OUTLETS: Department Stores-Arrow; JCPenney; Emporium.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Rexall; PayLess.
Chain Supermarkets-Safeway; Albertson's; Ron's.
Other Chain Stores-Mode O'Day (women's); Sears.

14 - NEWSPAPERS: OBSERVER (e) 7,399; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1406 5th St., La Grande, OR 97850; Tel. (503) 963-3161.
National Representative: Branham/Newspaper Sales.

MEDFORD

1 - LOCATION: Jackson County (MSA). E&P Map A-3, County Seat. Industrial and wholesale center for S OR and N CA 180 mi. S of Eugene, 75 mi. W of Klamath Falls, 157 mi. N of Redding, CA; 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227, 234; I-5 (U.S. 99).

2 - TRANSPORTATION: Railroads-Southern Pacific; White City.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways; Rogue Valley Transit.
Airlines-United; Horizon; PSA.

3 - POPULATION:
Corp. City 80 Cen. 39,603; E&P 86 Est. 40,620
CZ-ABC: (80) 54,628
Bal. in NDM-ABC: (80) 77,828
County/MSA 80 Cen. 132,456; E&P 86 Est. 139,888
Total NDM-ABC: (80) 132,456
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,559; E&P 86 Est. 16,684
County/MSA 80 Cen. 49,011; E&P 86 Est. 54,145
CZ-ABC: (80) 20,750
Bal. in NDM-ABC: (80) 28,261
Total NDM-ABC: (80) 49,011

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$546,330,000
Savings & Loan	6	$403,500,000
Credit Union	2	$30,150,000

6 - PASSENGER AUTOS: County 118,606

7 - ELECTRIC METERS: County 50,100

8 - GAS METERS: County 14,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 8,370 ($410); Lumber & Wood 5,440 ($455); Non-durable goods 1,360 ($455); Non-Mfg. 37,320 ($419); Trade 12,280; Servs. 9,570; Gov't 8,910.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44; Av. An. Temp. 54.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Medford Ctr.; Jackson St. at Hawthorne Park (28 acres); Downtown Medford 12 block areas between 5th, 9th, Holly St. and Riverside Ave. Big Y District at North City Limits; W Main at Lozier & Ross Lanes; K mart; Barnett at Riverside; Bear Creek Plaza; Biddle at McAndrews; Black Oak; Barnett Road & Black Oak; Fred Meyer; Crater Lake Hwy.; Poplar Sq.; Poplar Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medford Ctr.(42)	1	Sears
Downtown Medford (52)		JCPenney
Big Y	2	Big Y Mkt.
Westgate(4)	1	Thunderbird
K mart	1	K mart
Bi-Mart	2	Bi-Mart
Bear Creek Plz.	1	Albertson's
Sherms	1	Sherms
Black Oak	2	Drive 'N Save
Fred Meyer	3	Fred Meyer
Poplar Sq.	3	G.I. Joe's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Mon., Wed., Fri.
Stores Open Sundays-Food; Discount; Drug; Dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; LaPointe's; Fred Meyer; Lamonts; Robinsons; Ross Dress for Less.
Variety Stores-Newberry; Woolworth; Sprouse-Reitz.
Discount Stores-K mart; Bi-Mart; Black Bird; Sherms; Fred Meyer; Pay-n-Pak; G.I. Joe's.
Chain Drug Stores-Pay Less; Bi-Mart.
Chain Supermarkets-Drive 'N Save 5; Safeway 2; Albertson's; Sentry 2; Thriftway.
Other Chain Stores-Firestone; Goodrich; Goodyear; Uni-Royal; Kinney; Lemer's; JoAnn's Fabrics; Sherwin-Williams; Pittsburgh Plate Glass; Weisfields; S&H Green Stamps; Fabric House; General Tire; The Closet; McMahon's Furn.; Radio Shack 3; Bistrin's; Burch's; Hickory Farms; Fabricland; Color Tile; Copeland Lumber; Friedman's Microwave; Larson's Appliance; Self-Service Furn.; Grover's (Beaver) Electric; Computerland; Emporium; Volume Shoe Source.

14 - NEWSPAPERS: MAIL TRIBUNE (e-mon to thur) 27,706; (e-fri) 36,627; (S) 30,858; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Leroy Tipton, Adv. Mgr., MAIL TRIBUNE, Fir at 6th St., PO Box 1108, Medford, OR 97501; Tel. (503) 776-4411.
National Representative: Branham/Newspaper Sales.

ONTARIO

1 - LOCATION: Malheur County. E&P Map D-2. 70 m. SE of Baker, OR; 60 mi. W of Boise, ID in E portion of State; on I-84; U.S. 30; State 7, 86 & 30.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,814; E&P 86 Est. 9,872
CZ-ABC. (80) 8,814
RTZ-ABC. (80) 43,909
County 80 Cen. 26,896; E&P 86 Est. 28,605
City & RTZ-ABC: (80) 52,723
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,305; E&P 86 Est. 3,665
CZ-ABC. (80) 3,305
RTZ-ABC. (80) 15,146
County 80 Cen. 9,279; E&P 86 Est. 10,290
City & RTZ-ABC: (80) 18,451

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Agriculture	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 24,330

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage N.A.)-Vegetable & Fruit Proc.; Livestock Packing; Lumber Proc. & Finishing; Recreation; Educ. (Treasure Valley Community College); Agric./Food Production.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 50-103; Fall 34-64; Winter 5-58. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center(7)		Bonanza Variety
W. Park Plaza(30)	1	Albertson's, Sears, Falk's I.D., Emporium
Canyon Village(8)	2	Best Showcase
K mart Center(2)	1	McDonalds, K mart
Bi-Mart Ctr.(3)	1	Bi-Mart, Paul's IGA

13 - RETAIL OUTLETS: Drug Stores-Skaggs; Pay Less; Ontario Pharmacy.
Food Stores-Albertson's; Safeway; IGA 3; Smith's.
Variety Stores-Falk's I.D.; Sprouse-Reitz; Merc; Bonanza; Bi-Mart; K mart.
Other Chain Stores-Sears; Montgomery Ward; Les Schwab; Shakey's; Pietro's; K-G (Mens, Miss, Bootery); Hudson's; D&B; Blackers.

14 - NEWSPAPERS: ARGUS OBSERVER (e-mon to fri) 7,115; (S) 7,412; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Francis R. McLean, Pub.; Linda Warren, Adv. Mgr., ARGUS OBSERVER, PO Box 130; 1160 SW 4th St., Ontario, OR 97914; Tel. (503) 889-5387.
National Representative: Landon Associates.

OREGON CITY

1 - LOCATION: Clackamas County (In Portland PMSA). E&P Map A-1, County Seat. 12 mi. S of Portland on U.S. Hwy. 99E.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Inter-City Buses Inc.; Molalla-Estacada Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,673; E&P 86 Est. 15,594
County 80 Cen. 241,919; E&P 86 Est. 262,363
PMSA 80 Cen. 1,105,292; E&P 86 Est. 1,156,047
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,348; E&P 86 Est. 5,837
County 80 Cen. 84,698; E&P 86 Est. 95,948
PMSA 80 Cen. 456,127; E&P 86 Est. 465,237

5 - BANKS	NUMBER	EST. DEP.
Commercial Br.	11	$120,000,000
Savings & Loan	5	$95,000,000

6 - PASSENGER AUTOS: County 202,233

7 - ELECTRIC METERS: Tri-City Area 34,390

8 - GAS METERS: Tri-City Area 23,167

9 - PRINCIPAL INDUSTRIES: Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.
Principal Pay Days-Paper Mills, every other Tues.; other industries, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 3 on 7th St.; 2 on 8th; 3 on Washington; 1 on Modalla.
Neighborhood Shopping Centers-6 blocks on Upper 7th St.; 7 on Malalla Ave. Bomber; Oregon City Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oregon City(36)	NA	Emporium, Payless Drugs
Southridge	NA	Bi-Mart, Albertson's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-50% open Fri. nites; Shpg. Ctr., every nite, some also Sun.
Stores Open Sundays-Grocery; some in Shpg. Ctrs.; Drugs.

13 - RETAIL OUTLETS: Department Stores-Fred Meyer; G.I. Joes; Bi-Mart.
Variety Stores-Crown Discount.
Chain Drug Stores-Thrifty; Huntley-Draper 2; Olson's; Gary's; Danielson's Super Ctr.
Chain Supermarkets-Danielson's Thriftway 4; Fred Meyer; Tradewell; Prairie Mkts.; Albertson's; Safeway.
Other Chain Stores-Gallenkamps; Sherwin-Williams; Butler Bros.; Columbian Optical; Kinney Shoes; Handyman.

14 - NEWSPAPERS: ENTERPRISE-COURIER (e-mon to fri) 4,797; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Jon White, Adv. Dir., ENTERPRISE-COURIER, 821 Main St.; PO Box 471, Oregon City, OR 97405; Tel. (503) 656-1911.
National Reprnsentative: U.S. Suburban Press.

PENDLETON

1 - LOCATION: Umatilla County. E&P Map C-1, County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon. 208 mi. from Portland. On Old Oregon Trail and I-84.

2 - TRANSPORTATION: Railroads-N.P.; U.P.; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 14,521; E&P 86 Est. 13,970
CZ-ABC: (80) 14,521
RTZ-ABC. (80) 51,859
County 80 Cen. 58,861; E&P 86 Est. 61,884
City & RTZ-ABC. (80) 66,380
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,534; E&P 86 Est. 5,488
CZ-ABC: (80) 5,534
RTZ-ABC. (80) 18,185
County 80 Cen. 21,077; E&P 86 Est. 23,202
City & RTZ-ABC. (80) 23,719

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$87,136,000
Savings & Loan	3	$121,000,000

6 - PASSENGER AUTOS: County 52,874

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sawmills 800; Furn. 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144.
Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; Melanie Square Shopping Ctr.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Emporium; Hatfields; K mart; Bi-Mart.
Chain Drug Stores-PayLess.
Chain Supermarkets-Albertson's; Safeway.
Other Chain Stores-Sherwin-Williams; Les Schwab (tires); Radio Shack; Pendleton Tire & Auto Ctr.

14 - NEWSPAPERS: EAST OREGONIAN (e) 12,577; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Con Shea, Adv. Dir., EAST OREGONIAN, 211 SE Byers St., Pendleton, OR 97801; Tel. (503) 276-2211.
National Representative: Branham/Newspaper Sales.

PORTLAND

1 - LOCATION: Multnomah County (PMSA). E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In NW part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem; 173 mi. S of Seattle; 639 mi. N of San Francisco, CA. On U.S. Hwys. 90, 30 and 26; State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224; I-5, 84, 205.

2 - TRANSPORTATION: Railroads-Freight: Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.
Motor Freight Carriers-194.
Steamship Lines-15.
Intercity Bus Lines-Greyhound; Trailways; Tri-Met.
Airlines-Alaska; American; Eastern; Northwest Orient; United; Western; Republic; Emery Air (freight); Federal Express (freight); Continental; Delta; Air California; Cascade; Horizon; TWA; Pacific Southwest; Frontier; Sunworld Intl.

3 - POPULATION:
Corp. City 80 Cen. 366,383; E&P 86 Est. 359,370
CZ-ABC: (80) 810,920
RTZ-ABC: (80) 576,215
County 80 Cen. 562,640; E&P 86 Est. 555,468
PMSA 80 Cen. 1,105,292; E&P 86 Est. 1,156,047
City & RTZ-ABC: (80) 1,387,135
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 158,847; E&P 86 Est. 160,202
CZ-ABC: (80) 327,725
RTZ-ABC: (80) 200,712
County 80 Cen. 233,135; E&P 86 Est. 239,941
PMSA 80 Cen. 456,127; E&P 86 Est. 465,237
City & RTZ-ABC: (80) 528,437

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$17,285,515,000
Savings & Loan	5	$7,805,991,494

6 - PASSENGER AUTOS: County 379,919

7 - ELECTRIC METERS: Residence 190,160

8 - GAS METERS: Residence 59,904

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 8,100 ($446); Metals 7,900 ($458); Food 7,500 ($418); Paper Prod. 3,800 ($586); Textiles & Apparel 1,400 ($275); Mach. 10,100 ($504); Print. & Pub. 6,500 ($410); Instruments & Related Prods. 13,900 ($484).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-61; Summer 55-77; Fall 44-64; Winter 35-47. First killing frost, Nov. 8; last killing frost, Apr. 2.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-West side of Willamette River; 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River; 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave.
Neighborhood Shopping Centers-Hollywood, NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster; Montavilla; SE 80th & Stark; Multnomah; SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland; SE Milwaukee & Bybee, Hillsdale, Raleigh Hills, Woodland Park, NE Halsey & 102nd, Parkrose, Burlingame, Laurelhurst Shopping Center, Sylvan, Cedar Hills, Tanasbourne Farmington Mall, Galleria, New Market Theater, John's Landing, Yamhill Market Place, Water Tower.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastport Plz (48)	4	JCPenney, Mervyn's, Newberry
Gateway(38)	5	Fred Meyer, Mervyn's
Lloyd Center(98)	1	Meier & Frank, Frederick & Nelson, Nordstrom, JCPenney
Oregon City(30)	13	Pay Less, JCPenney
Washington Sq (104)	9	Sears, Frederick & Nelson, JCPenney, Nordstrom, Meier & Frank, Mervyn's
Mall 205(75)	6	Mont. Ward, Pay Less, Emporium
Jantzen Beach(123)	7	Frederick & Nelson, Mont. Ward, K mart, Pay Less
Beaverton Mall(98)	8	Pay Less, Emporium, G.I. Joe's
Vancouver Mall(110)	21	Meier & Frank, Sears, JCPenney, Mervyn's
Clackamas Town Center(159)	11	JCPenney, Sears, Nordstrom, Meier & Frank, Mont. Ward
Holly Farm Mall(21)	12	Jafco

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat.; Food: Wed., Thur., Fri., Sat.
Stores Close-Sun ex. Shopping Centers and Super Mkts.
Stores Open Evenings-Dept. & Furn.-Mon., Fri.; Super Mkts. Every evening.

13 - RETAIL OUTLETS: Department Stores-Meier & Frank 4; Montgomery Ward 4; Frederick & Nelson 4; JCPenney 8; Sears 2; Emporium 3; Mervyn's 3; Nordstrom 6; Jafco 3.
Discount Stores-G.I. Joe's 6; K mart 7.
Variety Stores-Sprouse-Reitz; Newberry; Rodgers; Woolworth; Scott's 88 Center 3.
Chain Drug Stores-Pay Less 6; Cent-Wise; Century 3.
Chain Supermarkets-Safeway 21; Fred Meyer 27; Kienow's 13; Thriftway 31; Tradewell 5; Albertson's 18; AG Stores 8; Sentry 3; Prairie Market 7; IGA 5; 8 to 1 Stores; Plaid Pantry's 76; Swift Mart 7; Quick Shop Minute Mart 7; 7-Eleven Food Stores 49.
Other Chain Stores-Bart's Hush Puppies 5; Naturalizer 4; Volume Shoe 4; Goodyear 9, Goodrich; Zell Bros. 3; House of Fabric 7; Firestone 11; Florsheim Shoes 3; Gallenkamp Shoes 2; Pay & Pak 6; Kinney Shoes 9; Lerner Shops 4; Thom McAn 3; Van Duyn Candy 13; Weisfield's 4; Fred Meyer's (apparel, hardware, automotive) 28; J.K. Gill 6; B. Dalton 8; Maurices; Toys 'R Us 2; I. Magnin.

14 - NEWSPAPERS: OREGONIAN (all day-mon to fri) 335,162; (m-sat) 325,875; (S) 407,829; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Schoenbacher, Adv. Dir., OREGONIAN, 1320 S.W. Broadway, Portland, OR 97201; Tel. (503) 221-8327.
National Representative: Newhouse Newspapers Metro Suburbia.
PORTLAND BUSINESS TODAY (m-mon to fri) 4,164; sworn Sept. 25, 1985.
Local Contact for Advertising and Merchandising Data: Bob Smith, Adv. Mgr., PORTLAND BUSINESS TODAY, 2014 N.W. 24th Ave.; PO Box 10127, Portland, OR 97210; Tel. (503) 226-1311.
National Representative: None.

ROSEBURG

1 - LOCATION: Douglas County. E&P Map A-3. County Seat. 177 mi. S of Portland; on I-5; North Umpqua Hwy., 80 mi. E of Pacific Ocean, 130 mi. N of California state line.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,644; E&P 86 Est. 15,747
NDM-ABC: (80) 93,748
County 80 Cen. 93,748; E&P 86 Est. 94,418
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,406; E&P 86 Est. 6,232
County 80 Cen. 33,367; E&P 86 Est. 35,091
NDM-ABC (80) 33,367

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$430,308,000
Savings & Loan	4	$131,000,000

6 - PASSENGER AUTOS: County 77,995

7 - ELECTRIC METERS: Residence 30,244

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prod. 8,018 ($484); Primary Metals 237 ($436); Printing & Pub. 306 ($293); Constr. 1,311 ($352); Trans., Commun., & Util. 1,298 ($402); Whol. Trade 685 ($290); Ret. Trade 5,407 ($176).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13; last killing frost, Apr. 5.

11 - TAP WATER: Neutral, very soft. Trading Area-Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jackson St.; 5 on Cass St.; 5 on Oak St.; 12 on Stephens St.
Neighborhood Shopping Centers-2 blocks on S. Stephens St. at South City Limits; 7 blocks vicinity of Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N. Umpqua Rd., 2 mi. E. of City Center, Shopping Center on Harvard Ave., 2 mi. W. of City; Roseburg Plaza, 1 1/2 block area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseburg Valley Mall	2	Sears, The Bon, Pay Less
W. Roseburg	2	Mark N' Save
N.W. Roseburg	2	Drive-N-Save Mkt.
Garden Valley(30)	2	Drive-N-Save Mkt., The Hub
N. Roseburg Plaza(31)	1	Albertson's, Pay Less

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Fri., Sat., Sun. in Winter; Fri., Sat. in Summer.
Stores Open Evenings-Food-daily to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Pay Less 3; The Hub; Bi-Mart; Sears; The Bon; K mart; Fred Meyer.
Variety Stores-Newberry.
Chain Drug Stores-Rexall; Pay Less; Bi-Mart; Fred Meyer.
Chain Supermarkets-Safeway 2; Shop'N Kart 2; Drive-N-Save 3; Albertson's; Mark'N Save 2; Dee's; IGA.
Other Chain Stores-Firestone; Fabric House; Lerner's (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 19,872; (S) 20,026; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael N. Pieruccini, Adv. Dir., NEWS-REVIEW, 345 NE Winchester, Roseburg, OR 97470; Tel. (503) 672-3321.
National Representative: None.

SALEM

1 - LOCATION: Marion and Polk Counties (MSA). E&P Map A-6, County Seat. Capital of state in heart of Willamette Valley 47 mi. S of Portland. Farming, food processing center On I-5 and Willamette River.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Burlington.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 89,233; E&P 86 Est. 92,269
CZ-ABC: (80) 139,138
Bal. in NDM-ABC: (80) 288,239
Counties/MSA 80 Cen. 249,895; E&P 86 Est. 262,904
Marion 80 Cen. 204,692; E&P 86 Est. 218,058
Polk 80 Cen. 45,203; E&P 86 Est. 44,846
Total NDM-ABC: (80) 427,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 34,183; E&P 86 Est. 37,601
CZ-ABC: (80) 52,535
Bal. in NDM-ABC: (80) 103,658
Counties/MSA 80 Cen. 90,656; E&P 86 Est. 99,945
Marion 80 Cen. 74,246; E&P 86 Est. 82,983
Polk 80 Cen. 16,410; E&P 86 Est. 16,962
Total NDM-ABC: (80) 156,193

5 - BANKS	NUMBER	DEPOSITS
Savings	19	$416,298,000
Savings & Loan	8	$380,186,000

6 - PASSENGER AUTOS: Counties: Marion 167,619; Polk 35,353

7 - ELECTRIC METERS: Residence 49,944

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 3,300; Food Proc. 2,300; State Admin. 15,900; Fed. Gov't 1,700; Fin., Ins., R.E. 5,200.
Principal Pay Days-Canneries, Thur. & Fri.; Pulp, Paper, Ins., 1st., 15th; Gov't, 1st.

10 - CLIMATE: Av. Temp. Jan.-39; Av. Temp. June-61; First killing frost, Oct. 28; last killing frost, Apr. 14.

11 - TAP WATER: Soft mountain water.

12 - RETAILING: Principal Shopping Center-14 sq. blocks from Marion St. S. to Ferry St. and Commercial St. E. to High St.
Neighborhood Shopping Centers-4 blocks at Ctr. & Capitol Sts.; Hollywood District Shpg. Area, 1 mi. along Hwy. 99E N. of city; S. Salem Business District about 4 mi. along Hwy. 99E S. of city; 4 blocks 12th & State Sts., 3 mi. at Keizer District; 5 blocks at Canadalania District, 3 blocks in Liberty District S. of city; 2 on Hwy. 99E outskirts of city; about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(13)	NA	Sears
Keizer	5	Albertson's, Coast-to-Coast
Westgate(2)	2	Frey's Thriftway
Sunnyslope(23)	4	IGA
Oak Hills(32)	2	Safeway
Roseland(6)	3	IGA
Keizer Vlg.	4	IGA
Lancaster Mall(53)	2	PayLess, Emporium, The Bon
Lancaster	NA	Waremart
Fred Meyer North(7)	NA	Fred Meyers Stores
Fred Meyer East(7)	NA	Fred Meyer Stores
Fred Meyer South Salem(7)	NA	Fred Meyer Stores
K mart Plz. N	NA	K mart
K mart Plz. S(4)	NA	K mart
Salem Ctr.	NA	Radio Shack, Nordstrom

Principal Shopping Days-Dept. Stores: Fri., Sat. & Mon.; Food: Thur., Fri. & Sat.
Stores Open Evenings-Mon. Thur. & Fri.
Stores Open Sundays-Supermarkets; Major Dept. & Drug Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Meier & Frank; Emporium; Frederick & Nelson; Nordstrom; The Bon.
Variety Stores-Metropolitan; Sprouse-Reitz 4.
Discount Stores-K mart 2; Fred Meyer 3; Pay-N-Pak; Pay Less 3; G.I. Joe's 2; Smith's Furnishing; Jafco; Bi-Mart 3.
Chain Drug Stores-Rexall 5; Pay Less 3; Fred Meyer 3.
Chain Supermarkets-Safeway 5; IGA 5; Fred Meyer 3; Albertson's 2; Circle K 9; Plaid Pantry 7; Thriftway 4; Waremart 2.
Other Chain Stores-Singer Co.; Coast-to-Coast; Firestone; Leeds; Fuller; Kinney Shoes; Zale's Jewelers; Sure-Fit-Seat Covers; Fabricland; LaPointe's; Hickory Farms; Baskin-Robbins 3; Stevens and Son Jewelers; Blade; Rubenstein Furn.; Norris Paint; Nadeau's Jr. Shoes; K-G Men's Wear; Perfect Look 2; Orange Julius 2; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Sue Marshall; Harry Ritchies.

14 - NEWSPAPERS: STATESMAN-JOURNAL (m) 53,691; (S) 56,874; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Pogne, Adv. Dir.; John Hawkins, Prom. Dir., STATESMAN-JOURNAL, 280 Church St. N.E.; PO Box 13009, Salem, OR 97309; Tel. (503) 399-6646.
National Representative: Gannett Media Sales.

THE DALLES

1 - LOCATION: Wasco County. E&P Map B-1, County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail, U.S. Bridge connects U.S. 30 (OR); I-84 (Boise-Portland); U.S. 830 (WA); U.S. 197 in The Dalles.

2 - TRANSPORTATION: Railroads-Union Pacific; S&PS; Gt. Northern; Northern Pacific; Amtrak (Seattle-Portland-The Dalles-Salt Lake, E & W trains daily.)
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,820; E&P 86 Est. 13,323
County 80 Cen. 21,732; E&P 86 Est. 23,053
CZ-ABC: (80) 10,820
RTZ-ABC: (80) 30,963
City & RTZ-ABC: (80) 41,783

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,309; E&P 86 Est. 5,053
County 80 Cen. 8,212; E&P 86 Est. 9,125
CZ-ABC: (80) 4,309
RTZ-ABC: (80) 11,255
City & RTZ-ABC: (80) 15,564

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 20,031

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 1,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 320 ($369); Aluminum 250 ($400); Fruit Proc. 300 ($200); Trans. & Util. 370 ($300); Wood Prods. 390 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-100; Summer 40-110; Fall 30-90; Winter 15-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-2nd, 3rd, 4th and W. 6th streets.
Neighborhood Shopping Centers-W. 6th; W. 9th; Trevitt & W. 6th; Kelley Ave. & Chenowith Loop; Cascade Square.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-The Hub; Maurice's; JCPenney.
Variety Stores-Coast-to-Coast; Newberry; Fred Meyer.
Chain Drug Store-Pay Less.
Chain Supermarkets-Allen's; Easthill Sentry; Safeway; DeHart's Eastgate-Westgate; Fred Meyer Consumer Warehouse; Albertson's.

14 - NEWSPAPERS: CHRONICLE (e) 5,089; (S) 5,143; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charlie Thompson, Adv. Mgr., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.
National Representative: Scripps League Newspapers.

PENNSYLVANIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, PA-NJ-Carbon, Lehigh and Northampton Counties, PA; Warren County, NJ
Altoona-Blair County.
Erie-Erie County.
Harrisburg-Lebanon-Carlisle-Cumberland, Dauphin, Lebanon and Perry Counties.
Johnstown-Cambria and Somerset Counties.
Lancaster-Lancaster County.
Reading-Berks County.
Scranton-Wilkes Barre-Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties.
Sharon-Mercer County.
State College-Centre County.
Williamsport-Lycoming County.
York-Adams and York Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Beaver County-Beaver County.
Philadelphia, PA-NJ-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ
Pittsburgh-Allegheny, Fayette, Washington and Westmoreland Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; and Wilmington, DE-NJ-MD
Pittsburgh-Beaver Valley-Includes Beaver County PMSA and Pittsburgh PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	927	748	740
5-14 Years	2,254	1,738	1,715
15-24 Years	1,931	2,141	2,115
25-44 Years	2,686	3,068	3,043
45-64 Years	2,736	2,641	2,620
65 and Over	1,267	1,531	1,516
TOTAL	11,801	11,867	11,749

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Lancaster	55	7	12.0

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	1,720	2,075	3,613
General Mdse.	5,097	6,099	8,540
Food	8,304	11,679	14,355
Automobiles	7,386	8,593	14,571
Gasoline Stations	2,857	4,272	4,105
Apparel	1,832	2,703	3,757
Furniture	1,616	1,896	3,369
Eat-Drink Places	2,992	4,319	5,996
Drugs	1,092	1,662	2,102
TOTAL SALES	37,244	50,776	68,353

ALIQUIPPA
See BEAVER

ALLENTOWN

1 - LOCATION: Lehigh County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat. Industrial & agricultural center. On Lehigh River, 52 mi. NNW of Philadelphia; 86 mi. E of Harrisburg; 92 mi. WSW of New York City. On U.S. Hwys. 22, 78; and State Hwys. 29, 222, 309; NE Ext., PA Turnpike.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carl Bieber; Eastern Greyhound; Lanta; Trailways; Boro; Trans Bridge.
Airlines-United; Eastern; USAir; Federal Express; Allegheny Commuter; Suburban Airlines; RAS Charters; Presidential; Ransome; Pan Am; People Express (PBA); Republic.

3 - POPULATION:
Corp. City 80 Cen. 103,758; E&P 86 Est. 99,410
CZ-ABC: (80) 187,333
RTZ-ABC: (80) 318,936
County 80 Cen. 273,582; E&P 86 Est. 284,258
MSA 80 Cen. 636,714; E&P 86 Est. 663,162
City & RTZ-ABC: (80) 506,269
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,307; E&P 86 Est. 42,249
CZ-ABC: (80) 71,920
RTZ-ABC: (80) 110,786
County 80 Cen. 101,684; E&P 86 Est. 110,471
MSA 80 Cen. 230,764; E&P 86 Est. 251,397
City & RTZ-ABC: (80) 182,706

5 - BANKS	NUMBER	EST. DEP.
Commercial	N.A.	N.A.
Savings & Loan	N.A.	N.A.

6 - PASSENGER AUTOS: County 147,808

7 - ELECTRIC METERS: County 103,832

8 - GAS METERS: County 35,500-Same

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary & Fab. Metals 14,900; Elect. & Electronic Equip. 10,900; Trans. Equip. 8,500; Apparel & Textile Prods. 21,000; Chem. & Allied Prods. 6,500; Food & Kindred Prods. 7,400; Servs. 55,900; Fin., Ins., & R.E. 10,300; Whol. Trade 10,900; Ret. Trade 44,000; Other 70,600; Total Resident Employment 284,000. Av. Wkly. Mfg. Wage $394.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
15th St. Plz.(10)	1	Thrift Drug, Food Lane
Crest Plaza(22)	5	Woolworth, Rickels, Food Lane, Acme
Hamilton Mall(70)	NA	Hess, Leh's Dept.
Mountainville(16)	3	Channel Home Ctr., Woolworth
Parkway(25)	2	Woolworth, Rea & Derick
Whitehall Mall(77)	2	Sears, Woolworth, Weis Mkt., Leh's
Shopper's Vlg.(8)	4	Rea & Derick, Weis Mkt.
Whitehall		Bradlee's, Drug Emporium
Trexler Mall(50)	8	Hess, Thrift Drug, Lane's
Lehigh Valley Mall(150)	2	Bamberger's, John Wanamaker, JCPenney

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Thur., Fri.
Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Hess; Leh's; Sears; Bamberger's; JCPenney; John Wanamaker.
Discount Stores-Lane; Jefferson Ward; K mart; Clover.
Variety Stores-Woolworth 4; McCrory; Ben Franklin 2.
Chain Drug Stores-Revco 2; Rea & Derick 2; Thrift Drug 4; Rite Aid Discount; Walters.
Chain Supermarkets-Acme 7; Weis 3; 7-Eleven 6; Food Lane 6; Wawa 3; Pathmark; Jewel-T; Giant; Shop Rite; Thrift Way.
Other Chain Stores-Auto Acc.: Firestone, Pep Boys, Penn Jersey 2; Shoes: Baker's 2, Dollar Shoe 2, Endicott-Johnson 2, Fayva 2, Father & Son 2, Kinney 2, Shoe Rack 3, Thom McAn, Hanover; Jewelers: Bailey, Banks & Biddle, Freeman's, Gordon, Kay 2, Zale's; Others: Stover Candies, Allentown Paints, Glidden Paints, Singer Co., S&H Green Stamps, Pittsburgh Plate Glass, Spencer Gifts, Ormond's, Mother-To-Be, Fabric Center, Levitz Furn., Moore's, Dries, Triangle Home Centers, Kiddie City, Sherwin-Williams, Goodyear, Channel.

14 - NEWSPAPERS: CALL (m) 130,724; (S) 172,442; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Howard Renner, Adv. Dir., MORNING CALL, PO Box 1260; 101 N. 6th St., Allentown, PA 18105; Tel. (215) 820-6500.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ALTOONA

1 - LOCATION: Blair County (MSA). E&P Map C-3. 99 mi. E of Pittsburgh; 235 mi. W of Phila.; 36 mi. SW of geographical center of state; 34 mi. N of PA Tpke. on Routes 22, 220.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Conrail (freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Amtran; Blue & White; Greyhound.
Airlines-USAir; Penn-Air, Inc.; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 57,078; E&P 86 Est. 52,454
CZ-ABC: (80) 94,785
RTZ-ABC: (80) 44,510
County/MSA 80 Cen. 136,621; E&P 86 Est. 135,460
City & RTZ-ABC: (80) 139,295

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,156; E&P 86 Est. 20,417
CZ-ABC: (80) 34,456
RTZ-ABC: (80) 15,581
County/MSA 80 Cen. 49,088; E&P 86 Est. 50,832
City & RTZ-ABC: (80) 50,037

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$812,269,000
Savings & Loan	4	$276,900,927

6 - PASSENGER AUTOS: County 65,398

7 - ELECTRIC METERS: Residence 40,149

8 - GAS METERS: Residence 31,801

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Servs. 4,355; Food & Drink 3,339; Food Stores 2,131; Paper & Allied Prods. 1,404; Whol. Trade, Nondurable Goods 1,380; Gen. Mdse. Stores 1,373; Printing & Pub. 1,333; Whol. Trade, Durable Goods 1,165; Bus. Servs. 1,127; Gen. Bldg. Contr. 1,096; Apparel 1,076; Trucking & Warehousing 1,046; Mach., except Elect. 1,040; Elect. & Electronic Equip. 1,020; Special Trade Contr. 968; Auto Dealers & Service Stations 960; Food Prods. 941; Stone, Clay & Glass Prods. 858; Commun. 856; R.R. 2,000; Misc. Retail 956.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-88; Summer 43-99; Fall 20-85; Winter 1-60. First killing frost, Oct. 12; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, medium soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Area-75 stores; 6 blocks on 11th Ave.; 4 blocks on 12th Ave. Principal stores: H & H Appliance & TV; Ford Music; Shirley's Shoe; Meyer Jonasson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Store.
Logan Valley Mall(90)	4	Hess, Sears, JCPenney
Pleasant Valley Ctr.(35)	NA	Kresge, Fishers
Pleasant Valley Area(28)	NA	Revco, David Weis, Value City
Park Hills Plz.(20)	NA	Gee Bee, Weis Mkt.
Valley View(2)	NA	Weis Mkt.
Station Mall(30)	NA	Hills
Wissinger's Vlg.(3)	NA	Wissinger's
Cricket Field Plaza(2)	NA	Thrift Drug

Principal Shopping Days-Department Stores: Sat., Mon.; Food Stores: Thur., Fri., Sat.; Shopping Centers: Mon., Thur., Fri., Sat., most open Sun.
Stores Close-Downtown: some on Mon. a.m.
Stores Open Evenings-Dept.: Mon., Thur.; Super Mkts., Shpg. Ctrs. every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Fisher's; Hills; Hess.
Discount Stores-Unkel Joe's Woodshed; Value City; Revco 3; K mart; Pic-Way Shoe Mart; Gee Bee; Weis; Ames.
Variety Stores-Woolworth; Kresge's; G. C. Murphy.
Chain Drug Stores-Thrift 3; Kopp's Leader 4; Revco 3.
Chain Supermarkets-Economy 9; Clover Farm 5; Riverside 10; Foodland; IGA 3; Weis 2; Shop 'N Save; U-Save Wholesale.
Other Chain Stores-Shoes: Hanover, Payless Shoes, Kinney, Father & Son, Giant, Red Cross; Sherwin-Williams; Firestone; Singer Co.; Appliance Store; Kay Jewelers; Richman Bros. Clothes; Ormonds Fashions; Giant Auto; Pittsburgh Paint; General Tire; Fanny Farmer; So-Fro Fabrics; General Nutrition; Fashion Bug; Thom McAn; National Record Mart; Gatlings; Chess King; Claire's Boutique; Deb Shop; Endicott-Johnson; Feel Fine Shops; Fibres I; Foxmoor; The Gap; Gordon Jewelry; Hickory Farms; House of Cards; Kay Bee Toy; Listening Booth; Radio Shack; Fines Sportswear; Teeks; Waldenbooks; Spotts; Motherhood Maternity; Spencer Gifts; Hart's Home Center; B. Dalton.

14 - NEWSPAPERS: MIRROR (e) 34,730; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William C. Keagle, Adv. Mgr., MIRROR, 1000 Green Ave.; PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7411.
National Representative: Landon Associates.

AMBRIDGE
See BEAVER

ASHLAND
See SHENANDOAH

ATHENS
See SAYRE

BANGOR

1 - LOCATION: Northampton County. (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2 - TRANSPORTATION: Railroads-DL&W; Lehigh & New England.
Motor Freight Carriers-6.
Intercity Bus Line-Keystone Tours.
Airlines-Eastern; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 5,006; E&P 86 Est. 4,788
County 80 Cen. 225,418; E&P 86 Est. 235,521
MSA 80 Cen. 636,714; E&P 86 Est. 663,162

4 - HOUSEHOLDS:
City 80 Cen. 1,975; E&P 86 Est. 1,990
County 80 Cen. 80,032; E&P 86 Est. 87,515
MSA 80 Cen. 230,764; E&P 86 Est. 251,397

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$60,000,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 143,950

7 - ELECTRIC METERS: Residence 5,225

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Slate for Roofing and Blackboards; Textile Prods.; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Centers-Capitol Plz.; Bangor; Laneco; Windgap.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy.
Chain Drug Stores-Hy-Lo; Private; Eisenhart's; Smith's; Ronco; Joseph Pharmacy; Sandt's.
Chain Supermarkets-American Acme; A&P; Food Lane.
Other Chain Store-Army & Navy (clothing).

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 3,000; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Kathleen J. McFall, Owner & Pub., NEWS, 13-15 S. Main, Bangor, PA 18103; Tel. (215) 588-2196.
National Representative: Landon Associates.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

1 - LOCATION: Beaver County (PMSA). E&P Map A-2, County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, OH. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expwy., Rte. 60.

2 - TRANSPORTATION: Railroads-Conrail (Mainline); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Intercity Bus Lines-Greyhound; Allegheny Port Authority; Inter-City Bus Lines; BCTA.
Motor Freight Carriers-33.
Airlines-County Airport.
Ohio River Waterway Carriers-32; River Lock Tonnage; Annual 18,000,000 Tons.

3 - POPULATION:
Corp. Cities 80 Cen. 36,869; E&P 86 Est. 32,146
Beaver 80 Cen. 5,441; E&P 86 Est. 4,951
Rochester 80 Cen. 4,759; E&P 86 Est. 4,632
Ambridge 80 Cen. 9,575; E&P 86 Est. 8,419
Aliquippa 80 Cen. 17,094; E&P 86 Est. 14,144
NDM-ABC: (80) 204,441
County/PMSA 80 Cen. 204,441; E&P 86 Est. 199,241
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 14,682; E&P 86 Est. 13,566
Beaver 80 Cen. 2,341; E&P 86 Est. 2,249
Rochester 80 Cen. 1,904; E&P 86 Est. 1,991
Ambridge 80 Cen. 4,054; E&P 86 Est. 3,814
Aliquippa 80 Cen. 6,383; E&P 86 Est. 5,512
NDM-ABC: (80) 71,691
County/PMSA 80 Cen. 71,691; E&P 86 Est. 73,001

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$220,779,292
Savings & Loan	17	$184,800,000
Federal Credit Unions	38	N.A.

6 - PASSENGER AUTOS: County 89,133

7 - ELECTRIC METERS: Residence Co. Est. 37,531

8 - GAS METERS: Residence Co. Est. 42,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms, (No. of Employees)-Basic Steel 17 (4,300); Steel Fab. 19 (7,150); Elect. Mach. 2 (3,750); Stone, Clay & Glass 25 (1,400); Chem. 9 (1,270); Non-Elect. Mach. (13,475); Food (22,380); Mining (21,390).
Principal Industrial Pay Days-Thur., Fri.

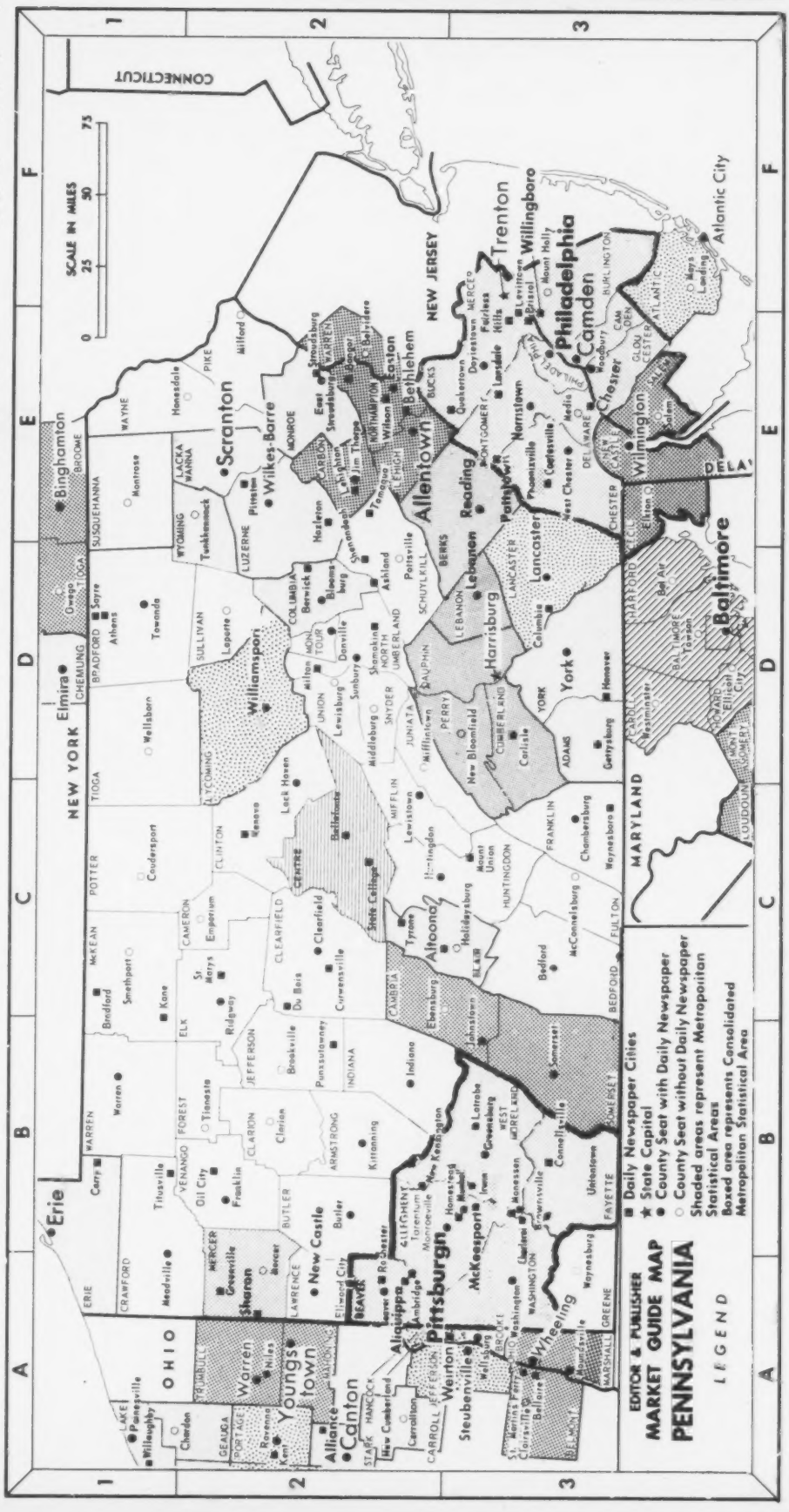
10 - CLIMATE: Jan. Av. 30; July Av. 73; Average An. Rainfall; 35 to 39 in. First frost, Oct. 10-20; last frost, Apr. 30-May 10. Growing Season: Average 163 days.

11 - TAP WATER: Varies from 4 to 15 gr.; not fluoridated.

12 - RETAILING: Principal Shopping Districts-3 on Third St., Beaver; 6 on Merchant St., Ambridge; 2 on Brighton Ave., Rochester; 4 on Penna Ave., Monaca.
Neighorhood Shopping Districts-3 blocks on Brodhead Rd. at Sheffield Rd., Aliquippa; 6 blocks 7th Ave., Beaver Falls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Valley Mall(108)	NA	Hornes, Sears, Woolworth
Northern Lights(56)	NA	JCPenney, Hill's, Shop-N-Save
Hopewell(23)	NA	Super Dollar


CONNECTICUT
NEW YORK
NEW JERSEY
MARYLAND
OHIO
SCALE IN MILES
0 25 50 75
Erie
Binghamton
Elmira
Scranton
Wilkes-Barre
Williamsport
Allentown
Bethlehem
Easton
Reading
Lebanon
Harrisburg
Lancaster
York
Trenton
Willingboro
Philadelphia
Camden
Chester
Wilmington
Atlantic City
Baltimore
Altoona
State College
Johnstown
Pittsburgh
McKeesport
New Kensington
Aliquippa
Beaver
New Castle
Sharon
Warren
Youngstown
Canton
Alliance
Steubenville
Weirton
Wheeling
Uniontown
Connellsville
Greensburg
Washington
Monessen
Butler
Oil City
Franklin
Clearfield
Indiana
Kittanning
Punxsutawney
Du Bois
Ridgway
Kane
Bradford
Smethport
Coudersport
Wellsboro
Towanda
Sayre
Athens
Honesdale
Milford
Stroudsburg
East Stroudsburg
Jim Thorpe
Hazleton
Pittston
Wilkes-Barre
Tunkhannock
Montrose
Pottsville
Shamokin
Sunbury
Danville
Bloomsburg
Berwick
Lewisburg
Milton
Middleburg
Lock Haven
Renovo
Mifflintown
Lewistown
Huntingdon
Mount Union
Tyrone
Hollidaysburg
Bedford
McConnellsburg
Chambersburg
Waynesboro
Carlisle
New Bloomfield
Gettysburg
Hanover
Columbia
Lititz
Ephrata
Quakertown
Doylestown
Fairless Hills
Levittown
Bristol
Morrisville
Phoenixville
Coatesville
West Chester
Media
Norristown
Lansdale
Pottstown
Mount Holly
Woodbury
Glassboro
Millville
Vineland
Bel Air
Elkton
Cecilton
Easton
Salisbury
Ocean City
Lewes
Dover
Milford
Seaford
Georgetown
Rehoboth Beach
Delaware City
Newark
Elkton
Cape May
Wildwood
Ocean City
Atlantic City
Hays Landing
Salem
Penns Grove
Swedesboro
Paulsboro
Gloucester City
Haddonfield
Cherry Hill
Moorestown
Burlington
Bordentown
Trenton
Lawrenceville
Princeton
Flemington
Somerville
Phillipsburg
Belvidere
Hackettstown
Dover
Boonton
Morristown
Summit
Plainfield
Elizabeth
Newark
Jersey City
Paterson
Hackensack
Passaic
Clifton
Rutherford
Hoboken
Secaucus
Weehawken
Union City
Bayonne
Staten Island
Long Island
Manhattan
Bronx
Yonkers
New Rochelle
Mount Vernon
White Plains
Port Chester
Greenwich
Stamford
Norwalk
Bridgeport
Danbury
Waterbury
New Haven
Meriden
Middletown
Hartford
New Britain
Bristol
Torrington
Litchfield
Winsted
Canaan
Great Barrington
Pittsfield
North Adams
Williamstown
Bennington
Rutland
Brattleboro
Keene
Claremont
Lebanon
Hanover
Newport
Barre
Montpelier
Burlington
Plattsburgh
Saranac Lake
Malone
Ogdensburg
Massena
Watertown
Oswego
Syracuse
Utica
Rome
Oneida
Cortland
Binghamton
Norwich
Oneonta
Cooperstown
Herkimer
Little Falls
Amsterdam
Gloversville
Johnstown
Schenectady
Troy
Albany
Saratoga Springs
Glens Falls
Hudson
Kingston
Poughkeepsie
Newburgh
Middletown
Port Jervis
Monticello
Liberty
Hudson Falls
Ticonderoga
Lake George
Plattsburgh
Elmira
Corning
Hornell
Bath
Dansville
Geneseo
Mount Morris
Batavia
Olean
Salamanca
Jamestown
Dunkirk
Fredonia
Westfield
Ripley
Meadville
Titusville
Oil City
Franklin
Sharon
Grove City
Mercer
Butler
Kittanning
Indiana

Zayre Plaza(5)	NA	Zayre
Gee Bee Plz.(2)	NA	Gee Bee, Giant Eagle
Green Garden Plaza(8)	NA	Hill's, Giant Eagle
K mart Plaza (8)	NA	K mart Auto, Shop-N-Save
Aliquippa(16)	NA	Giant Eagle
Sheffield Plz.(20)	NA	
Chippewa Mall(21)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Aliquippa-Thur., Sat.; Beaver-Mon. & Fri.; Rochester-Fri.; Monaca-Sat.; New Brighton-Fri.; Midland-Tues., Sat., Mon.; Ambridge-Mon. & Sat.; Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall-Every Night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Kaufman's; Jos. Horne.
Discount Stores-K mart; Zayre; Hill's; Gee Bee.
Variety Stores-Murphy; Woolworth.
Chain Drug Stores-Thrift 4; Rowse 2; Gray's; Economy 2; Health City; Revco; Rite Aid.
Chain Supermarkets-Giant Eagle 2; Food Land 4; Shop-N-Save; Stop & Go 4; Valu King 2; Fast 'N Friendly; C&L; IGA 2; Super Dollar.
Other Chain Stores-Auto Supplies: Goodyear, Goodrich, Firestone; Sol's 2; Shoes: Kinney, Thom McAn; Jackson's; Robil's; Bakers; Picway; Hanover; Regal; Men's Apparel: Zeiden, Richman Bros.

14 - NEWSPAPERS: BEAVER COUNTY TIMES (e-mon to fri) 46,224; (S) 49,836; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES, PO Box 400, 400 Fair Ave., Beaver, PA 15009; Tel. (412) 775-3200.
National Representative: Landon Associates.

BEDFORD

1 - LOCATION: Bedford County. E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and PA Tpke.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Connection with Blair-Bedford Airport for USAir.

3 - POPULATION:
Corp. City 80 Cen. 3,326; E&P 86 Est. 3,259
CZ-ABC: (80) 3,326
RTZ-ABC: (80) 32,380
County 80 Cen. 46,784; E&P 86 Est. 48,505
City & RTZ-ABC: (80) 35,706

4 - HOUSEHOLDS:
City 80 Cen. 1,430; E&P 86 Est. 1,316
County 80 Cen. 16,301; E&P 86 Est. 17,642
CZ-ABC: (80) 1,430
RTZ-ABC: (80) 11,078
City & RTZ-ABC: (80) 12,508

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$422,437,546
Savings & Loan	1	$24,500,000

6 - PASSENGER AUTOS: County 23,765

7 - ELECTRIC METERS: Residence 1,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining Tools: 398; Telephone Pins: 40; Trucking: 73; Business Forms: 154; Youth Furn. & Wheel Goods: 421; Westinghouse: 75.
Principal Pay Days-Every second Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Pitt St., 1 block on S. Juliana St.; 2 blocks on Richard St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bedford Plaza(6)	NA	Riverside Mkt., Thrift Drug, Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Mon. through Sat. Other stores: Fri.

13 - RETAIL OUTLETS: Discount Stores-American Outfitters; Village Fashion Outlet.
Variety Stores-Murphy Mart; Dollar General.
Chain Drug Stores-L.F. Widmann; Health Mart; Rea & Derick; Thrift.
Chain Supermarkets-Lowry's IGA; Riverside; Giant Eagle.
Other Chain Stores-Sears (catalog); JCPenney (catalog).

14 - NEWSPAPERS: GAZETTE (m) 8,070; Sept. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Nebel, Adv. Mgr., GAZETTE, PO Box 671, Bedford, PA 15522; Tel. (814) 623-1776.
National Representative: Landon Associates.

BELLEFONTE
See STATE COLLEGE

BERWICK
See BLOOMSBURG

BETHLEHEM

1 - LOCATION: Lehigh and Northampton Counties (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. Contiguous to Allentown. 50 mi. N of Philadelphia; 90 mi. W of NYC.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Tri-City Coach; Continental Trailways. Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
Airlines-United; Eastern; USAir; Allegheny Commuter; Suburban; Piedmont; PBA; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 70,419; E&P 86 Est. 69,566
CZ-ABC: (80) 108,667
RTZ-ABC: (80) 93,675
Counties 80 Cen. 499,000; E&P 86 Est. 519,789
Lehigh 80 Cen. 273,582; E&P 86 Est. 284,258
Northampton 80 Cen. 225,418; E&P 86 Est. 235,521
MSA 80 Cen. 636,714; E&P 86 Est. 663,162
City & RTZ-ABC: (80) 202,342
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,177; E&P 86 Est. 26,993
CZ-ABC: (80) 39,366
RTZ-ABC: (80) 32,050
Counties 80 Cen. 181,716; E&P 86 Est. 197,986
Lehigh 80 Cen. 101,684; E&P 86 Est. 110,471
Northampton 80 Cen. 80,032; E&P 86 Est. 87,515
MSA 80 Cen. 230,764; E&P 86 Est. 251,397
City & RTZ-ABC: (80) 71,416

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$795,074,000
Savings & Loan	3	$190,064,000

6 - PASSENGER AUTOS: Counties-Lehigh 147,808; Northampton 143,950

7 - ELECTRIC METERS: Residence 34,046

8 - GAS METERS: Residence 16,678

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 20,300 ($176); Primary Metals 14,200 ($515); Elec. Equip. 10,400 ($400); Textiles 5,300 ($225); Trans. 9,500 ($475); Fab. Metals 8,900 ($515); Food Prods. 5,900 ($412); Printing 4,500 ($328); Stone Cement 2,900 ($376); Mach. 7,900 ($414); Paper 1,900 ($295); Misc. Mfg. 2,000 ($243).
Principal Pay Days-Wed., Thur., bi-wkly.

10 - CLIMATE: Av. Temp.-Spring 29-80; Summer 61-85; Fall 42-75; Winter 19-48. First killing frost, Sept. 24; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 3 on Broad; 1 on New; 3 on 4th St.
Neighborhood Shopping Centers-500 & 600 blocks of W. Broad St.; 700-800 blocks of Linden St.; Stefko Blvd; Lehigh; Westgate Shopping Ctr.; Shoppers Village; K mart Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lehigh(17)	3	Foodlane, Rickels
Shoppers Vlg.(8)	3	Keppel's
Stelco Blvd.(19)	3	G.C. Murphy, IGA, Laneco
Westgate(50)	3	Hess Dept., Thrift Drug
K mart Plaza(10)	5	K mart, Thrift Drug, Food Lane

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Orr's; Hess.
Variety Stores-Woolworth; McCrory; G.C. Murphy.
Discount Stores-K mart; Lane's; Rickel's; Jamesway.
Chain Drug Stores-Rite Aid; Thrift; Regal; Rea & Derick.
Chain Supermarkets-Acme; IGA 2; A&P; Shop-Rite; Food Lane 5; Superfresh.
Other Chain Stores-Triangle Shoe; Sherwin-Williams; Finneran & Haley Inc. (paints); M.A.B. Paints; Penn Jersey (auto); Pic-Way Shoes; Kay Jewelers; Hickory Farms.

14 - NEWSPAPERS: GLOBE-TIMES (e-mon to sat) 24,392; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Hippenstiel, Adv. Dir., GLOBE-TIMES, 202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-5000.
National Representative: Landon Associates.

BLOOMSBURG-BERWICK

1 - LOCATION: Columbia County. (In Scranton-Wilkes-Barre MSA). E&P Map D-2. (Bloomsburg is County Seat). Along Susquehanna River; on U.S. Hwy. 11; near Interstate 80.

2 - TRANSPORTATION: Railroads-Erie Lackawanna; Reading; Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways; Lakes to Sea.
Airlines-Eastern; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 23,567; E&P 86 Est. 22,117
Bloomsburg 80 Cen. 11,717; E&P 86 Est. 11,147
Berwick 80 Cen. 11,850; E&P 86 Est. 10,970
County 80 Cen. 61,967; E&P 86 Est. 63,137
MSA 80 Cen. 728,796; E&P 86 Est. 738,879

4 - HOUSEHOLDS:
Cities 80 Cen. 8,449; E&P 86 Est. 8,005
Bloomsburg 80 Cen. 3,705; E&P 86 Est. 3,532
Berwick 80 Cen. 4,744; E&P 86 Est. 4,473
County 80 Cen. 21,678; E&P 86 Est. 23,199
MSA 80 Cen. 263,271; E&P 86 Est. 278,843

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$10,058,450
Commercial	9	$89,763,428

6 - PASSENGER AUTOS: County 32,624

7 - ELECTRIC METERS: Residence Est. 9,500

8 - GAS METERS: Residence Est. 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Production 1,800; Apparel 1,309; Textiles 358; Food Prods. 1,221; Tobacco Mfg. 780; Also Mfg. of Carpets, Chem., Castings, Printing & Binding, Aluminum Fab., Truck Bodies, Springs, Railroad Car Underframes, Paper Containers.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Soft, alkaline; not fluoridated.

12 - RETAILING: Principal Shopping Centers-In Berwick: 4 blocks on Front, Market and Mulberry Sts.; in Bloomsburg: 8 blocks on Main St.
Neighborhood Shopping Centers-9th and Pine; LaSalle; Market and Summerhill Ave.; Poplar and W. Front; 12th & Pine; Rte. 11 at Briar Creek; in Bloomsburg: Market St. Shpg. Ctr. (6 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Scott Town(4)	1	K mart, Rea & Derick, D & R Sports,
Nichols Mall	2	Giant Food, Nichols, Radio Shack, Fay's
Berwick (Front St.) (5)	2	Acme, K mart, Revco, Sears, Radio Shack,
Market St.(6)	NA	The Medicine Shop, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-Ames; Nichols Discount City; K mart.
Variety Store-Newberry; Woolworth.
Chain Drug Stores-Eppley; Moyer; Rea & Derick; Medicine Shoppe; Fay's Drug; Revco.
Chain Supermarkets-Weis; Acme; Giant; IGA.
Other Chain Stores-Raub's (shoes); Walker's (jewelry); Radio Shack; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 21,767; Oct. 1, 1985 CAC.
Local Contact for Advertising and Merchandising Data: Willard Chapin, Adv. Dir., PRESS-ENTERPRISE INC., 3185 Lackawanna Ave., Bloomsburg, PA 17815; Tel. (717) 784-2121.
National Representative: Landon Associates.

BRADFORD

1 - LOCATION: McKean County. E&P Map C-1. Crude oil production center, 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Bluebird; Fullerton.
Airlines-USAir; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 11,211; E&P 86 Est. 10,313
CZ-ABC: (80) 22,288
RTZ-ABC: (80) 106,356
County 80 Cen. 50,635; E&P 86 Est. 49,771
City & RTZ-ABC: (80) 128,644
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,505; E&P 86 Est. 3,986
CZ-ABC: (80) 8,236
RTZ-ABC: (80) 37,207
County 80 Cen. 18,294; E&P 86 Est. 18,839
City & RTZ-ABC: (80) 45,443

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$550,494,000
Savings & Loan	2	$136,438,000

6 - PASSENGER AUTOS: County 20,643

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 1,824; Refinery 823; Oil Production 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200.
Principal Pay Days-Mfg.: Tues., Thur.; Offices: Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-Main St., intersecting streets and Foster Brook Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradford Mall(30)	NA	Jamesway, K mart
Jacob Moses	NA	

Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Downtown Fri.; Food and Bradford Mall week nights.

13 - RETAIL OUTLETS: Variety Stores-McCrory; Woolworth.
Discount Stores-Big Wheel; K mart; Jamesway.
Chain Drug Stores-Rea & Derick; Ott & McHenry 2; Eckerd; Revco.
Chain Supermarkets-Bells; Sal's; Tops.
Other Chain Stores-Ash Shoe; Sears (catalog); Firestone; Monroe.

14 - NEWSPAPERS: ERA (m) 12,029; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St.; PO Box 365, Bradford, PA 16701; Tel. (814) 368-3173.
National Representative: Landon Associates.

BROWNSVILLE

1 - LOCATION: Fayette County (In Pittsburgh PMSA). E&P Map B-3. 36 mi. S of Pittsburgh on the Monongahela River. On National Hwy., U.S. Hwy. 40; State Hwy. 88.

2 - TRANSPORTATION: Railroads-Monongahela; P&LE; Conrail.
Intercity Bus Lines-California; Brownsville.

3 - POPULATION:
Corp. City 80 Cen. 4,043; E&P 86 Est. 3,467
CZ-ABC: (80) 7,989
RTZ-ABC: (80) 58,288
County 80 Cen. 160,395; E&P 86 Est. 159,110
City & RTZ-ABC: (80) 66,277
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,593; E&P 86 Est. 1,517
CZ-ABC: (80) 3,116
RTZ-ABC: (80) 20,794

County 80 Cen. 56,925; E&P 86 Est. 59,132
City & RTZ-ABC: (80) 23,910
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$197,230,430

6 - PASSENGER AUTOS: County 76,880

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,901

9 - PRINCIPAL INDUSTRIES: Coal and Coke; Steel Barges.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Karts; Krause's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Thrift.
Chain Supermarkets-Foodland; Super Dollar; Gee Bee; Shop N Save; PSA & White.

14 - NEWSPAPERS: TELEGRAPH (e) 5,967; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William Conaway, Adv. Mgr., TELEGRAPH, 16-18 Bridge St., Brownsville, PA 15147; Tel. (412) 785-5000.
National Representative: None.

BUTLER

1 - LOCATION: Butler County. E&P Map B-2. County Seat. 30 mi. N of Pittsburgh, 60 mi. S of Erie, 50 mi. E of Youngstown. On U.S. Hwys. 8 (Wm. Penn) and 422 (Ben Franklin) and State Hwys. 68 and 356.

2 - TRANSPORTATION: Railroads-Bessemer & Lake Erie; Chessie System; Conrail.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Lincoln.

3 - POPULATION:
Corp. City 80 Cen. 17,026; E&P 86 Est. 15,103
CZ-ABC: (80) 55,926
RTZ-ABC: (80) 112,158
County 80 Cen. 147,912; E&P 86 Est. 152,447
City & RTZ-ABC: (80) 168,084

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,500; E&P 86 Est. 6,462
CZ-ABC: (80) 20,078
RTZ-ABC: (80) 36,007
County 80 Cen. 49,352; E&P 86 Est. 52,946
City & RTZ-ABC: (80) 56,085

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 76,244

7 - ELECTRIC METERS: Residence 35,400

8 - GAS METERS: Residence 45,977

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Iron Ore Sintering 400; Steel 3,200; Auto Sup. 200; Life Ins. 300; Electronic Control 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial Gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Sup. 150; Recovery Steel Scrap 100; Oil & Gas Well Sup. 75; Hdwe., Auto Supplies 350; Staples 200; Paper 140; Pkg. 100; Poultry & Dairy N.A.

10 - CLIMATE: Av. Temp.-Annual Av. 50; Jan.-Mar. 31; Apr.-June 58; July-Sept. 69; Oct.-Dec. 41.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Aire(15)	1	The Appliance Store, Super Dollar
Butler Mall(34)	2	Mont. Ward, Murphy
Clearview Mall(80)	2	Bon-Ton, Hills, Sears, JCPenney
Greater Butler Mart(26)	NA	Friedman's, Warehouse Sales
Point Plaza(28)	NA	K mart, Friedman's

Principal Shopping Days-Dept. & Clothing-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food-Mon., Sat.; Super Mkt.-Daily to 9; Downtown-Mon. and Fri. to 9; Malls-10 to 9.

13 - RETAIL OUTLETS: Department Stores-Troutman's; Montgomery Ward; JCPenney; Sears; Bon-Ton.
Discount Stores-Warehouse Sales; K mart; Murphy Mart; Zayre; Hills.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Eckerd, Thrift 3; White Cross; Rite Aid 2; Revco.
Chain Supermarkets-Friedman's 9; Shop 'N Save 4; IGA; Giant Eagle 1; Food Arena 2.
Other Chain Stores-Singer Co.; Gallenkamp; Thom McAn; Zale's; Kay Jewelers.

14 - NEWSPAPERS: EAGLE (e) 30,968; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Art Kephart, Adv. Dir.; Vernon L. Wise, Jr., Bus. Mgr.; EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000.
National Representative: Landon Associates.

CARLISLE

1 - LOCATION: Cumberland County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 233, 34, 74, 641 I-76 (Pennsylvania Tpke.).

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-9.
Intercity Bus Lines-Wolf; Greyhound.
Airlines-TWA; USAir; Altair; United American; Piedmont; Florida Express.

3 - POPULATION:
Corp. City 80 Cen. 18,314; E&P 86 Est. 18,536
CZ-ABC: (80) 28,099
RTZ-ABC: (80) 30,327
County 80 Cen. 178,037; E&P 86 Est. 192,268
MSA 80 Cen. 555,901; E&P 86 Est. 582,270
City & RTZ-ABC: (80) 58,426
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,879; E&P 86 Est. 7,386
CZ-ABC: (80) 9,971
RTZ-ABC: (80) 10,300
County 80 Cen. 62,624; E&P 86 Est. 70,823
MSA 80 Cen. 200,990; E&P 86 Est. 220,536
City & RTZ-ABC: (80) 20,271

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$1,300,000,000
Savings & Loan	4	$265,000,000

6 - PASSENGER AUTOS: County 114,584

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 5,889

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rugs-Carpets 1,700; Shoes 300; Tires 600; Crystals 1,096; Misc. 7,123.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Hanover, High, Louther & Pitt Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carlisle Plz.(50)	1	K mart, Giant Food, The Bon-Ton, JCPenney, Peoples, Sears Surplus
M.J. Carlisle(42)	1	Mont. Ward, Hills, Peoples Drug, A&P

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bon Ton; K mart; Hills.
Variety Stores-Woolworth 2.
Chain Drug Stores-Peoples 3; Drug Fair; MGM 3; Rite Aid.
Chain Supermarkets-A&P; Giant 2; Nells; IGA 2; Food Rite 2; Weis; Handy 4; Hattie Harris; 7-Eleven 2.
Other Chain Stores-Sherwin-Williams; Firestone; Andrews Furn.; Feel Fine; Kinney's Shoe; So-Fro Fabrics; N. B. Liebmans; Radio Shack; Kay Jewelers; Sears; Fashion Bug; Hanover Shoe; Gordan's Jewelry; Jo-Ann Fabrics; Goodyear; Sears Surplus.

14 - NEWSPAPERS: SENTINEL (e) 16,088; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jacques Carter, Adv. Dir., SENTINEL, 457 E. North St., Carlisle, PA 17013; Tel. (717) 243-2611.
National Representative: Landon Associates.

CHAMBERSBURG

1 - LOCATION: Franklin County. E&P Map C-3. County Seat. On U.S. Hwy 11, 30; I-81, and five PA Routes. South central part of state, 84 mi. to Baltimore; Washington, 92 mi.; Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2 - TRANSPORTATION: Railroads-Western Maryland (freight); Conrail (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 16,174; E&P 86 Est. 15,050
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 82,489
County 80 Cen. 113,629; E&P 86 Est. 119,141
City & RTZ-ABC: (80) 98,663
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,656; E&P 86 Est. 6,370
CZ-ABC: (80) 6,656
RTZ-ABC: (80) 27,759
County 80 Cen. 39,952; E&P 86 Est. 43,897
City & RTZ-ABC: (80) 34,415

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$640,327,000
Savings & Loan	1	$91,000,000
Credit Unions	2	$65,000,000

6 - PASSENGER AUTOS: County 58,995

7 - ELECTRIC METERS: Residence 6,939

8 - GAS METERS: Residence 4,313

9 - PRINCIPAL INDUSTRIES: Men's & Women's Clothing; Food Proc. & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus; Letterkenny Army Depot (Army); Mobile Homes.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 21; last killing frost, May 9.

11 - TAP WATER: Acidic, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Lincoln Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate Mall(22)	NA	JCPenney, People's Drug, Ames, County Market
Lincoln Way(16)	NA	Thrift Drug, Kennie's
K mart(6)	NA	K mart, Giant Food
Chambersburg Mall(49)	NA	Hess, Gee Bee, Bon Ton/Eyerly's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food and Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bon-Ton/Eyerlys; Hess.
Discount Stores-Central Tractor; Moore's; Nichols; K mart; Gee Bee; Ames; D. E. Jones; McCrory's.
Variety Stores-Newberry.
Chain Drug Stores-Peoples; Thrift; Rite Aid; Drug Fair.
Chain Supermarkets-Associated Grocers 19; Weis Markets; Giant; Cressler's; Safeway; Sunnyway Foods 2; Kennie's Foods; Butcher Shoppe; County Market; Sav-A-Center.
Other Chain Stores-Agway; Carvel; General Nutrition Center; Camelot Music; Brook Fashions; The Deb Shop; Fashion Bug; Hanover Shoes; Holiday Hair; Goodrich; Montgomery Ward; Essis & Sons; Firestone General Tire; Waldenbooks; Irving Shoes; Pearle Vision Center; Endicott-Johnson; Sherwin-Williams; Lowe's; Carter Lumber; Kinney Shoe; K & K Toys; Claire's Boutique; American Outfitters; Foot Locker; Radio Shack; Lumber Yard.

14 - NEWSPAPERS: PUBLIC OPINION (e) 19,232; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donald K. Bixel, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
National Representative: Gannett Media Sales.

CHARLEROI

See MONESSEN

CHESTER

1 - LOCATION: Delaware County (In Philadelphia PA-NJ PMSA). E&P Map E-3. 15 mi. SW of Phila.; 15 mi. NE of Wilmington. Industrial Center. 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio (freight); Reading (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Pennsylvania Greyhound; Trailways; Red Arrow.
Airlines-All major airlines at Philadelphia Intl. Airport (6 mi.).
Port Facilities-Accommodate largest ocean going vessels.

3 - POPULATION:
Corp. City 80 Cen. 45,794; E&P 86 Est. 42,176
NDM-ABC: (80) 314,071
County 80 Cen. 555,007; E&P 86 Est. 555,291
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,637; E&P 86 Est. 16,391
NDM-ABC: (80) 106,678
County 80 Cen. 192,332; E&P 86 Est. 201,085
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$1,635,895,000
Savings & Loan	27	$697,212,000

6 - PASSENGER AUTOS: County 295,464

7 - ELECTRIC METERS: Residence County 139,507

8 - GAS METERS: Residence County 84,190

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. Prods. 1,525 ($260); Elect. Mach. 1,309 ($219); Fab. Metal Prods. 2,378 ($206); Food 1,844 ($203); Non-Elect. Mach. 7,809 ($315); Petroleum Refining 2,552 (N.A.); Paper Prods. 3,115 ($319); Printing & Pub. 1,618 ($202); Trans. Equip. Including Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-30 blocks on Welsh, Edgmont, Market and Sproul Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End	3	Pickwell
Granite Run(131)	7	Sears, Sterns, JCPenney
Springfield Mall (75)	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Shop 'N Bag
Vlg. Green(18)	4	Super Fresh
Springfield	8	Clover, Kresge
Tri-State Mall	NA	The Dry Goods
Northtowne Plz	5	Jamesway, K mart, Super-Saver, Acme
Glenolden	7	Designer Depot, Bradlees
MacDade Mall(48)	NA	K mart, Acme

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Food Stores-Tues. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, Strawbridge & Clothier, Wanamaker, Sterns, JCPenney, Bamberger's.
Discount Stores-Bradlees, Clover, Jamesway, K mart.
Variety Stores-Woolworth, McCrory.
Chain Drug Stores-Thrift Drug, Rite Aid, Tri-State Wholesale 2, C.V.S.
Chain Supermarkets-Acme 12, Super Fresh 4, Shop 'n Bag, Pathmark 5, Thriftway 6.
Other Chain Stores-Thom McAn, Kinney, Triangle, Hanover, Dial, Kiddie City, Pic-Way, Levitz, Buten's, Sherwin-Williams, M.A. Bruder, Finnaren & Haley, Pittsburgh Plate Glass, Glidden, Firestone, Pep Boys, Penn Jersey, Kay, Gordon, Doubet, Anderson-Little, Eugene Jacobs, B. Gross.

14 - NEWSPAPERS: DELAWARE COUNTY TIMES (m-mon to fri) 72,138; (S) 57,080; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gothie, Pub., DELAWARE COUNTY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 284-7200.
National Representatives: Landon Associates; Robert Hitchings & Co.

CLAIRTON

See MCKEESPORT

CLEARFIELD-CURWENSVILLE

1 - LOCATION: Clearfield County, E&P Map C-2. County Seat. Routes 322, 219, 153. 90 mi. from Pittsburgh, Keystone Shortway Interstate Route 80.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail.
Intercity Bus Lines-Fullington's; Continental Trailways.
Airlines-USAir; Alleghany Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 10,696; E&P 86 Est. 9,738
Clearfield 80 Cen. 7,580; E&P 86 Est. 6,830
Curwensville 80 Cen. 3,116; E&P 86 Est. 2,908
NDM-ABC: (80) 71,624
County 80 Cen. 83,578; E&P 86 Est. 85,022
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,254; E&P 86 Est. 3,815
Clearfield 80 Cen. 3,085; E&P 86 Est. 2,745
Curwensville 80 Cen. 1,169; E&P 86 Est. 1,070
NDM-ABC: (80) 24,955
County 80 Cen. 29,151; E&P 86 Est. 30,988

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$264,961,000
Savings & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 36,677

7 - ELECTRIC METERS: Residence 13,074

8 - GAS METERS: Residence, City 964; Bottled Gas 3,920

9 - PRINCIPAL INDUSTRIES: Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Food; Tannery; Coal; Cabinets; Plastic; Pet Prods.; Heavy Equip.; Trans.
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2; last killing frost, May 31.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center-Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts.; Ames Discount Dept. Store Plaza between Clearfield & Curwensville; Ames Shopping Plaza between Clearfield & Phillipsburg; Clearfield Mall: 23 stores located 1 mi. E of Clearfield, JCPenney, Murphy's Mart, Fashion Bug, K mart Plaza, Wolf Run Interchange, Holiday Hair, Card Gallery, County Market, Shoe Tree.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Lertzinger's; JCPenney; Sears; Ames.
Discount Stores-Widmann's; Laurel; K mart; Murphy's Mart.
Variety Stores-McCrory.
Chain Drug Stores-L.F. Widmann; Cowdrick's; Walgreens; Rea & Derick; Rite Aid.
Chain Supermarkets-Riverside 4; AG Mkts. 9; IGA Foodliner 3; Super Duper; Comet Mkt.; County Market; J.G. Food Warehouse.
Other Chain Stores-Singer Co.; J.S. Raub; Wolf Furniture; Sherwin-Williams; Penn Furniture; Kinney's; General Nutrition Ctr., B & J Boat Shop.

14 - NEWSPAPERS: PROGRESS (e) 17,660; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Patrick P. Domico, Mktg. Dir., PROGRESS, 206 E. Locust St.; PO Box 291, Clearfield, PA 16830; Tel. (814) 765-5581.
National Representative: Landon Associates.

COATESVILLE

1 - LOCATION: Chester County. E&P Map E-2 (In Philadelphia, PA-NJ PMSA). Industrial and farm center. 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, DE. On Lincoln Hwy. U.S. 82 and State Hwys. 162, 273.

2 - TRANSPORTATION: Railroads-Reading (freight); Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Reeder's; Royal Limo.

3 - POPULATION:
Corp. City 80 Cen. 10,698; E&P 86 Est. 9,896
NDM-ABC: (80) 76,576
County 80 Cen. 316,660; E&P 86 Est. 348,252
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,928; E&P 86 Est. 3,851
NDM-ABC: (80) 25,247
County 80 Cen. 104,752; E&P 86 Est. 120,408
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 178,459

7 - ELECTRIC METERS: Residence 15,440

8 - GAS METERS: Residence 3,472

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabric 800 ($295).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11 - TAP WATER: Alkaline, moderately soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Lincoln Hwy. bet. 1st and 4th Aves.; 3 blocks bet. 6th and 8th. East of city on Lincoln Hwy. Shpg. Ctr., furn., automobile sales serving new housing development.
Nearby Shopping Centers-Thorndale 4 mi. E. of Rt. 30 (9 stores-IGA; Jamesway Discount, Penn Jersey Auto Store, Thrift Drug); Ingleside (Acme Mkt.); K Mart; Downingtown Farmers Mkt., 4 mi. E. on Lincoln Hwy.; K mart, 11 mi. E., 15 mi. SE; Exton Sq. Mall, 11 mi. E.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Jamesway; K mart.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Thrift; Rite Aid.
Chain Supermarkets-Acme; Super-Thrift Food Bank; IGA; Super Fresh.
Other Chain Stores-Goodyear; Penn Jersey; Atomic Tires Stores; Colonial Vlg. Meat Markets.

14 - NEWSPAPERS: RECORD (e) 6,849; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Timothy V. Biringer, Adv. Mgr., RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.
National Representatives: Landon Associates; Robert Hitchings & Co.

COLUMBIA

1 - LOCATION: Lancaster County (In Lancaster MSA). E&P Map D-3. On U.S. Hwy. 30; State Hwy. 462. 12 mi. from Lancaster or York; 72 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Lancaster-Columbia.

3 - POPULATION:
Corp. City 80 Cen. 10,466; E&P 86 Est. 9,967
County/MSA 80 Cen. 362,346; E&P 86 Est. 390,438

4 - HOUSEHOLDS:
City 80 Cen. 3,877; E&P 86 Est. 3,907
County/MSA 80 Cen. 123,864; E&P 86 Est. 139,379

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$21,500,000
Savings & Loan	3	$15,400,000

6 - PASSENGER AUTOS: County 200,237

7 - ELECTRIC METERS: Residence 3,400

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Malleable Iron 1,200; Clothing 865; Shoes 150; Smelting 100.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-15 blocks on 5 streets.
Neighborhood Shopping Centers-Columbia Plz. and Columbia Shopping Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Some Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Fri., some open every evening except Sun.

13 - RETAIL OUTLETS: Variety Store-McCrory.
Discount Stores-Jamesway.
Chain Drug Stores-Peoples; Hinkle's; Drug Fair.
Chain Supermarkets-Andy's; Weis; Musser's.
Other Chain Stores-Western Auto; C.A. Herr Howe; Columbia Hdwe.; Matter Supply Co.

14 - NEWSPAPERS: NEWS (e) 4,314; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: George C. Gable, Adv. Mgr., NEWS, 341 Chestnut St., Columbia, PA 17512; Tel. (717) 684-2125.
National Representative: Landon Associates.

CONNELLSVILLE SOUTH CONNELLSVILLE

1 - LOCATION: Fayette County, (In Pittsburgh PMSA). E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from PA Tpke. On State Hwys. 119, 201, 711.

2 - TRANSPORTATION: Railroads-B&O (Main line); Western Maryland; Lake Erie, Pittsburgh & West Virginia (freight).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. Cities 80 Cen. 12,615; E&P 86 Est. 11,375
Connellsville 80 Cen. 10,319; E&P 86 Est. 9,211
S. Connellsville 80 Cen. 2,296; E&P 86 Est. 2,164
CZ-ABC: (80) 12,615
RTZ-ABC: (80) 61,391
County 80 Cen. 160,395; E&P 86 Est. 159,110
City & RTZ-ABC: (80) 74,006
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974

4 - HOUSEHOLDS:
Cities 80 Cen. 6,017; E&P 86 Est. 4,298
Connellsville 80 Cen. 5,211; E&P 86 Est. 3,521
S. Connellsville 80 Cen. 806; E&P 86 Est. 777
CZ-ABC: (80) 4,636
RTZ-ABC: (30) 21,224
County 80 Cen. 56,925; E&P 86 Est. 59,132
City & RTZ-ABC. (80) 25,860
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$152,000,000
Savings & Loan	3	$55,000,000

6 - PASSENGER AUTOS: County 76,880

7 - ELECTRIC METERS: Residence 21,439

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: R.R. Shops 3; Glass Making; Sportswear; Auto Trailers.
Principal Pay Days-Glass & Sportswear-Fri.; R.R. 10-11, 25-26.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Crawford Ave.; 4 on Pittsburgh St.
Neighborhood Shopping Centers-8 blocks on W. Crawford Ave.; 1 at E. Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N. on 4 Lane Hwy. (4 Stores). 4 mi. S. on 4 Lane Hwy. (29 Stores).
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Laurel Mall(20)	4	Murphy's Mart, Mont. Ward
Connellsville(9)	NA	Thrift Drug
Foodland(5)	NA	Laurel Foods, Fox Groc.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Metzler's.
Variety Stores-McCrory; Green; McClellan.
Discount Stores-Ames.
Chain Drug Stores-Thrift; Burns; Health Mart; Revco; Healthland.
Chain Supermarkets-Red & White 4; Foodland; Super Dollar; Stop 'N Shop; Shop 'n Save 2; Warehouse Grocery.
Other Chain Stores-Sears.

14 - NEWSPAPERS: COURIER (e) 13,006; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Collins, Pub., COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000.
National Representative: Thomson Newspapers.

CORRY

1 - LOCATION: Erie County (In Erie MSA). E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 7,149; E&P 86 Est. 6,749
County/MSA 80 Cen. 279,780; E&P 86 Est. 282,216

4 - HOUSEHOLDS:
City 80 Cen. 2,690; E&P 86 Est. 2,666
County/MSA 80 Cen. 96,820; E&P 86 Est. 101,843

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$21,580,000
Commercial	3	$512,100,000

6 - PASSENGER AUTOS: County 129,219

7 - ELECTRIC METERS: Residence 4,390

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Furn. 757 ($310); Springs 654 ($290); Aircraft Parts 350 ($205); Engines & Pumps 310 ($360); Steel Fab. 138 ($340); Electronics Comp. 190 ($240).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Ctr. St.; 6 on Main St.; 3 on 1st Ave.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Plz.(6)		Rite Aid
Corry Plz.(8)	NA	Buyers Fair, G.C. Murphy, Bell's

Principal Shopping Days-Mon., Fri., Sat.
Store Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Buyer's Fair; Fisher's Big Wheel; Rite Aid.
Variety Stores-Murphy Mart; Widmann's.
Chain Drug Stores-Eckerd; Rite Aid.
Chain Supermarkets-Bell's; Quality Market; Super Duper; Golden Dawn.
Other Chain Stores-Brown Shoes; Barney's; Firestone; Sears (catalog); Radio Shack; Sherwin-Williams; Kentucky Fried Chicken; McDonald's; Perkins; Pizza Hut.

14 - NEWSPAPERS: JOURNAL (e) 4,068; sworn Sept. 30, 1985.
Local Contact for Advertising Data: George R. Sample, Gen. Mgr., JOURNAL, 28 West South St., Corry, PA 16407; Tel. (814) 665-8291.
National Representative: None.

CURWENSVILLE

See CLEARFIELD

DANVILLE

1 - LOCATION: Montour County, E&P Map D-2, County Seat. On Susquehanna River. State Hwy. 54; U.S. Hwys. 11, I-80.

2 - TRANSPORTATION: Railroads-DL&W; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Intercity; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,239; E&P 86 Est. 4,783
County 80 Cen. 16,675; E&P 86 Est. 17,181

4 - HOUSEHOLDS:
City 80 Cen. 2,125; E&P 86 Est. 2,019
County 80 Cen. 5,551; E&P 86 Est. 5,950

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$327,411,000

6 - PASSENGER AUTOS: County 8,703

7 - ELECTRIC METERS: Residence 4,933

8 - GAS METERS: Residence 1,192

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 550; Auto Valves 603; Mach. 506; Hospitals 3,300; Textiles 120; Woodworking 225

10 - CLIMATE: Min. & Max. Temp.-Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mill St.
Neighborhood Shopping Centers-Ferry St.; North Continental Blvd.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food, Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Dollar General; Midway Dist.
Variety Stores-Coles Hdwe.; Ben Franklin.

Chain Drug Stores-Rea & Derick; Thrift Drug.
Chain Supermarkets-Weis.
Other Chain Store-Firestone.

14 - NEWSPAPERS: NEWS (e) 4,193; sworn Sept. 26, 1985.
Local Contact for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr. or Scott Jeffrey, Adv. Dir., NEWS, 14 E. Mahoning St., Danville, PA 17821; Tel. (717) 275-3235.
National Representative: Landon Associates.

DONORA

See MONESSON

DOYLESTOWN

1 - LOCATION: Doylestown (County Seat). In Bucks County, (In Philadelphia PA-NJ PMSA). E&P Map E-3. Agricultural center, 28 mi. N of Phila.; 77 mi. from NY City; 32 mi. S of Easton; WNW of Trenton, NJ. On U.S. Hwys. 611, 202; State Hwy. 113.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; SEPTA.

3 - POPULATION:
Corp. City 80 Cen. 8,717; E&P 86 Est. 9,001
NDM-ABC: (80) 340,744
County 80 Cen. 479,211; E&P 86 Est. 521,548
PMSA 80 Cen 4,716,818; E&P 86 Est. 4,830,818

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,516; E&P 86 Est. 3,715
NDM-ABC: (80) 115,274
County 80 Cen. 156,648; E&P 86 Est. 178,276
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$126,000,000

6 - PASSENGER AUTOS: County 288,674

7 - ELECTRIC METERS: Residence 2,891

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Textiles; Rubber Prods.; Bldg. Materials; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Centers-S. Rte. 611 (30 stores-Acme, Jamesway, Direct Drug, Girard Bank.)
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Doylestown(20)	NA	Hess's, Acme
Montgomery Mall(120)	12	Bambergers, Sears, JCPenney, Wanamaker
Willow Grove(170)	15	Bloomingdale's, Abraham & Straus

13 - RETAIL OUTLETS: Department Stores-J.K. Musselman; Sears; Acme 10; Hess; JCPenney; Bambergers; John Wanamaker; Bloomingdale's; Abraham & Straus; Artie's; Clover.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Thrift; Rite Aid; Brooks.
Chain Supermarkets-Acme 9; Shopping Center 3; Super Fresh; Shop-Rite; Pathmark; Thriftway; Superaver.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 41,971; (S) 45,414; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broad St., Doylestown, PA 18901; Tel. (215) 345-3000.
National Representative: Sawyer-Ferguson-Walker.

DU BOIS

1 - LOCATION: Clearfield County, E&P Map C-2, 90 mi. from Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Dufast; Continental Trailways.
Airlines-USAir; Crown Airways Commuter Service.

3 - POPULATION:
Corp. City 80 Cen. 9,290; E&P 86 Est. 8,321
CZ-ABC: (80) 11,125
RTZ-ABC: (80) 50,628
County 80 Cen. 83,578; E&P 86 Est. 85,022
City & RTZ-ABC: (80) 61,753

4 - HOUSEHOLDS:
City 80 Cen. 3,593; E&P 86 Est. 3,175
CZ-ABC: (80) 4,283
RTZ-ABC: (80) 17,450
County 80 Cen. 29,151; E&P 86 Est. 30,988
City & RTZ-ABC: (80) 21,733

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: County 36,677

7 - ELECTRIC METERS: Residence 6,278

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 56 ($375); Machine Shop 200 ($320); Meter Mfg. 750 ($325); Auto Springs 225 ($325); Gas Drilling 250 ($400); Graphic Arts 75 ($300); Refractories 40 ($275); Hospitals 500 ($385).
Principal Pay Days-1st, 15th, Fridays.

10 - CLIMATE: First killing frost, Oct. 2; last killing frost, May 16.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Brady St. and Long Ave.; Rte. 219-I-80; Falls Creek Interchange.
Neighborhood Shopping Centers-Sandy Twp. (S. Brady St. and Dixon Ave.); Main St. Mall, N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandy Plz.(8)	NA	K mart, Revco
DuBois Mall(52)	NA	Mont. Ward, Murphy Mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. downtown; daily at Mall & Plz.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Town & Country (women's).
Variety Store-McCrory.
Chain Drug Stores-Cowdricks; Thrift; Revco.
Chain Supermarkets-Shop 'N Save; Riverside 2; Gateway Mkt.
Other Chain Stores-Sherwin-Williams; Western Auto; J.S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott-Johnson.

14 - NEWSPAPERS: COURIER-EXPRESS (e) 11,245; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Margaret G. Sloaf, Adv. Mgr., COURIER-EXPRESS, 52-58 W. Long Ave.; PO Box 407, DuBois, PA 15801; Tel. (814) 371-4200; Brookville Office (814) 849-6737.
National Representative: Landon Associates.

DUQUESNE

See MCKEESPORT

EAST STROUDSBURG

See STROUDSBURG

EASTON, PA-PHILLIPSBURG, NJ

1 - LOCATION: Northampton County, PA; Warren County, NJ (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat (Northampton, PA). 75 mi. W of New York; 55 mi. N of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 115, 191, 45, 611.

2 - TRANSPORTATION: Railroads-Conrail; CRR of N.J.; DL&W; L&H (freight).
Motor Freight Carriers-54.
Intercity Bus Lines-Lanta; Greyhound; Transport of N.J.; Trailways.
Airlines-Eastern; United; USAir; Suburban; Henson; Peoples Express; Ransom; Presidential.

3 - POPULATION:
Corp. Cities 80 Cen. 42,674; E&P 86 Est. 39,030
Easton 80 Cen. 26,027; E&P 86 Est. 23,786
Phillipsburg 80 Cen. 16,647; E&P 86 Est. 15,344
CZ-ABC: (80) 88,068
RTZ-ABC: (80) 205,703
Counties 80 Cen. 309,847; E&P 86 Est. 323,900
Northampton 80 Cen. 225,418; E&P 86 Est. 235,521
Warren 80 Cen. 84,429; E&P 86 Est. 88,379
MSA 80 Cen. 636,714; E&P 86 Est. 663,162
City & RTZ-ABC: (80) 293,771

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 15,605; E&P 86 Est. 15,127
Easton 80 Cen. 9,363; E&P 86 Est. 9,190
Phillipsburg 80 Cen. 6,242; E&P 86 Est. 5,937
CZ-ABC: (80) 31,844
RTZ-ABC: (80) 69,696
Counties 80 Cen. 109,438; E&P 86 Est. 119,697
Northampton 80 Cen. 80,032; E&P 86 Est. 87,515
Warren 80 Cen. 29,406; E&P 86 Est. 32,182
MSA 80 Cen. 230,764; E&P 86 Est. 251,397
City & RTZ-ABC: (80) 101,540

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$625,000,000
Savings & Loan	5	$285,000,000

6 - PASSENGER AUTOS: Counties: Northampton, PA 143,950; Warren, NJ N.A.

7 - ELECTRIC METERS: Residence 36,205

8 - GAS METERS: Residence 17,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 7,200 ($470); Textile & Apparel 5,257 ($243); Paper & Printing 3,956 ($396); Elect. 1,970 ($525); Chem. Prods. 2,026 ($521); Food 525 ($498).

10 - CLIMATE: Min. & Max. Temp.-Spring 7-94; Summer 44-99; Fall 18-87; Winter -4-72. First killing frost, Nov. 3; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping District-6 blocks on Northampton St.; 6 on Third St.; 2 on Ferry St.
Neighborhood Shopping Areas-4 blocks at Cattell & March Sts.; 2 at Berwick & Centre Sts.; 2 at Washington, Butler & Seventeenth Sts. Phillipsburg, NJ: 8 at South Main St.; 5 at Memorial Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmer Park(50)	4	Hess, Clover
25th St. (Easton)(20)	3	Woolworth, Acme
K mart Plaza (Easton)	3	K mart, Weis
Hillcrest Mall (Phillipsburg) (33)	3	Orr's, Acme, Super Fresh, Channel, Woolworth
Bangor, PA(3)	15	Acme
Washington, NJ	13	Acme
Flemington, NJ	25	Shop Rite, A&P
Wm. Penn Plaza	NA	Giant, Thrift Drug

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Tues. & Fri.; Food-Mon. through Sat.; Shopping Centers-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Hess; Orr's 2; Clover.
Discount Stores-Laneco 4; K mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Rea & Derick; Thrift 4; Straup's 2; Rite Aid; Phillipsburg Phcy. 2.
Chain Supermarkets-Acme 2; Super Fresh; Weis Mkt.; Food Lane 6; Shop Rite 2; Giant.
Other Chain Stores-Sears; Farr's; Kinney; Penn Jersey Auto; Gordon Jewelers; Sherwin-Williams 2; The Hub; Endicott-Johnson; Karmelkorn; Radio Shack; Hi Fidelty House; Kay's Jewelers; Deb Shops; Hickory Farms; Freeman Jewelers.

14 - NEWSPAPERS: THE EXPRESS (e) 46,394; (S) 48,430; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward E. Howard, Dir. of Sales & Mktg., THE EXPRESS, 30 N. 4th St., Easton, PA 18042; Tel. (215) 258-7171.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ELLWOOD CITY

1 - LOCATION: Beaver and Lawrence Counties (In Beaver County PMSA). E&P Map A-2. Manufacturing center on W border of state. 38 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads-Pittsburgh & Lake Erie; Baltimore & Ohio.
Motor Freight Carriers-2.
Intercity Bus Lines-Ellwood; Greyhound; Grove City; Smeal.

3 - POPULATION:
Corp. City 80 Cen. 9,998; E&P 86 Est. 9,328
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 20,899
Counties 80 Cen. 311,591; E&P 86 Est. 305,148
Beaver/PMSA 80 Cen. 204,441; E&P 86 Est. 199,241
Lawrence 80 Cen. 107,150; E&P 86 Est. 105,907
City & RTZ-ABC: (80) 30,887

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,885; E&P 86 Est. 3,785
CZ-ABC: (80) 3,885
RTZ-ABC: (80) 6,941
Counties 80 Cen. 109,192; E&P 86 Est. 111,765
Beaver/PMSA 80 Cen. 71,691; E&P 86 Est. 73,001
Lawrence 80 Cen. 37,501; E&P 86 Est. 38,764
City & RTZ-ABC: (80) 10,826

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$239,000,000
Savings & Loan	3	$398,000,000

6 - PASSENGER AUTOS: Beaver County 89,133; Lawrence County 51,100

7 - ELECTRIC METERS: Residence 3,628

8 - GAS METERS: Residence 3,523

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Steel Mill 420 ($375); Steel Scaffolding 104 ($240); Ornamental Iron Work 35 ($240); Cotter Pins 75 ($240); Mach. Shop Equip. 32 ($240); Safety Shoe Foot Guards 10 ($240); Water Softener 190 (N.A.); Powdered Metal Parts 90; Spec. Steel & Wire 210 ($240); Cement 240 ($350); Wood Patterns N.A. ($240); Chem. Mfg. N.A. ($240); Grey Iron & Bronze Castings N.A. ($240).
Principal Pay Days-Alternate Tues.; Some Mills pay Fri. every week.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Lawrence Ave.
Neighborhood Shopping Centers-3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward; Lawrence Village Plaza Rt. 65, 5 mi. N. of Ellwood; Christy's Plaza, Rt. 65, 1 mi. S. of Ellwood; Franklin Plaza, 1 mi. E. on Rte. 288.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fisher's Big Wheel.
Discount Stores-K mart; Murphy Mart.
Chain Drug Stores-Rexall; Cresway.
Chain Supermarkets-Shop 'n Save; Golden Dawn; Giant Eagle.

14 - NEWSPAPERS: LEDGER (e) 7,601; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER, 835 Lawrence Ave., Ellwood City, PA 16117; Tel. (412) 758-5573.
National Representatives: Landon Associates; U.S. Suburban Press.

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ERIE

1 - LOCATION: Erie County (MSA). E&P Map B-1. County Seat. On Lake Erie. 100 mi. E of Cleveland; 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and resort center.

2 - TRANSPORTATION: Railroads-New York; Nickel Plate; Conrail; Bessemer & Lake Erie; Norfolk & Western.
Freight Steamship lines-24.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Bluebird.
Airlines-USAir; Piedmont Commuter; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 119,123; E&P 86 Est. 109,362
CZ-ABC: (80) 199,551
RTZ-ABC: (80) 110,595
County/MSA 80 Cen. 279,780; E&P 86 Est. 282,216
City & RTZ-ABC: (80) 310,146

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,639; E&P 86 Est. 42,052
CZ-ABC: (80) 70,803
RTZ-ABC: (80) 36,809
County/MSA 80 Cen. 96,820; E&P 86 Est. 101,843
City & RTZ-ABC: (80) 107,612

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 129,219

7 - ELECTRIC METERS: Residence 81,201

8 - GAS METERS: Residence 73,74[illegible]

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper, Printing & Pub. 3,100 ($290); Plastics & Rubber 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Prods. 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Mach. & Trans. Equip. 14,100 ($285); Elect. Mach. 5,400 ($229); Food 1,800 ($216).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-87; Summer 42-92; Fall 16-93; Winter -2-66. First killing frost, Oct. 1; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-State St. from 6th to 18th, 7th through 18th Sts. between French & Peach Sts. (two blocks).
Neighborhood Shopping Centers-5 blocks on Parade St.; 5 on W 8th St.; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Erie Plaza(30)	3	Hornes
Perry Plaza(17)	2	Value City
Liberty Plaza(27)	2	Carlisle's
Colony(26)	3	Foodtown
Eastway Plaza(15)	5	Dahlkemper
Central Mall(25)		Revco
Grandview Plz.(8)	2	K mart
Park Plaza(16)	5	Giant Eagle
Zuck Rd. Plz.(2)	4	Rex
Millcreek Mall(153)	5	Sears, JCPenney, Kaufmann, Horne
Village West(11)	5	

Principal Shopping Days-Sat., Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Hornes; Carlisle's; Sears; JCPenney; Kauffman's.
Discount Stores-Value City 2; K mart 3; Hills 2.
Variety Stores-Murphy 2; Woolworth 2; McCrory.
Chain Drug Stores-People's 7; Eckerd 11; Arrow 2; White Cross; Thrift 4; Revco 2.
Chain Supermarkets-Loblaw's 11; Giant Eagle 3; Super Duper 4; Shur Fine 7.
Other Chain Stores-Ladies Apparel: Lane Bryant, Ups 'N Downs, Jean Nicole, Lerners, Brooks, Chic, Foxmoor, Hit or Miss, Fashion Flair, Ormond's; Men's: Richman Bros., Diamonds; Shoes: Thom McAn 2, Kinney, Nobil, Giant, PickWay, Hanover; Others: Tagway; Pittsburgh Plate Glass; Sherwin-Williams; Singer Co.; Firestone; Goodrich; Goodyear; General Tire; Uniroyal; Radio Shack; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m-mon to fri) 28,279; TIMES (e-mon to fri) 48,813; TIMES-NEWS (m-sat) 63,325; (S) 102,910; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gerald J. Szorek, Natl. Adv. Mgr. or Owen Toale, Ret. Adv. Mgr., TIMES-NEWS, 205 W. 12th St., Erie, PA 16534; Tel. (814) 456-8531.
National Representative: Landon Associates.

FARRELL

See SHARON

FRANKLIN

See OIL CITY

GETTYSBURG

1 - LOCATION: Adams County, E&P Map D-3 (In York MSA). 31 mi. SW of Harrisburg; 25 mi. W of York; 50 mi. N of Baltimore, MD; 25 mi. E of Chambersburg.

2 - TRANSPORTATION: Railroads-Gettysburg (freight); Western Maryland (freight).

3 - POPULATION:
Corp. City 80 Cen. 7,194; E&P 86 Est. 6,752
CZ-ABC: (80) 11,992
RTZ-ABC: (80) 67,521
County 80 Cen. 68,292; E&P 86 Est. 71,853
MSA 80 Cen. 381,255; E&P 86 Est. 400,912
City & RTZ-ABC: (80) 79,513

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,523; E&P 86 Est. 2,425
CZ-ABC: (80) 4,075
RTZ-ABC: (80) 22,019
County 80 Cen. 22,897; E&P 86 Est. 25,284
MSA 80 Cen. 135,210; E&P 86 Est. 148,569
City & RTZ-ABC: (80) 26,094

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$300,018,929
Savings & Loan	2	$73,516,829

6 - PASSENGER AUTOS: County 37,259

7 - ELECTRIC METERS: Residence 8,630

8 - GAS METERS: Residence 7,313

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. 518; Shoes 1,950; Textile 974; Food Proc. 1,775 full time and 10,500 seasonal; National Park 300; College and Religious Seminary 750; Appliance Mfg. 750; Printing 250; Paper Supplies 200; Fruit Orchards N.A.; Tourism N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

11 - TAP WATER: Neutral, soft; not fluoridated; chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
No. Gettysburg(10)	1	Ames, Radio Shack, Rea & Derick
Springs Ave.(9)	NA	Factory Outlet, Discount Fabric, Dollar General
N. Hanover Mall	14	K mart, Sears, Bon-Ton, JCPenney, Value City, Toytown
Chambersburg Mall	17	Hess, Gee Bees

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Ames; Rea & Derick; Jamesway.
Variety Store-Murphy Mart; Dollar General; Dollar Bargain.
Chain Drug Stores-Rea & Derick 2; Peoples; Rite Aid.
Chain Supermarkets-Kennies 2; Giant; Weis.
Other Chain Stores-Automotive Supply Co.; Benn's; K&W Tires; T&S Factory Outlet; Martins Shoes; Wall & Ochs; Radio Shack; McDonald's; Hardee's; Kentucky Fried Chicken; Bonanza.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,815; (wknd) 8,556; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Marti A. Starver, Adv. Dir./Gen. Mgr., TIMES, 18 Carlisle St.; PO Box 370, Gettysburg, PA 17325; Tel. (717) 334-1131.
National Representative: Landon Associates.

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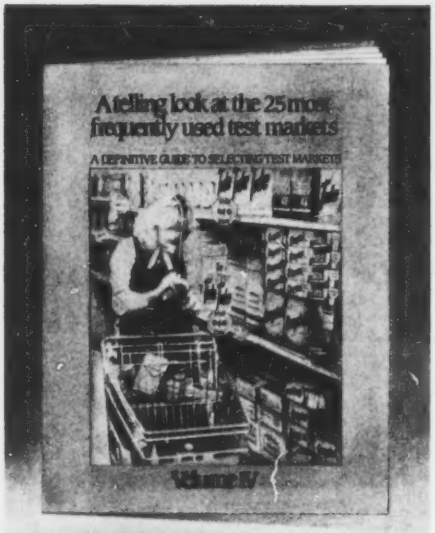

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GREENSBURG

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-3. County Seat. Manufacturing, agriculture and coal mining. On 2 U.S. & five State Hwys.; 5 mi. to PA Tpke.; 30 mi. E of Pittsburgh.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lincoln; Penn.

3 - POPULATION:
Corp. City 80 Cen. 17,558; E&P 86 Est. 18,114
NDM-ABC: (80) 284,599
County 80 Cen. 392,294; E&P 86 Est. 391,226
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; E&P 86 Est. 7,570
NDM-ABC: (80) 99,416
County 80 Cen. 139,233; E&P 86 Est. 144,714
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	18	N.A.
Commercial	19	N.A.

6 - PASSENGER AUTOS: County 186,738

7 - ELECTRIC METERS: Residence County Est. 125,000

8 - GAS METERS: Residence County Est. 90,000

9 - PRINCIPAL INDUSTRIES: Automobile Mfg.; Primary Metal Prods.; Fab. Metal Prods.; Elect. Mach.; Stone, Clay and Glass Prods.; Scientific Instruments and Automatic Temp. Controls; Non-Elect. Mach.; Food Prods.; Rubber and Plastic Prods.; Apparel; Printing and Pub.; Paper Prods; Bituminous Coal; Natural Gas.
Principal Pay Days-Fri., 1st & 15th, 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greengate Mall(90)	NA	JCPenney, Hornes, Mont. Ward
Greensburg Plz.(10)	NA	K mart, Foodland
Eastgate Plz.	NA	Gee Bee
Greensburg(20)	NA	Tile City
Latrobe	NA	K mart, Jamesway, Foodland
Westmoreland Mall(130)	NA	Troutman's, Sears, Murphy's Mart, Kaufman's Shop-N-Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thur., Fri. Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Troutman 5; Allied; Langs; Montgomery Ward; Homes; JCPenney 3; Bon-Ton; Kaufmann's.
Variety Stores-G.C. Murphy 2.
Discount Stores-Gee Bee 2; K mart 4; Murphy Mart 4; Jamesway; Hills 6; Fisher's Big Wheel 2.

Chain Drug Stores-Thrift 4; Widmann; Rite Aid 5.
Chain Supermarkets-Kroger; Foodland 6; Red & White 2; Davis Mkt.; Giant Eagle 2; U-Save; Shop-N-Save 9.

Other Chain Stores-Thom McAn 3; Kinney 2; Gatling Auto 2; Wayne; Weil; Singer Co.; S&H Green Stamps; Islays 2; Kamps Shoes 3; Sun Tile; Joe Workman; Richman Bros.; Firestone; Goodyear; Carlton Men's; Standard Sportswear 2; Father & Son Shoe; Mariann, Spencer Gift 2; Camera & Card Shop; National Record Mart 2; DeRoy Jewelers 2; Fulton Piano 2; Fashion Hosiery; Beltone; Barricini Candy; Kelley & Cohen 4; Hart's; Radio Shack 16; Fabric Fair; Baker Shoes 2; Misc. Shop; Suzy Boutique; Foxmoor Casuals; General Nutrition 2; Herrold Jewelers; Penn Furn.; Wickes Lumber; Hickory Farms 2; Fabric Tree; Baskin-Robbins; Elizabeth Addams; Photocoral 2; Toy Mart; Waldenbooks 2; Watchmaker; Tobacco Vlg. 2; Busy Beaver; 84 Lumber; Hermans; York Steakhouse; Tagway Shoes; Kay Bee Toy; Fotomat; Anderson Little; Casual Corner.

14 - NEWSPAPERS: TRIBUNE-REVIEW (m) 52,210; (S) 79,911; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: H. Robert Schadewald, Mkt. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15601; Tel. (412) 834-1151.
National Representative: Landon Associates.

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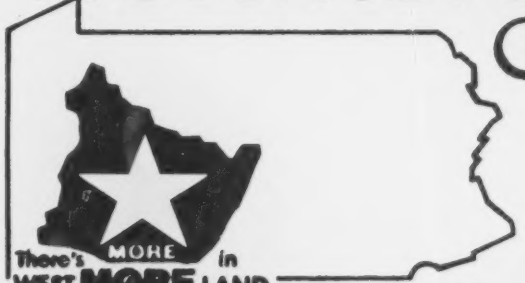

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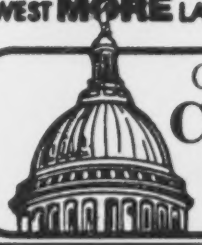

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CALL (412) 834-1151
Tribune-Review

GREENVILLE

1 - LOCATION: Mercer County (In Sharon MSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, OH; 30 mi. E of Youngstown, OH; 60 mi. S of Erie PA. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 16 mi. from I-80.

2 - TRANSPORTATION: Railroads-Conrail; Bessemer & Lake Erie; E&P Div.
Motor Freight Carriers-4.
Intercity Bus Lines-1.
Airlines-Youngstown, OH (25 mi.)

3 - POPULATION:
Corp. City 80 Cen. 7,730; E&P 86 Est. 7,101
CZ-ABC: (80) 7,730
RTZ-ABC: (80) 35,391
County/MSA 80 Cen. 128,299; E&P 86 Est. 129,131
City & RTZ-ABC: (80) 43,121

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; E&P 86 Est. 2,691
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 11,897
County/MSA 80 Cen. 44,657; E&P 86 Est. 47,051
City & RTZ-ABC: (80) 14,684

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	$286,000,000

6 - PASSENGER AUTOS: County 57,149

7 - ELECTRIC METERS: Residence 5,641

8 - GAS METERS: Residence 3,822

9 - PRINCIPAL INDUSTRIES: Iron Castings; Aluminum Ladders; Stainless Steel Pipe; R.R. Cars; Health; Tourism; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Center-5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Plz.(22)	NA	Murphy, Jamesway, Bilo Foods
Colonial Plz.(5)	NA	Valu King
Reynolds Plz.(6)	3	

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-L. L. Keck; JCPenney; N. N. Moss; Jamesway.
Variety Store-Murphy Mart; Ames.
Chain Supermarkets-Golden Dawn; Valu King; Bilo Foods.
Other Chain Stores-Sears (catalog); Montgomery Ward; King of Parts; NAPA; Radio Shack; Hallmark; Servistar; True Value; Firestone; Eastern Medical; Rexall; Carter; J. S. Raub.

14 - NEWSPAPERS: RECORD-ARGUS (e) 5,102; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Simons, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave.; PO Box 711, Greenville, PA 16125; Tel. (412) 588-5000.
National Representative: Thomson Newspapers.

HANOVER

1 - LOCATION: York County (In York MSA). E&P Map D-3. 18 mi. W of York; 14 mi. E of Gettysburg; 40 mi. N of Baltimore and 40 mi. SE of Harrisburg.

2 - TRANSPORTATION: Railroads-Maryland-Penna.; Western Maryland.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 14,890; E&P 86 Est. 13,927
CZ-ABC: (80) 25,660
RTZ-ABC: (80) 193,068
County 80 Cen. 312,963; E&P 86 Est. 329,059
MSA 80 Cen. 381,255; E&P 86 Est. 400,912
City & RTZ-ABC: (80) 218,728

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,149; E&P 86 Est. 5,955
CZ-ABC: (80) 9,980
RTZ-ABC: (80) 62,653
County 80 Cen. 112,313; E&P 86 Est. 123,285
MSA 80 Cen. 135,210; E&P 86 Est. 148,569
City & RTZ-ABC: (80) 72,633

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$450,000,000
Savings & Loan	2	$53,000,000

6 - PASSENGER AUTOS: County 178,582

7 - ELECTRIC METERS: Residence 30,850

8 - GAS METERS: Residence & Commercial 9,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather 2,369; Paper & Printing 2,452; Textile & Apparel 1,249; Food Proc. 1,999; Primary & Fab. Metal 3,705; Furn. 748; Chem., Rubber, Stone 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearview(16)	1	People's, Woolworth, A&P
Hanover Plz.(3)	2	Value City, Kiddie City
No. Hanover Mall(66)	2	Bon-Ton, Sears, K mart
South Hanover(8)	3	Nichols, Hill's, Drug Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown: Mon., Fri., Sat.; Shpg. Ctrs.: every night.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; JCPenney.
Discount Stores-Nichols; Value City; K mart.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-People's; Thrift; Drug Fair; Rite Aid; Revco.
Chain Supermarkets-A&P; Weis; Giant; Super Thrift.
Other Chain Stores-Columbia Jewelers; S&H Green Stamps; Super Shoes; Goodyear; Goodrich; Lowe's; Lumber Yard; 84 Lumber; Ames.

14 - NEWSPAPERS: SUN (e) 20,992; Mar 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Marshall, Adv. Mgr., SUN, 135 Baltimore St.; PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.
National Representative: Thomson Newspapers.

HARRISBURG

1 - LOCATION: Dauphin County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. State Capital and County Seat. On Eastern bank of Susquehanna River; 100 mi. from Phila.; 81 mi. N of Baltimore, MD. Wholesale center for Central PA on Hwys. 22, 322, 422, 11, 15, 111, 230; Interstates 76, 81, 83, & 283.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Main Line. Largest freight classification yards on PA System.
Motor Freight-100 Carriers. 65 terminals.
Intercity Bus Lines-Greyhound; Trailways; Capitol Area Transit.
Airlines-TWA; USAir; United; American; Allegheny Commuter; Henson; Florida Express; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 53,264; E&P 86 Est. 45,367
CZ-ABC: (80) 310,597
RTZ-ABC: (80) 167,058
County 80 Cen. 232,317; E&P 86 Est. 239,812
MSA 80 Cen. 555,901; E&P 86 Est. 582,270
City & RTZ-ABC; (80) 477,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,024; E&P 86 Est. 21,524
County 80 Cen. 88,088; E&P 86 Est. 94,992
MSA 80 Cen. 200,990; E&P 86 Est. 220,536
CZ-ABC: (80) 116,427
RTZ-ABC: (80) 57,000
City & RTZ-ABC: (80) 173,427

5 - BANKS	NUMBER	EST. DEP.
All Banks	142	$4,711,754,000

6 - PASSENGER AUTOS: County 139,855

7 - ELECTRIC METERS: Residence 69,033

8 - GAS METERS: Residence 52,316

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 22,900 ($426); Primary Metals 6,900 ($498); Electric Mach. 2,700 ($353); Non-Durable Goods 27,000 ($322); Food Prods. 10,900 ($406); Trans. and Util. 17,300 ($347); Printing & Publ. 3,600 ($389); State-Local Govt. 50,800; Federal Service 14,500.
Principal Pay Days-Staggered.

10 - CLIMATE: Spring 21-68; Summer 61-92; Fall 43-78; Winter 10. First killing frost, Sept. 28; last killing frost, May 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; Strawberry Square Complex, Market Street, 1 block on Walnut Street.
Major Shopping Centers-Harrisburg East Mall (Paxtang); Capital City Mall (Camp Hill); Colonial Park Mall (Colonial Park); The Point (Union Deposit); Camp Hill Mall (Camp Hill).
Minor Shopping Centers-Derrytown Mall (Hershey), East Park Center (Lawnton), Carlisle Plaza (Carlisle), Summerdale Plaza Shopping Center (Summerdale), Windsor Park Plaza (Mechanicsburg), West Shore Plaza (Lemoyne).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrisburg East Mall(79)	3	John Wanamaker, Hess, JCPenney
Capital City Mall(83)	5	Hess, Sears, Ames
Kline Vlg.(12)	1	Peoples Drug
West Shore Plz.(29)	2	Mont. Ward
Camp Hill(68)	3	Peoples Drug, Boscov's
Colonial Pk.(78)	6	Sears, Pomeroy's, Boscov's
Jamesway Plz.(35)	7	Jamesway
Carlisle Plz.(34)	17	JCPenney, Bon-Ton
Cedar Cliff Mall(14)	4	People's Drug
The Point(38)	5	VFO Fashions, Thrift Drug, Ames

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's 3; Sears 2; John Wanamaker; JCPenney 2; Hess 2; Montgomery Ward; Boscov 2; Best.
Discount Stores-K mart 4; Hills 3; Ames 2; Jamesway 2.
Variety Stores-Woolworth; Kresge; Bills.
Chain Drug Stores-Peoples 20; Rite-Aid 5; Revco 5; Thrift Drugs 4; Drug Fair 2.
Chain Supermarkets-Handy Mkt. 12; Weis 16; A&P 2; Giant 13; Super Thrift 2; IGA 3; 7-Eleven 9; Pathmark 2; Pantry Fresh 2; Hattie Harris 6; Turkey Hill 8; Karns 4; Konhaus 3; Fox's 4.
Other Chain Stores-Innings; Kinney; Stuarts; Stephenson's; Moore's; Hickory Farms; Maternity Mart; Anderson-Little; Silo; Channel; Lowes; Hechinger; Wickes Lumber; Toys R Us.

14 - NEWSPAPERS: PATRIOT (m-mon to fri) 51,123; NEWS (e-mon to fri) 55,045; (sat) 92,645; PATRIOT-NEWS (S) 167,646; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS, 812 Market St.; PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277.
National Representative: Newhouse Newspapers Metro Suburbia.

HAZLETON

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. Southern portion of Luzerne County; shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from NYC; 102 mi. from Philadelphia.

2 - TRANSPORTATION: Motor Freight Carriers-34.
Intercity Bus Lines-Hazleton Transit; Luzerne & Carbon County; Motor Transportation; Valley Transit; Susquehanna Trailway.

3 - POPULATION:
Corp. City 80 Cen. 27,318; E&P 86 Est. 25,027
CZ-ABC: (80) 47,398
RTZ-ABC: (80) 37,362
County 80 Cen. 343,079; E&P 86 Est. 339,526
MSA 80 Cen. 728,796; E&P 86 Est. 738,879
City & RTZ-ABC: (80) 84,760
Demographic Information available from Newspaper. See paragraph 14.

Hazleton Standard-Speaker (all day)
24,336 ABC 3/31/86

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,762; E&P 86 Est. 10,147
CZ-ABC: (80) 18,432
RTZ-ABC: (80) 12,911
County 80 Cen. 125,502; E&P 86 Est. 129,805
MSA 80 Cen. 263,271; E&P 86 Est. 278,843
City & RTZ-ABC: (80) 31,343

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$8,983,618,000
Savings & Loan	5	$332,504,956

6 - PASSENGER AUTOS: County 169,233

7 - ELECTRIC METERS: Residence 62,312

8 - GAS METERS: Residence 5,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 1,735; Mining & Stripping 730.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20; last killing frost, May 15.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Broad St., on Wyoming St., 2 on North Laurel St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Church Hill Mall(14)	2	McCrory, Gee Bees, Super Saver
Laurel Mall(40)	4	Boscov's, Martin's, McCrory
Hazleton(8)	1	Super Saver, Sears, McCrory
Hometown Mall(5)	NA	Laneco, Food Lane
Valmont(3)	NA	Hill's

Principal Shopping Days-Dept. Stores-Wed., Fri., Sat.; Food-Wed., Thur., Fri.

ANOTHER GREAT YEAR IN HAZLETON!

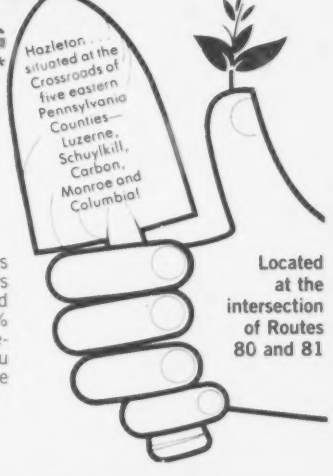
Northeastern Pennsylvania is the 60th SMSA in Population

HAZLETON—WESTERN "GATEWAY TO THE POCONOS"—IS THE GROWING PART OF THAT MARKET—DISPOSABLE INCOME $250,805,000*

Hazleton, Pa.

Standard-Speaker

. . . is a metro market medium that has had a growth of 7% in advertising in the last few years. The first 9 months of 1985 show a continued growth of over 80,000 inches. Our lineage for 1984 was 1,524,676 inches or 21,345,464 lines. In metro market ranking Scranton/Wilkes-Barre/Hazleton ranks 50th in Suburban Population, 65th in Households, 72nd in Effective Buying Income (EBI), 59th in Suburban EBI and 75th in Total Retail Sales of $3,555,379,000. Hazleton is a viable part of this great market. In Auto Sales Hazleton sells $44,601,000 to Wilkes-Barre's $22,296,000 and EXCEEDS Wilkes-Barre in every category of EBI for % of Households by EBI Group PLUS Median Household Buying Power. Is that growth or isn't it? You should take a second look at Hazleton. We're the home of Cadbury Candy's Manufacturing Division.


Hazleton . . . situated at the Crossroads of five eastern Pennsylvania Counties— Luzerne, Schuylkill, Carbon, Monroe and Columbia!

Located at the intersection of Routes 80 and 81

Source: 1985 Survey of Buying Power Sales and Marketing Management

Edwin Gunshore, Advertising Director
21 N. Wyoming St., Hazleton, Pa. 18201 • 717-455-3636
Nationally Represented by Landon Associates

*E&P 1986 Est.

Stores Open Evenings-Dept. Stores-Wed., Fri.; Food-daily.

13 - RETAIL OUTLETS: Department Stores-P. Deisroth's; Sears; Boscov's; Gee Bees; Hill's. **Discount Stores**-Discountland U.S.A.; Gee Bee; K mart; Zayre. **Variety Stores**-Kresge; McCrory. **Chain Drug Stores**-Rea & Derick; Rite Aid; Associated Druggist; General Nutrition Center; CVS. **Chain Supermarkets**-Super-Saver 2; Martin's; Pantry Quik 4; Weis; Discountland USA; IGA 4, Freeland Food Mart; Economy; Hazle Park Meats; A-1 Supermarket; Food Lane. **Other Chain Stores**-Thom McAn; Triangle; Raub's; Glick's; Sherwin-Williams; Women's Apparel: Junior Colony, Fashion Colony, Colony II, Fashion Bug; Men's Stores: The Hub, Metallo's; Furn. Stores: Nathan's, Powell's, Pitman's, Fierro's.

14 - NEWSPAPERS: STANDARD-SPEAKER (all day) 24,336; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Gunshore, Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.
National Representative: Landon Associates.

HUNTINGDON-MOUNT UNION

1 - LOCATION: Huntingdon County, E&P Map C-3. On the Juniata River, 36 mi. E of Altoona; 90 mi. W of Harrisburg, on U.S. Rte. 22. Mount Union is on the Juniata River, 12 mi. E of Huntingdon; 78 mi. W of Harrisburg, on U.S. Rtes. 22 & 522. Location of Raystown Lake, largest man-made reservoir in PA, with boating, fishing, recreational facilities.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. Boroughs 80 Cen. 10,143; E&P 86 Est. 9,763
Huntingdon 80 Cen. 7,042; E&P 86 Est. 7,010
Mount Union 80 Cen. 3,101; E&P 86 Est. 2,753
County 80 Cen. 44,253; E&P 86 Est. 44,005

4 - HOUSEHOLDS:
Boroughs 80 Cen. 3,976; E&P 86 Est. 3,492
Huntingdon 80 Cen. 2,552; E&P 86 Est. 2,413
Mount Union 80 Cen. 1,244; E&P 86 Est. 1,079
County 80 Cen. 14,459; E&P 86 Est. 15,803

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$156,227,000
Savings & Loan	2	$2,740,000

6 - PASSENGER AUTOS: County 20,326

7 - ELECTRIC METERS: Residence 8,275

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 300; Glass 700; Garment 940; Printing 475; Footwear 495; Electronics 500; Engraving & Mach. Prods. 100; R.R. & Util. 325; State Gov't 450; Sand-Stone 265; Wood Prods. 400.
Principal Industrial Pay Days-Textiles, Thur.; Brick Refractories, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; Summer 42-98; Fall 21-90; Winter 11-66; First killing frost, Oct. 6; last killing frost, May 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on 5 streets, 7 units.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoons all year.
Stores Open Evenings-Huntingdon, Fri.; Mount Union, Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Poser's; Miller's.
Variety Stores-McCrory.
Chain Drug Stores-Hilly's; Rite-Aid 2; Widmann's; Health Mart.
Chain Supermarkets-Weis 2; IGA 4; Riverside 2; Food Rite.
Discount Stores-Widmann's.
Other Chain Stores-Sears (catalog) 2; Western Auto 2; Sherwin-Williams; Wolf Furn.; Montgomery Ward 2; Murphy Mart.

14 - NEWSPAPERS: NEWS (e) 13,322; sworn Sept. 26, 1985.
Local Contact for Advertising and Merchandising Data: Kenneth J. Smith, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.
National Representative: Landon Associates.

INDIANA

1 - LOCATION: Indiana County, E&P Map B-2, County Seat. 60 mi. NE of Pittsburgh; 50 mi. W of Altoona.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-2.
Intercity Bus Lines-Fullington Trailways; Blue & White; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 16,051; E&P 86 Est. 15,013
CZ-ABC: (80) 29,228
RTZ-ABC: (80) 63,053
County 80 Cen. 92,281; E&P 86 Est. 94,574
City & RTZ-ABC: (80) 92,281
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,473; E&P 86 Est. 4,244
CZ-ABC: (80) 9,054
RTZ-ABC: (80) 20,944
County 80 Cen. 29,998; E&P 86 Est. 31,982
City & RTZ-ABC: (80) 29,998

5 - BANKS	NUMBER	EST. DEP.
Savings	7	$878,593,000
Savings & Loan	3	over $100,000,000

6 - PASSENGER AUTOS: County 41,318

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tires 345 ($351); Aluminum Doors 858 ($426); Medical Instruments 450 ($390); University 1,400 ($400); Coal Mining 5,200 ($552); Highway & Constr. 595 ($330); Generating 1,071 ($516); Mining Equip. 885 ($333); Chalkboards 127 ($275); Cardiac Pacemakers 30 ($300); Conveyors Equip. 700 ($325); Fab. Metal 1,356 ($310); Util. 1,350 ($550).

10 - CLIMATE: Min. & Max. Temp.-Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Slightly acidic for indiv. wells; medium pH for city water.

12 - RETAILING: Principal Shopping Center-5 blocks on Philadelphia St.
Shopping Centers-Route 119 South, Wayne Ave. extension. Route 119 North-4th St.; Regency Mall, Indiana Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 286 S.	NA	David Weis
Riverside Mini Mall(3)	NA	Woolworth, Eckerd, Riverside
Regency Mall(23)	NA	Riverside, Thrift Drug, Mont. Ward, Murphy's Mart, Hills
Indiana Mall(59)	NA	K mart, Bon Ton, Sears, JCPenney

13 - RETAIL OUTLETS: Department Stores-Brody Bros.; Montgomery Ward; JCPenney; Hills; Sears; Bon Ton.
Discount Stores-Distributors; Hills; David Weis; Murphy Mart; K mart; Heck's.
Variety Stores-G.C. Murphy; Woolworth.
Chain Drug Stores-Thrift; Eckerd; Revco; CVS; Rite Aid 3.
Chain Supermarkets-Riverside 4; Shop & Save 2; Comet; Giant Eagle.
Other Chain Stores-Ben Franklin; Brown's Boot; Penn Furniture.

14 - NEWSPAPERS: GAZETTE (e) 20,945; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael Donnelly, Adv. Dir., GAZETTE, 899 Water St.; PO Box 10, Indiana, PA 15701; Tel. (412) 465-5555.
National Representative: Landon Associates.

IRWIN

1 - LOCATION: Westmoreland County, E&P Map B-3 (In Pittsburgh PMSA). Manufacturing, coal mining and agricultural area; 20 mi. SW of Pittsburgh, near junction of U.S. Hwys. 30 and I-76.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Airlines-USAir, American; Eastern; Nordair Ltd.; Northwest; TWA; United (all at Pittsburgh).

3 - POPULATION:
Corp. City 80 Cen. 4,995; E&P 86 Est. 5,387
County 80 Cen. 392,294; E&P 86 Est. 391,226
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974

4 - HOUSEHOLDS:
City 80 Cen. 2,201; E&P 86 Est. 2,530
County 80 Cen. 139,233; E&P 86 Est. 144,714
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	N.A.

6 - PASSENGER AUTOS: County 186,738

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Machine Tools; Elect. Equip.; Mine Cars; Foundry and Castings; Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 38-103; Fall N.A.; Winter 20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norwin(41)	NA	Thrift Drug, Foodland
Murphy's Mart	NA	Murphy's Mart, Giant Eagle, K mart
Norwin Hills(20)	NA	Hills, Shop N Save

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STANDARD-OBSERVER (e) 13,021; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Bob Livorio, Adv. Dir., STANDARD-OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601.
National Representative: U.S. Suburban Press.

JERSEY SHORE
See LOCK HAVEN

JIM THORPE
See LEHIGHTON

JOHNSTOWN

1 - LOCATION: Cambria County (In Johnstown MSA). E&P Map B-3. In valley formed by the confluence of Stonycreek and Little Conemaugh River; 78 mi. E of Pittsburgh; 38 mi. W of Altoona; 75 mi. N of Cumberland, MD. Steel, coal, regional health service center, Univ. of Pittsburgh at Johnstown.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Conemaugh & Blacklick; Johnstown & Stoney Creek.
Motor Freight Carriers-10 local; 27 steel carriers; 23 general commodity carriers.
Intercity Bus Lines-Blue & White; Greyhound; Cambria Co. Transit; De Bolt; Somerset.
Airlines-USAir Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,496; E&P 86 Est. 30,697
CZ-ABC: (80) 100,456
RTZ-ABC: (80) 250,712
County 80 Cen. 183,263; E&P 86 Est. 176,689
MSA 80 Cen. 264,506; E&P 86 Est. 259,310
City & RTZ-ABC: (80) 351,168

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,211; E&P 86 Est. 12,965
CZ-ABC: (80) 37,135
RTZ-ABC: (80) 84,111
County 80 Cen. 63,375; E&P 86 Est. 63,697
MSA 80 Cen. 91,924; E&P 86 Est. 94,073
City & RTZ-ABC: (80) 121,246

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,359,190,496
Savings & Loan	3	$641,534,916

6 - PASSENGER AUTOS: County 81,975

7 - ELECTRIC METERS: City Residence 13,853

8 - GAS METERS: City Residence 12,844

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals and Metalworking Industries 5,500 ($357); Mining 5,400 (N.A.); Apparel 3,200 ($187); Health Servs. 7,200 (N.A.).
Principal Pay Days-Thur., Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-92; Summer 36-100; Fall 10-82; Winter -1-66. First killing frost, Oct. 31; last killing frost, Apr. 22.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main; 2 on Market; 2 on Clinton; 2 on Washington; 2 1/2 miles on Rt. 56.
Neighborhood Shopping Centers-4 blocks on Central Ave.; Moham; 3 on Fairfield Ave.; Morrellville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Geistown(11)	3	Ideal
Westmont(41)	3	Gee Bee, Cambria Hdwe.
Bel-Air(14)	3	Value City, Wolf's, Today's Living
Richland(60)	5	Riverside, Giant Eagle
Westwood(23)	3	Gee Bee, Hess
University Park(10)	7	JCPenney, Gee Bee, Hills
Richland Mall(105)	7	Sears, Hess, K mart, Riverside Mkt.

Principal Shopping Days-Thur., Sun.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Glossers; Hess 2; Sears; JCPenney.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Rite-Aid 2; Thrift 3; Eckerd; Rexall Group 4; Newman's; Revco 2.
Chain Supermarkets-Giant Eagle 3; AG-Economy 9; Ideal Food 2; Shop-N-Save 4; Riverside 13.
Discount Stores-Gee Bee; K mart; Hills; Value City.

Other Chain Stores-Auto: Gatlings, Goodyear; Shoes: Kinney, Thom McAn, Hanover, Pic-Way; Clothing: Brooks, Burtons, Chess King, Fashion Bug, Foxmoor, LaRose, Motherhood Maternity, No Name, Reunion, Standard Sportswear, Susie Casuals, Ormond's; Jewelry: Kay Jewelers, Gordon's Jewelers; Furniture: Penn, Wolf.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 51,766; (S) 53,554; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jean Block, Natl. Adv. Mgr., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15907; Tel. (814) 536-7048.
National Representative: Landon Associates.

KANE

1 - LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; PA Hwy. 321; 66.

2 - TRANSPORTATION: Railroads-B&O; Chessie.
Motor Freight Carriers-2.
Bus Lines-Continental Trailways; Fullington Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 4,916; E&P 86 Est. 4,848
County 80 Cen. 50,635; E&P 86 Est. 49,771

4 - HOUSEHOLDS:
Borough 80 Cen. 1,919; E&P 86 Est. 1,817
County 80 Cen. 18,294; E&P 86 Est. 18,839

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 20,643

7 - ELECTRIC METERS: Residence 5,385

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Elect. Components; Wood Prods.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixt.

10 - CLIMATE: N.A.

11 - TAP WATER: Spring and well water; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on 8 St. Plz. Shpg. Ctr. (3 Stores-Market Basket) at west end of Kane on Rt. 6.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Wed., Thur., Fri.; General-Fri.

13 - RETAIL OUTLETS: Variety Stores-McCrory.
Chain Drug Stores-Widmann; Eckerd; Rite Aid.
Chain Supermarkets-Market Basket; Quality.

14 - NEWSPAPERS: REPUBLICAN (e) 2,950; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Kathy Schau, Adv. Dir.; Joseph C. Piccirillo, Gen. Mgr.; Richard Coleman, Ed., REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000.
National Representative: Landon Associates.

KITTANNING

1 - LOCATION: Armstrong County. E&P Map B-2. County Seat. On the east bank of Allegheny River. 45 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; Pittsburgh & Shawmut, B&O with 3 mi. connects via Pittsburgh & Shawmut; Chessie System.
Motor Freight Carriers-2.
Intercity Bus Lines-Butler Motor Transit; Mid-County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 5,432; E&P 86 Est. 5,121
CZ-ABC: (80) 18,552
RTZ-ABC: (80) 67,506
County 80 Cen. 77,768; E&P 86 Est. 81,846
City & RTZ-ABC: (80) 86,058
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,287; E&P 86 Est. 2,170
CZ-ABC: (80) 7,283
RTZ-ABC: (80) 23,785
County 80 Cen. 28,066; E&P 86 Est. 30,809
City & RTZ-ABC: (80) 31,068

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$353,000,000
Savings & Loan	3	$252,583,000

6 - PASSENGER AUTOS: County 42,220

7 - ELECTRIC METERS: Residence 29,400

8 - GAS METERS: Residence 12,632

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plate Glass 500; Sanitary Ware 750; Ceramics 500; Coal Mining 1,200; Mushroom Mining 900.
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant.
Neighborhood Shopping Centers-Ford City, 2 blocks on Ford; 3 on Fifth, 2 on Fourth, Kittanning, 2 on Orr; 12 stores in Kittanning Highlands; 26 stores in Franklin Village Shopping Center.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Stores & Food-every night; Kittanning and Ford City-Fri. eve.

13 - RETAIL OUTLETS: Department Stores-Murphy; JCPenney (catalog); Sears (catalog).
Discount Stores-Shoppers' Mart; Jamesway.
Variety Store-Murphy.
Chain Drug Stores-Thrift.
Chain Supermarkets-Foodland; Shop 'N Save 2, Riverside.
Other Chain Stores-Rocket Markets; Sherwin-Williams; Radio Shack; Agway; JoAnn Fabrics; 84 Lumber.

14 - NEWSPAPERS: LEADER-TIMES (e) 11,175; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lonnie L. Peppler, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303.
National Representative: Thomson Newspapers.

LANCASTER

1 - LOCATION: Lancaster County (MSA). E&P Map D-3. County Seat. Widely diversified manufacturing, tounst and agricultural area. College center 64 hwy. mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On U.S. 30 (Lincoln Hwy.); U.S. Hwy. 283.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Conrail (freight).
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-23.
Airlines-Suburban; Allegheny Commuter; Ransome; Pan Am; Peoples Express.

3 - POPULATION:
Corp. City 80 Cen. 54,725; E&P 86 Est. 52,751
CZ-ABC: (80) 188,602
RTZ-ABC: (80) 247,509
County/MSA 80 Cen. 362,346; E&P 86 Est. 390,438
City & RTZ-ABC: (80) 436,111
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,746; E&P 86 Est. 21,226
CZ-ABC: (80) 67,178
RTZ-ABC: (80) 81,117
County/MSA 80 Cen. 123,864; E&P 86 Est. 139,379
City & RTZ-ABC: (80) 148,295

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$2,000,822,451
Savings & Loan	10	$448,454,000

6 - PASSENGER AUTOS: County 200,237

7 - ELECTRIC METERS: County 180,410

8 - GAS METERS: County 33,587

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Furn. 2,700 ($371); Stone, Clay & Glass Prods. 2,100 ($443); Primary Metals 3,100 ($372); Fab. Metal Prods. 7,400 ($440); Mach. & Elect. Equip. 10,300 ($418); Other Durable Goods 7,900 ($414); Food Prods. 6,900 ($479); Textiles 1,600 ($227); Apparel & Related Prods. 4,400 ($205); Printing & Pub. (5,600) ($448); Leather Prods. 700 ($183); Other Non-Durable Goods 4,600 ($407); Contract Constr. 8,500 (N.A.); Trans. & Pub. Util. 7,000 Whol. & Ret. Trade 41,900 (N.A.); Fin., Ins., R.E. 6,100 (N.A.); Servs. & Mining 32,800 (N.A.); Gov't 15,200 (N.A.).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-5 blocks on Queen St.; 5 on King St.; 4 on Prince St.; 3 on Duke St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St. Downtown Stores 140.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lancaster(32)	2	Weis, Kresge, Peoples, Giant
Wheatland(23)	3	Thrift Drug, Dollar General, Morgan & Mailman, Rebman's, Curtis Mathes
Manor(30)	2	Acme, Weis, Cloth World, Radio Shack, Maxwell's, Kinney, Hit or Miss
Lincoln Plaza(22)	3	Weis, Peoples, Jamesway, Stauffer's Mkt.
Bridgeport(6)	2	Jewel T, Peoples, Weis
Park City(175)	3	Sears, Pomeroy's, Woolworth, Watt & Shand, Peoples, JCPenney, T.J. Maxx, Children's Palace,
K mart Plaza(17)	2	K mart, Rite-Aid, Cash & Carry, Mill Store, Weis
East Towne Mall(42)	4	Weis, Kinney, K mart, Radio Shack, Maxwell's, People's, Jamesway, Pearle Vision
Lancaster Outlet City(39)	5	Reading China & Glass, Manhattan Factory Outlet, Warnaco Knitwear
Willow Valley Square(24)	4	Willow Valley Farms IGA, Peoples

Principal Shopping Days-Dept. Stores-Fri., Sat., Mon., Tues.; Food-Thur., Fri., Sat., Mon.
Stores Open Evenings-Downtown-Fri.; Shopping Oenters & Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-Watt & Shand 2; Sears; JCPenney; Pomeroy's; Clover.
Variety Stores-Woolworth 2; H.L. Green; McCrory; Kresge; Maxwell's.
Discount Stores-Nichols 2; K mart 4; Morgan & Mailman 2; Jamesway 3; Silo.
Chain Drug Stores-Peoples 16; Savmart; Thrift; Rite-Aid 2; White Shield 2; Drug Fair; Phar-mor.
Chain Supermarkets-Acme 2; Weis 15; Jewel T 3; IGA; Food Rite 2; Giant 4; Jay's.
Other Chain Stores-Auto Supplies: Firestone 2, General, Goodrich, Goodyear 2; Shoes: Hanover, Thom McAn 3, Buster Brown, Irving's, Father & Son, Kinney 4, Super Shoe; Men's Clothing: Hamburgers, Fillings 2, Anderson-Little, Chess King, Formal Affairs; Women's Apparel: Ormond 2, Lerner's, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casual, Maxwell's 2, Marianne, Limited, Junior Colony 2, Fashion Bug, The Gap, A.S. Beck; Jewelry: Bash, Kay 2, Gordon's, Musselman's; Furniture: Harold's, Good's, Town & Country; Lumber: 84 Lumber, Wickes, Hechinger, Grossman's, Carter, Lowe's; Fabrics: So-Fro, Cloth World, Mill Store; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden, PPG; Books: Provident 4, Waldenbooks, Anchor Christian, Encore 2; Catalog Stores: Jewelcor, S&H Green Stamps, Service Merchandise.

14 - NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 43,921; NEW ERA (e) 57,206; NEWS (S) 97,602 Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Melvin W. Williams, Gen. Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS, 8 W. King St., PO Box 1328, Lancaster, PA 17603; Tel. (717) 291-8700.
National Representative: None.

LANSDALE

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2 - TRANSPORTATION: Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 16,526; E&P 86 Est. 15,989
CZ-ABC: (80) 62,178
RTZ-ABC: (80) 64,821
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
County 80 Cen. 643,621; E&P 86 Est. 684,768
City & RTZ-ABC: (80) 126,999

4 - HOUSEHOLDS:
City 80 Cen. 6,216; E&P 86 Est. 6,315
County 80 Cen. 223,290; E&P 86 Est. 249,003
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730
CZ-ABC: (80) 22,161
RTZ-ABC: (80) 21,444
City & RTZ-ABC: (80) 43,605

5 - BANKS	NUMBER	EST. DEP.
Commercial	21	$8,175,000,000
Savings & Loan	15	$185,755,000

6 - PASSENGER AUTOS: County 430,038

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,503

9 - PRINCIPAL INDUSTRIES: Tile Mfg. 1,000; Elect. Equip. 2,500; Condiments, Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Elect. Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Elect. Laboratories 1,000; Steel Desks, Shelving, etc. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montgomery Mall(122)	NA	Bamberger, JCPenney, Wanamaker, Sears
Hillcrest(14)	NA	
Pennwood Plz.(20)	NA	Stockade, Finnaren & Haley
South Broad(11)	NA	
Sumney Forge Sq.(15)	NA	Colonial Vlg. Meats, North Penn Drugs
Airport Sq.(15)	NA	K mart, Best, Marshall's

Neighborhood Shopping Centers-S. Broad St. Hillcrest Shpg. Ctr., E. Main St.; English Vlg. Rts. 309 & 63, North Wales; Lansdale Shpg. Ctr., West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Vlg. Bethlehem Pike, Spring House; Pennwood Plz., N. Broad St., Lansdale; Chal-Britt Plz.; Chalfont. Sumney Forge Sq.; Upper Gwynedd; Souderton Shpg. Ctr.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Every evening, Sun.

13 - RETAIL OUTLETS: Department Stores-Clover; JCPenney; Wanamakers; Bambergers; Sears; Marshall's.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid 5; Sav-Rite; CVS 2; Thrift 3.
Discount Stores-Jamesway; Clover; K mart 3; Ames; Bradlees.
Chain Supermarkets-Acme 3; Clemens 6; Genuardi's; Stop N Shop; Shop N Bag; Super Fresh; Weiss.
Other Chain Stores-Penn-Jersey Auto; Firestone; Pep Boys; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Finnaren & Haley Paints; Dee's; Lane Bryant; Bakers; Chanolers; Zale's; Anderson Little.

14 - NEWSPAPERS: THE REPORTER (e) 19,276; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Adam Derengowski, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.
National Representatives: Gannett Media Sales; Robert Hitchings & Co.; U.S. Suburban Press; Landon Associates.

LANSFORD

See LEHIGHTON

LATROBE

1 - LOCATION: Westmoreland County. (In Pittsburgh PMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.

2 - TRANSPORTATION: Motor Freight Carriers-8.
Intercity Bus Lines-Westmoreland County Transit Authority.
Airlines-Westmoreland County Airport, Latrobe.

3 - POPULATION:
Corp. City 80 Cen. 10,799; E&P 86 Est. 9,891
CZ-ABC: (80) 18,003
RTZ-ABC: (80) 48,799
County 80 Cen. 392,294; E&P 86 Est. 391,226
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974
City & RTZ-ABC: (80) 66,802

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,336; E&P 86 Est. 4,028
CZ-ABC: (80) 6,899
RTZ-ABC: (80) 16,508
County 80 Cen. 139,233; E&P 86 Est. 144,714
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369
City & RTZ-ABC: (80) 23,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$250,000,000
Savings & Loan	3	$75,000,000

6 - PASSENGER AUTOS: County 186,738

7 - ELECTRIC METERS: Residence 20,400

8 - GAS METERS: Residence 6,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,316; Commun. 313; Chem. 1,270; Constr. 991; Machine Tool & Die 716; Plastics 275; Trans. 250; Engineering & Related 47; Industrial Related 528; Pattern Shops/Castings 275; Ceramics 363; Foams 310; Printing, Adv., Media 191.
Principal Industrial Pay Days-15th & 30th; 10th & 25th.

10 - CLIMATE: Min. & Max. Av. Temp. Est.-Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Ligonier St.; 2 on Depot St.; 2 on Main St.; Latrobe.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Latrobe Shpg. Plz.(36)	3	Foodland Mkt., Thrift Drug, K mart
Lincoln Road(10) Lincoln Ave.	NA	Shop-N-Save, Thrift Drug, Foodland Mkt., McCrory's
Unity	3	Giant Eagle, Revco

Principal Shopping Days-Dept.-Thur., Sat.; Food daily until 10; Shopping Ctrs. until 9:30.

13 - RETAIL OUTLETS: Department Stores-Troutmans.
Discount Stores-Keystone Candy; American Candy.
Variety Stores-G.C. Murphy's.
Chain Drug Stores-Revco; Thrift.
Chain Supermarkets-Foodland; Shop'N Save; Red & White; Giant Eagle.
Other Chain Stores-Shoes: Evans, Mendler; Furniture: Penn; Action Hdwe., K mart; Jamesway; Weiss; Goodyear; Goodrich.

14 - NEWSPAPERS: BULLETIN (e) 9,711; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Caviggia, Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Lebanon County. (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. County Seat. Iron and steel, aluminum, textiles, miscellaneous manufacturing center and hub of nch farm area. S central part of state in heart of Pennsylvania Dutch country; 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh; 8 mi. S of Lebanon interchange of Penna. Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-29.
Intercity Bus Lines-Trailways; Colt.

3 - POPULATION:
Corp. City 80 Cen. 25,711; E&P 86 Est. 22,991
CZ-ABC: (80) 53,269
RTZ-ABC: (80) 35,313
County 80 Cen. 109,829; E&P 86 Est. 112,074
City & RTZ-ABC: (80) 108,582
MSA 80 Cen. 555,907; E&P 86 Est. 582,270

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,121; E&P 86 Est. 9,668
CZ-ABC: (80) 19,186
RTZ-ABC: (80) 18,747
County 80 Cen. 38,327; E&P 86 Est. 40,986
City & RTZ-ABC: (80) 37,933
MSA 80 Cen. 200,990; E&P 86 Est. 220,536

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$298,750,000

6 - PASSENGER AUTOS: County 59,053

7 - ELECTRIC METERS: Residence 12,001

8 - GAS METERS: Residence 4,665

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prod. 3,600 ($300); Apparel-Textiles 3,300 ($180); Food Prods. 1,900 ($155); Chem.-Pharmaceuticals 1,000 ($205); Leather Prods. 1,100 ($155); Machine Industries 1,100 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Cumberland; 2 on 8th; 2 on 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plz.(39)	3	Sears, JCPenney, Hess's
Lebanon Mall	4	Murphy Mart, Boscov's
Palmyra(23)	10	Weis
Plaza 422	2	Giants, Hills

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Tue., Fri.; Shopping Centers every night and Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Boscov's; Murphy Mart; Sears; Nicols; Hess's.
Discount Stores-Hill's; Nichols.
Variety Store-Woolworth.
Chain Drug Stores-People's; Keystone 2; Thrift; Revco.
Chain Supermarkets-Weis 2; Giant.
Other Chain Stores-Firestone; Gordon's Jewelry; Ormond's; Waldenbooks; Radio Shack; Feel Fine; Zale's Jewelry; Cole Book; Kay Jewelers; Hanover Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 25,148; (S) 24,990; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ray C. Sites, Adv. Mgr., NEWS, S. 8th & Poplar Sts., Lebanon, PA 17042; Tel. (717) 272-5611.
National Representative: Landon Associates; Thomson Newspapers.

LEHIGHTON-JIM THORPE-PALMERTON

1 - LOCATION: Carbon County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 mi. NW of Philadelphia.

2 - TRANSPORTATION: Intercity Bus Lines-Continental Trailways; Lakes to Sea; Greyhound; East Penn.

3 - POPULATION:
Corp. Cities 80 Cen. 29,853; E&P 86 Est. 20,129
Lehighton 80 Cen. 5,826; E&P 86 Est. 5,634
Jim Thorpe 80 Cen. 5,263; E&P 86 Est. 5,121
Lansford 80 Cen. 4,466; E&P 86 Est. 4,044
Palmerton 80 Cen. 5,455; E&P 86 Est. 5,330
MSA 80 Cen. 636,714; E&P 86 Est. 663,162
NDM-ABC: (80) 107,930
County 80 Cen. 53,285; E&P 86 Est. 55,004
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,556; E&P 86 Est. 7,280
Lehighton 80 Cen. 2,181; E&P 86 Est. 1,944
Jim Thorpe 80 Cen. 1,880; E&P 86 Est. 1,735
Lansford 80 Cen. 1,883; E&P 86 Est. 1,682
Palmerton 80 Cen. 2,135; E&P 86 Est. 1,919
County 80 Cen. 19,642; E&P 86 Est. 21,229
NDM-ABC: (80) 38,954
MSA 80 Cen. 230,764; E&P 86 Est. 251,397

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$120,000,000

6 - PASSENGER AUTOS: County 25,737

7 - ELECTRIC METERS: Residence Est. 17,300

8 - GAS METERS: Residence Est. 5,000

9 - PRINCIPAL INDUSTRIES: Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furn. & Woodworking; Clothing & Textiles; Fur Proc.; Lamp Making; Chem.; Furn.; Zinc Refinery.
Principal Pay Days-R.R. 15th & 30th; others on Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10; last killing frost, June 17.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Shopping Center-Carbon Plz.-Lane's, Bright's; Walnutport Mall-K mart; Jamesway Plaza.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Fri., Sat.; some Tues., Thur. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bright's; Segel's; Jamesway; Bosco's.
Variety Stores-Newberry's; Spillanes.
Discount Stores-Lane; Mahoning Mart; K mart.
Chain Supermarkets-Food Lane; IGA; Golden Key; A&P 2; Acme; Super Fresh.
Other Chain Stores-G.C. Murphy; Surefine Prods.; Montgomery Ward; Sears; Thrift Drugs; Rea & Derick; 7-Eleven; Turkey Hill Stores; Kinney Shoes.

14 - NEWSPAPERS: TIMES NEWS (e) 16,414; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Reese, Adv. Dir. TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051.
National Representative: Landon Associates.

LEVITTOWN-BRISTOL-LANGHORNE

1 - LOCATION: Bucks County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. On Delaware River. On U.S. 1 and 13.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak; Septa.
Motor Freight Carriers-21.
Intercity Bus Lines-Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.
Airlines-USAir at Mercer Airport and Northeast Philadelphia; All major Airlines through Philadelphia International Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 66,738; E&P 86 Est. 70,022
Bristol 80 Cen. 10,867; E&P 86 Est. 10,108
Langhorne 80 Cen. 1,697; E&P 86 Est. 1,710
Levittown 80 Cen. 54,174; E&P 86 Est. 58,204
CZ-ABC: (80) 148,723
RTZ-ABC: (80) 157,430
County 80 Cen. 479,211; E&P 86 Est. 521,548
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
City & RTZ-ABC: (80) 306,153
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp.Cities 80 Cen. 20,820; E&P 86 Est. 23,684
Bristol 80 Cen. 4,033; E&P 86 Est. 3,962
Langhorne 80 Cen. 542; E&P 86 Est. 557
Levittown 80 Cen. 16,245; E&P 86 Est. 19,165
CZ-ABC: (80) 48,026
RTZ-ABC: (80) 51,684
County 80 Cen. 156,648; E&P 86 Est. 178,276
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730
City & RTZ-ABC: (80) 99,710

5 - BANKS	NUMBER	DEPOSITS
Savings	4	N.A.
Savings & Loan	16	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 288,674

7 - ELECTRIC METERS: Residence 28,690-Levittown 22,190; Fairless Hills 2,500; Bristol 4,000.

9 - PRINCIPAL INDUSTRIES: Machine Shops; Metals; Plastics & Chems.; Corrugated & Parchment; Steel; Constr.; Fabrics; Food; Concrete; Explosives; Hdwe.; Electrical; Trucking; Trans.; Detergents; Lumber; Adhesives.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Levittown Center, Bristol Mill St.; Oxford Valley Mall, Langhorne, Pa.; Neshaminy Mall, Cornwells Heights.
Neighborhood Shopping Centers-Levittown: Fairless Hills, Morrisville, Mid-Way, Country Club; Bristol: Croydon, Feasterville, Glenview, Southampton Pennsbury Plaza, Bucks County Mall; Feasterville: Neshaminy Mall; Cornwells Heights: Warminster Plaza, Davisville Shopg. Ctr., Woodhaven Mall; Richboro: (Cornwells Heights); Richboro Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairless Hills	2	Super Fresh, CVS Phcy., Caldor, Channel
Falls(6)	3	Best, Clover, Acme
Country Club(25)	6	Goodyear, Levine's, Bradlee's, Marshall's
Morrisville(25)	6	Acme
Leeper Village	2	Buckley Hdwe.,
Croydon	7	Acme
Richboro Plaza	15	Great Scot, Shop 'N Bag, Thrift Drug
Southampton	14	Great Scot, Acme
Feasterville(20)	12	Clover, Channel
Neshaminy Mall (100)	12	Woolworth, Sears, Strawbridge & Clothier, Pomeroy's
Levittown(60)	1	Woolworth, Thriftway, Pomeroy's
Oxford Valley(140)	4	Bamberger's, Stern's, Acme, Woolworth, JCPenney, Mr. How, John Wanamaker

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon., Thur., Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's; JCPenney; Sears; Strawbridge & Clothier; John Wanamaker; Stern's; Bamberger's.
Discount Stores-Kiddie City 2; K mart 4; Levitz; Clover Stores; Best; Silo; Bradlee's; Jamesway 2; Caldor.
Variety Stores-Woolworth 3; McCrory 2.
Chain Drug Stores-York 2; Thrift 7; Rite-Aid 2; CVS 2.
Chain Supermarkets-Acme 11; Super Fresh 3; Great Scot 3; Pathmark 4; Thriftway 2; Nu-Way; Shop 'N Bag 10; Harvest; Gervardi.
Convenience Food Stores-Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; other 32.
Other Chain Stores-Gordon Jewelers; Lerner's; Pep Boys; Waldenbooks; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap; Singer Co.; Lafayette Radio; Radio Shack.

14 - NEWSPAPERS: BUCKS COUNTY COURIER TIMES (m-mon to fri) 65,457; (S) 70,999; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Moore, Jr., Nat'l Adv. Mgr., BUCKS COUNTY COURIER TIMES, Route 13, Levittown, PA 19057; Tel. (215) 752-6701.
National Representative: Sawyer-Ferguson-Walker.

LEWISTOWN

1 - LOCATION: Mifflin County. E&P Map C-2. County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of state. 165 mi. from Philadelphia and 156 mi. from Pittsburgh. 60 mi. NW of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-New local airport with 32,000 ft. paved runway.

3 - POPULATION:
Corp. City 80 Cen. 9,830; E&P 86 Est. 8,847
CZ-ABC: (80) 15,471
RTZ-ABC: (80) 45,080
County 80 Cen. 46,908; E&P 86 Est. 46,900
City & RTZ-ABC: (80) 60,551
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,322; E&P 86 Est. 3,914
CZ-ABC: (80) 6,358
RTZ-ABC: (80) 15,332
County 80 Cen. 16,813; E&P 86 Est. 17,561
City & RTZ-ABC: (80) 21,690

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$162,000,000
Savings & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 20,062

7 - ELECTRIC METERS: County Residence 15,203

8 - GAS METERS: City Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 (N.A.); Farm Mach. 1,100 ($192); Electronic 717(N.A.); Mobile Homes 320 ($181); Plastic 70 ($192); Carpet 120 ($236)

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Burnham (2 mi. from city): Giant, Weis, Sears, Jamesway, People's, Fashion Bug, Radio Shack, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.; some Sat.

13 - RETAIL OUTLETS: Department Stores-Danks (operates branches in State College, Bellefonte & Lewistown); The Bon Ton; Jamesway 2; JCPenney.
Variety Stores-McCrory; G.C. Murphy.
Chain Drug Stores-People's 2; Rite Aid; Thift Drug.
Discount Stores-Jamesway 2.
Chain Supermarkets-Giant 2; Weis.
Other Chain Stores-Glick; Diana; Arlene; Sears (catalog); Wolf.

14 - NEWSPAPERS: SENTINEL (e) 13,533; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark Conrad, Adv. Dir., SENTINEL, 6th at Summit Dr., Lewistown, PA 17044; Tel. (717) 248-6741.
National Representative: Landon Associates.

LOCK HAVEN-JERSEY SHORE

1 - LOCATION: Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport MSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North central part of state, 200 mi. from Philadelphia; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; New York & Cleveland.

3 - POPULATION:
Corp. Cities 80 Cen. 14,248; E&P 86 Est. 12,537
Lock Haven 80 Cen. 9,617; E&P 86 Est. 8,456
Jersey Shore 80 Cen. 4,631; E&P 86 Est. 4,081
CZ-ABC: (80)15,467
RTZ-ABC: (80)23,504
Counties 80 Cen. 157,387; E&P 86 Est. 157,688
Clinton 80 Cen. 38,971; E&P 86 Est. 39,568
Lycoming/MSA 80 Cen. 118,416; E&P 86 Est. 118,120
City & RTZ-ABC: (81) 38,971

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,947; E&P 86 Est. 4,110
Lock Haven 80 Cen. 3,261; E&P 86 Est. 2,661
Jersey Shore 80 Cen. 1,686; E&P 86 Est. 1,449
CZ-ABC: (80) 5,464
RTZ-ABC: (80) 8,070
Counties 80 Cen. 55,631; E&P 86 Est. 58,006
Clinton 80 Cen. 13,534; E&P 86 Est. 14,355
Lycoming/MSA 80 Cen. 42,097; E&P 86 Est. 43,651
City & RTZ-ABC: (80) 13,534

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$242,066,792
Savings & Loan	1	$41,113,926

6 - PASSENGER AUTOS: Counties: Clinton 16,003; Lycoming 56,081

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aircraft 1,000 ($320); Paper Prods. 2,000 ($325); Chemicals 340 ($195); Textiles 310 ($240); Garment 1,500 ($250); Elect. Mach. 430 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoewear 110 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Lock Haven: 3 blocks on Main St.; 2 on Bellefonte

Ave.; Jersey Shore: S. Main, 2 blocks; Allegheny, 2 blocks.
Neighborhood Shopping Centers-One block at Mill Hall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mill Hall	3	Roming's
Ames	NA	Thrift Drug, Sears
Clinton Plaza	NA	Acme, K mart, Rea & Derick
Plaza Mall(15)	30	Gee-Bee, Nichols
Lycoming Mall(40)	36	Sears, Hess
Nittany Mall(42)	30	Sears, Hess

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Sears.
Discount Stores-K mart; Ames.
Variety Stores-Woolworth; Newberry 2.
Chain Drug Stores-Widmann 4; Revco; Rea & Derick Weis.
Chain Supermarkets-Weis 3; IGA; Acme.
Other Chain Stores-Wolf; Regal & Blum; Agway; Firestone; Clasters.

14 - NEWSPAPERS: EXPRESS (e) 11,310; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791.
National Representative: Thomson Newspapers.

MAHANOY
See SHENANDOAH

McKEESPORT-DUQUESNE-CLAIRTON

1 - LOCATION: Allegheny County, E&P Map B-3 (In Pittsburgh PMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwy. 48 and 148.

2 - TRANSPORTATION: Railroads-B&O; C&O; P&LE.
Motor Freight-Daily pickup and delivery.
Intercity Bus Lines-Greyhound; Port Authority of Allegheny County.
Airlines-TWA; Northwest; USAir; American; United; Eastern; Peoples; Delta; Nordair.

3 - POPULATION:
Corp. Cities 80 Cen. 53,294; E&P 86 Est. 49,314
McKeesport 80 Cen. 31,012; E&P 86 Est. 28,448
Duquesne 80 Cen. 10,094; E&P 86 Est. 9,745
Clairton 80 Cen. 12,188; E&P 86 Est. 11,121
CZ-ABC: (80) 102,597
RTZ-ABC: (80) 123,856
County 80 Cen. 1,450,085; E&P 86 Est. 1,421,971
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974
City & RTZ-ABC: (80) 226,453

McKeesport News (e)
30,938 ABC 3/31/86

4 - HOUSEHOLDS:
Cities 80 Cen. 21,179; E&P 86 Est. 20,778
McKeesport 80 Cen. 12,321; E&P 86 Est. 12,028
Duquesne 80 Cen. 4,069; E&P 86 Est. 4,149
Clairton 80 Cen. 4,789; E&P 86 Est. 4,601
CZ-ABC: (80) 39,777
RTZ-ABC: (80) 43,096
County 80 Cen. 540,547; E&P 86 Est. 552,005
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369
City & RTZ-ABC: (80) 82,873

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$5,500,000,000
Savings & Loan	2	$225,000,000

6 - PASSENGER AUTOS: County 660,159

7 - ELECTRIC METERS: Residence 22,073

8 - GAS METERS: Residence 16,583

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Basic Steel 18,100 ($418); Pipe Fab. 4,070 ($400); Fab. Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Constr. 2,380 (N.A.); Tool and Die 830 (N.A.).
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-all blocks on Fifth Ave.; 4 on Walnut St.
Neighborhood Shopping Centers-Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley center; Irwin: Norwin Center; Pleasant Hills; Southland Center; Duquesne: Hilltop Center and Duquesne Village; McKeesport: Olympia Center and Eastland Mall; Monroeville: Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro; Century III Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Plz.(68)	NA	JCPenney, Gee Bee
Olympia(37)	NA	Shop'N Save, Zayre, Murphy's
Rainbow Garden(18)	NA	Thrift Drug, Maraccini's
Rt. 30 Plz.(15)	NA	K mart, Revco
Southland(54)	NA	Shop & Save
Gold Circle(21)	NA	Gold Circle, Kroger
Century III(130)	NA	JCPenney, Sears, Kaufmann's, Mont. Ward
Hills Plz.	NA	Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores, Mon., Thur., Sat.; Food, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Helmstadter Bros.; Kaufmann's; Sears; Horne's; Skapik's.
Variety Stores-Woolworth; Hills.
Discount Stores-Kelly & Cohen; K mart; Zayre; Claber; Murphy's Mart; Gee Bee.
Chain Drug Stores-Revco; Thrift Drug 2; Eckerd.
Chain Supermarkets-Giant Eagle 2; Foodland 2; Shop 'N Save 4; Haines 2; Marraccini 3; Payday; Super Dollar 4; Braum's Super Dollar 4; Markowitz 2.
Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 30,938; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: D.M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; (412) 664-9161.
National Representative: Landon Associates.

MEADVILLE

1 - LOCATION: Crawford County, E&P Map A-1, County Seat. Industrial, tourist & agricultural center; Allegheny College. On I-79, U.S. Hwys. 322, 6, 19, and State Hwys. 27, 77, 98; 90 mi. N of Pittsburgh; 90 mi. E of Cleveland; 40 mi. S of Erie.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-CATA; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,544; E&P 86 Est. 14,349
CZ-ABC. (80) 22,336
RTZ-ABC. (80) 48,761
County 80 Cen. 88,869; E&P 86 Est. 90,605
City & RTZ-ABC: (80) 71,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,972; E&P 86 Est. 4,893
CZ-ABC. (80) 8,315
RTZ-ABC. (80) 16,550
County 80 Cen. 30,960; E&P 86 Est. 32,855
City & RTZ-ABC. (80) 24,865

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,826,397,000
Savings & Loan	4	$789,014,956

6 - PASSENGER AUTOS: County 38,009

7 - ELECTRIC METERS: Residence 20,878

8 - GAS METERS: Residence 15,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Metal Forgings & Stampings 1,921 ($345); Flat Glass 750 ($320); Mfg. 6,400 ($360).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-75; Summer 57-92; Fall 35-72; Winter 7-43.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadville Mall(31)	NA	K mart, Mont. Ward Thorne's
Park Ave. Plz.(26)	NA	Carlisle's, Jamesway, Dollar Bargain, Comet Warehouse
Downtown Mall(14)	NA	Riverside, Big Wheel, Weldon's, Peoples Drugs
Saegertown Plz.(5)	NA	Super Duper
Penn-Plaza(7)	NA	County Market

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Wolff's; JCPenney; Carlisle's.
Variety Stores-Dahlkempers.
Discount Stores-Jamesway; Fisher's Big Wheel; K mart; CVS; Dollar Bargain.
Chain Drug Stores-Eckerd; Thrift; Peoples.
Chain Supermarkets-County Market; Golden Dawn; Riverside; Quality Mkt.; Comet Warehouse.
Other Chain Stores-Firestone; Goodyear; Wickes Lumber; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (m) 16,824; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Linda L. Seiver, Adv. Mgr., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370.
National Representative: Thomson Newspapers.

MILTON

1 - LOCATION: Northumberland County, E&P Map D-2. On W branch of the Susquehanna River, 19 mi. S of Williamsport.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,730; E&P 86 Est. 6,193
County 80 Cen. 100,381; E&P 86 Est. 102,266

4 - HOUSEHOLDS:
City 80 Cen. 2,628; E&P 86 Est. 2,435
County 80 Cen. 37,846; E&P 86 Est. 40,168

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,567,237,000
Savings & Loan	2	$33,225,000

6 - PASSENGER AUTOS: County 47,379

7 - ELECTRIC METERS: Residence 3,374

8 - GAS METERS: 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tank Cars 450 ($400); Steel 575 ($300); Food Proc. 1,400 ($280); Textiles 180 ($240); Furn. 900 ($280); Shoes 575 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunbury Plz.(18)	14	Acme, Mont. Ward, Zayre, McCrory
Plaza.(15)	5	Acme, Super Saver, Murphy's Mart, Rea & Derick
Susquehanna Valley Mall(70)	18	Boscov's, Bon-Ton, JC Penney
Lycoming Valley(94)	16	Hess, Gee-Bee, Rea & Derick, Sears, Bon Ton

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers daily.

13 - RETAIL OUTLETS: Department Stores-Famous.
Variety Stores-Newberry.
Discount Stores-Plaza Discount; K mart.
Chain Drug Stores-Rea & Derick; Rite Aid.
Chain Supermarkets-Acme; Weis; Riverside Markets.
Other Chain Stores-Western Auto; Triangle Shoes; JCPenney; Woolworth; Montgomery Ward; Murphy's Mart; Fashion Bug; Bon Ton; Sears; Ames.

14 - NEWSPAPERS: STANDARD (e) 4,397; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Richard R. Rowe, Adv. Mgr., STANDARD, 17-35 Arch St., Milton, PA 17847; Tel. (717) 742-9671.
National Representative: Landon Associates.

MONESSEN-CHARLEROI-DONORA

1 - LOCATION: Westmoreland and Washington Counties (In Pittsburgh PMSA). E&P Map B-3. Monongahela River. 30 mi. SE of Pittsburgh. I-70 and State Hwys. 906, 88.

2 - TRANSPORTATION: Railroads-Amtrak; Pittsburgh & Lake Erie (NYC); Monessen Southwestern; Norfolk-Western.
Motor Freight Carriers-5.
Intercity Bus Lines-88 Transit Lines; Greater Charleroi; Hilltop.

3 - POPULATION:
Corp. Cities 80 Cen. 25,169; E&P 86 Est. 21,567
Monessen 80 Cen. 11,928; E&P 86 Est. 9,870
Charleroi 80 Cen. 5,717; E&P 86 Est. 5,046
Donora 80 Cen. 7,524; E&P 86 Est. 6,651
CZ-ABC: (80) 26,929
RTZ-ABC: (80) 46,641
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974
Counties 80 Cen. 609,368; E&P 86 Est. 608,893
Washington 80 Cen. 217,074; E&P 86 Est. 217,667
Westmoreland 80 Cen. 392,294; E&P 86 Est. 391,226
City & RTZ-ABC: (80) 73,570

4 - HOUSEHOLDS:
Cities 80 Cen. 10,178; E&P 86 Est. 9,268
Monessen 80 Cen. 4,715; E&P 86 Est. 4,109
Charleroi 80 Cen. 2,552; E&P 86 Est. 2,423
Donora 80 Cen. 2,911; E&P 86 Est. 2,736
CZ-ABC: (80) 10,886
RTZ-ABC: (80) 17,127
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369
Counties 80 Cen. 216,266; E&P 86 Est. 225,232
Washington 80 Cen. 77,033; E&P 86 Est. 80,518
Westmoreland 80 Cen. 139,233; E&P 86 Est. 144,714
City & RTZ-ABC: (80) 28,013

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$261,928,000
Savings & Loan	3	$147,421,000
Credit Unions	9	$21,913,000

6 - PASSENGER AUTOS: Counties: Westmoreland 186,738; Washington 103,021

7 - ELECTRIC METERS: Residence 15,706

8 - GAS METERS: Residence 11,802

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel and Coking 5,000 ($320); Glass Mfg. 1000 ($290); Mining 1000 ($320); Food Proc. 842 ($282); Clothing Mfg. 360 (N.A.); Steel Fab. 334 ($268).

10 - CLIMATE: Av. Temp.-Spring 50; Summer 70; Fall 53; Winter 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Monessen: Downtown-3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; Charleroi; Downtown-3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.
Naighborhood Shopping Centers-Monessen; Eastgate, Park Plan, Grand Blvd.; Charleroi, Chamber Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TriCounty(20)	3	Radio Shack, Hills, Revco, Murphy's, Shop 'N Save
K mart Plaza	3	Foodland, Thrift, K mart
Rostraver	8	Foodland
Mon-Valley Plaza(13)	1	Eckerd, Ben Franklin

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Monessen-Wed. & Fri.; Charleroi-Mon., Thur., & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Fisher's Big Wheel; Eisenberg's; Millers; Boston; Cox's; Rach's; David Israel; Oranges.
Discount Stores-Health Mart 3; Army & Navy; Atlas; K mart.
Variety Stores-G.C. Murphy 2; Ben Franklin; McCrory.
Chain Drug Stores-Eckerd; Thrift; Revco; Health Mart 3.
Chain Supermarkets-Foodland 4; Super Dollar; Shop & Save 4; Open Pantry (4).
Other Chain Stores-Sherwin-Williams; Singer; Radio Shack; Pic Way; Busy Beaver; 84 Lumber; Kelley and Cohen; Jo Ann Fabric.

14 - NEWSPAPERS: VALLEY INDEPENDENT (e) 16,834; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John J. Bennati; Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19, Monessen, PA 15062; Tel. (412) 684-5200.
National Representative: Thomson Newspapers.

MOUNT CARMEL

See SHAMOKIN

MOUNT UNION

See HUNTINGDON

NEW CASTLE

1 - LOCATION: Lawrence County. E&P Map A-2. County Seat in W part of Pa. On U.S. Hwys. 422, 224; State 18, 88, 108, 168.

2 - TRANSPORTATION: Railroads-B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).
Motor Freight Carriers-11.
City Owned Intercity Bus Lines-Central Greyhound; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 33,621; E&P 86 Est. 30,273
CZ-ABC: (80) 39,525
RTZ-ABC: (80) 68,420
County 80 Cen. 107,150; E&P 86 Est. 105,907
City & RTZ-ABC: (80) 107,945

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,581; E&P 86 Est. 11,939
CZ-ABC: (80) 14,638
RTZ-ABC: (80) 23,155
County 80 Cen. 37,501; E&P 86 Est. 38,764
City & RTZ-ABC: (80) 37,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$884,838,484
Savings & Loan	2	$319,802,157

6 - PASSENGER AUTOS: County 51,100

7 - ELECTRIC METERS: 37,433

8 - GAS METERS: 23,630

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Primary Metal 157; Mach. 2,027; Stone, Glass & Clay 2,156; Fab. Metal 920; Mining 324.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-64; Summer 35-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7; last killing frost, May 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.
Neighborhood Shopping Centers-4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Call's on Rt. 18 N., 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W. of City; Union Plaza Rt. 224; Lawrence Village Rt. 65; North City Plaza, Rt. 18 N., 3 mi. beyond city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Towne Mall(31)	1	Thrift Drug, Sears
Neshannock Plz.(8)	NA	Union Prescription, Betty's Bridal
North City Plz.(21)	2	Radio Shack, K mart, Joseph's, Revco
Union Plz.(8)	4	Spiegels

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. and Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Troutman's; JCPenney; Sears.
Discount Stores-Fisher's Big Wheel 2; Treasure Island; K mart 2.
Variety Store-G.C. Murphy.
Chain Drug Stores-Eckerd 2; Thrift 2; Revco 3; Medical Center Phcy.; Rite Aid.
Chain Supermarkets-A&M; Joseph's; Tic Toc 2; Ralph's; Valu King 2; Rocky's 2.
Other Chain Stores-Kinney Shoes.

14 - NEWSPAPERS: NEWS (e) 20,741; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David C. Jones, Adv. Dir., NEWS, 27-35 N. Mercer St.; PO Box 60, New Castle, PA 16103; Tel. (412) 654-6651.
National Representative: Landon Associates.

NEW KENSINGTON-TARENTUM-VANDERGRIFT

1 - LOCATION: New Kensington & Vandergrift in Westmoreland County. Tarentum in Allegheny County (In Pittsburgh PMSA). E&P Map B-2. Allegheny-Kiski river valleys. Research and industrial center 20 mi. NE of Pittsburgh on Allegheny Valley Expressway. State Hwys. 28, 56, 88, 366 & 780; U.S. Hwy. 22 and Pennsylvania Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Conemaugh & West Penn Branches.
Motor Freight Carriers-3.
Intercity Bus Lines-Port Authority Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 30,902; E&P 86 Est. 27,746
New Kensington 80 Cen. 17,660; E&P 86 Est. 15,601
Tarentum 80 Cen. 6,419; E&P 86 Est. 6,130
Vandergrift 80 Cen. 6,823; E&P 86 Est. 6,015
NDM-ABC: (80) 178,306
Counties 80 Cen. 1,842,379; E&P 86 Est. 1,813,197
Allegheny 80 Cen. 1,450,085; E&P 86 Est. 1,421,971
Westmoreland 80 Cen. 392,294; E&P 86 Est. 391,226
PMSA 80 Cen. 2,424,289; E&P 86 Est. 2,189,974

4 - HOUSEHOLDS:
Cities 80 Cen. 12,481; E&P 86 Est. 11,654
New Kensington 80 Cen. 7,147; E&P 86 Est. 6,488
Tarentum 80 Cen. 2,584; E&P 86 Est. 2,645
Vandergrift 80 Cen. 2,750; E&P 86 Est. 2,521
Counties 80 Cen. 679,780; E&P 86 Est. 696,719
Allegheny 80 Cen. 540,547; E&P 86 Est. 552,005
Westmoreland 80 Cen. 139,233; E&P 86 Est. 144,714
NDM-ABC: (80) 64,566
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	$697,800,000
Savings & Loan	9	$332,500,000

6 - PASSENGER AUTOS: Counties: Allegheny 660,159; Westmoreland 186,738

7 - ELECTRIC METERS: Residence 31,693

8 - GAS METERS: Residence 27,342

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Fab., Technical 293; Glass Prods. 763; Paint Prods. 357; Steelmaking, Fab. 9,286; Tool & Die 341; Plastic Mfg. 357; Nuclear Prods. 876; Research Centers & Labs 4,902; Garment Mfg. 263; Distilleries 519; Printing 368; Power Plants (2) and Util. 981; Soft Coal Mines 990; Heavy Equip. & Bldg. 666; Foundries (2) 213; Limestone & Cement 101; Tile & Block 111; Mushroom Mines & Dist. 189.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Downtown-New Kensington (13 blocks plus discount center); Vandergrift (9 blocks); Tarentum/Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).
Neighborhood Centers-New Kensington-Arnold-Lower Burrell, Leechburg Rd.; Parnassus District, New Kensington, Rte. 28, Natrona Heights; Pittsburgh St., Springdale & Cheswick; Saxonburg; Russellton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(30)	NA	Hills
Heights Plz.(56)	NA	Joseph Horne Co.
Highlands Mall(25)	NA	Gee Bee
Kiskipark Plz.(15)	NA	Ben Franklin
Riverview Plz.(13)	NA	K mart
Allegheny Plz.(10)	NA	Fisher's Big Wheel
Apollo Plz.(10)	NA	
Cheswick(13)	NA	
Leechburg Plz.	NA	K mart
Harmar Plz.	NA	Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Major and Discount Stores; Food Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Hart's; JCPenney; Joseph Hornes.
Discount Stores-Fisher's Big Wheel; K mart; Gee Bee; Murphy's Mart; Thrift City; Hills; Gold Circle.
Variety Stores-G.C. Murphy; Ben Franklin.
Chain Drug Stores-Thrift 3; Eckerd; Revco 2; Gil's 3; Rite Aid 3.
Chain Supermarkets-Shop 'N Save 7; Golden Dawn 2; Foodland 5; Gee Bee; Giant Eagle 2; IGA 3.
Other Chain Stores-Goodyear; Firestone; Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears (catalog) 2; Singer; Thom McAn; Nobil Shoes; Sherwin-Williams; Tile City; General Electric Appliances; PicWay Shoes; Color Tile; Fashion Bug; Grossman's.

14 - NEWSPAPERS: VALLEY NEWS DISPATCH (e) 39,297; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Scott, Ret. & Natl. Adv. Mgr., VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.
National Representatives: Gannett Media Sales; U.S. Suburban Press.

NORRISTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of NY City; 41 mi. W of Trenton, NJ; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 422, 202; State Hwys. 23, 73, 123. On Schuylkill River, 5 1/2 mi. from Valley Forge, 4 mi. N of PA Turnpike.

2 - TRANSPORTATION: Railroads-Reading; Philadelphia Western.
Motor Freight Carriers-13.
Intercity Bus Lines-SEPTA; Trailways; Greyhound; North Penn.

3 - POPULATION:
Corp. City 80 Cen. 34,684; E&P 86 Est. 33,874
NDM-ABC: (80) 194,895
County 80 Cen. 643,621; E&P 86 Est. 684,768
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; E&P 86 Est. 13,025
NDM-ABC: (80) 65,946
County 80 Cen. 223,290; E&P 86 Est. 249,003
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730

5 - BANKS	NUMBER	EST. DEP.
Commercial	24	$1,320,176,000
Savings	5	$42,720,000
Savings & Loan	15	$1,440,520,000

6 - PASSENGER AUTOS: County 430,038

7 - ELECTRIC METERS: Residence 14,322

8 - GAS METERS: Residence 7,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food and Beverages 6,501; Textile 8,598; Printing & Pub. 4,456; Chem. 7,240; Metal Industries 13,274; Whol. Trade 12,172; Business of Repair 8,919; Ins., R.E. & Fin. 11,072; Constr. 12,964; Mach. Equip. & Supplies 21,114.

10 - CLIMATE: Min. & Max. Temp.-Spring; 40-75; Summer 60-98; Fall 20-80; Winter 10-50; First killing frost, Oct. 10; last killing frost, April 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on W. Main; 4 on E. Main; 8 on Dekalb; 10 on W. Marshall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Sq.(35)	1	Sears, Rite Aid
Plymouth Sq.(22)	2	Woolworth, Super Fresh
Valley Forge(55)	2	Marshall's, Thriftway Foods
Norriton Sq.(17)	2	Shop-Rite, Silo, Dee's Appliance
Park Ridge(20)	3	Zummo's,
Sandy Hill(9)	2	Genuardi's
King of Prussia (152)	4	Wanamaker, Acme, Woolworth, JCPenney, Sears, Bloomingdale's
Swede Sq.(24)	2	Genuardi's, Channel's
Plymouth Mall(116)	6	Hess, Woolworth, Strawbridge & Clothier

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-every evening except Sat; Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; John Wanamaker; Strawbridge & Clothier; Bamberger's; Abraham & Straus; Bloomingdale's; Hess.
Discount Stores-K mart; Clover; Silo's; Dee's Appliance.
Variety Stores-Woolworth 3; Berlin-Spilane 4.
Chain Drug Stores-Rite Aid 2; Thrift Drugs 4.
Chain Supermarkets-Acme 4; Super Fresh 3; Plus Discount; Genuardi's 8; Ficre's 3; Clemens; Shop-Rite; Jewel T 2.
Other Chain Stores-Channel; Grossmans.

14 - NEWSPAPERS: TIMES-HERALD (e) 31,924; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Gehringer, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-3830.
National Representatives: Landon Associates; Robert Hitchings & Co.

OIL CITY-FRANKLIN

1 - LOCATION: Venango County. E&P Map B-2. Adjacent cities in NW PA. on Allegheny River at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys 8, 257, 428.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental Trailways; Lincoln Coach.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 22,027; E&P 86 Est. 20,568
Franklin 80 Cen. 8,146; E&P 86 Est. 7,676
Oil City 80 Cen. 13,881; E&P 86 Est. 12,892
OIL CITY DERRICK NDM-ABC: (80) 102,377
FRANKLIN NEWS-HERALD NDM-ABC: (80) 70,807
County 80 Cen. 64,444; E&P 86 Est. 64,542
Total NDM-ABC: (80) 121,219
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,577; E&P 86 Est. 7,837
Franklin 80 Cen. 3,246; E&P 86 Est. 3,196
Oil City 80 Cen. 5,331; E&P 86 Est. 4,641
County 80 Cen. 22,700; E&P 86 Est. 23,806
OIL CITY DERRICK NDM-ABC: (80) 35,231
FRANKLIN NEWS HERALD NDM-ABC: (80) 24,649
Total NDM-ABC: (80) 41,687

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$2,318,051,470
Savings & Loan	2	$144,454,282

6 - PASSENGER AUTOS: County 26,550

7 - ELECTRIC METERS: Residence 36,054

8 - GAS METERS: Residence 21,501

9 - PRINCIPAL INDUSTRIES: Industry, No. of Emp. (Av. Wkly. Wage)-Petroleum 1,800 ($380); Steel 1,068 ($631); Glass 475 ($379); Printing 300 ($369); Chem. 191 ($369); Machine 3,123 ($397); Transp. & Pub. Util. 1,000 ($379); Whol. & Ret. 3,000 (N.A.); Servs. 2,500 ($240); Gov't. 2,500 (N.A.); Misc. 7,043 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 65-97; Fall 35-75; Winter C-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Area-Franklin-Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area-3 blocks on 13th St. Oil City-Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside

District-4 blocks on Front St., 3 on First St., 2 on State St.
Shopping Centers-K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney 3; Brody's; Bon-Ton.
Variety Stores-Woolworth; G. C. Murphy; Oil City Variety; K mart; Hills.
Discount Stores-Buyers Fair; Jamesway; McCrory.
Chain Drug Stores-Thrift 3; Eckerd; Health Mart; Rite-Aid; General Nutrition.
Chain Supermarkets-Foodland 2; Riverside Mkts. 10; Golden Dawn 4; Comet Mkt.; Country Fair 6; Shop 'N Save; Giant Eagle.
Other Chain Stores-Isaly's; Sherwin-Williams; Western Auto; Printz Clothing 2; Penn Rubber & Supply 2; Pennsy Auto 3.

14 - NEWSPAPERS: FRANKLIN NEWS-HERALD (e) 7,955; OIL CITY DERRICK (m) 16,084; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wm. Toy, Adv. Dir., Venango Newspapers, Inc. NEWS-HERALD and DERRICK, 1510 W. First St., Oil City, PA 16301; Tel. (814) 676-7444.
National Representative: Landon Associates.

PALMERTON

See LEHIGHTON

PHILADELPHIA

1 - LOCATION: Coextensive with Philadelphia County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 8-County Primary Market hub of over 4.8 million people. 90 mi. from N.Y. City; 136 mi. from Washington, D.C. In SE Pennsylvania on Delaware River; 88 nautical mi. from Atlantic Ocean.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Amtrak.
Motor Freight Carriers-100.
Steamship lines, agents and companies-94.
Freight Steamship Lines-28.
Intercity Bus Lines-SEPTA; Red Arrow; 20 smaller bus companies.
Airlines-36; Air Freight-13.

3 - POPULATION:
Corp. City/County 80 Cen. 1,688,210; E&P 86 Est. 1,631,103
NDM-ABC: (80) 1,688,210
Bal. in NDM-ABC. (80) 3,028,608
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
Total NDM-ABC. (80) 4,716,818

4 - HOUSEHOLDS:
City/County 80 Cen. 619,781; E&P 86 Est. 625,225
NDM-ABC: (80) 619,781
Bal. in NDM-ABC: (80) 1,019,549
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730
Total NDM-ABC. (80) 1,639,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	27	$121,936,000,000
Savings & Loan	26	$9,377,754,000

6 - PASSENGER AUTOS: County 533,247

7 - ELECTRIC METERS: 1,385,200

8 - GAS METERS: 1,500,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metal Prods. 30,300; Mach., Elect., & Electronic Equip. 89,900; Trans. Equip. 27,500; Apparel & Other Textile Prods., 23,500; Printing & Pub., 40,100; Chem. & Allied Prods., 36,700; Contract Constr. 83,900; Trans. & Public Util., 93,700; Whol. Trade, 132,800; Ret. Trade, 350,700; Fin., Ins. & R.E., 144,400; Service, 582,700; Gov't, 294,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16; last killing frost, Apr. 1.

11 - TAP WATER: Slightly acid; moderately hard (Schuylkill River); moderately soft (Delaware River); fluoridated.

12 - RETAILING: Principal Shopping Center-Philadelphia Central Business District-Vine Street to South Street between Front and 24th Streets (Includes The Gallery, Center City Enclosed Mall, with 3 dept. stores).
Major Regional Shopping Centers-(Philadelphia County) Roosevelt Mall; (Bucks County) Neshaminy Mall, Oxford Valley Mall; (Chester County) Exton Sq.; Coventry Mall; (Delaware County) Granite Run Mall, Springfield Mall; (Montgomery County), King of Prussia Plz., Court at King of Prussia, Montgomery Mall, Plymouth Meeting Mall; Cedarbrook Mall; Cheltenham Sq.; Suburban Sq.; Wynnewood Ctr.; Abington/Jenkintown, Willow Grove Pk.; (Burlington County) Moorestown Mall; Burlington Ctr.; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall; plus approximately 300 district shopping places in the Philadelphia PMSA.
Principal Shopping Days-Department Stores-Wed., Sat., Sun. Food-Thur., Fri., Sat.
Stores Open Evenings-Major suburban stores open all evenings and Sun. Most chain groceries-Mon. through Sat. until 9 or 10 p.m. Limited hrs. on Sun.

13 - RETAIL OUTLETS: Department Stores-Abraham & Straus (2 in suburbs); Bamberger's (6 in suburbs); Bloomingdale's (2 in suburbs); Gimbels 9 (2 in Phila., 7 in suburbs); Hess (3 in suburbs); JCPenney 11 (1 in Phila., 10 in suburbs); Pomeroy's (4 in suburbs); Sears 12 (2 in Phila., 10 in suburbs); Strawbridge & Clothier, 10 (1 in Phila., 9 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs); B. Altman; Bonwit Teller; Loehmann's; Lord & Taylor; Saks Fifth Avenue; Talbot's.
Major General Merchandise Stores-Clover; K mart; Bradlees; Caldor; Jamesway.
Variety Stores-McCrory; Kross; Murphy's Mart; Newberry; Valu Stores; Woolworth.
Chain Drug Stores-Brooks; CVS; Drug Emporium; Drug Fair; Eckerd; Gene's; Medic-Fair; Peoples; Rite-Aid; Thrift; Rexall.
Chain Supermarkets-Acme; Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; Great Scot; IGA; Pathmark; Pickwell; 7-Eleven; Shop 'N Bag; Shop Rite; Super Fresh; Thriftway; Wawa.
Other Chain Stores-Women's Apparel: Cameo Stores, Deb Shops, Dress Barn, Fashion Bug, Frederick's of Hollywood, The Gap, Hit or Miss, Ladybug, The Limited, Marianne, Roaman's, 16 Plus; Men's Apparel: Adams, Anderson Little, Brooks Brothers, The Hub, Eugene Jacobs, Jack Lang, Mitchell Daroff, Today's Man; Shoe Stores: Baker's, Bally, Beck's, Burt's, Chandler, Endicott-Johnson, Father & Son, Fayva, Flagg Brothers, Florsheim, Hahn Shoes, Hanover, Kinney, Knapp, Lloyd & Haig, Massey, Naturalizer, Pappagallo, Shoe Factory, Shoe Town, Steigerwalt, Stride-Rite, Thayer McNeil, Thom McAn; Automotive; Avellino, Firestone, General Tire, Goodrich, Goodyear, Penn Jersey, Pep Boys, Royal Auto, Uniroyal.

14 - NEWSPAPERS: INQUIRER (m-mon to fri) 492,374; (sat) 435,957; (S) 984,569; Mar. 31, 1986 ABC.
NEWS: (e-mon to fri) 251,876; (sat) 171,133; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Parichy, Adv. Dir., INQUIRER; Rod Wishart, Adv. Dir., NEWS, 400 N. Broad St., Philadelphia, PA 19101. Tel. (215) 854-5425 (Inquirer); (215) 854-5650 (News).
National Representatives: Metropolitan Publishers Representatives; Towmar (Mexico); Knight-Ridder Newspaper Sales.

PHOENIXVILLE

1 - LOCATION: Chester County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23, 29 and 113.

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-2.
Intercity Bus Lines-Werner; SEPTA; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,165; E&P 86 Est. 13,958
CZ-ABC: (80) 14,165
RTZ-ABC: (80) 62,774
County 80 Cen. 316,660; E&P 86 Est. 348,252
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
City & RTZ-ABC. (80) 76,939

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,415; E&P 86 Est. 5,608
CZ-ABC: (80) 5,415
RTZ-ABC: (80) 20,338
County 80 Cen. 104,752; E&P 86 Est. 120,408
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730
City & RTZ-ABC: (80) 25,753

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$210,769,000

6 - PASSENGER AUTOS: County 178,459

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: Residence 2,978

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel N.A.; Pharmaceutical Supplies 507.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-65; Summer 62-85; Fall 43-59; Winter 22-46. First killing frost, Sept. 20; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bridge St.; 2 on Main St.; 1 on Gay St.; 1 on Church St.
Neighborhood Shopping Centers-Nutt Road; Starr Hill; Gateway Shpg. Ctr., Phoenix/Kimberton Mall; Chesterbrook Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
King of Prussia Plz.	10	Wanamakers, Sears, Conran's, JCPenney
Norco Mall(42)	8	Britts, Fields, Sears
Phoenix/Kimberton Mall	2	Jamesway, Thrift Drug, Super Fresh
King of Prussia Court	10	Bloomingdale's, A&S, Bamberger's

Principal Shopping Days-Dept.-Fri.; Food-Wed., Thur., Fri.
Stores Open Evenings-Fri. to 9; Food to 10.

13 - RETAIL OUTLETS: Variety Stores-Jamesway.
Chain Drug Stores-White Shield; Thrift.
Chain Supermarkets-Acme; Genuardi; Mad Grocer; Super Fresh.
Other Chain Stores-Sherwin-Williams; B.F. Goodrich.

14 - NEWSPAPERS: EVENING PHOENIX (e) 6,651; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Susan Hassebroek, Ret. Adv. Mgr., EVENING PHOENIX, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926.
National Representatives: Landon Associates; Robert Hitchings & Co.

PITTSBURGH

1 - LOCATION: Allegheny County (PMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2 - TRANSPORTATION: Railroads-20 railroads including Conrail; Pittsburgh & Lake Erie; Chessie System, Bessemer & Lake Erie; Pittsburgh & Lake Erie.
Motor Freight Carriers-163.
Intercity Bus Lines-Greyhound; Lenzner; Beaver Valley; Bamford; Grove City; Continental Trailways; Butler Valley; Ritchey; Saber's United; Suburban; Lincoln; Debolt-Somerset; 88 Transit.
Airlines-American; Eastern; Nordair-Ltd.; Northwest Orient; TWA; United; USAir; Piedmont; Pan Am; Delta; Air Wisconsin; People Express.

3 - POPULATION:
Corp. City 80 Cen. 423,959; E&P 86 Est. 388,464
CZ-ABC: (80) 1,136,038
RTZ-ABC: (80) 1,562,743
County 80 Cen. 1,450,085; E&P 86 Est. 1,421,971
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974
City & RTZ-ABC: (80) 2,698,781
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 166,067; E&P 86 Est. 163,155
CZ-ABC: (80) 427,738
RTZ-ABC: (80) 551,861
County 80 Cen. 540,547; E&P 86 Est. 552,005
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369
City & RTZ-ABC: (80) 979,599

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$21,270,640,000
Savings	2	$1,411,142,000
Savings & Loan	89	$7,878,554,000

6 - PASSENGER AUTOS: County 660,159

7 - ELECTRIC METERS: Residence 1,027,720 (Pittsburgh MSA)

8 - GAS METERS: Residence 391,837 (Pittsburgh MSA)

9 - PRINCIPAL INDUSTRIES: (Allegheny, Beaver, Fayette, Washington & Westmoreland Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 10,300 ($381); Textile, Apparel 2,500 ($186); Paper Prods. 2,100 ($295); Printing & Pub. 9,200 ($353); Chem. Prods. 10,500 ($413); Oil & Coal Prods. 3,600 ($292); Stone, Clay &

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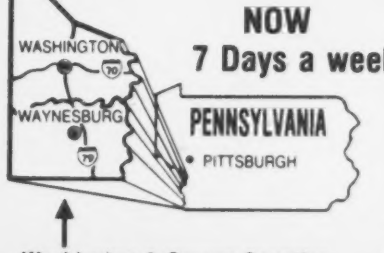

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* Source: ABC Fas-Fax Mar. 31, 1986

Glass 14,400 ($348); Primary Metal 77,400 ($492); Fab. Metal 19,100 ($404); Non-Elect. Mach. 22,700 ($417); Elect. Mach. 20,900 ($382); Trans. Equip. 9,900 (N.A.); Instruments, Rel. Equip. 6,300 (N.A.); Other Durable Goods 2,800 (N.A.); Other Nondurable Goods 200 (N.A.); Total All Mfg. 215,200 ($417).

10 - CLIMATE: Min. & Max. Temp.-Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft 9 months, hard 3 months (June, July, Aug.); fluoridated.

12 - RETAILING: Principal Shopping Center-bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle-300 acres.

Neighborhood Shopping Centers-Homewood-N. Homewood & Kelly St.; East Liberty Mall-Penn & Highland Aves.; Squirrel Hill-Murray, Bloomfield-Liberty & Edmond Ave.; Oakland-Forbes Ave. & Fifth and Atwood Ave.; Greenfield-Greenfield Ave. & Coleman St.; Hazelwood-Hazelwood Ave. to Second Ave.; Lawrenceville-34th & Butler; 52nd & Butler; Uptown-Fifth Ave. from Ross St. to Dinwiddie St.; South Side-E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown-Warrington Ave.; Mt. Washington-Southern Ave. & Shiloh St.; West End-Main St.; Manchester-Beaver & Franklin; North Side-East Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road-Brighton Rd. & California Ave.; Shadyside-Walnut St. & S. Aiken Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegheny Center(70)	1	Sears, Zayre, Woolworth
Beaver Valley Mall(75)	23	Kaufmann's, Sears, Horne's, Woolworth
Century III Mall(145)	8	JCPenney, Sears, Mont. Ward, Kaufmann's
East Hills(63)	8	Zayre, Giant Eagle
Eastland(68)	10	Eckerd, Foodland, Gee Bee
Franklin Mall(46)	35	Sears, Hills, Thrift Drug, Pomeroy's
Great Southern(47)	7	JCPenney, Thrift Drug, T.J. Maxx, Designer Depot
Greengate Mall(95)	23	Horne's, JCPenney, Mont. Ward, G.C. Murphy
Heights Plaza(56)	20	Horne's, G.C. Murphy, Shop 'N Save
Miracle Mile(47)	13	Pharmor, Thrift Drug
Monroeville Mall(125)	12	Designer Depot, Horne's, JCPenney, Giant Eagle, Thrift Drug, T.J. Maxx, David Weis
Northern Lights	18	JCPenney, Hills
North Hills Vlg	7	T.J. Maxx, Giant Eagle, Gee Bee
Northway Mall(35)	8	Horne's, Woolworth, Thrift Drug, G.C. Murphy
Parkway Ctr	2	Zayre, Giant Eagle, K mart, Thrift Drug
Penn Ctr.(10)	10	Sears, Thrift Drug
Penn Hills(60)	11	Giant Eagle
South Hills Vlg.(120)	8	Kaufmann's, Sears, Horne's, Woolworth, Eckerd
Southland(54)	9	Shop 'n Save, T.J. Maxx, Designer Depot, Thrift Drug, Burlington Coat Fac.
Washington Mall(100)	23	JCPenney, Giant Eagle, G.C. Murphy, Thrift Drug, K mart
Westmoreland Mall(90)	30	Kaufmann's, Sears, Rite Aid, Pomeroy's
Whitehall Terrace	6	Horne's, G.C. Murphy, Revco
Village Sq.	NA	Giant Eagle, Hills, Loehmann's, David Weis

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's, Joseph Horne, Sears, JCPenney, Montgomery Ward.
Discount Stores-Gee Bee, Zayre, Murphy's Mart, K mart, Hill's.
Variety Stores-McCrory, Murphy, Woolworth, Murphy's Mart, Zayre.
Chain Drug Stores-Thrift 55, Revco 52, Rite Aid 33, Leader 19, Eckerd 27, Pharmor.
Chain Supermarkets-Foodland 66; Giant Eagle 44; Shop 'N Save 57; Golden Dawn 10; Super Dollar 25.
Other Chain Stores-Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lane Bryant; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes, Spiegel (catalog); Standard Sportswear; Saks Fifth Avenue; Kinney; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Brooks Bros.; Anderson-Little; Anders; Bailey, Banks & Biddle; Designer Depot; T.J. Maxx; The Appliance Store; David Weis.

14 - NEWSPAPERS: POST GAZETTE (m-mon to fri) 173,482; (m-sat) 160,977; Mar. 31, 1986 ABC. PRESS (e-mon to fri) 255,849; (sat) 210,416; (S) 579,910; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Smith Purdum, Adv. Dir., POST-GAZETTE and PRESS, PO Box 566, Pittsburgh, PA 15230; Tel. (412) 263-1252.
National Representatives: Sawyer-Ferguson-Walker.

POTTSTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. Industrial center. 37 mi. NW of Phila.; 26 mi. NW of King of Prussia; 18 mi. SE of Reading; 32 mi. S of Allentown; 20 mi. N of Exton; on Schuylkill River. On U.S. Hwy. 422. Benjamin Franklin Hwy.; State Hwys. 724, 100 & 663 (to PA Tpke. & I-80).

2 - TRANSPORTATION: Railroads-Rail freight only.
Intercity Bus Lines-Pottstown Transit, Inc.; Werner Trailways; SEPTA.
Motor Freight Carriers-11.
Airlines-Limousine service to Philadelphia International Airport; Air Freight & Charter at Pottstown Airport (Limerick). Municipal Airport (Pottstown).

3 - POPULATION:
Corp. City 80 Cen. 22,729; E&P 86 Est. 22,003
NDM-ABC. (80) 137,717
County 80 Cen. 643,621; E&P 86 Est. 684,768
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,867; E&P 86 Est. 9,204
NDM-ABC. (80) 47,458
County 80 Cen. 223,290; E&P 86 Est. 249,003
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$5,719,651,423
Savings & Loan	11	$112,500,000

6 - PASSENGER AUTOS: County 430,038

7 - ELECTRIC METERS: Residence 75,653

8 - GAS METERS: Residence 9,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 422; Food Equip. Prods. 1,328; Boilers, Heating 643; Automotive Prods., Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Prods. Metal Prods., Finishing 758; Pipe 270; Packaging 660; Burial Caskets; Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Health Servs. 1,000.
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1; last killing frost, Feb. 15.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on High St., Hanover St., Charlotte St., Washington St.
Neighborhood Shopping Centers-E. End (Moser Rd.); N. End (Mervine St.); W. End Rt. 100 Thrift-way Suburbia Center Rt. 100; Coventry Mall Rt. 100 Bypass & 724; Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne; Royersford; Phoenix-Kimberton Mall, Rte. 724.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Ctr	2	K mart
Coventry Mall(60)	1	Sears, Hess, Pomeroys, Jefferson Ward
North End Ctr.(19)	1	Acme, Woolworth, Rea & Derick

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Tues., Wed., Thur., Fri., Shpg. Ctrs.-Mon through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears, Jefferson-Ward; Hess; LeFevre Bros.; New York Store; Boscov's; Pomeroys.
Discount Stores-Ice City; K mart 2; Jamesway; Ames 2.
Variety Stores-Newberry; Woolworth 2.
Chain Drug Stores-Thrift 2; Rea & Derick 2; Rite Aid 4; CVS; Sunset Pharmacy; Canning's; Professional Pharmacy; Patton Pharmacy.
Chain Supermarkets-Super Fresh; Acme 2; Thriftway 3; Weis 3; Shop Rite; IGA; Wawa; 7-Eleven 3; Pathmark; Redner's 3; Genuardi 2; Jewel T.
Other Chain Stores-A.D. Moyer Lumber; Penn Jersey; Western Auto 2; Pep Boys; 84 Lumber; Singer Co.; Endicott Johnson; Fecera; Grossman's; Father & Son; Radio Shack; Pet Carnival; Lippman's Jewelers; Hub; Feel Fine; Sherwin-Williams; M.A.B.; Don Sand's Glidden; Rickels; The Gap; Rax.

14 - NEWSPAPERS: MERCURY (m) 28,513; (S) 29,183; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Pfeiffer, Adv. Dir., MERCURY, Hanover & King Sts., Pottstown, PA 19464; Tel. (215) 323-3000.
National Representatives: Landon Associates; Robert Hitchings & Co.

POTTSVILLE

1 - LOCATION: Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy. 61; State Hwys. 209 & 183.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-Schuylkill Transportation; Capital Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,195; E&P 86 Est. 16,953
NDM-ABC. (80) 97,470
County 80 Cen. 160,630; E&P 86 Est. 158,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,944; E&P 86 Est. 6,701
County 80 Cen. 59,948; E&P 86 Est. 61,835
NDM-ABC. (80) 35,589

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,989,645,000
Savings & Loan	5	$288,490,299

6 - PASSENGER AUTOS: County 79,010

7 - ELECTRIC METERS: Residence 7,200

8 - GAS METERS: Residence 2,651

9 - PRINCIPAL INDUSTRIES: Aluminum and Plastic Extrusion; Anthracite Mining; Bldg. Materials; Commercial Tanks; Elect. Appliances (lamps, etc.); Leather Prods. (shoes); Mirrors; Mach. Tools; Metal Cabinets; Mobilehomes; Ball Point Pens; Apparel; Polyethelene Film; Screws & Anchors; Steel Doors; Frames; Trucks; Trailers.
Principal Industrial Pay Days-Thur., Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pottsville Plz.(6)	1	Automotion, Acme
Pottsville-Minersville(4)	3	
Cressona Mall(26)	3	Hills, Acme, Laneco, Rea & Derrick
Fairlane Mall(60)	1	Boscov's, Rea & Derick, Radio Shack, Listening Booth
Schuylkill Mall(90)	8	Sears, Hess, Pomeroy's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown: Thur., Fri. Food: Mon. through Sat.; Shpg. Ctrs.: Mon through Sat. Most malls and food mkts. open Sundays.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's; Sears; Boscov's; Hess.
Discount Stores-Hills; Gee Bee; K mart; Laneco.
Variety Store-McCrory.
Chain Drug Stores-Rite-Aid 2; Rea & Derrick 3.
Chain Supermarkets-Acme 6, UGA 2; Weis 2, IGA 3; Giant Food.
Other Chain Stores-Firestone; Fashion Colony; Junior Colony; Radio Shack; Kays; Zale's; Kinney; Glick; Thom McAn.

14 - NEWSPAPERS: REPUBLICAN (e) 28,766; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Russell A. Farley, Adv. Mgr., REPUBLICAN, PO Box 209, Pottsville, PA 17901; Tel. (717) 622-3456.
National Representative: Landon Associates.

PUNXSUTAWNEY

1 - LOCATION: Jefferson County. E&P Map B-2. New industrial site, 86 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

2 - TRANSPORTATION: Railroads-B&O; Shops of B&O are located here.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,479; E&P 86 Est. 6,976
County 80 Cen. 48,303; E&P 86 Est. 49,295
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,950; E&P 86 Est. 2,636
County 80 Cen. 17,260; E&P 86 Est. 18,386

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$310,000,000

6 - PASSENGER AUTOS: County 22,759

7 - ELECTRIC METERS: Residence 6,206

8 - GAS METERS: Residence 3,182

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Carbon 650; Metal Stamping & Plating; Loudspeakers 758.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Punxy Plz.(10)	NA	Sears, Thrift Drug
Jamesway(5)	NA	Rea & Derick

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Murphy's Mart; Jamesway.
Chain Drug Stores-Thrift; Rite Aid.
Chain Supermarkets-Comet Mkt. 2; Riverside.
Other Chain Stores-Wolf; Western Auto.

14 - NEWSPAPERS: SPIRIT (m) 6,028; sworn Sept. 12, 1985.
Local Contact for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT, 107-109 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.
National Representative: Landon Associates.

QUAKERTOWN

1 - LOCATION: Bucks County. (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 45 mi. N of PA; 20 mi. S of Allentown-Bethlehem.

2 - TRANSPORTATION: Airlines-At Philadelphia International Airport; A.B.E. Airport.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Edwards; Reading.

3 - POPULATION:
Corp. City 80 Cen. 8,867; E&P 86 Est. 9,827
NDM-ABC. (80) 80,511
County 80 Cen. 479,211; E&P 86 Est. 521,548
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,415; E&P 86 Est. 3,947
NDM-ABC. (80) 27,609
County 80 Cen. 156,648; E&P 86 Est. 178,276
PMSA 80 Cen. 1,639,330; E&P 86 Est. 1,751,730

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 288,674

7 - ELECTRIC METERS: Residence 3,897

8 - GAS METERS: Residence 3,585

9 - PRINCIPAL INDUSTRIES: Clothing; Hosiery; Tile Foundry; Pipe Foundry; Paper; Garage Doors; Elect. Equip.; Paper Business Forms; Steel. Median household wkly. income ($258).

10 - CLIMATE: N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown-83 stores on 10 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Quaker Vlg.(15)	NA	Rite Aid, Acme
Richland Mall(35)	NA	Clemens, Hess
Montgomery Mall(160)	NA	JCPenney, Sears, Wanamaker, Jamesway
Country Sq.(12)	NA	Sears, Budco

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Sundays; Food: Open Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Saul's; Hess; H. Leh; Wanamaker; Bamberger's; Strawbridge; JCPenney; Ames.
Discount Stores-K mart; Laneco; Jamesway.
Chain Drug Stores-Thrift; Rea & Derick; Rite-Aid.
Chain Supermarkets-Acme; IGA; Moyers Mkts.; Laneco; Genuardi; Weiss; Clemens.
Other Chain Stores-Western Auto.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 5,763; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Phyllis A. Meyers, Adv. Dir., FREE PRESS, 312 W. Broad St., Quakertown, PA 18951; Tel. (215) 536-6820.
National Representatives: Landon Associates; Robert Hitchings & Co.; U.S. Suburban Press.

READING

1 - LOCATION: Berks County (In Reading MSA). E&P Map E-3. County Seat. Industrial center. SE part of state. On banks of Schuykill River, 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

2 - TRANSPORTATION: Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Rieber.
Airlines-USAir; Suburban; General Aviation; Air Pennsylvania.

3 - POPULATION:
Corp. City 80 Cen. 78,686; E&P 86 Est. 73,455
CZ-ABC: (60) 187,934
RTZ-ABC: (80) 126,549
County/MSA 80 Cen. 312,509; E&P 86 Est. 324,903
City & RTZ-ABC: (80) 314,483
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,902; E&P 86 Est. 31,908
CZ-ABC: (80) 72,493
RTZ-ABC: (80) 42,777
County/MSA 80 Cen. 114,544; E&P 86 Est. 124,231
City & RTZ-ABC: (80) 115,270

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$89,000,000,000
Savings	2	$28,000,000
Savings & Loan	4	$5,876,446,000

6 - PASSENGER AUTOS: County 177,383

7 - ELECTRIC METERS: County 133,974

8 - GAS METERS: County 45,245

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 8,300 ($513); Iron & Steel Foundries 2,400 ($354); Fab. Metal Prods. 2,600 ($307); Non-Electric Mach. & Trans. Equip. 6,200 ($525); Electric & Electronics Equip. 9,800 ($469); Food & Kindred Prods. 4,700 ($305); Sugar & Confectionery 1,700 ($272); Textile Mill Prods. 4,200 ($240); Knitting Mills 3,000 ($224); Apparel & Other Textile Prods. 4,400 ($208); Women's & Misses' Outerwear 1,700 ($191); Paper & Allied Prods. 1,500 ($523); Printing & Pub. 1,200 ($365); Chem. & Allied Prods. 1,500 ($422); Petroleum, Rubber & Misc. Plastic Prods. 2,100 ($323; Leather & Leather Prods. 1,000 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Penn St.; 3 blocks on N. 5th St.; 3 blocks on N. 9th St.
Neighborhood Shopping Centers-Penn Ave. in West Reading.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antietam Valley(7)	2	Thrift Drug
Berkshire Mall(90)	3	Sears, Pomeroy's, Wanamaker
Berkshire Mall West(14)	3	Acme
Fairgrounds Sq.(61)	3	JCPenney, Boscov's
Maderia Plz.(28)	3	Nichol's
Muhlenberg(20)	3	McCrory, Weis, Channel Home Ctr.
Reading Mall(17)	3	Boscov's, Weis
Shillington(12)	2	Nichol's, Channel, Thriftway

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Stores-Mon., Thur.; Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's (Allied); Sears; Wanamakers; JCPenney.
Discount Stores-Nichols 3; Boscov's 3; K mart 3.
Variety Stores-Kresge; Woolworth; McCrory 3.
Chain Drug Stores-W. B. Boyer 4; Revco 4; Rite Aid 5; Peoples 2; Thrift 4; Keystone; Reading; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe.
Chain Supermarkets-Redner's 9; Weis 6; Acme 7; IGA 10; Shop-Rite; Thriftway 5; Wawa; Pathmark 2; AM Markets; Turkey Hill 15; Mr. Food; Jewel T.

14 - NEWSPAPERS: TIMES (m) 45,949; EAGLE (e) 36,620; EAGLE (S) 113,715; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Terry Beilhart, Gen. Adv. Mgr., EAGLE-TIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 373-4221.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RIDGWAY

1 - LOCATION: Elk County. E&P Map C-2. County Seat. Residential center. 125 mi. N of Pittsburgh. 127 mi. S of Buffalo, NY. Hwys. 219, 120, 948, 949.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Allegheny.
Motor Freight Carriers-4.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,604; E&P 86 Est. 5,244
County 80 Cen. 38,338; E&P 86 Est. 38,116

4 - HOUSEHOLDS:
City 80 Cen. 2,142; E&P 86 Est. 1,691
County 80 Cen. 12,902; E&P 86 Est. 13,380

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 16,975

7 - ELECTRIC METERS: Residence 4,680

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brake Lining 300; Powdered Metal 400; Color for Ink 135; Tool & Die 50.
Principal Pay Days-Wkly., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 43-94; Fall 20-89; Winter 10-67. First killing frost, Oct. 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 blocks on N. Broad.
Neighborhood Shopping Centers-St. Marys Shopping Plz.; St. Marys Downtown; Johnsonburg.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Store-G.C. Murphy.
Chain Supermarkets-Riverside; Market Basket; Gateway Market.

14 - NEWSPAPERS: RECORD (e) 3,470; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Lynne Daughenbaugh, Adv. Mgr., RECORD, PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.
National Representative: Landon Associates.

ROCHESTER
See BEAVER

ST. MARYS

1 - LOCATION: Elk County. E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2 - TRANSPORTATION: Railroads-Allegheny.
Intercity Bus Lines-Trailways; A.T.A.
Motor Freight Carriers-2.
Airlines-American; United; USAir; BAT Air.

3 - POPULATION:
Corp. City 80 Cen. 6,417; E&P 86 Est. 5,701
County 80 Cen. 38,338; E&P 86 Est. 38,116

4 - HOUSEHOLDS:
City 80 Cen. 2,321; E&P 86 Est. 1,747
County 80 Cen. 12,902; E&P 86 Est. 13,380

5 - BANKS	NUMBER	EST. DEP.
Banks	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 16,975

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence County 10,500; City 5,633

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Carbon Prods. 3,853 ($350); Light Bulbs 478 ($380); Powder Metal Prods. 678 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11 - TAP WATER: Acidic, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks in center of town; St. Mary's Plz. on Rt. 255.
Neighborhood Shopping Centers-Rt. 255.
Principal Shopping Days-Tues., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Ames; Big Wheel.
Variety Store-G. C. Murphy.
Chain Drug Stores-Thrift Drug.
Chain Supermarkets-Nation Wide 4; Riverside; Pfaffs; Loblaws; Market Basket.

14 - NEWSPAPERS: PRESS (e) 5,489; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Thomas E. Miller, Natl. Adv. Mgr., PRESS, 245 Brussels St.; St. Marys, PA 15857; Tel. (814) 781-1596.
National Representative: Landon Associates.

SAYRE-ATHENS, PA-WAVERLY, NY

1 - LOCATION: Sayre and Athens in Bradford County, PA; Waverly in Tioga County, NY. E&P Map D-1. 17 mi. SE of Elmira, NY. Home of Guthrie Clinic, Robert Packer Hospital & Guthrie Medical Center.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 15,311; E&P 86 Est. 14,159
Sayre 80 Cen. 6,951; E&P 86 Est. 6,502
Athens 80 Cen. 3,622; E&P 86 Est. 3,239
Waverly 80 Cen. 4,738; E&P 86 Est. 4,418
Counties 80 Cen. 112,731; E&P 86 Est. 117,239
Bradford, PA 80 Cen. 62,919; E&P 86 Est. 65,175
Tioga, NY 80 Cen 49,812; E&P 86 Est. 52,064
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,791; E&P 86 Est. 5,209
Sayre 80 Cen. 2,572; E&P 86 Est. 2,280
Athens 80 Cen. 1,427; E&P 86 Est. 1,198
Waverly 80 Cen. 1,792; E&P 86 Est. 1,731
Counties 80 Cen. 37,969; E&P 86 Est. 41,206
Bradford Co., PA 21,449; E&P 86 Est. 23,211
Tioga Co., NY 16,520; E&P 86 Est. 17,995

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Counties: Bradford, PA 27,535; Tioga, NY 26,220

7 - ELECTRIC METERS: Residence 9,640

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Servs.; Cheese Proc.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sayre Plz.(4)	NA	K mart
Valley(3)	NA	P&C Foods

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Ames; K mart.
Variety Store-Newberry.
Chain Drug Stores-Rite-Aid; Fay's; Rea & Derick; Widmann's.
Chain Supermarkets-Acme; Great American 2; P&C Foods.
Other Chain Stores-National Auto; Firestone; Western Auto; Sears (catalog).

14 - NEWSPAPERS: TIMES (e) 8,362; sworn Sept. 28, 1985.
Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.
National Representative: Landon Associates.

SCRANTON

1 - LOCATION: Lackawanna County (In Scranton-Wilkes Barre MSA). E&P Map E-2. County Seat and trading center. On Interstate Hwys. 80, 81, 84, 380; U.S. 6 and 11; State Hwys. 106, 611, 11 and 307; PA. Tpke.

2 - TRANSPORTATION: Railroads-D&H; Conrail.
Motor Freight Carriers-80.
Intercity Bus Lines-Colts; Martz; Greyhound; Capitol Trailways; Price Bus Co.
Airlines-USAir; Allegheny Commuter; Piedmont; Henson.

3 - POPULATION:
Corp. City 80 Cen. 88,117; E&P 86 Est. 79,522
CZ-ABC: (80) 118,843
RTZ-ABC: (80) 233,888
County 80 Cen. 227,908; E&P 86 Est. 226,206
MSA 80 Cen. 728,796; E&P 86 Est. 738,879
City & RTZ-ABC: (80) 352,731
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,189; E&P 86 Est. 31,182
CZ-ABC: (80) 44,730
RTZ-ABC: (80) 82,002
County 80 Cen. 89,572; E&P 86 Est. 84,736
MSA 80 Cen. 263,271; E&P 86 Est. 278,843
City & RTZ-ABC: (80) 126,732

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$6,525,000,000
Savings & Loan	5	Incl. above

6 - PASSENGER AUTOS: County 107,837

7 - ELECTRIC METERS: Residence 100,000

8 - GAS METERS: Residence 45,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Fab. Metal Prods. 2,500 ($374); Elect. Mach. and other durable goods 10,600 ($404); Food Prods. 1,600 ($295); Textile Prods. 1,200 ($232); Apparel Prods. 7,300 ($182); Printing & Pub. 2,400 ($345); Other Non-Durables 2,000 ($315); Total All Mfg. 27,600 ($277).
Principal Pay Days-8th, 9th, 10th, 21st, 22nd, 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6; last killing frost, Apr. 14.

11 - TAP WATER: Spring and mountain water. Slightly acid, very soft; neutral.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn. Ave.; 4 on Linden St.; 3 on Wyoming Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Viewmont(60)	4	Sears, JCPenney, Hess
IMA Plz.	7	Shop Rite, Revco, Rolane, NBO
South Side	1	IGA, Super Saver, Rea & Derick, Rite-Aid
Keyser Oak	3	Giant, Thrift Drug, Woolworth, Maxwells
Abington	6	Super Saver, Weis
Dunmore Plz.(7)	3	Jamesway, Super Saver, Picway, Rea & Derick
Eynon Plz.(20)	7	Sugarman's
Pittston Plz.(31)	8	Giant Food, Thrift Drug, K mart, McCrory
Birney Plz.(20)	3	K mart, Radio Shack, Super Saver
West Side Plz.(2)	2	Price Chopper, Fays Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Globe/Wanamakers; Maxwell's; Racusin's; Sears; JCFenney; Hess.
Discount Stores-Sugarman's; Jamesway; K mart; Murphy's Mart; Jewelcor; Wes Freedman.

Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 4; Kwik-Save; Revco 3; Fays Drug 2.
Chain Supermarkets-American (Acme/ Super Saver) 7; Giant 8; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 9; Price Chopper 3.
Other Chain Stores-Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; SherwinWilliams; Mary Carter Paint; S&H Green Stamps; Kinney; Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Service Merchandise Co.; Pic-Way Shoes.

14 - NEWSPAPERS: TIMES (e) 58,817; (S) 60,835; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Hal Marion, Adv. Mgr., TIMES, 149 Penn Ave., Scranton, PA 18505; Tel. (717) 348-9100.
National Representative: Sawyer-Ferguson-Walker Co.
TRIBUNE (m) 38,105; SCRANTONIAN (S) 51,993; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joseph J. McDonald, Adv. Dir., TRIBUNE and SCRANTONIAN, 338 N. Washington Ave., Scranton, PA 18503; Tel. (717) 344-7221.
National Representative: Landon Associates.

SHAMOKIN-MOUNT CARMEL

1 - LOCATION: Northumberland County. E&P Map D-2. 135 mi. NW of Philadelphia; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 225, 901 off I-81.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Shamokin & Mt. Carmel; King Coal Trailways; Catawese Coach Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 18,547; E&P 86 Est. 17,196
Shamokin 80 Cen. 10,357; E&P 86 Est. 9,617
Mt. Carmel 80 Cen. 8,190; E&P 86 Est. 7,579
County 80 Cen. 100,381; E&P 86 Est. 102,266

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 8,873; E&P 86 Est. 8,009
Shamokin 80 Cen. 4,457; E&P 86 Est. 4,529
Mount Carmel 80 Cen. 4,416; E&P 86 Est. 3,480
County 80 Cen. 37,846; E&P 86 Est. 40,168

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Saving & Loan	2	N.A.

6 - PASSENGER AUTOS: County 47,379

7 - ELECTRIC METERS: Residence 22,902

8 - GAS METERS: Residence 2,734

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Garment 1,741; Paper Prods. 210; Meat & Poultry 465; Recreation Vehicles 445; Tickets 155; Coal Mining 858; Wood 110.
Principal Pay Days-1st, 15th; 2nd, 4th Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost: Nov. 1; last killing frost: Mar. 30.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthra Plz (9)	2	Jamesway, Sears (catalog)
Ames Big N Mall(2)	1	Ames, Acme, Rea & Derick
Susquehanna Valley Mall(66)	NA	JCPenney, Boscov's, Bon Ton, Acme
Schuylkill Mall(100)	NA	Sears, K mart, Hess, Weis, Pomeroy's
Fairlane Vlg Mall(52)	NA	Boscov's, Weis, GeeBee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food: Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Jamesway; Ames; K mart.
Variety Stores-Newberry; Woolworth; Jupiter; Dollar General.
Drug Stores-Sun Ray; Rea & Derick 3; Rite Aid; White Shield.
Chain Supermarkets-Acme 2; Weis; Bi-Lo Food.
Other Chain Stores-Sears (catalog); Kinney; Brozman's; Radio Shack.

14 - NEWSPAPERS: NEWS-ITEM (e) 14,515; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St.; PO Box 587, Shamokin, PA 17872; Tel. (717) 648-4641.
National Representatives: Landon Associates; Thomson Newspapers.

SHARON-FARRELL-SHARPSVILLE-WHEATLAND

1 - LOCATION: Mercer County (MSA). E&P Map A-2. Trucking terminal. 14 mi. from Youngstown, OH; 70 mi. from Pittsburgh, Erie & Cleveland, OH; 460 mi. from NY & Chicago, IL. On Hwys. 18, 60, 62; I-79 and I-80.

2 - TRANSPORTATION: Motor Freight Carriers-22.
Intercity Bus Lines-Grove City; Trailways.
Airlines-United; Allegheny Commuter; Skyline Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 34,209; E&P 86 Est. 30,119
Sharon 80 Cen. 19,057; E&P 86 Est. 16,908
Farrell 80 Cen. 8,645; E&P 86 Est. 7,341
Sharpsville 80 Cen. 5,375; E&P 86 Est. 4,899
Wheatland 80 Cen. 1,132; E&P 86 Est. 971
CZ-ABC: (80) 50,574
RTZ-ABC: (80) 90,896
County/MSA 80 Cen. 128,299; E&P 86 Est. 129,131
City & RTZ-ABC: (80) 141,470
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 12,912; E&P 86 Est. 11,887
Sharon 80 Cen. 7,310; E&P 86 Est. 6,768
Farrell 80 Cen. 3,146; E&P 86 Est. 2,859
Sharpsville 80 Cen. 2,027; E&P 86 Est. 1,874
Wheatland 80 Cen. 429; E&P 86 Est. 386
CZ-ABC: (80) 18,782
RTZ-ABC: (80) 30,463
County/MSA 80 Cen. 44,657; E&P 86 Est. 47,051
City & RTZ-ABC: (80) 49,245

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$889,000,000
Savings & Loan	4	$207,000,000
Credit Unions	13	$25,000,000

6 - PASSENGER AUTOS: County 57,149

7 - ELECTRIC METERS: Residence County 55,497

8 - GAS METERS: Residence County 35,307

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Primary Metals 5,200; Trans. Equip. 2,000; Non-electrical Mach. 1,900; Fab. Metal Prods. 1,100; Food Whol. N.A.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-90; Fall 40-75; Winter -5-50.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on State St.; 1 each side on 6 cross sts.; One downtown mall; 5 shopping centers.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hermitage Sq.(12)	3	Treasure Island
Hickory Plz (26)	2	Zayre
Middlesex Vlg.(4)	4	Lil Shopper Foods
Hermitage Hills(6)	3	Hills
Shenango Mall(47)	3	Sears, Strouss, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Mon. morning.
Stores Open Evenings-until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Strouss; Hills; JCPenney; Sears.
Discount Stores-Warehouse Sales; Valley View; Treasure Island; Zayre; Heck's.
Chain Drug Stores-Eckerd; Thrift; Medicine Shoppe; Rite Aid; Revco; Big & Small Lots.
Chain Supermarkets-Valu Rite; Golden Dawn 9; Valu-King; Donofrio's; County Market; Giant Eagle.
Other Chain Stores-Firestone; Goodyear; Western Auto.

14 - NEWSPAPERS: HERALD (e) 27,193; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: D.R. Armstrong, HERALD, S. Dock & E. State Streets; PO Box 51, Sharon, PA 16146; Tel. (412) 981-6100.
National Representative: Branham/Newspaper Sales.

SHENANDOAH-ASHLAND-MAHONOY CITY

1 - LOCATION: Schuylkill County. E&P Map D-2. Industrial ctr. 18 mi. S of Hazleton; 12 mi. N of Pottsville.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. Cities 80 Cen. 17,991; E&P 86 Est. 16,348
Shenandoah 80 Cen. 7,589; E&P 86 Est. 7,036
Ashland 80 Cen. 4,235; E&P 86 Est. 3,865
Mahanoy City 80 Cen. 6,167; E&P 86 Est. 5,447
NDM-ABC: (80) 46,124
County 80 Cen. 160,630; E&P 86 Est. 158,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,653; E&P 86 Est. 7,547
Shenandoah 80 Cen. 3,327; E&P 86 Est. 3,360
Ashland 80 Cen. 1,654; E&P 86 Est. 1,602
Mahanoy City 80 Cen. 2,672; E&P 86 Est. 2,585
NDM-ABC: (80) 17,907
County 80 Cen. 59,948; E&P 86 Est. 61,835

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$94,000,000
Savings & Loan	1	$84,426,000

6 - PASSENGER AUTOS: County 79,010

7 - ELECTRIC METERS: Residence 1,701

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Anthracite coal 231; Women's Apparel 2,031; Shirts 720; Beverages N.A.; Scrap Metals 85; Plastics 422; Frozen Foods 150; Home Building 180.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frackville(90)	NA	Anthony's IGA, Acme
Mahanoy City	NA	Stop & Go, Acme
Fairlane Vlg.(60)	NA	Boscovs
Cressona Mall(30)	NA	Acme Mkt., hills
Schuylkill Mall(125)	NA	Sears, Hess, K mart, Pomeroy's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hess; Sears; K mart; Pomeroy's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-F.C. Nesbitt 4; Health Mart; Rite Aid; Rea & Derrick.
Chain Supermarkets-IGA; Acme 4; Capitol; Weis Mart 2.
Other Chain Stores-Anderson-Little; Barbara Moss; Cole Books; Docktor Pet Ctr.; Fashion Bug; Endicott Johnson; Foxmoor; General Nutrition Ctr.; Hanover Shoes; Harmony Hut; Hickory Farms; Jean Nicole; Fashion Colony; Junior Colony; Kay Jewelers; Jay Jewelers; Kay-Bee Toys; Kinney Shoes; Liberty Travel; Radio Shack; Recordtown; Spencer Gifts; Thom McAn; Waldenbooks; Zale's Jewelers; Taxi; United Artists; Prints'N Things; Pearle Vision Ctr.; American Vision Ctr.

14 - NEWSPAPERS: HERALD (e) 10,503; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Kane, Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777.
National Representative: Landon Associates.

SOMERSET

1 - LOCATION: Somerset County (In Johnstown MSA). E&P Map B-3. County Seat. In SW PA 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219; State Hwys. 31, 281 & Tpke.

2 - TRANSPORTATION: Railroads-Chessie; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Somerset; Greyhound; Schrock; Cambria County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 6,474; E&P 86 Est. 6,443
CZ-ABC: (80) 6,474
RTZ-ABC: (80) 74,769
County 80 Cen. 81,243; E&P 86 Est. 82,621
MSA 80 Cen. 264,506; E&P 86 Est. 259,310
City & RTZ-ABC: (80) 81,243
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; E&P 86 Est. 2,674
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 25,762
County 80 Cen. 28,549; E&P 86 Est. 30,376
MSA 80 Cen. 91,924; E&P 86 Est. 94,073
City & RTZ-ABC: (80) 28,549

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$582,547,624
Savings & Loan	2	$89,320,000

6 - PASSENGER AUTOS: County 39,719

7 - ELECTRIC METERS: Residence County 35,142

8 - GAS METERS: Residence County 4,657

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 7,200 ($393); Primary, Fab. Metals & 2nd Mach. 5,700 ($425); Other Durable Goods 1,500 ($373); Nondurable Goods 5,200 ($225); Food & Kindred Prods. 1,200 ($354); Apparel & Other Textile Prods. 2,900 ($183); Other Nondurable Goods 1,100 ($288).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Av. Summer, low 70's. Growing season, 105-115 days. First frost Sept. 21; last frost May 28. Rainfall 44", snowfall 90".

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks E. and W. on Main. 4 blocks N. and S. on Center.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Somerset Mall(12)	3	Riverside, Raub Shoes, Rite Aid, Radio Shack, Hess
Somerset Plz.	2	Revco, Penn Furn., County Market
Jamesway	2	Jamesway, Giant Eagle, Sears, Revco
Laurel Hill Vlg.(4)	1	Gatling's, Revco, Fisher's Big Wheel, Foodland
Community	NA	Latshaw's Dairy

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Newberry.
Discount Stores-K mart; Jamesway; Fisher's Big Wheel.
Chain Drug Stores-Health Mart; Somerset; Revco; Healthland; Rite Aid.
Chain Supermarkets-Giant Eagle; Foodland; Riverside; Foodlane; IGA; Gee Bee; County Market.
Other Chain Stores-Sears; Penn Furn.; Morton's.

14 - NEWSPAPERS: AMERICAN (m) 11,069; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, PO Box 638, 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621.
National Representative: Landon Associates.

STATE COLLEGE-BELLEFONTE

1 - LOCATION: Centre County (In State College MSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Bellefonte-Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Fullington; Continental Trailways.
Airlines-Allegheny.

3 - POPULATION:
Corp. Cities 80 Cen. 42,430; E&P 86 Est. 41,859
State College 80 Cen. 36,130; E&P 86 Est. 36,138
Bellefonte 80 Cen. 6,300; E&P 86 Est. 5,721
County/MSA 80 Cen. 112,760; E&P 86 Est. 116,779

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,217; E&P 86 Est. 11,845
State College 80 Cen. 9,830; E&P 86 Est. 9,628
Bellefonte 80 Cen. 2,387; E&P 86 Est. 2,217
County/MSA 80 Cen. 36,122; E&P 86 Est. 38,987

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$733,102,000
Savings & Loan	1	$312,209,000
Comm. Branches	37	$519,685,000
Savings Branches	9	$232,683,000
Credit	7	$14,078,000

6 - PASSENGER AUTOS: County 47,292

7 - ELECTRIC METERS: Residence County 35,166

8 - GAS METERS: Residence 3,601

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Mfg. 1,670 ($380); University/Educ. 13,690 ($350); Engineering 2,080 ($400).
Principal Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 46; Summer 69; Fall 51; Winter 31. First killing frost, Oct. 18; last killing frost, May 28.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Allegheny & High, Bellefonte; 3 on Allen, Beaver & College, State College. Also several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Nittany Mall(71)	6	Sears, Hess, Gee Bee
University Pk. Plz.(11)	1	Goodyear, IGA
Westerly Pkwy. Plz.(22)	1	Weis Mkt., Thrift, Scott's, Wolf
Hill's Plz.	3	Riverside, Hill's, Firestone

Principal Shopping Days-Bellefonte-Tues., Thur. eves.; State College-Thur. eve.; Shopping Centers, nightly.

13 - RETAIL OUTLETS: Department Stores-O.W. Houts; Danks; Hess; Hills; Sears; K mart.
Variety Stores-G.C. Murphy.
Discount Stores-Hills; Gee Bee; David Weis; Wilson's Sporting Goods.
Chain Drug Stores-Rea & Derick; Widman; Thrift 3; Peoples; McLanahan's 4; Rite Aid 2.
Chain Supermarkets-Weis 4; Riverside 4; IGA; U-Save.
Other Chain Stores-Wolf Furn.; Montgomery Ward; S&H Green Stamps; Fashion Bug; Hickory Farms; Kinney Shoes; Thom McAn; Brooks; Spencer Gifts; Foxmoor; Merle Norman; Athlete's Foot; Record Bar; Gordon's Jewelers; Caryle & Co.; JoAnn Fabrics; Kay Jewelers.

14 - NEWSPAPERS: CENTRE DAILY TIMES (e) 22,501; (S) 28,037; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Jim Bretzuis, Adv. Dir., CENTRE DAILY TIMES, 3400 E. College Ave.; PO Box 89, State College, PA 16804; Tel. (814) 238-5000.
National Representative: Knight-Ridder Newspaper Sales; Landon Associates.

STROUDSBURG-EAST STROUDSBURG

1 - LOCATION: Monroe County. (In Scranton-Wilkes-Barre MSA). E&P Map E-2. County Seat. Resort, Metal Trades Center, 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia on State Hwys 191, 115, 209, 611. Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (I-80).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Martz; Delaware Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 13,187; E&P 86 Est. 12,545
Stroudsburg 80 Cen. 5,148; E&P 86 Est. 4,748
E. Stroudsburg 80 Cen. 8,039; E&P 86 Est. 7,797
CZ-ABC: (80) 22,337
RTZ-ABC: (80) 48,520
County 80 Cen. 69,409; E&P 86 Est. 82,047
MSA 80 Cen. 728,796; E&P 86 Est. 738,879
City & RTZ-ABC: (80) 70,857

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,760; E&P 86 Est. 3,372
Stroudsburg 80 Cen. 2,282; E&P 86 Est. 1,611
E. Stroudsburg 80 Cen. 2,478; E&P 86 Est. 1,761
CZ-ABC: (80) 8,078
RTZ-ABC: (80) 17,638
County 80 Cen. 25,170; E&P 86 Est. 31,241
MSA 80 Cen. 263,271; E&P 86 Est. 278,843
City & RTZ-ABC: (80) 25,716

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$160,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 43,961

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Resort and Services 5,200; Textiles 318; Apparel 900; Furn. and Fixt. 186; Printing and Pub. 500; Chem. Prods. 225; Fab. Metal Prods. 1,005; Mach. Mfg. 200; Elect. Mach., Equip. and Supplies 401; Misc. Mfg. 633; 101 Industries (Total An. Payroll $550 million).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65, Summer 65-90; Fall 30-70; Winter 0-39.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 2 on 7th; 2 on 6th.
Neighborhood Shopping Areas-Stroudsburg: Lower Main St., W. Main St.; Crystal, Washington & Courtland Sts. Arlington Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pocono Plz.(14)	NA	Rite Aid, K mart, Weiss Mkt.
Stroud Mall(50)	NA	Hess, JCPenney

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri.; Food-Sun., Wed., Thur.
Stores Open Evenings-Dept.-Mon., Thur., Fri., Food-every night.

13 - RETAIL OUTLETS: Department Stores-Routzahn's; Sears; JCPenney; Ames-Big N 2; Hess.
Discount Stores-Big N; Jamesway; K mart.
Chain Drug Stores-Rea & Derick; Rexall; Rite Aid; Fay's.
Chain Supermarkets-A&P 2; Acme 2; IGA 3; Weiss Mkt.; Shoprite.
Other Chain Stores-Endicott-Johnson; Firestone; Dunlop; Community Jewelers; Strouds.

14 - NEWSPAPERS: POCONO RECORD (m) 18,857; (S) 19,988; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Henry Nyce, Adv. Dir., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000.
National Representative: Branham/Newspaper Sales.

SUNBURY

1 - LOCATION: Northumberland County, E&P Map D-2. County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,292; E&P 86 Est. 11,915
Total NDM-ABC: (80) 139,907
County 80 Cen. 100,381; E&P 86 Est. 102,266

4 - HOUSEHOLDS:
City 80 Cen. 5,030; E&P 86 Est. 5,093
County 80 Cen. 37,846; E&P 86 Est. 40,168
Total NDM-ABC: (80) 46,963

5 - BANKS	NUMBER	EST. DEP.
Savings	NA	$75,000,000
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: County 47,379

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 800; Metal Prods. 700; Bldg. Mats. 600; Wire Rope 160.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A.-First killing frost, Oct. 25; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Market St., Sunbury Plaza, N. 4th St. (17 stores); Montgomery Ward, McCrory, Rea & Derick, Zayre, Acme.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Susquehanna Valley Mall(64)	5	Boscovs, Acme, Bon Ton, JCPenney
Weis Plaza(5)	1	Weis
Plaza 15(12)	14	Murphy Mart, Acme
Lycoming Mall(95)	12	Sears, Hess, Gee Bee

Principal Shopping Days-Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Every eve.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Boscov's; Bon Ton; Hess.
Discount Stores-Murphy Mart; K mart; Gee Bee.
Variety Stores-Newberry; Dollar General.
Chain Drug Stores-Rea & Derick 5; Rite Aid.
Chain Supermarkets-Weis 7; A&P; Super Saver 4.
Other Chain Stores-Sears; Walker's; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Sherwin-Williams; Wolf Furn.; Wahl-Braun.

14 - NEWSPAPERS: ITEM (e) 26,786; Mar. 29, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Calvin R. Lake, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671.
National Representative: Branham/Newspaper Sales.

TAMAQUA

See LEHIGHTON

TARENTUM

See NEW KENSINGTON

TITUSVILLE

1 - LOCATION: Crawford County. E&P Map B-1. SE part of County; on State Hwys. 8, 27.
Intercity Bus Lines-Grove City.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,884; E&P 86 Est. 6,360
CZ-ABC: (80) 9,679
RTZ-ABC: (80) 15,542
County 80 Cen. 88,869; E&P 86 Est. 90,605
City & RTZ-ABC: (80) 25,221

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,566; E&P 86 Est. 2,029
CZ-ABC: (80) 3,530
RTZ-ABC: (80) 4,966
County 80 Cen. 30,960; E&P 86 Est. 32,855
City & RTZ-ABC: (80) 8,496

5 - BANKS		
Commercial	2	$1,414,960,000
Savings & Loan	1	$519,100,000

6 - PASSENGER AUTOS: County 38,009

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Specialty Steel 1,000; Elect. Parts 320; Oil 750; Lumber 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-72; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 4 sts. in center of town.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Discount Stores-Ellis Day; Buyers Fair; Big Wheel.
Chain Drug Store-Eckerd.
Variety Stores-McCrory.
Chain Supermarkets-Quality Mkts.; Riverside.

14 - NEWSPAPERS: HERALD (m) 4,881; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Margaret Wescoat, Adv. Mgr., HERALD, 209 W. Spring St., Titusville, PA 16354; Tel. (814) 827-3634.
National Representative: Landon Associates.

TOWANDA

1 - LOCATION: Bradford County. E&P Map D-1. County Seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 60 mi. from Scranton; 38 mi. from Elmira, N.Y.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,526; E&P 86 Est. 3,076
County 80 Cen. 62,919; E&P 86 Est. 65,175

4 - HOUSEHOLDS:
City 80 Cen. 1,723; E&P 86 Est. 1,131
County 80 Cen. 21,449; E&P 86 Est. 23,211

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$110,581,666

6 - PASSENGER AUTOS: County 27,536

7 - ELECTRIC METERS: Residence 8,618

8 - GAS METERS: Residence 2,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Prods. 700.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12; last killing frost, May 12.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. and Shopping Plazas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monrocton Rd.	2	Ames
Colonial Plaza(9)	1	A&P

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Department-Fri; Food-Mon. through Fri.

13 - RETAILS OUTLETS: Department Stores-Hoffman's; The Hub.
Variety Stores-Ben Franklin.
Discount Store-Ames.
Chain Drug Stores-Widman & Teah; Medicine Shoppe 3.
Chain Supermarkets-A&P 6; American (Acme) 8; Red & White 10; Clover Farms 4.
Other Chain Stores-Thom McAn; True Value; Sears (catalog); Montgomery Ward; Village Casuals; Harolds Army & Navy.

14 - NEWSPAPERS: REVIEW (m) 8,837; Sept. 30, 1985 CAC.
Local Contact for Advertising and Merchandising Data: James E. Towner, Pub. & Gen. Mgr., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151.
National Representative: Landon Associates.

TYRONE

1 - LOCATION: Blair County. (In Altoona MSA). E&P Map C-2. Residential and Industrial ctr. 128 mi. east of Pittsburgh; 213 mi. west of Philadelphia. On U.S. Hwys. 220, 453.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Logan Valley; Greyhound; Fullington; Blue & White.
Airlines-USAir (Blair Co. Airport); Altoona Aviation Corp.

3 - POPULATION:
Corp. City 80 Cen. 6,346; E&P 86 Est. 5,802
County/MSA 80 Cen. 136,621; E&P 86 Est. 135,460

4 - HOUSEHOLDS:
City 80 Cen. 2,445; E&P 86 Est. 2,328
County/MSA 80 Cen. 49,088; E&P 86 Est. 50,832

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$267,135,000
Savings & Loan	1	$10,321,000

6 - PASSENGER AUTOS: County 65,398

7 - ELECTRIC METERS: Residence 7,568

8 - GAS METERS: Residence 1,782

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 400 ($300); R.R. 660 ($425); Rivets 300 ($355); Garment 349 ($185); Food 89 ($160); Misc. 40 ($175); Constr. 125 ($355); Windshields 550 ($425).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 2 streets; Shopping Ctr. at 3rd & Washington Ave. (11 units) including Foodland, Bee Gee Jr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bee Gee Jr.; Boutique; Ames.
Variety Stores-Dollar General.
Chain Drug Stores-Widmann's; Kopp's; Rite Aid.

Chain Supermarkets-Riverside; Foodland; Sheetz; Uni-Mart; IGA.
Other Chain Stores-Wolf Furn.; Sears (catalog); Montgomery Ward; Claster's Lumber & Building Supplies.

14 - NEWSPAPERS: HERALD (e) 3,595; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: John C. Chamberlain, Co-Pub., HERALD, 1018 Penna Ave., Tyrone, PA 16686; Tel. (814) 684-4000.
National Representative: Landon Associates.

UNIONTOWN

1 - LOCATION: Fayette County, (In Pittsburgh PMSA). E&P Map B-3, County Seat. Coal and coke producing; manufacturing; agriculture and meat packing.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Intercity Bus Lines-Eastern Greyhound.
Motor Freight Carriers-4.
Air **Express**-1.

3 - POPULATION:
Corp. City 80 Cen. 14,510; E&P 86 Est. 12,998
CZ-ABC: (80) 40,842
RTZ-ABC: (80) 85,256
County 80 Cen. 160,395; E&P 86 Est. 159,110
City & RTZ-ABC: (80) 126,098
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,864; E&P 86 Est. 5,509
CZ-ABC: (80) 15,197
RTZ-ABC: (80) 29,659
County 80 Cen. 56,925; E&P 86 Est. 59,132
City & RTZ-ABC: (80) 44,856
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$969,197,890
Savings & Loan	3	$212,579,371

6 - PASSENGER AUTOS: County 76,880

7 - ELECTRIC METERS: County 59,100

8 - GAS METERS: County 25,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal and Steel 6,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lumber 2,000; Mfg. 150; Glass & Closures 2,158.
Principal Industrial Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Uniontown Ctr.(27)	2	Super Dollar, K mart
Fayette Plz.(10)	2	Hill's, Giant Eagle
Uniontown Mall(66)	2	Sears, Bon Ton, Gee Bee, Hess's
Laurel Mall(30)	5	Mont. Ward, Murphy's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Mon., Fri.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Metzler's; JCPenney; Montgomery Ward; Sears; Hills; Gee Bee; Bon Ton; Hess.
Variety Stores-McCrory.
Discount Stores-Moss; K mart; Hills; Big Lots.
Chain Drug Stores-Health Mart 3; Revco; Blumenscheins' 3.
Chain Supermarkets-Super Dollar 2; Foodland 2; Shop 'N Save; Giant Eagle.
Other Chain Stores-Thom McAn; Kinney; Fashion Bug; Pic Way Shoes; Gatlings; Western Auto; Bauer Lumber; Hickory Farms; Biggs Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; Kay Jewelers; 84 Lumber; Teek's; Altmeyer's Home Stores; Brooks Fashions; Card Cage; Deb Shop; Circus World Toys/Playland; Duling Optical; Fotomat; Earring Palace; Footlocker; Gemstone Jewelry; Hanover Shoes; Haynes Triangle; House of Cards/Trends; Jean Nicole; JoAnn Fabrics; Lane Bryant; Leeds Candies; Main Event; Marianne Shoppe; National Record Mart; Orange Julius; Payless Shoe Source; Pearle Vision Center; Radio Shack; Regis Hairstylists; Silverman's; 16 Plus; Sweet William Restaurant; Original Cookie Co.; Tid Bit Alley; Village Buster Brown; Waldenbooks; Coles Bookstore; Hub; Claire's Boutique; Royal Optical; Dwight Dental; Teeks Shoes; Things Remembered.

14 - NEWSPAPERS: HERALD-STANDARD (m-mon to fri) 28,652; (S) 29,729; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David S. Renne, Adv. & Mktg., HERALD-STANDARD, PO Box 848, Uniontown, PA 15401; Tel. (412) 439-7520.
National Representative: Landon Associates.

WARREN

1 - LOCATION: Warren County. E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 62 and 59.

2 - TRANSPORTATION: Railroads-Allegheny.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,146; E&P 86 Est. 11,786
CZ-ABC: (80) 15,639
RTZ-ABC: (80) 31,810
County 80 Cen. 47,449; E&P 86 Est. 48,041
City & RTZ-ABC: (80) 47,449

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,898; E&P 86 Est. 4,007
CZ-ABC: (80) 6,159
RTZ-ABC: (80) 10,560
County 80 Cen. 16,719; E&P 86 Est. 17,679
City & RTZ-ABC: (80) 16,719

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$944,156,000
Commercial	2	$645,529,206

6 - PASSENGER AUTOS: County 20,209

7 - ELECTRIC METERS: Residence 15,377

8 - GAS METERS: Residence 13,170

9 - PRINCIPAL INDUSTRIES: Electronic Parts & Equip.; Wire & Cable; Steel Fab.; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furn. & Shelving; Plastic Molding; Large Valves.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1; last killing frost, Apr. 15. Rainfall 43 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Penna. Ave. West; 2 on Penna. Ave. East; 2 on Liberty St.; 2 on 2nd Ave.
Neighborhood Shopping Centers-Penna. Ave. East; Market Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warren Mall(40)	4	K mart, JCPenney, Bon Ton, Scars
Market St.(4)	1	Turner's
North Warren(4)	1	Jamesway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon., Tue., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Levinson Bros.; Betty Lee; JCPenney; Bon Ton.
Variety Stores-G.C. Murphy; K mart.
Discount Stores-Jamesway.
Chain Drug Stores-Cowdrick's; CVS; Eckerd; Thrift.
Chain Supermarkets-Anderson's; Super Duper; Holiday Market; Quality; County Mkt; Thorns.

14 - NEWSPAPERS: TIMES-OBSERVER (m) 12,350; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Mead, Gen. Mgr., TIMES-OBSERVER, Box 188, Warren, PA 16365; Tel. (814) 723-8200.
National Representative: Landon Associates.

WASHINGTON

1 - LOCATION: Washington County. (In Pittsburgh PMSA). E&P Map A-3. County Seat. SW corner of state. 26 mi. S of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Amtrak (freight only).
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound, Suburban.

3 - POPULATION:
Corp. City 80 Cen. 18,363; E&P 86 Est. 17,128
CZ-ABC: (80) 20,604
RTZ-ABC: (80) 80,101
County 80 Cen. 217,074; E&P 86 Est. 217,667
PMSA 80 Cen. 2,219,848; E&P 86 Est. 2,189,974
City & RTZ-ABC: (80) 100,705
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,137; E&P 86 Est. 7,050
CZ-ABC: (80) 8,132
RTZ-ABC: (80) 27,907
County 80 Cen. 77,033; E&P 86 Est. 80,518
PMSA 80 Cen. 885,070; E&P 86 Est. 836,369
City & RTZ-ABC: (80) 36,039

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$333,441,000
Savings & Loan	4	$226,265,000
Credit Union	NA	$16,726,000

6 - PASSENGER AUTOS: County 103,021

7 - ELECTRIC METERS: Residence 9,700

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 1,239 ($493); Primary Metals 2,709 ($640); Elect. Mach. 1,827 ($588); Fab. Metals 830 ($483); Non-Elect. Mach. 1,827 ($588); Printing & Allied 435 ($305); Chem. 595 ($515).
Principal Pay Days-Every other Thur.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

11 - TAP WATER: Alkaline, moderately soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 2 blocks on Chestnut St.; 5 on Main St.; 1 on Beau St.; 1 on Wheeling.
Neighborhood Shopping Centers-Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Plz.	2	K mart
Washington Mall	2	JCPenney
Northgate Plz.(8)	3	Gee Bee
Franklin Mall(44)	3	Sears

Principal Shopping Days-Dept., Mon., Thur., Fri., Sat.; Food: Fri., Sat., Tues.
Stores Open Evenings-Downtown, Fri.; Shopping centers & supermarkets nightly and Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Pomeroy's; Hess's.
Discount Stores-Seig's; K mart; Gee Bee; Hills.
Variety Store-G.C. Murphy.
Chain Drug Stores-Thrift 2; Revco 2.
Chain Supermarkets-Giant Eagle; U-Save; Shop 'N Save 2; Foodland 7; PX Super Mkts. 17.
Other Chain Stores-Richman Bros.; Murphy Mart; Tire America; Ben Franklin; Color Tile; Hanover Shoes; Lerner's Shop; Gordon Jewelry; Radio Shack; Kelly & Cohen; Waldenbooks; Kinney Shoes; Fashion Bug; PPG Industries; Goodyear; Sherwin-Williams; Goodrich; Associated Hardware; Hofheimer's Shoes.

14 - NEWSPAPERS: OBSERVER-REPORTER (m) 35,172; Mar. 31, 1986 ABC.
Note: Acquired Daily Herald, Monongahela, PA and Democrat-Messenger, Waynesburg, PA, Mar. 31, 1986. Merged as zoned editions of Observer-Reporter. Circ. now 39,000 Publisher's Statement, June 30, 1986. Sunday edition, Apr. 6, 1986. Circ. 35,000 Publisher's Statement, June 30, 1986.
Local Contact for Advertising and Merchandising Data: Robert McFeely, Adv. Dir., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (800) 222-NEWS.
National Representative: Landon Associates.

WAYNESBORO

1 - LOCATION: Franklin County. E&P Map C-3. 75 mi. NW of Washington, DC; 62 mi. NW of Baltimore, MD; 52 mi. SW of Harrisburg. Industrial and farming center. On PA Hwys. 16, 316, 997. 8 mi. E of I-81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

2 - TRANSPORTATION: Motor Freight Carriers-8.
Airlines-USAir (Hagerstown Airport).
Motor Freight Carriers-8.
Airlines-USAir (Hagerstown Airport).

3 - POPULATION:
Corp. City 80 Cen. 9,726; E&P 86 Est. 9,289
CZ-ABC: (80) 19,342
RTZ-ABC: (80) 38,365
County 80 Cen. 113,629; E&P 86 Est. 119,141
City & RTZ-ABC: (80) 57,707

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,981; E&P 86 Est. 3,902
CZ-ABC: (80) 7,324
RTZ-ABC: (80) 12,152
County 80 Cen. 39,952; E&P 86 Est. 43,897
City & RTZ-ABC: (80) 19,476

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$150,511,366
Savings & Loan	1	$15,898,000

6 - PASSENGER AUTOS: County 58,995

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 1,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Precision Tool 1,750; Specialty Ptg. 100; Refrigeration-Air Condit.; Farm Mach. 1,300; Textiles 510.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15; last killing frost, May 12.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on Potomac.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Potomac(10)	NA	Super Thrift
Wayne Hghts.(13)	NA	Ames, Thrift Drug, Martin's Food
Waynesboro Mall(25)	NA	A&P, K mart, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings Department Stores-every day; Food-every day.

13 - RETAIL OUTLETS: Variety Stores-McCrory.
Discount Stores-K mart; Ames.
Chain Drug Stores-Hy-Lo; Thrift Drugs; Drug Fair; People's.
Chain Supermarkets-A&P; Super Thrift; Henicle; Martin's.
Other Chain Stores-Glick; Western Auto; Radio Shack; Sidney's; J.S. Raub Shoes; JCPenney; Routzahn's.

14 - NEWSPAPERS: RECORD HERALD (e) 10,414; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Garnes, Adv. Mgr., RECORD HERALD, 30 Walnut St., Waynesboro, PA 17268; Tel. (717) 762-2151.
National Representative: Landon Associates.

WEST CHESTER

1 - LOCATION: Chester County. (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In SE part of county, 25 mi. W of Philadelphia, 16 mi. N of Wilmington, DE. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-SEPTA; Reeder.
Airport-Commuter-noncommercial.

3 - POPULATION:
Corp. City 80 Cen. 17,435; E&P 86 Est. 16,554
CZ-ABC: (80) 33,599
Bal. in NDM-ABC: (80) 137,564
County 80 Cen. 316,660; E&P 86 Est. 348,252
PMSA 80 Cen. 4,716,818; E&P 86 Est. 4,830,818
Total NDM-ABC: (80) 171,163

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,761; E&P 86 Est. 5,736
CZ-ABC: (80) 11,254
Bal. in NDM-ABC: (80) 44,270
County 80 Cen. 104,752; E&P 86 Est. 120,408
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,751,730
Total NDM-ABC: (80) 55,524

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	N.A.
Savings	3	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 178,459

7 - ELECTRIC METERS: Residence 101,057

8 - GAS METERS: Residence County 15,765

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Electronic 3,277; Plastics 2,404; Paper Prod. 2,146; Food Packing 3,684; Chem. 5,591; Platinum 650; Appliances 300; Fire Protection 157; Printing 843; Newspaper & Magazine 256.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W. Goshen, Rt. 202.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Exton Sq.(83)	7	Strawbridge & Clothier, K mart
West Goshen(18)	1	K mart, Sears, Acme

King of Prussia(330)	18	Gimbels, JCPenney, Wanamakers, A&S, Bloomingdale's, Bamberger's, Sears
Granite Run(131)	12	Gimbels, JCPenney, Sears
Thorndale(13)	9	Rite-Aid, Jamesway, K mart

Principal Shopping Days-N.A.
Stores Open Evenings-N.A.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gimbels; Wanamakers; Bamberger's; Bloomingdale's; Abraham & Straus; Sears; Strawbridge & Clothier.
Discount Stores-K mart; Jamesway.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Thrift.
Chain Supermarkets-Acme 14; Shop-Rite; Shop 'N Bag 2; Thriftway 2; IGA 4; Super Fresh; Genuardi's; Giant.
Other Chain Stores-Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel; Frank's Nursery; Gaudio's.

14 - NEWSPAPERS: DAILY LOCAL NEWS (e) 38,896; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Tomasini, Gen. Mgr., DAILY LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 119382; Tel. (215) 696-1775.
National Representative: Landon Associates; Robert Hitchings & Co.

WHEATLAND

See SHARON

WILKES-BARRE

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. On E bank of Susquehanna River; 132 mi. W of NYC; 130 mi. NW of Philadelphia; I-81, I-80, NE extension of Pennsylvania Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Pocono Northeast; Delaware & Hudson.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Martz Trailways; John Murray Coach; Williams; Central Florida; Yatesville; Valley.
Airlines-Eastern; USAir; Freedom; (Henson, Brockway); Piedmont; (Pocono) Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,551; E&P 86 Est. 46,476
CZ-ABC: (80) 124,509
RTZ-ABC: (80) 218,570
County 80 Cen. 343,079; E&P 86 Est. 339,526
City & RTZ-ABC: (80) 343,079
MSA 80 Cen. 728,756; E&P 86 Est. 738,879

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,606; E&P 86 Est. 18,624
CZ-ABC: (80) 47,542
RTZ-ABC: (80) 77,960
County 80 Cen. 125,502; E&P 86 Est. 129,805
City & RTZ-ABC: (80) 125,502
MSA 80 Cen. 263,271; E&P 86 Est. 278,843

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	$4,775,004,595
Savings & Loan	3	$814,031,615

6 - PASSENGER AUTOS: County 169,233

7 - ELECTRIC METERS: Residence 112,376

8 - GAS METERS: Residence 45,155

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel & Other Textile Prods. 9,141 ($191); Health Servs. 10,206 ($316); Restaurants 6,341 (N.A.); General Constr. 4,382 ($456); Food Stores 3,673 ($202); Durable Goods Wholesaling 3,106 ($319); General Mdse. Stores 3,047 ($165); Fab. Metal Prods. 2,765 ($437); Electric, Gas & Sanitary Servs. 2,574 ($635); Rubber and Misc. Plastic Prods. 2,449 ($394); Banking 2,420 ($282); Food and Kindred Prods. 2,296 ($309); Non-Durable Goods Wholesaling 2,224 ($317); Communications 2,018 ($426); Stone, Clay & Glass Prods. 2,301 ($478); Business Servs. 2,665 ($199); Mach. (except electrical) Mfg. 1,827 ($361).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36; An. snowfall: 40 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St., 4 blocks on Market St. and 4 blocks on Northampton St.; (Principal Stores: Boscov's, Pomeroy's); Wyoming Valley Mall (95 stores incl. Sears, JCPenney, Hess's, Pomeroy's).

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown	8	Mark Data
Pittston(40)		
Downtown	9	Rea & Derick, Rite Aid, Woolworth
Nanticoke(40)		
Narrows Shpg. Ctr.(32)	3	Bergman's, Woolworth, Hills
Gateway Shopping Ctr.	3	Jewelcor, McCrory
Pittston Plz.(25)	8	K mart, Thrift Drug
Dallas Shopping Ctr.(20)	9	IGA, Humphrey's
Midway Shopping Ctr.(17)	9	Pomeroy's,McCrory
United Penn Plz.(15)	2	B. Levy
Hanover Mall(10)	6	K mart, Thrift Drug
Luzerne Shopping Ctr.	5	Jamesway, Fay's Drug
Mark Plz.(9)	5	K mart, Fay's Drug
Shavertown Shopping Ctr.(7)	8	Acme, McCrory
Blackman Plz.(6)	2	K mart
Crestwood Plz.(6)	9	Weis Market, Thrift Drug
Country Club Plz.(10)	10	Insalaco's
East End(25)	3	Hills

Principal Shopping Days-Retail: Thur. through Sat.; Food: Tue. through Thur.
Stores Open Evenings-Dept. Stores & Mall: Mon. through Sat.; Downtown: Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Bergman's; Boscov's; Hess; JCPenney; Pomeroy's 3; Sears.
Discount Stores-Argo Factory Outlet; Clothing Warehouse; Everything Wholesale; Wes Freedman; Jamesway; Jay Dee Department Store; Jewelcor; Hills 2; K mart 6; Keefer's Army & Navy 2; Leslie Fay 2; Main Liquidation; Mark Data Outlet; Mountaintop Liquidation; Outlet Army Navy; Stroud's Distributing; Suburban Casuals; Unclaimed Freight.
Variety Stores-Woolworth; McCrory; Kauffer Brothers.
Chain Drug Stores-Cook's 2; Fay's 3; Rea & Derick 9; Revco 2; Rite Aid 6; Stapinski's 3; Thrift 4.
Chain Supermarkets-Acme 14; Insalaco's 4; IGA 4; Giant 3; Shoprite; Sunshine Markets; Weis 4; Bargains Galore 4.
Other Chain Stores-84 Lumber; AT&T Phone Stores; A.S. Beck; Big Sky; Computerland; Corner House; Endicott-Johnson 3; Entre Computers; Famous Maid; Fashion Bug 6; Foxmoor Casuals; Gallery of Sound 5; The Gap; General Nutrition; Giant Floor and Wall; Gino's Shoes 2; Glidden Paint; Hanover Shoe; Gertrude Hawks; Hickory Farms; The Hub; Father & Son Shoes; Firestone 2; Goodyear 2; Hart Electronics; Humphrey's Shoes 2; Jean King 2; Jo Ann Fabrics; Junior Colony; Kost Tires; Lady Oris; Listening Booth; Thom McAn; Jean Nicole; Kay Bee Toy & Hobby; Kinney Shoes; Lerner's; MAB Paint; McCarthy Tire 2; Musselman Jewelers; National Shirt Shop; Naturalizer Shoes 3; Pearle Vision Centers 3; Pic Way 3; Radio Shack 8; J.S. Raub Shoes; The Shoe Spot 6; Scranton Fabric; Sherwin-Williams 2; Sixteen Plus; Spencer Gifts; Stark's Children CLothing; Susie's Casuals; Mary Taylor; Toy 'R Us; Kids 'R Us; Triangle Building & Hardware; Waldenbooks; Waterbed Gallery; Jack Williams Tire 3; VIP Yarn; Color Tile.

14 - NEWSPAPERS: CITIZENS' VOICE (m) 46,065; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Manganiello, Mkt. Dir., CITIZENS' VOICE, 75 N. Washington Ave., Wilkes-Barre, PA 18771; Tel. (717) 821-2000.
National Representative: U.S. Suburban Press.
TIMES LEADER (m) 45,298; Mar. 31, 1986 CAC.
Local Contact for Advertising and Merchandising Data: Ronald A. Bartizek, Adv. Dir., TIMES LEADER, 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7101.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WILLIAMSPORT

1 - LOCATION: Lycoming County (MSA). E&P Map D-2. County Seat. Shipping Center for N Central PA. Diversified manufacturing. On Susquehanna River; 200 mi. from NY, Philadelphia, Pittsburgh, Buffalo, and Washington, DC.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Fullington; King Koal; Trailways; Susquehanna Trailways; Capitol Trailways.
Airlines-USAir; Altair.

3 - POPULATION:
Corp. City 80 Cen. 33,401; E&P 86 Est. 29,667
CZ-ABC: (80) 57,366
RTZ-ABC: (80) 249,519
County/MSA 80 Cen. 118,416; E&P 86 Est. 118,120
City & RTZ-ABC: (80) 306,885

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,554; E&P 86 Est. 11,201
CZ-ABC: (80) 21,314
RTZ-ABC: (80) 84,572
County/MSA 80 Cen. 42,097; E&P 86 Est. 43,651
City & RTZ-ABC: (80) 105,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,621,374,000
Savings & Loan	2	$288,362,000

6 - PASSENGER AUTOS: County 56,081

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 13,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. Prods. 351; Clay, Glass & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Prods. 1,619; Metal Prods. 4,228; Paper, Printing 1,194; Textiles 2,585; Misc. 354.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 56-83; Fall 40-61; Winter 21-38. First killing frost, Oct. 14; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3rd St.; 5 on 4th St.; 3 on Pine St.; 3 on Market St.
Neighborhood Shopping Centers-1 block on W. 4th & Campbell Sts.; 4 on W. 4th & Arch Sts.; 1 on W. 3rd & Arch Sts.; 4 on Washington Blvd. & Penn St.; 1 on W. Southern Ave. & Market St.; 4 on Broad St. & E. Broad in Montoursville; River Ave. (E. Williamsport); W. 4th St. (W. Williamsport).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plaza	NA	Revco, Giant Mkts.
Garden View Plz.(2)	NA	Rea & Derick, Weis Foods
Loyal Plaza (29)	NA	K mart, Acme, Nichols
Lycoming Mall(72)	NA	Hess, Gee Bee, Sears, Woolworth, Bon Ton

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Close-Wed. (Some aft., some all day).
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hess; Deisroth's; Wilson's; Bon Ton.
Discount Stores-Tops-All; Nichols; Hill's; Gee Bee; K mart.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Widman 4; Thrift 2; Revco 2; Rea & Derick 3; Community Drug.
Chain Supermarkets-Acme 2; Weis 6; Handy 5; Zippy 4; Riverside 4; Giant.
Other Chain Stores-Ormond; Endicott-Johnson; Hanover; Kinney; Glick; Triangle; S&H Green Stamps; General Tire; Goodyear; Family Dollar.

14 - NEWSPAPERS: SUN-GAZETTE (e) 33,794; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James G. Norris, Dir. Sales & Mktg., SUN-GAZETTE, 252 W. 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.
National Representative: Landon Associates.

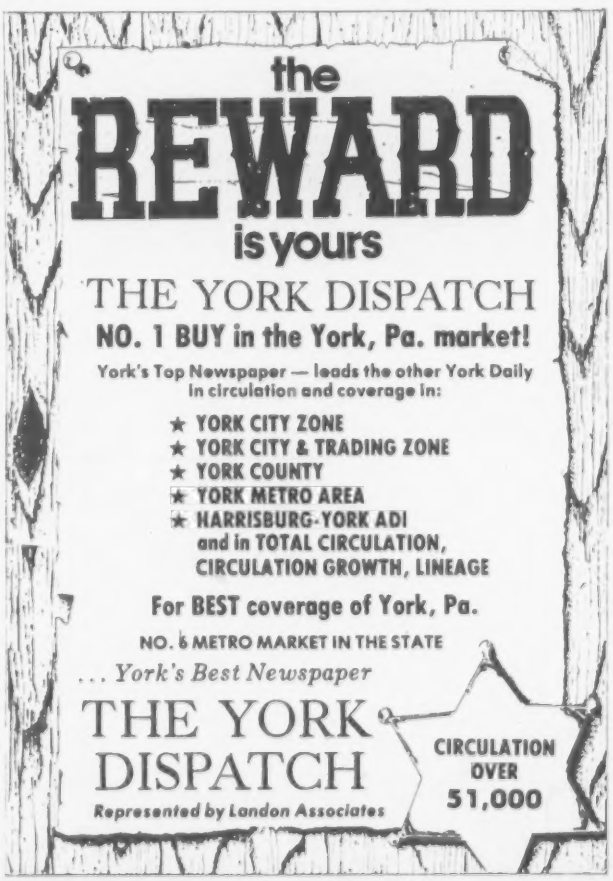
WILSON

See EASTON

YORK

1 - LOCATION: York County (MSA). E&P Map D-3. County Seat. Industrial center. 50 mi. N of Baltimore, MD; 99 mi. W of Philadelphia; 26 mi. S of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Western Maryland (freight); M&P.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound; York Area Transit Authority; York Trans. Club.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For BEST coverage of York, Pa.
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THE YORK DISPATCH
Represented by Landon Associates
CIRCULATION OVER 51,000

3 - POPULATION:
Corp. City 80 Cen. 44,619; E&P 86 Est. 39,795
CZ-ABC: (80) 129,735
RTZ-ABC: (80) 186,631
County 80 Cen. 312,963; E&P 86 Est. 329,059
MSA 80 Cen. 381,255; E&P 86 Est. 400,912
City & RTZ-ABC: (80) 316,366
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,108; E&P 86 Est. 17,267
CZ-ABC: (80) 49,273
RTZ-ABC: (80) 63,921
County 80 Cen. 112,313; E&P 86 Est. 123,285
MSA 80 Cen. 135,210; E&P 86 Est. 148,569
City & RTZ-ABC: (80) 113,194

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,298,547,854
Savings & Loan	6	$463,702,000

6 - PASSENGER AUTOS: County 178,582

7 - ELECTRIC METERS: County 93,087

8 - GAS METERS: City 25,500; County 51,000

9 - PRINCIPAL INDUSTRIES: Chain & Cable; Refrig. Mach.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17; last killing frost, May 2.

11 - TAP WATER: Nearly neutral, moderately soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 2 Sts.; 2 on George; 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Colonial(14)	NA	Super Thrift Mkt.
Delco Plaza(12)	NA	Hill's, Pathmark, K mart
Haines Acres(6)	NA	Jay's Super Thrift
Haines Road(7)	NA	K mart, Weis Mkt.
Loucks Road(6)	NA	Weis Mkt.
Northgate(12)	NA	Weis Mkt., McCrory Peoples
North Mall(12)	NA	Burlington Coat, Mailman's
Queensgate(43)	NA	Mailman's, People's, Weis Mkt.
Randolph Park(6)	NA	Cloth World, York Outlet, Kiddietown
York County(37)	NA	Sears, Jewelcor, York Food Warehouse
York Hills(1)	NA	Hill's Dept.
The York Mall(60)	NA	Mont. Ward, JCPenney, Bon Ton
Edgar Street(4)	NA	Jewel T, Peoples
Village Green(9)	NA	Epco
West Manchester	NA	Bon Ton, Hess, Gee Bee
Meadowbrook Vlg.	NA	Pfaltzgraff, Danskin

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department Stores daily; Food daily.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; JCPenney; Hess.
Discount Stores-Mailman's; K mart; Gee Bee.
Variety Stores-G.C. Murphy; McCrory; Woolworth.
Chain Drug Stores-People's; Thrift Drug 2; Lincoln Park 2; Randolph Park; Minnich's 2; Revco 2; Rite Aid 2.
Chain Supermarkets-AG 150; Community 75; A&P; Weis 7; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 2.
Other Chain Stores-Thom McAn; Kay Jewelry; Best; Gordon's Jewelers; Limited; Orman's; S&H Green Stamps; Anders; Anderson Little; Jewelcor; Kinney's; Silo.

14 - NEWSPAPERS: DISPATCH (e) 50,082; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donna J. Hamm, Adv. Mgr., DISPATCH, 15 E. Phila. St., York, PA 17405; Tel. (717) 845-1575.
National Representative: Landon Associates.

RECORD (m) 40,594; Mar. 31, 1986 ABC.
NOTE: The RECORD began publishing a Sunday edition on Sept. 14, 1986.
Local Contact for Advertising and Merchandising Data: Gary Graff, Adv. Mgr., RECORD, 1750 Industrial Hwy., York, PA 17402; Tel. (717) 757-4842.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RHODE ISLAND SURVEYS

METROPOLITAN STATISTICAL AREA

New London-Norwich, CT-RI-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT; Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fall River, MA -RI-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA; Little Compton and Tiverton towns in Newport County, RI.
Pawtucket-Woonsocket-Attleboro, RI-MA-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA; Plainville town in Norfolk County, MA; Blackstone and Millville towns in Worcester County, MA; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, RI.
Providence-Barrington, Bristol and Warren towns in Bristol County; Warwick city; Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns in Providence County; Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns in Washington County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Providence-Pawtucket-Fall River, RI-MA-Includes Fall River, MA -RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	76	57	59
5-14 Years	175	135	141
15-24 Years	174	180	188
25-44 Years	211	245	256
45-64 Years	210	203	211
65 and Over	104	127	132
TOTAL	950	947	987

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	138	171	320
General Mdse.	337	445	669
Food	639	901	1,190
Automobiles	472	621	1,131
Gasoline Stations	216	368	380
Apparel	144	233	348
Furniture	106	138	264
Eat-Drink Places	255	396	592
Drugs	96	172	233
TOTAL SALES	2,802	4,163	5,948

CENTRAL FALLS
See PAWTUCKET

NEWPORT

1 - LOCATION: Newport County. E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Bonanza; Greyhound.
Motor Freight Carriers-15.
Airlines-Air New England.

3 - POPULATION:
Corp. City 80 Cen. 29,259; E&P 86 Est. 27,912
CZ-ABC: (80) 46,475
RTZ-ABC: (80) 18,297
County 80 Cen. 81,383; E&P 86 Est. 81,558
City & RTZ-ABC: (80) 64,772

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,601; E&P 86 Est. 10,097
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 6,355
County 80 Cen. 28,246; E&P 86 Est. 29,515
City & RTZ-ABC: (80) 22,529

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	NA
Savings	4	NA
Savings & Loan	2	NA
Credit Union	4	NA

6 - PASSENGER AUTOS: County 48,147

7 - ELECTRIC METERS: Residence 24,655

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Elect. Parts 400; U.S. Navy Depot 3,262; Electronics 3,400; Wire Fab. 1,600; Computer Sciences 3,000; Shipyards 800.
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Thames St., Newport.
Neighborhood Shopping Centers-Broadway and Bellevue Ave., Newport; Two Mile Corner, Middletown, & West Main Rd., Middletown; Connell Hwy., Newport.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue(12)	NA	Almacs, A&P, CVS
Aquidneck(23)	NA	Anderson-Little, Sears, Stop & Shop, Woolworth
Connell Plz.(14)	NA	JCPenney, Shop Rite
Zayre Plz.	NA	Radio Shack, Sherwin-Williams, Star Mkt., Zayre
Main Plz.(5)	NA	Almacs, K mart
Long Wharf Mall(15)	NA	

Principal Shopping Days-Dept.; Fri., Sat.; Food: Fri.
Stores Open Evenings-Department: Fri.; Supermarkets: 9 pm daily.

13 - RETAIL OUTLETS: Department Stores-Ley's Century; Sears; Cherry & Webb; Zayre; K mart; JCPenney.
Variety Stores-Newberry; Woolworth; Charles.
Discount Stores-Zayre; K mart; NHD.
Chain Drug Stores-Adams; CVS 2; Brooks/Adams 3.
Chain Supermarkets-A&P; Stop & Shop; Almacs 2; Star Mkt.; Big G; IGA; Food Mart.
Other Chain Stores-Goodyear; Endicott-Johnson Shoes; S&H Green Stamps; Firestone; Radio Shack; Sherwin-Williams; Narragansett Clothing; Donnelly's Men's Wear; Talbot's.

14 - NEWSPAPERS: NEWS (e) 15,891; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J. Leo Deveau, Adv. Dir., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.
National Representative: Landon Associates.

PAWTUCKET-CENTRAL FALLS

1 - LOCATION: Providence County (In Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence, 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2 - TRANSPORTATION: Railroads-Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.
Intercity Bus Lines-Bonanza; Shortline; R.I. Public Transit.
Motor Freight Carriers-81.
Airlines-USAir; Eastern; TWA; United; Air New England; Pilgrim; Piedmont; American.

3 - POPULATION:
Corp. Cities 80 Cen. 88,199; E&P 86 Est. 86,460
Pawtucket 80 Cen. 71,204; E&P 86 Est. 69,962
Central Falls 80 Cen. 16,995; E&P 86 Est. 16,498
CZ-ABC: (80) 88,199
RTZ-ABC: (80) 83,763
County 80 Cen. 571,349; E&P 86 Est. 586,499
PMSA 80 Cen. 307,403; E&P 86 Est. 400,185
City & RTZ-ABC: (80) 171,962

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 34,733; E&P 86 Est. 35,570
Pawtucket 80 Cen. 28,147; E&P 86 Est. 28,521
Central Falls 80 Cen. 6,586; E&P 86 Est. 7,049
CZ-ABC: (80) 34,733
RTZ-ABC: (80) 28,790
County 80 Cen. 209,698; E&P 86 Est. 224,538
PMSA 80 Cen. 110,014; E&P 86 Est. 147,025
City & RTZ-ABC: (80) 63,523

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	3	N.A.
Savings & Loan	4	N.A.
Credit Unions	10	N.A.

6 - PASSENGER AUTOS: County 314,205; Pawtucket 38,989; Central Falls 7,987

7 - ELECTRIC METERS: Residence 45,838

8 - GAS METERS: Residence 42,739

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 968 ($218); Jewelry 4,051 ($168); Mach. 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24; last killing frost, Apr. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 2 on Broad; 1 on East Ave.
Neighborhood Shopping Centers-Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St. in Central Falls; Newport and Armistice, in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass., Lincoln Mall, Lincoln; Commerce Way, Seekonk, Mass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton St.	1	Star Market
Narragansett(17)	4	Star Mkt., Burlington, Factory Outlet, Super Stop & Shop
Wampanoag(24)	3	Almac's Mkt.
Shopperstown(11)	3	Zayre, Star Mkt.
Cumberland Plz.(12)	6	Almac's Mkt.
Lincoln Ctr.	5	Nayco
Seekonk	5	K mart, Valueland
Central Plz.	3	Food Mart, Benny's
Washington Plz.	5	Zayre, Star Mkt.
Bayberry Plz.	10	Paperama
Walnut Hill(26)	15	Sears
Mineral Spring(9)	NA	Almac's Mkt.
Woonsocket Plz.(20)	15	Child World, Radio Shack
Lincoln Mall(65)	8	Caldor, Almac's, Zayre

Principal Shopping Days-Tues., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Thur., Fri.; Shopping Ctrs. & discount stores every evening except Sun.

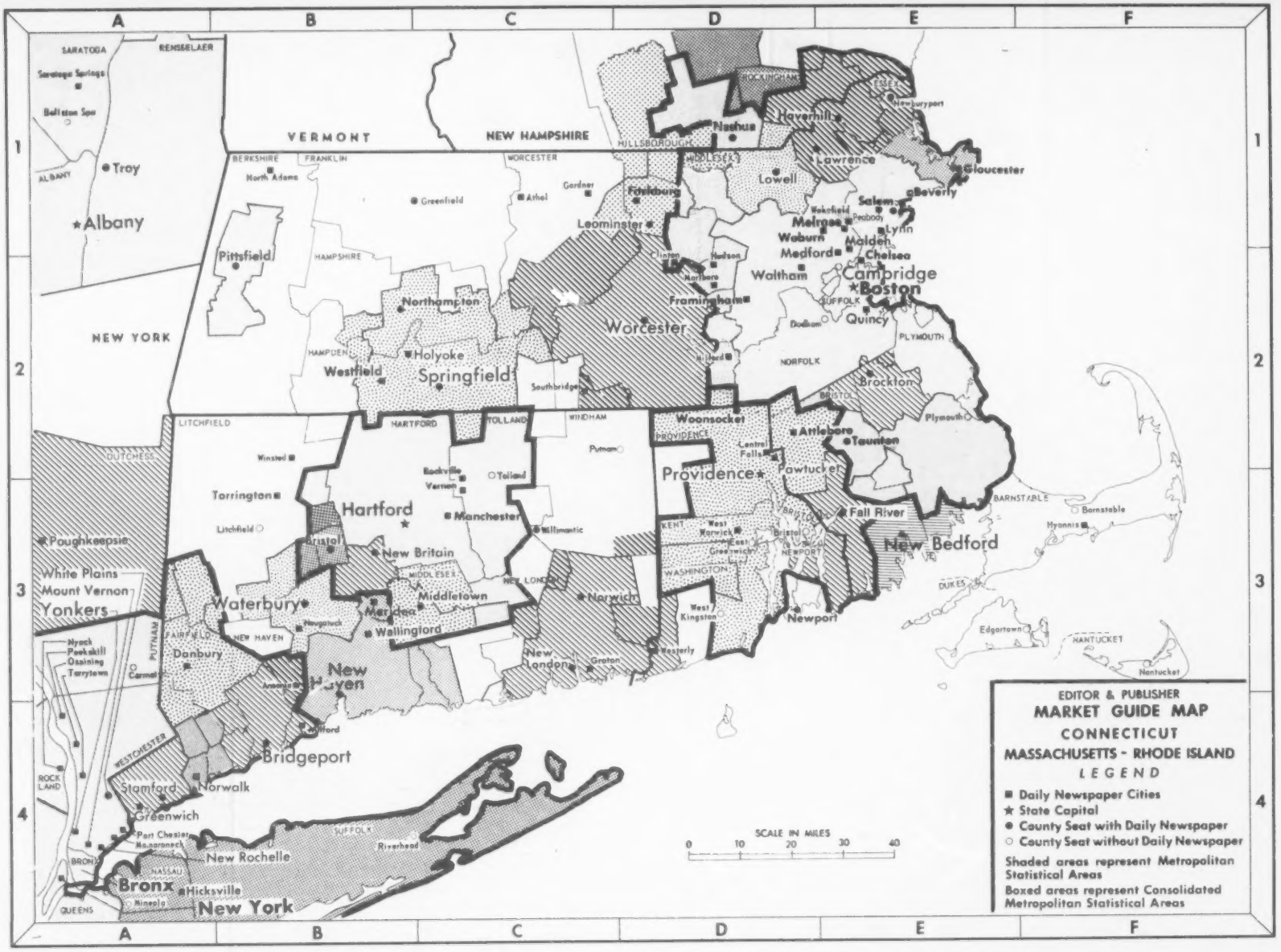
13 - RETAIL OUTLETS: Department Stores-Peerless; Burlington Factory Outlet; Sears 2; Apex; Lechmere.
Discount Stores-Zayre 2; Ann & Hope 2; K mart; Caldor; Mars; Stuarts.
Variety Stores-Nayco; Ben Franklin.
Chain Drug Stores-Adams/Brooks 9; Ann & Hope Pharmacy 2; CVS 9; Douglas Drug 4; Rite Aid.
Chain Supermarkets-Almac's 10; Stop & Shop; Star Mkts. 3; Cumberland Farms Dairy; IGA 2; Food Mart; Valueland; Wonder Food Mkt.
Other Chain Stores-Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Dutchland Farms Dairy; Peerless; Dairy Mart; Kinney Shoes; Fashion Gallery; Radio Shack; Anderson Little; Merchant Tires; Diamond International; The Fair; Bennys; Zale's; Grossman's; Hickory Farms; Save Rite; Color Tile; Tile City.

14 - NEWSPAPERS: TIMES (e) 26,726; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Del St. Jean, Adv. Dir. or Raymond Roy, Ret. Adv. Mgr., TIMES, 23 Exchange St., Pawtucket, RI 02860; Tel. (401) 722-4000.
National Representative: Landon Associates.

PROVIDENCE

1 - LOCATION: Providence County (PMSA). E&P Map D-3. State Capital and County Seat. Industrial, Wholesale and Education Center. 43 mi. S of Boston. On U.S. Hwys. 1, 6, 44, 95, 295; Hwys. 2, 3, 5, 14, 101, 102, 112, 117, 146, 295.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-400.
Freight Steamship Lines-2.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 10 20 30 40
VERMONT
NEW HAMPSHIRE
NEW YORK
Albany
Troy
Pittsfield
Northampton
Holyoke
Westfield
Springfield
Worcester
Boston
Cambridge
Lowell
Lawrence
Haverhill
Nashua
Gloucester
Beverly
Salem
Lynn
Malden
Chelsea
Medford
Waltham
Framingham
Quincy
Brockton
Plymouth
Woonsocket
Providence
Pawtucket
Attleboro
Taunton
Fall River
New Bedford
Newport
Hartford
Manchester
New Britain
Middletown
Waterbury
New Haven
Bridgeport
Stamford
Norwalk
Greenwich
Danbury
New Rochelle
Bronx
New York
Yonkers
White Plains
Mount Vernon
Poughkeepsie
Torrington
Winsted
Litchfield
Bristol
Meriden
Wallingford
Norwich
New London
Westerly
Barnstable
Hyannis
Edgartown
Nantucket
Riverhead
Hicksville
Mineola
Port Chester
Rye
Stamford

Intercity Bus Lines-R.I. Transit Authority; Arrow; Bonanza.
Interstate Bus Lines-Greyhound; Bonanza; Providence-Hartford-Norwich Line.
Airlines-Eastern; Ransome; United; USAir; Piedmont; American; America Eagle; Business Express; People Express; Holiday.

3 - POPULATION:
Corp. City 80 Cen. 156,804; E&P 86 Est. 148,649
CZ-ABC: (80) 505,173
RTZ-ABC: (80) 591,195
County 80 Cen. 571,349; E&P 86 Est. 586,499
PMSA 80 Cen. 618,514; E&P 86 Est. 925,594
City & RTZ-ABC: (80) 1,096,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,157; E&P 86 Est. 62,431
CZ-ABC: (80) 183,614
RTZ-ABC: (80) 207,790
County 80 Cen. 209,698; E&P 86 Est. 224,538
PMSA 80 Cen. 211,406; E&P 86 Est. 330,167
City & RTZ-ABC: (80) 391,404

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$4,080,895,311
Savings	6	$2,422,242,614
Savings & Loan	2	$662,021,507

6 - PASSENGER AUTOS: Providence-City 66,588; County 314,205

7 - ELECTRIC METERS: Residence 64,807

8 - GAS METERS: Residence 52,688

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal & Mach. 35,400 ($369); Textiles 10,900 ($314); Jewelry & Silver 23,000 ($247); Rubber & Plastics 6,300 ($314); Food & Beverage 3,400 ($243); Printing & Publishing 6,100 ($411).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Downtown Shopping Area-Westminster St., Exchange Pl., Exchange St., Dorrance St., Weybossét St., Empire St.
Neighborhood Shopping Areas-Davol Sq., Olneyville Sq., Wayland Sq., The Arcade, Federal Hill.
Principal Shopping District-Jct. of 195 & 1295, Warwick.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrington Ctr.(12)	8	Cherry Webb & Touraine, Donnelly's
Coventry Plz.(7)	15	K mart, Radio Shack
Garden City Ctr.(43)	6	Child World, Cohoes, Donnelly's, Woolworth, Marshall's
Marshall's Plz.(20)	9	Marshall's, Herman's
Shopperstown(12)	12	Zayre, Radio Shack
Wampanoag Mall (22)	3	Cherry Webb & Touraine, Channel Home Ctr., Almacs
Lincoln Mall(70)	9	Caldor, Donnelly's, Peerless, Zayre, Almacs
Wakefield Mall(12)	20	Donnelly's, Woolworth, Stop & Shop
Bald Hill Plz.(15)	9	Lechmere, Paperama
Gov. Francis(6)	8	Save Rite, IGA
Rhode Island Mall (76)	9	Cherry Webb & Touraine, Sears, G. Fox
Rickles Plz.(4)	9	Rickles, Toys R Us
Warwick Commons (10)	8	Filene's
Warwick Mall(52)	8	Caldor, Filene's, JCPenney, Jordan Marsh, The Limited
Walnut Hill(23)	21	McCarthy's, Sears, Woolworth
Bayberry Plz.(3)	3	Sears Paint & Hdwe.
Seekonk Sq.(5)	3	T.J. Maxx, Child World
Swansea Mall(76)	13	Apex, Caldor, Edgar's, Sears, Service Mdse.
Swansea Plz.(4)	13	K mart

Principal Shopping Days-Department Stores-Thur., Fri., Sat., Sun.; Food Stores-Fri., Sat.
Stores Open Evenings-Department Stores-Mon. Through Sat. Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears 5; Jordan Marsh; Filene's; JCPenney 4; G. Fox.
Discount Stores-Ann & Hope 3; Apex 3; Edgars 2; K mart 7; Murray's 3; Zayre 10; Caldor 4; Lechemere 2; Save Rite 4; Stuart's.
Leading Apparel Stores-Cherry Webb & Touraine; Peerless; Casual Corner; Briggs Ltd.; Donnelly's; Marshall's 2.
Variety Stores-Woolworth 4.
Chain Drug Stores-Brooks 39; CVS 43; Douglas 11; Rite Aid 10.
Chain Supermarkets-A&P 3; Almacs 38; Food City; Heartland; IGA; Mass Food; Morse's 12; Star 12; Stop & Shop 12; Valueland 8.
Other Chain Stores-Men's Clothing: Brigg's Ltd., Chess King, Harvey Ltd., Hillhouse Ltd., Wallach's; Women's Clothing: Casual Corner 3, Cherry Webb & Touraine 5, Cohoes 2, Olevson, Wm. H. Harris, Hit or Miss 3, Lane Bryant, Peerless 5, The Limited, The Talbots, The Weathervane; Family Clothing: Anderson Little 3, Donnelly's 8, Filene's Basement Store, Kennedy's, Marshall's 2, T.J. Maxx 3; Variety Stores: Woolworth 4; Shoes: Baker's, Dexter, Don Dee, Fayva, Flagg Bros., Florsheim, Hanover, Kays Newport, Kinney, Knapp, Morse, Quoddy, Stride Rite, Taymor, Thom McAn; Hosiery: Albert, Fields, Frederick's of Hollywood, Parklane; Auto Supplies: ADAP, Benny's, Carquest, McLaughlin, NHD, Western Auto; Dairy: Cumberland Farms, Dairy Mart, Xtra Mart; Furniture: Alpert's, Cardi, Georgetown Manor, Roitman's, Scandinavian Design.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 88,607; BULLETIN (e-mon to fri) 119,310; (m-sat) 189,468; (S) 258,081; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William H. Peckham, Gen./Adv. Mgr., BULLETIN and JOURNAL, 75 Fountain St., Providence, RI 02902; Tel. (401) 277-7000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WEST WARWICK

1 - LOCATION: Kent County (In Providence PMSA). E&P Map D-3. Industrial center. 10 mi. S of Providence; 4 mi. to State Airport. On U.S. Hwys. 3 & 117.

2 - TRANSPORTATION: Railroads-Conrail.

3 - POPULATION:
Corp. Town 80 Cen. 27,026; E&P 86 Est. 28,867
PMSA 80 Cen. 631,204; E&P 86 Est. 925,594
County 80 Cen. 154,163; E&P 86 Est. 162,158

4 - HOUSEHOLDS:
Town 80 Cen. 9,936; E&P 86 Est. 11,053
County 80 Cen. 54,137; E&P 86 Est. 59,368
PMSA 80 Cen. 211,406; E&P 86 Est. 330,167

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Town 16,669; County 100,337

7 - ELECTRIC METERS: Residence 9,983

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Textiles; Medical Supply; Energy.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost Apr. 14.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(30)	NA	Ben Franklin
Governor Francis(18)	NA	Adams
Midland Mall(76)	NA	Sears, G. Fox, Zale's
Warwick Mall(52)	NA	Jordan Marsh, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Filene's; Jordan Marsh; JCPenney; G. Fox; Sears.
Variety Store-Newberry's.
Discount Stores-Ann & Hope Factory Outlet; Apex; Pontiac Mills Outlet; Lechmere Sales.
Chain Drug Stores-Adams; Davis Cut Rate; CVS; Douglas.
Chain Supermarkets-Stop & Shop; Almacs 2; Valueland; Jerry's 3; IGA 2.

14 - NEWSPAPERS: PAWTUXET VALLEY TIMES (e) 9,099; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ted Holmberg, Pub., PAWTUXET VALLEY TIMES, 1353 Main St., W. Warwick, RI 02893; Tel. (401) 821-7400.
National Representative: Landon Associates.

WESTERLY

1 - LOCATION: Washington County (In New London-Norwich, CT-RI MSA). E&P Map D-3. On RI-CT line, 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1; Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Rhode Island Coach; New Haven & Shore Line; RIPTA.
Airlines-RI Coastal Airways; USAir; Pilgrim; Viking Airways; Westerly State Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,580; E&P 86 Est. 19,340
CZ-ABC: (80) 26,224
RTZ-ABC: (80) 64,505
County 80 Cen. 93,317; E&P 86 Est. 98,986
MSA 80 Cen. 250,839; E&P 86 Est. 259,155
City & RTZ-ABC: (80) 90,729

4 - HOUSEHOLDS:
City 80 Cen. 6,599; E&P 86 Est. 6,799
CZ-ABC: (80) 9,266
RTZ-ABC: (80) 21,737
County 80 Cen. 31,081; E&P 86 Est. 34,657
MSA 80 Cen. 88,758; E&P 86 Est. 94,894
City & RTZ-ABC: (80) 31,003

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$198,054,000
Savings & Loan	1	$7,386,853
Credit Unions	4	$13,586,323

6 - PASSENGER AUTOS: County 60,593

7 - ELECTRIC METERS: Residence 11,497

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Braided Synthetic Specialty Cords; Surgical Threads; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens; Fine Lares; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chem. Specialties; Printing Press Mfg.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Mach.; Plastic Moldings; Elect. Batteries; Plastic Extrusion Mach.; Investment Casting.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10; last killing frost, Apr. 10.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-7 streets in center of town; 5 diversified shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Plaza(14)	NA	Almac Mkt., JCPenney
Granite Plaza	NA	Sunrise Market
Granite Street(18)	NA	Walgreens
Main Street(15)	NA	E-Z Package Store

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon downtown.
Stores Open Evenings-Fri.; Food and Shpg. Ctrs. nightly. Many stores open Sunday, including Discount Stores; some markets until midnight.

13 - RETAIL OUTLETS: Department Stores-McCormick's; Sears (catalog); Montgomery Ward; Reid & Hughes; JCPenney.
Discount Stores-Fisher's Big Wheel.
Chain Drug Stores-Higgins (Liggett-Rexall); Granite Walgreen; Brooks 2.
Chain Supermarkets-A&P 2; Super Finast; Almac's; Universal 4; Gentile's; Big M; IGA; Sunrise; Cumberland Farms 2; Scott's.

14 - NEWSPAPERS: SUN (e-mon to fri) 11,423; (S) 11,673; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Leon F. Williams, Gen. Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891; Tel. (401) 596-7791 and (203) 443-3307.
National Representative: Landon Associates.

WOONSOCKET

1 - LOCATION: Providence County (In Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, MA and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114 and 104.

2 - TRANSPORTATION: Railroads-Conrail; P&W.
Motor Freight Carriers-18.
Intercity Bus Lines-RI Public Transit Authority; ABC.

Airlines-Eastern; United; USAir; Pilgrim; Ransome; Altair (T.F. Green Airport, 25 mi. distance).

3 - POPULATION:
Corp. City 80 Cen. 45,914; E&P 86 Est. 46,901
CZ-ABC: (80) 78,287
RTZ-ABC: (80) 91,515
County 80 Cen. 571,349; E&P 86 Est. 586,499
PMSA 80 Cen. 307,403; E&P 86 Est. 400,185
City & RTZ-ABC: (80) 169,802

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,328; E&P 86 Est. 18,283
CZ-ABC: (80) 28,315
RTZ-ABC: (80) 29,110
County 80 Cen. 209,698; E&P 86 Est. 224,538
PMSA 80 Cen. 110,014; E&P 86 Est. 147,025
City & RTZ-ABC: (80) 57,425

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	N.A.	$525,288,124

6 - PASSENGER AUTOS: County 314,205; City 22,814

7 - ELECTRIC METERS: Residence 15,217

8 - GAS METERS: Residence 11,356

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,011 ($364); Mfg. 9,066 ($319); Trans., Elect., Gas 791 ($520); Whol. Trade 1,021 ($324); Ret. Trade 3,227 ($190); Fin., Ins. & R.E. 845 ($294); Servs. 5,953 ($244).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 65-85; Fall 48-60; Winter 10-40.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-3 blocks at Social Corner; Walnut Hill Plaza; Woonsocket Plaza; Park Square; Zayre; Slatersville Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Square(6)	2	Almac's, Star Mkt., Mars-Adap
Walnut Hill Plaza(26)	2	Sears, McCarthy's, Woolworth
Woonsocket Plaza(20)	2	Radio Shack, Caldor, Child World
Bellingham	1	Zayre, Almac's
Social Corner	1	Social Dept. Store
Slatersville Plaza(15)	4	Eddie's Mkt., Western Auto, Williams 5&10
Lincoln Mall(65)	4	Caldor, Zayre

Principal Shopping Days-Dept. Stores Thur., Fri., Sat.; Food Stores Thur., Fri., Sat.
Stores Open Evenings-All on Thur., Sun. 12-5; Dept. Tues., Thur.; Food Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-McCarthy's Dry Goods; Social Dept. Store; Sears; Caldor 2.
Discount Stores-Rathbun Factory Outlet; National Hardgoods Dist. 2; Zayre 2; Save Rite 2; Mars.
Variety Store-Woolworth.
Chain Drug Stores-CVS 5; Adams/Brooks 6.
Chain Supermarkets-Almac's 6; Star Market 2.
Other Chain Stores-Firestone; Benny's; Goodyear; Adap; Grossman's; Radio Shack 3; Child World; Western Auto; Anderson Little 2.

14 - NEWSPAPERS: CALL (e) 30,840; (S) 30,242; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Harold R. Belknap, Mktg. Mgr. or Richard H. McGee, Natl. Adv. Mgr., CALL, 75 Main St., Woonsocket, RI 02895; Tel. (401) 762-3000.
National Representative: Landon Associates.

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Editor & Publisher

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SOUTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Anderson County.
Augusta, GA-SC-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC
Charleston-Berkely, Charleston and Dorchester Counties.
Charlotte-Gastonia-Rock Hill, NC-SC-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC
Columbia-Lexington and Richland Counties.
Florence-Florence County.
Greenville-Spartanburg-Greenville, Pickens and Spartanburg Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	236	238	266
5-14 Years	552	520	584
15-24 Years	519	629	707
25-44 Years	607	867	972
45-64 Years	487	578	647
65 and Over	190	287	322
TOTAL	2,591	3,119	3,498

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	536	709	1,352
General Mdse	989	1,235	1,896
Food	2,022	3,096	4,170
Automobiles	1,766	2,169	4,030
Gasoline Stations	722	1,201	1,264
Apparel	414	677	1,030
Furniture	368	556	1,083
Eat-Drink Places	587	1,078	1,640
Drugs	264	596	572
TOTAL SALES	8,350	12,498	18,628

AIKEN

1 - LOCATION: Aiken County (In Augusta, GA-SC MSA). E&P Map B-3. 17 1/2 mi NE of Augusta, GA; 120 mi. NW of Charleston. On U.S. 1, 78; State 19, 302, 126.

2 - TRANSPORTATION: Railroads-Southern; Seaboard; Georgia & Florida.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Trailways; Southeastern Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,978; E&P 86 Est. 15,868
NDM-ABC: (80) 105,767
MSA 80 Cen. 345,918; E&P 86 Est. 375,217
County 80 Cen. 105,625; E&P 86 Est. 114,411
Demographic information available from Aiken Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 5,757; E&P 86 Est. 6,254
NDM-ABC: (80) 36,491
County 80 Cen. 36,456; E&P 86 Est. 41,170
MSA 80 Cen. 115,061; E&P 86 Est. 130,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$139,581,790
Savings & Loan	3	$169,381,506

6 - PASSENGER AUTOS: County 62,739

7 - ELECTRIC METERS: Residence 8,011

8 - GAS METERS: Residence 6,838

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles & Fabrics 10,443; Clay Prods. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Prods. 625; Food 100; Metal Fab. 138; Motor Protectors & Therm. 650; Constr. 1,860; Printing & Pub. 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14, last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING: Neighborhood Shopping Centers-Graniteville; Midland; Rich Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(5)	1	K mart, Bi-Lo
Kaimia Plaza(45)	1	Belk's
Mitchell(10)	2	N. Augusta Plz.
Heritage Sq.(20)	2	Belk's, Rose's, Revco, Wal-Mart, Whites, Food Lion

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-6 p.m.; 9 p.m. Fri.

13 - RETAIL OUTLETS: Department Stores-White's; Belk's; B.C. Moore.
Variety Store-McCrory.
Chain Drug Stores-Aiken 2; Revco 3; Eckerd.
Discount Stores-K mart; Wal-Mart; Roses.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly; Bi-Lo 2; Kroger; Food Town; Gurleys 3.
Other Chain Stores-Goodyear; Western Auto; Lowe's.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 13,911; (S) 13,583; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: A.B. Cubbedge, Adv. Dir., STANDARD, 124 Rutland Dr., Aiken, SC 29801; Tel. (803) 648-2311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ANDERSON

1 - LOCATION: Anderson County (MSA). E&P Map A-2. County Seat. Industrial center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76 and 178; I-85; State Hwys. 24, 28, 81 and 243.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,965; E&P 86 Est. 26,340
CZ-ABC: (80) 47,925
RTZ-ABC: (80) 312,091
County/MSA 80 Cen. 133,235; E&P 86 Est. 141,726
City & RTZ-ABC: (80) 360,016
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,308; E&P 86 Est. 9,780
CZ-ABC: (80) 17,458
RTZ-ABC: (80) 107,535
County/MSA 80 Cen. 46,944; E&P 86 Est. 52,182
City & RTZ-ABC: (80) 124,993

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$270,356,000
Savings & Loan	5	$332,615,000

6 - PASSENGER AUTOS: County 76,812

7 - ELECTRIC METERS: Residence 27,218

8 - GAS METERS: Residence 10,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,318 ($256); Fiberglass; Motor Prods.; Metal Working; Plastics; Fertilizer; Rubber Prods.; Apparel 21,700; 56,370 persons employed in County.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-82, Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St. & Square; 3 on N. Main; 2 on S. Main Ext.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anderson Mall(38)	NA	JCPenney, Meyers-Arnold, Sears, Gallant-Belk
Belvedere Plz.(21)	NA	Bi-Lo, Rhodes
Camp(5)	NA	Professional Phcy.
Hanks(6)	NA	Hanks Jewelry, Wal-Mart
Lakeside Sq.(14)	NA	Bi-Lo, Winn-Dixie, Wal-Mart
Lyons Center(5)	NA	Diliard Marine & Sport
Market Place(10)	NA	Winn-Dixie, Cosmo
Pruitt(17)	NA	Sullivan Hdwe.
Watson Village	NA	White-Jones, Winn-Dixie, Sterchis
Windsor Place	NA	Revco, Winn-Dixie
New South	NA	Revco, Sky City, A&P
East Point(6)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.; Downtown & Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Gallant-Belk, Sears; Meyers/Arnold; JCPenney.
Discount Stores-K mart; Sky City; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Revco 5; Bi-Lo; Eckerd 2.
Chain Supermarkets-A&P 2; Winn-Dixie 4; Fast-Fare Stores 14; Bi-Lo 4; Ingles 3; Kroger 2.
Other Chain Stores-Kimbrell's Furn.; Maxwell Furn.; Merit Shoes; Lerner's; Hammond-Brown Jennings Furn.; Jewelry; Kingoff's; Jewel Box; Pic-N-Pay Shoes; S&H Green Stamps; Radio Shack; Farr Music; John B. Lee.

14 - NEWSPAPERS: INDEPENDENT-MAIL (m) 42,885; (S) 45,108; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David W. Barton, Adv. Dir. Sales, INPEPENDENT-MAIL, 1000 Williamstown Rd.; PO Box 2507, Anderson, SC 29622; Tel. (803) 224-4321
National Representatives: Landon Associates; Harte-Hanks Communications.

BEAUFORT

1 - LOCATION: Beaufort County, E&P Map C-4. Diversified Farming; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,634; E&P 86 Est. 8,734
CZ-ABC: (80) 39,258
RTZ-ABC: (80) 32,179
County 80 Cen. 65,364; E&P 86 Est. 80,512
City & RTZ-ABC: (80) 71,437

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,245; E&P 86 Est. 2,789
CZ-ABC: (80) 10,680
RTZ-ABC: (80) 11,386
County 80 Cen. 20,112; E&P 86 Est. 26,262
City & RTZ-ABC: (80) 22,066

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 36,376

7 - ELECTRIC METERS: County Est. 24,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Lumber Milling; Military; Tourism; Shrimping.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaufort Plaza(10)	3	Roses, Eckerd, Winn-Dixie, Food Lion
Royal Oaks(6)	NA	A&P, Mack's 5 & 10, Revco
Ribaut Center(18)	2	K mart, Revco, BiLo Belk's
Island Center(6)	1	Winn-Dixie, Eckerd
Bi-Lo Center(3)	5	Bi-Lo, Sky City, Revco

13 - RETAIL OUTLETS: Discount Stores-K mart; Rose's; Sky City.

Department Stores-Belk-Simpson.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Winn-Dixie; Big Star; Bi-Lo; Piggly Wiggly; Food Lion.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 8,344; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Heath, Pub., GAZETTE, PO Box 399, Beaufort, SC 29902; Tel. (803) 524-3183.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Charleston County, (In Charleston MSA). E&P Map C-3. Center of state's sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base. County Seat.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line; Amtrak.
Motor Freight Carriers-75.
Airlines-Delta; Eastern; Piedmont; United; American; Bankair.

3 - POPULATION:
Corp. City 80 Cen. 69,510; E&P 86 Est. 68,800
NDM-ABC: (80) 430,346
County 80 Cen. 277,308; E&P 86 Est. 287,106
MSA 80 Cen. 430,301; E&P 86 Est. 479,895

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,267; E&P 86 Est. 25,750
NDM-ABC: (80) 137,875
County 80 Cen. 90,717; E&P 86 Est. 98,603
MSA 80 Cen. 137,875; E&P 86 Est. 160,814

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 138,896

7 - ELECTRIC METERS: Residence 95,901

8 - GAS METERS: Residence 46,080

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 13,300; Durable Goods 10,900; Lumber and Wood Prods. 1,700; Stone & Glass 1,200; Machines, exc. elect. 2,500; Nondurable Goods 8,700; Apparel 1,000; Food 700; Paper & Allied Prods. 1,850; Chem. 1,700; Trans., Commun. & Public Util., 9,500; Whol. and Ret. Trade 42,600; Fin., ins. & R.E. 8,200; Servs. 35,500; Gov't 49,300.
Principal Pay Days-1st, 15th, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Area-13 blocks on King St. from Cannon to Market Sts., with Shops and Stores on side streets from Calhoun to Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley(25)	18	S-Mart, TG&Y
Shannon(6)	21	Bi-Lo, Eckerd
North 52(10)	15	Bi-Lo, Revco
Yeaman's Hall(18)	10	Piggly Wiggly
King's Plz.(9)	2	Revco, Piggly Wiggly
Ashley Plz.(42)	5	Revco, Condon's, Brendles
Citadel(81)	6	Thalhimer's, Sears, Belk
Cross Creek(15)	3	Harris Teeter, Eckerd
Folly Rd.(25)	3	Red & White
Harborview(13)	5	Winn-Dixie, Harris Ligget-Rexall Drugs
James Is.(16)	3	Piggly Wiggly, Harris Drugs
Meyer Pk.(8)	4	Red & White
Northbridge(20)	5	Piggly Wiggly, Harris Drugs, Olan Mills
Shoppers Port(11)	6	Bi-Lo, Revco, Family Dollar
St. Andrews(10)	4	Rite Aid, Winn-Dixie, Kerrison's
S. Windermere(47)	3	Belk, Piggly Wiggly, Harris Drugs
Village Sq.(12)	4	Western Auto, Loehmann's
Celebration Station(16)	15	Rack Room, Linens 'n Things, Hit or Miss, Casual Male
Aviation Sq.(20)	11	Sam's Wholesale, Carolina Baby, Circuit City
Wespanee(13)	7	EZSupermarket
Westwood Plz.(15)	4	Eckerd, Handy City, Marshall's
Center Oak(7)	5	Revco, Food Lion
E. Cooper Plz.(10)	6	Piggly Wiggly, Eckerd, Wal-Mart
Moultrie(11)	5	Rite Aid, Gwynn's
Sea Island(15)	6	Piggly Wiggly, Eckerd, Western Auto, Belk
Patriot's Plz.(15)	5	Radio Shack, Kroger, World Bazaar
Brentwood Plz.(17)	7	Piggly Wiggly, Bi-Lo, Revco
Charles Towne Sq.(54)	8	JCPenney, Mont. Ward
Charleston Hgts.(11)	8	Piggly Wiggly
Evanston Plz.(26)	9	Doscher's, Ace Hardware
Fabian(10)	8	Piggly Wiggly, Rite Aid
Gaslite(26)	7	Kuppenheimer
N. Charleston(18)	10	T.J. Maxx, Handy City, Eckerd
Northwoods(132)	13	Belk, Sears, Kerrisons, Thalhimer's
Oakridge Plaza(25)	8	Piggly-Wiggly, TG&Y
Shipwatch Sq.(25)	6	Winn-Dixie, Eckerd, Western Auto
Bi-Lo(10)	22	Bi-Lo, Revco, Sky-City
Heritage(13)	21	Big Star, Revco, K mart

Oakbrook(13)	18	Piggly Wiggly, Eckerd, Revco, Kroger
Palmetto Plz.(18)	21	Simmon's Appliance
Summerville Plz.(5)	22	Wal-Mart, Eckerd, Winn-Dixie, Doscher's

Principal Shopping Days-Department: Mon., Wed., Fri., Sat.; Food: Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Dept. & Discount.

13 - RETAIL OUTLETS: Department Stores-Condon's; Kerrisons; Belk; JCPenney; Sears; Montgomery Ward; Thalhimer's.
Discount Stores-Service Mdse.; TG&Y; K mart; Wal-Mart; T.J. Maxx; Marshall's; Rolane's; Loehmann's; Brendle's; Sam's Wholesale.
Variety Stores-Kress; Woolworth; Family Dollar.
Chain Drug Stores-Eckerd; Scotties; Rite Aid; Harris Drugs; Medicine Shoppes; Revco; Treasury; K mart Pharmacies; Drug Emporium.
Chain Supermarkets-Winn-Dixie 5; Red & White 8; Piggly Wiggly 24; Bi-Lo 10; Doschers 12; Harris Teeter 3; Kroger 6; Food Lion 8.
Other Chain Stores-Women's Apparel: Lerner Shops, Diana, Casual Corner; Men's: Fines, Waltons, Kuppenheimer; Shoes: Hanover, Thom McAn, Butler, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney; Auto Supplies: Advance Auto, Allens, Western Auto, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty's, Maxwell, Singer Co.; Misc.: Friedman's Jewelry, Sherwin-Williams, Lowe's, Wickes, S&H Green Stamps, Russell Stover, Top Value Stamps, Jewel Box, Hickory Farms, Radio Shack, 7-Eleven, Majik Market, Pantry, Scotchman, Bee-Rite, Book Bag, Waldenbooks.

14 - NEWSPAPERS: NEWS & COURIER (m-mon to fri) 72,852; THE EVENING POST (e-mon to fri) 38,630; NEWS & COURIER/THE EVENING POST (sat) 109,177; (S) 117,712; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Symantha B. Bayless, Mktg. Res. Analyst, NEWS & COURIER/THE EVENING POST, 134 Columbus St., Charleston, SC 29403; Tel. (803) 577-7111, Ext. 460.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

COLUMBIA

1 - LOCATION: Richland County (MSA). E&P Map B-2. County Seat. State capital and largest city in state. Manufacturing textiles, concrete, electric & non-electric machinery, chemicals, metal products, lumber, dairying, cotton and miscellaneous smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte, Spartanburg NW, 96 mi.; Greenville NW, 107 mi.; Augusta SW, 72 mi.; Charleston SE, 114 mi. On U.S. 1, 21, 76, 176, 321, 378; I-20; I-26 and I-77. State Hwys. 12, 48, 215, 262, 555, 602.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Columbia; Newberry & Laurens; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Eastern; Piedmont; American; United; People Express.

3 - POPULATION:
Corp. City 80 Cen. 99,969; E&P 86 Est. 89,664
CZ-ABC: (80) 257,888
RTZ-ABC: (80) 600,034
County 80 Cen. 267,823; E&P 86 Est. 284,710
MSA 80 Cen. 408,176; E&P 86 Est. 446,568
City & RTZ-ABC (80) 857,922
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,422; E&P 86 Est. 28,183
CZ-ABC: (80) 84,510
RTZ-ABC: (80) 190,934
County 80 Cen. 85,461; E&P 86 Est. 94,782
MSA 80 Cen. 133,078; E&P 86 Est. 152,171
City & RTZ-ABC: (80) 275,444

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$7,667,091,000
Savings & Loan	4	$1,625,567,000

6 - PASSENGER AUTOS: County 142,101

7 - ELECTRIC METERS: County Residence 99,708

8 - GAS METERS: County Residence 50,478

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 30,330; Trade 45,170; Trans. & Util. 11,270; Fin., Ins. & R.E. 15,560; Constr. 8,570; Servs. & Gov't 80,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-91; Summer 47-107; Fall 24-97; Winter 6-75. First killing frost, Nov. 3; last killing frost Mar. 30.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.; 4 on Assembly St.; 3 on Sumter St.; 3 on Hampton; 3 on Taylor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Five Points	2	Eckerd
Rosewood(24)	3	Dodd's, Bits 'N Pieces, Giant Food World
Trenholm Plz.(31)	4	Rite Aid, A&P, Ben Franklin
Richland Mall(28)	3	J.B. White's, Winn-Dixie, Eckerd
Cedar Terrace(24)	5	
Landmark Square (20)	6	Winn-Dixie, Hamricks, Cloth World, Rite Aid
Decker Plaza(9)	5	Rite Aid
Decker Village(5)	5	Food Lion
Midlands(16)	4	Giant Food, Western Auto, Furn. Factory Outlet
Columbia East(10)	6	Bi-Lo Foods, Family Dollar
Northway Plaza(12)	5	A&P, Cloth World
Northside Plaza(12)	6	Giant Food, Sentry Drug, Radio Shack, Pic 'N Pay
Beltline Village	6	Otasco, Bi-Lo Foods, Pic 'N Pay, Family Dollar
Boozer(37)	7	Western Auto, Key Distributors
West End Sq.	NA	Piece Good, Pic 'N Pay
Dutch Square(56)	7	A&P, J.B. White's, Eckerd
Seven Oaks(17)	7	Radio Shack, Food Lion
St. Andrews(10)	3	T.J. Maxx, Tons O' Toys
Widewater Sq.(12)	7	Bi-Lo Foods, Pic 'N Pay, Revco
Whitehall(16)	9	Winn-Dixie, Dodd's
Parkland Plz.(25)	2	Dodd's, Pic 'N Pay
Capitol Square(12)	3	Bi-Lo, Revco, Cloth World, Family Dollar
Intersection Ctr.(33)	8	Service Mdse., Robin's Menswear
Columbia Mall(111)	6	JCPenney, Sears, Rich's, Belk
Bush River Mall(17)	7	Richway
Decker Mall(11)	6	Kroger
Woodhill Mall(45)	5	Richway, Food Lion
Woodberry Plaza	7	Winn-Dixie, Revco
Saluda Plaza(7)	4	Piggly Wiggly
Sunset Plaza(11)	6	Winn-Dixie, Eckerd
Airport Sq.	10	Food Town, Radio Shack
Edenwood Square(6)	6	Bi-Lo, Revco

Principal Shopping Days-Department Stores-Mon., Tues., Fri., Sat.; Food-Wed, Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-James L. Tapp; Belk's, JCPenney; Sears; J.B. White; Rich's; Howard's; Macy's.
Discount Stores-K mart 4; Lowe's 2; Wickes 2; White's Auto 2; Service Merchandise; Richway 3; Key Distributors.
Variety Stores-Kress; Silver's; Dodd's 8; United 2; Crest; Emery 2; Family Dollar 8; G & H; Warehouse World.
Chain Drug Stores-Eckerd 10; Rite Aid 7; Revco 16.
Chain Supermarkets-A & P 3; Winn-Dixie 8; Piggly Wiggly 11; Giant Food World/Red & White 7; Bi-Lo 7; Food Lion 11; Kroger SavOn 6; Family Mart 2.
Other Chain Stores-Women's Apparel: Banker's Note, Lerners, Garber's, The Limited, Brook's Fashions, Ashby's, Size 5-7-9, Stuarts, Body Shop, Ormond's, Foxmoor, Casual Corner, Susie's Casuals, The Ranch; Shoes: Butler's, Marilyn Shop, Thom McAn, Kinney's, Pic-N-Pay, Miles, Ford, Endicott Johnson, Father & Son, Hanover, Baker, Varman; Men's Clothing: National Shirt Shop, Silverman's, J. Riggins, Bill's London Transit, Fine's; Jewelry: Zale's, Friedman's 5, D.P. Paul, Keepsakes, Osterman's; Auto Accessories: Otasco 2, Goodyear 5, Firestone 3, Miller Tire 2, Western Auto 6, Kenney 2, General Tires; Furniture: Haverty 2, Bridges 2, Maxwell Bros., Rhodes 2, Furniture World; Others: S & H Green Stamps, Greenbax Stamp.

14 - NEWSPAPERS: STATE (m) 117,978; RECORD (e) 30,698; STATE (S) 152,868; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: G.M. "Bucky" Johnson, Adv. Dir., Sandra B. Suggs, Adv. Mgr., STATE and RECORD, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-6161.
National Representative: Branham/Newspaper Sales.

FLORENCE

1 - LOCATION: Florence County (MSA). E&P Map C-2, County Seat. 84 mi. NE of Columbia.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Queen City Trailways; Pee Dee Coaches.
Airlines-Atlantis; Henson.

3 - POPULATION:
Corp. City 80 Cen. 29,176; E&P 86 Est. 28,939
CZ-ABC: (80) 40,700
RTZ-ABC: (80) 199,856
County/MSA 80 Cen. 110,163; E&P 86 Est. 114,605
City & RTZ-ABC: (80) 240,556

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,370; E&P 86 Est. 10,359
CZ-ABC: (80) 13,983
RTZ-ABC: (80) 62,603
County/MSA 80 Cen. 35,705; E&P 86 Est. 38,728
City & RTZ-ABC: (80) 76,586

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$384,883,000
Savings & Loan	3	$254,431,000

6 - PASSENGER AUTOS: County 54,499

7 - ELECTRIC METERS: Residence Est. 25,761

8 - GAS METERS: Residence Est. 2,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 900; Textiles 2,500; Bakeries 1,000; R.R. 800; Bottling 273; Metal Fab. 1,942; Dairies 170; Film Plant 1,000; Electronics 1,750; Trans. & Public Util. 2,400; Paper Mill 1,000; Truck Motor Lines 341; Office Services in general 6,200.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 4 streets; several shopping centers.
Neighborhood Shopping Center-1500 block, W. Palmetto.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Florence Mall(55)	1	Peebles
Florence Plz.(2)	1	Wal-Mart, Winn-Dixie
Hallmark Sq.(20)	7	Bi-Lo Foods, Family Dollar, Alexander's
K mart Plz.		K mart, Food Lion
Magnolia Mall(68)	3	Belk's, Sears, Rose's, JCPenney
Palmetto(7)	1	Big Star
South Park(9)	2	Rose's, Winn-Dixie
Sweetbriar(9)	2	IGA

Principal Shopping Days-Sat., Fri., Sun.
Stores Open Evenings-Mall, K mart, Wal-Mart, Mon through Sat.

13 - RETAIL OUTLETS: Department Stores-Belks; Sears; JCPenney; Peebles; Tomlinson.
Variety Stores-S.H. Kress; Rose's; VM Outlet.
Discount Stores-Family Dollar; Tomlinson's; K mart; Rose's; Sky City; Alexander's; Wal-Mart.
Chain Drug Stores-Walgreens; Eckerd; Valu-rite; Revco.
Chain Supermarkets-Kroger Sav-On; Winn-Dixie 2; Big Star (Colonial); Thriftway 4; INS 7; Piggly Wiggly 3; Food Lion 2; Bi-Lo; IGA.
Other Chain Stores-Friedman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Eleanor Shop; Style Center; Wickes Bldg. Mat.; Cato's; 7-Eleven; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.; Lerner's; Brooks; Casual Corner; Ormands; Foxmoor; Susie's Casuals; Thom McAn; Kinney; Athlete's Foot; Just Pants; B. Dalton; Love Shop; American Seam; Reeds, Zale's; Kay Jewelers; Mill Fabrics.

14 - NEWSPAPERS: NEWS (m) 30,289; (S) 30,864; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Den Dickerson, Adv. Mgr., NEWS, 141 S. Irby St.; PO Box F-11, Florence, SC 29501; Tel. (803) 669-1771.
National Representative: Thomson Newspapers.

GREENVILLE

1 - LOCATION: Greenville County. (In Greenville-Spartanburg MSA). E&P Map A-1. County Seat. Northwestern corner of state; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center. On U.S. Hwys. 85, 26, 25, 29.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line; Greenville & Northern.
Motor Freight Carriers-50.
Intercity Bus Lines-Atlantic Greyhound; Continental Trailways.
Airlines-Eastern; Delta; Piedmont; Atlantic Southeast; American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 58,242; E&P 86 Est. 54,608
CZ-ABC: (80) 209,121
RTZ-ABC: (80) 518,840
County 80 Cen. 287,913; E&P 86 Est. 310,778
MSA 80 Cen. 568,758; E&P 86 Est. 612,710
City & RTZ-ABC: (80) 727,961
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,170; E&P 86 Est. 21,695
CZ-ABC: (80) 74,767
RTZ-ABC: (80) 178,524
County 80 Cen. 101,579; E&P 86 Est. 114,710
MSA 80 Cen. 171,417; E&P 86 Est. 222,075
City & RTZ-ABC: (80) 253,291

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,220,958,000
Savings & Loan	6	$1,122,692,000

6 - PASSENGER AUTOS: County 176,775

7 - ELECTRIC METERS: County 124,862

8 - GAS METERS: County 29,563

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total 285,000; Constr. 19,700 (N.A.); Trans. 10,100 (N.A.); Trade 64,000 (N.A.); Fin. 11,000 (N.A.); Servs. 45,600 (N.A.); Gov't 36,700 (N.A.); Mfg. 97,500 ($287).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-97; Summer 57-97; Fall 20-81; Winter 9-78. First killing frost, Oct. 3; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E. North St., Pendleton St. and Augusta St.; 4 to 6 mi. E. of Central Business District includes 3 regional malls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Mall(65)	6	Mont. Ward, J.B. White
McAlister Sq.(53)	3	Belk-Simpson, Ivey's, Meyers Arnold, Winn-Dixie
Haywood Mall(105)	5	Rich's, JCPenney, Sears, Belk-Simpson, Meyers-Arnold
Greer Plz.(15)	12	Belk-Simpson, Winn-Dixie, Eckerd, Otasco, Sky City
Wade Hampton Mall(25)	2	Eckerd
University Sq.	NA	Winn-Dixie, Revco
Pleasantburg(30)	3	Belk-Simpson
Nichols	3	Bi-Lo
North Hills(17)	3	Winn-Dixie, Rite Aid
Westowne(5)	5	Wal-Mart, Otasco, Auto Shack
K mart	2	K mart
Ashby's Vlg.(NA)	5	Ashby's
Haywood Plz.(NA)	5	T.J. Maxx
K mart (Mills Ave.)	5	K mart
K mart(Sulphur (Spr.-Boca)	4	K mart, Winn-Dixie, Wade Hampton
Mauldin Plz.(4)	8	K mart, Sky City, Bi-Lo
K mart (Greer)	NA	Community Cash, Revco, K mart
Town & Country Plaza	NA	Belk-Simpson

Principal Shopping Days-Dept. Stores Fri., Sat., Mon., Tues.; Food Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Simpson 4; Meyers-Arnold; JCPenney; Sears; Ivey's; Montgomery Ward; Rich's; J.B. White.
Discount Stores-K mart 4; Sky City 3; Family Dollar 5; Nichols; Wal-Mart 4; Service Mdse.; Brendles.
Chain Drug Stores-Eckerd 9; Family Mart 2; Rite-Aid 11; Revco 13; Shaw's 2; Colonial; K mart 4; Ind. Drug Stores 40.
Chain Supermarkets-Winn-Dixie 13; Kash & Karry; Hometown 2; Bi-Lo 10; Ike's; Ingles 7; 7-Eleven 4; Community Cash; Family Mart 2.
Other Chain Stores-Butler's 2; Lerner's 2; Maxwell Bros. 2; Thom McAn 3; Haverty; Kimbrell Furn.; S & H Green Stamps; Friedman Jewelry 3; Western Auto; Rhodes Furn.; Carriage House; Handee Mart 6; Ashby's; Loehman's; S-Mart; S-K Outlets; Kuppenheimer; Fast Fare 3; Majik Market 6; Starvin' Marvin 3; Pic 'N Pay 6; The Pantry 12; Kinney 3; Market Place; Sam's Wholesale.

14 - NEWSPAPERS: NEWS (m-mon to fri) 86,787; PIEDMONT (e-mon to fri) 24,950; NEWS-

PIEDMONT (m-sat) 110,332; (S) 126,095; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steven Brandt, Gen. Mgr. or Lawson Hayes, Mktg. Dir., NEWS and PIEDMONT, 305 S. Main St.; PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4100.
National Representative: Sawyer-Ferguson-Walker.

GREENWOOD

1 - LOCATION: Greenwood County, E&P Map B-2. County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25, 221, 178; State Hwys. 10, 22 and 72.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Georgia & Florida; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Carolina Scenic.

3 - POPULATION:
Corp. City 80 Cen. 21,613; E&P 86 Est. 21,436
CZ-ABC: (80) 21,613
RTZ-ABC:(80) 79,537
County 80 Cen. 57,847; E&P 86 Est. 61,779
City & RTZ-ABC: (80) 101,150

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,902; E&P 86 Est. 8,002
CZ-ABC: (80) 7,902
RTZ-ABC: (80) 26,580
County 80 Cen. 20,308; E&P 86 Est. 22,588
City & RTZ-ABC: (80) 34,482

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$185,000,000
Savings & Loan	3	$130,000,000

6 - PASSENGER AUTOS: County 32,130

7 - ELECTRIC METERS: Residence 25,987

8 - GAS METERS: Residence 10,120

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prods.; Meat Proc. & Packing; Tooling Mfg.; Brick & Tile Mfg.; Flower Seeds & Bulbs; Electronics; Robots.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 3 on Maxwell Ave.; 2 on Waller Ave.; 1 on Phoenix Ave.; several Shpg Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crosscreek(50)	NA	Belk's, JCPenney, Meyers-Arnold, Service Mdse.
Montague St.(16)	NA	Rose's, Winn-Dixie
Hwy. 72 By-Pass(6)	NA	Sky City, Revco
Hampton(6)	NA	Bowling's, Wharton's
K mart(12)	NA	K mart, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. 1:30-6:30.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Eckerd; Meyers-Arnold.
Variety Stores-Rose's; Family Dollar.
Discount Stores-Sky City; S-mart; Family Dollar; K mart; Big Lots.
Chain Drug Stores-Eckerd; Revco; Cambridge 3; Treasury Drug.
Chain Supermarkets-Winn-Dixie 2; Bi-Lo 2; Community Cash; Piggly Wiggly; Food Lion 2.
Other Chain Stores-Goodyear; Diana (apparel); Marilyn (shoes); Sears (catalog); Eleanor Shop; S&H Green Stamps; Pic 'N Pay Shoes; Quickway; Helig Meyers; Rhodes; T.E. Jones; Western Auto; Wickes; Service Mdse.; Lowes.

14 - NEWSPAPERS: INDEX-JOURNAL (e-mon to fri) 16,361; (S) 16,566; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Mktg. Dir., INDEX-JOURNAL, Phoenix & Fair, Greenwood, SC 29646; Tel. (803) 223-1414.
National Representative: Landon Associates.

HILTON HEAD ISLAND

1 - LOCATION: Beaufort County, E&P Map C-4. 40 mi. N of Savannah, GA; 40 mi. S of Beaufort.

2 - TRANSPORTATION: Airlines-Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 11,239; E&P 86 Est. 17,000
County 80 Cen. 65,364; E&P 86 Est. 80,512
CZ-ABC: (80) 11,239
RTZ-ABC: (80) 54,125
City & RTZ-ABC: (80) 65,364

4 - HOUSEHOLDS:
City 80 Cen. 4,634; E&P 86 Est. N.A.
County 80 Cen. 20,112; E&P 86 Est. 26,262
CZ-ABC: (80) 4,634
RTZ-ABC: (80) 15,748
City & RTZ-ABC: (80) 20,112

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$325,000,000
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 36,376

7 - ELECTRIC METERS: 25,000 (County)

8 - GAS METERS: 2,000

9 - PRINCIPAL INDUSTRIES: Industry-Tourism 3,855 ($175); Ret., Whol. 1,416 ($400); Servs. 1,287 ($220); Constr. 1,966 ($230); Fin., R.E. 1,025 ($330); Professional 1,018 ($295); Trans. & Commun. 464 ($360).
Principal Industrial Pay Days-Thur., Fri.

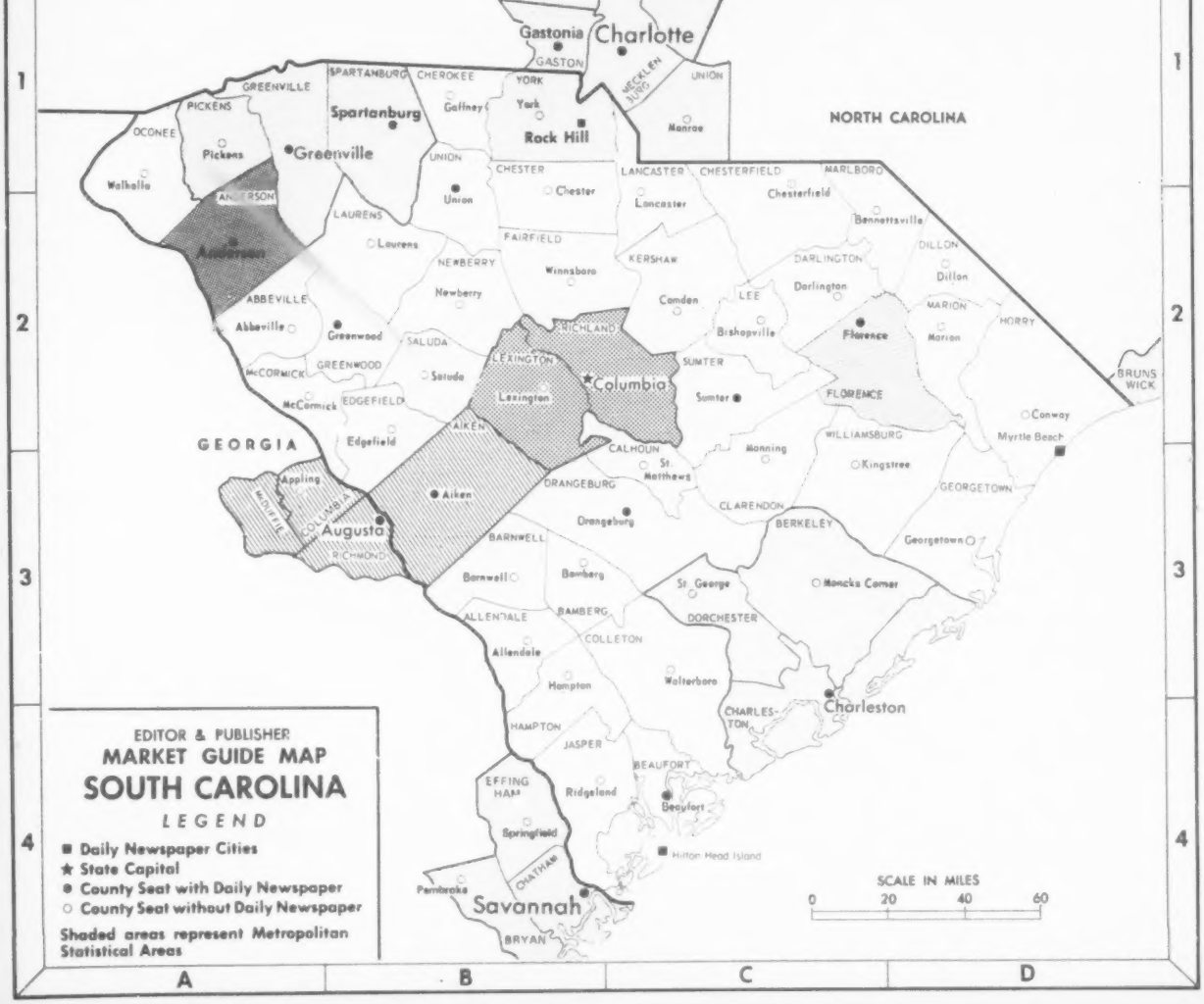
10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 75-100; Fall 60-90; Winter 40-70. First killing frost, Nov. 20; last killing frost, Mar. 1.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-Coligny Plaza, Coligny Circle; Matthews Dr. & Hwy. 278-North Island.
Neighborhood Shopping Centers-In general area of Coligny Plaza (South Island) & North Island.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pineland Mall(40)	6	Big Star, Players World, Capins, Western Auto
Port Royal Plaza(20)	6	Wal-Mart, Bi-Lo
Shelter Cove(20)	4	Knickers, Revco



Plaza Shelter Cove(15)	4	Maxway, Piggly Wiggly
Village Wexford(25)	1	Surf Shop, Damons
Market Place(15)	1	Maxway, Winn-Dixie, Nash Drug
Harbour Town(22)	NA	Knickers

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; Maxway.
Variety Stores-Nash Drug; Capins.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Red & White; Winn-Dixie; Big Star; Piggly Wiggly; Bi-Lo.
Other Chain Stores-True Value; Western Auto; Carvel.

14 - NEWSPAPERS: ISLAND PACKET (m-mon to fri) 9,855; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Philip Porter, Adv. Dir., ISLAND PACKET, 1 Pope Ave. Mall; PO Box 5727; Hilton Head Island, SC 29938; Tel. (803) 785-4293.
National Representative: Landon Associates.

MYRTLE BEACH

1 - LOCATION: Horry County, E&P Map D-3. Center of Grand Stand, a long coastal beach area 50 mi. long. The coastline is oriented NE-SW on the Atlantic Ocean and Myrtle Beach is about 23 mi. S of the North Carolina boundary. Northeast part of state. Resort center on US Hwy. 17.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.
Waterway-Intercoastal Waterway.
Airlines-Piedmont; USAir.
Private Air Service-Southern Air Charter.

3 - POPULATION:
Corp. City 80 Cen. 18,758; E&P 86 Est. 22,615
CZ-ABC: (80) 41,394
RTZ-ABC: (80) 48,198
County 80 Cen. 101,419; E&P 86 Est. 126,780
City & RTZ-ABC: (80) 89,592

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,725; E&P 86 Est. 8,151
CZ-ABC: (80) 15,370
RTZ-ABC: (80) 15,560
County 80 Cen. 34,798; E&P 86 Est. 45,521
City & RTZ-ABC: (80) 30,930

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$195,000,000
Commercial	9	$325,000,000

6 - PASSENGER AUTOS: County 67,316

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 3,716

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Resort 22,000; Electronic Components 2,156; Hydraulic Cranes 725; Brass Finishing 180; Air Base 3,500.
Principal Pay Days-Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9; last killing frost, Mar. 23.

11 - TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (pH 8.6).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Myrtle Sq.(67)	NA	Belk's, Sears, Peebles
Village Sq.(16)	NA	Revco, Winn-Dixie, Wal-Mart
K mart(5)	NA	K mart
Deerfield Plz.(11)	NA	Revco
Surfwood Ctr.(8)	NA	A&P, Macks
Northstrand Ctr.(15)	NA	Colonial Super Mkt.
Eckerd Plaza(8)	NA	Eckerd
Outlet Park(20)	NA	Outlet Stores
Briarcliffe Mall(60)	NA	JCPenney, Belk, K mart
Mall Plaza(10)	NA	Harris Teeter
The Galleria(30)	NA	Kroger, Savon

13 - RETAIL OUTLETS: Department Stores-Sears; Belk's 2; Chapin; Jerry Cox 2; Peebles 2; Tad's; Coker; Macks 7; JCPenney; Leder-Banner.
Discount Stores-Revco 4; K mart 2; Wal-Mart 4; Family Dollar 4; J.P. Stevens; RDR.
Variety Stores-Rose's; Wood's 2; Wallamaw Pottery.
Chain Drug Stores-Treasury 2; Eckerd 5; Revco Discount Drug Ctr. 4.
Chain Supermarkets-A&P 6; Winn-Dixie 4; Piggly Wiggly 5; Big Star 2; Food Lion 3; Minit Mart; 7-Eleven 7; Harris Teeter 2; Fast-Fare 3; Scottsmans IGA; Bilo 2; Kroger 2; Red & White.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Darden's; Friedman Jewelers; Hickory Farms; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Western Sizzlin; Shoney's; Slugs Rib; Brooks; Stuarts; Casual Corner; Cato's; Brendle's.

14 - NEWSPAPERS: SUN NEWS (m) 25,965; (S) 31,779; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary West, Adv. Dir., SUN NEWS, PO Box 406, Myrtle Beach, SC 29578-0406; Tel. (803) 448-8351.
National Representative: Branham/Newspaper Sales.

ORANGEBURG

1 - LOCATION: Orangeburg County, E&P Map C-3. Near center of state. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

2 - TRANSPORTATION: Railroads-Southern Railway; Seaboard Coast Line.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; E&P 86 Est. 15,335
CZ-ABC: (80) 31,333
RTZ-ABC: (80) 65,611
County 80 Cen. 82,276; E&P 86 Est. 86,563
City & RTZ-ABC: (80) 96,944

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,719; E&P 86 Est. 4,908
CZ-ABC: (80) 9,913
RTZ-ABC: (80) 20,480
County 80 Cen. 25,643; E&P 86 Est. 28,079
City & RTZ-ABC: (80) 30,393

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$145,388,792
Savings & Loan	2	$85,500,000

6 - PASSENGER AUTOS: County 40,813

7 - ELECTRIC METERS: Residence 17,641

8 - GAS METERS: Residence 8,235

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 8,506; Non-mfg. 6,282; Agric., Forestry, Fisheries 64; Constr. 994; Trans., Commun. 616; Ret. 4,022; Whol. 997; Fin., Ins., R.E. 713; Servs. 2,630.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-78; Summer 75-80; Fall 48-65; Winter 28-57.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main (Russell) St.; 4 on Broughton; 5 on John C. Calhoun Dr.; 2 on Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(3)	NA	
Orangeburg Mall(21)	NA	Rose's, Eckerd, Winn-Dixie
Red & White(5)	NA	
Edisto Village(6)	NA	Sky City, Bi-Lo
K mart Center(4)	NA	K mart
Chestnut Square(5)	NA	Bi-Lo, Revco, Family Dollar, Wal-Mart
Prince of Orange (46)	NA	Belk-Hudson, JCPenney, Wal-Mart

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Chain Stores nightly.

13 - RETAIL OUTLETS: Department Stores-Belks 2; JCPenney; Wal-Mart.
Variety Stores-Rose's; Ferse; K mart; Sky City; Family Dollar.
Chain Drug Stores-Scotties; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly 2; Red & White; Bi-Lo 2; Food Lion 2.
Other Chain Stores-Goodyear; Firestone; Sears (catalog); Eleanor Shop; Pic-N-Pay Shoes; Cato's.

14 - NEWSPAPERS: TIMES & DEMOCRAT (m) 15,763; (S) 16,476; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, PO Drawer 1766, Orangeburg, SC 29115; Tel. (803) 534-3352.
National Representative: Landon Associates.

ROCK HILL

1 - LOCATION: York County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map B-2. Textile manufacturing center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte, NC; 75 mi. N of Columbia. On U.S. Hwy. 21; State Hwys. 5, 322, 72 and 901; I-77.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard Coastline.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Stages.
Airlines-Eastern; Southern; Delta; Piedmont; United; Atlantis; Sunbird; Wheeler; USAir; Pan Am; Ozark; People Express; Tennessee Airways. (Douglas Airport-Outside Charlotte).

3 - POPULATION:
Corp. City 80 Cen. 35,344; E&P 86 Est. 35,786
NDM-ABC: (80) 90,520
RTZ-ABC: (80) 42,366
County 80 Cen. 106,720; E&P 86 Est. 119,347
MSA 80 Cen. 971,391; E&P 86 Est. 1,060,612
NDM & RTZ-ABC: (80) 132,886

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,722; E&P 86 Est. 12,266
NDM-ABC: (80) 29,488
RTZ-ABC: (80) 13,836
County 80 Cen. 34,861; E&P 86 Est. 40,688
MSA 80 Cen 342,344; E&P 86 Est. 389,770
NDM & RTZ-ABC: (80) 43,324

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$1,057,712,000
Savings & Loan	2	$299,528,631

6 - PASSENGER AUTOS: County 65,260

7 - ELECTRIC METERS: Residence 17,564

8 - GAS METERS: Residence 9,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile Finishing & Syn. Yarns 6,874; Truck Bodies 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Cherry Plaza Shpg. Ctr.; Rock Hill Mall; Eastside on Albright Rd.; Love's Plaza on Cherry Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Plz.	2	Community Cash, Erin's Clothing, Sullivan Music
Beaty(42)	2	Harris Teeter, Revco, Queen City TV, Tart's
Saluda(5)	1	Smith Drugs
Rock Hill Mall(36)	3	Belk, Sears, Eckerd, JCPenney
Love's Plz.	2	Love's Jewelers, Cobblers Bench, Western Auto
York Plz.(15)	4	Watson's Back Room, Revco, Wal-Mart, Advance Auto
Bi-Lo Plz.	2	Bi-Lo, Sky City, Family Dollar
K mart Plz.(2)	3	K mart, Bi-Lo
Eastside(3)	NA	Food Lion, Eckerd, Cheap Joe's
Village Sq.	NA	Eckerd, Winn-Dixie
Town Ctr. Mall	NA	Belk
Shiland Hills	5	Food Lion, Revco
Northeast Plz.(9)	3	Kroger Sav-On
Southgate(3)	NA	Winn-Dixie, Rite Aid

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Sears.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Tollison-Neal 3; Eckerd 2; Revco 3; Smith Drugs 3; Rite Aid; K mart Pharmacy; Kroger Sav-On Pharmacy.
Discount Stores-Family Dollar 2; Pic 'N Pay; Sky City; K mart; Wal-Mart.
Chain Supermarkets-Winn-Dixie 4; Bi-Lo 2; Community Cash 2; Food Lion 2; Kroger Sav-On; Harris Teeter.
Other Chain Stores-Sidney's; Eleanors; Friedman's Jewelers; Furniture; Kimbrell's, Helig Meyers; Harper Bros. (office supply); Sherwin-Williams; Singer Co.; Top Value Stamps; Pic 'N Pay Shoes; Kinney Shoes; Royce Shoes; Ormond's Shop; Radio Shack; Judi Smart Shops; Wrangler Wranch; Brook's; Marion Davis; Uniroyal; Carolina Tire; Firestone; Lowe's; Wickes; Ace Hardware; Watson's Family Clothing; Advance Auto; Western Auto.

14 - NEWSPAPERS: THE HERALD (e) 26,215; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Gruber, Adv. Mgr. or C. Jack Harless, Specialty Adv. Mgr., THE HERALD, 132-136 W. Main; PO Box 11707, Rock Hill, SC 29730; Tel. (803) 329-4000.
National Representative: Landon Associates.

SPARTANBURG

1 - LOCATION: Spartanburg County (In Greenville-Spartanburg MSA). E&P Map B-1. County Seat. Industrial, agriculture and rail center. 96 mi. NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Rts. 85 and 26.

2 - TRANSPORTATION: Railroads-Main line of Southern Ry.; Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; NYAir; Atlantic Southeast; Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 43,826; E&P 86 Est. 42,201
CZ-ABC: (80) 107,704
RTZ-ABC: (80) 167,066
County 80 Cen. 201,553; E&P 86 Est. 214,532
MSA 80 Cen. 568,758; E&P 86 Est. 612,710
City & RTZ-ABC: (80) 274,770
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,050; E&P 86 Est. 16,028
CZ-ABC: (80) 37,831
RTZ-ABC: (80) 56,352
County 80 Cen. 69,838; E&P 86 Est. 77,761
MSA 80 Cen. 171,417; E&P 86 Est. 222,075
City & RTZ-ABC: (80) 94,183

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,575,000,000
Savings & Loan	4	$89,640,000

6 - PASSENGER AUTOS: County 120,005

7 - ELECTRIC METERS: Residence 67,211

8 - GAS METERS: Residence 9,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber & Plastic 2,000; Paper Prods. 1,700; Textile 20,300; Garments 2,500; Food Prods. 1,100; Chem. Prods. 3,600; Mach. 3,100; Other Metal Prods. 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.
Neighborhood Shopping Centers-1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd.; Pine St. North; Spartan Plz.; New 76-Westgate Mall; Hillcrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Mall(75)	4	Sears, JCPenney, Belk, K mart, Meyers-Arnold
W. Main St.	3	Community Cash
E. Main St.	2	Community Cash
Hillcrest(30)	2	Ivey's, Eckerd, Belk-Hudson
Pinewood(39)	2	Rose's, Com. Cash
Whitney Rd.	2	Sky City, Bi-Lo, Revco, Family Dollar
Asheville Hwy.	3	Community Cash, Ace Hardware, Rite-Aid, Alexander's
Asheville Hwy.	6	Northside, Ingles, Super Dollar
Duncan Park	1	Community Cash, Carolina Cash, Rite-Aid
K mart Plaza	2	K mart, Eckerd

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-most on Fri.; Sears, K mart, Rose's every evening.

13 - RETAIL OUTLETS: Department Stores-Aug. W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Ctr.; Sears; JCPenney; John Graham Whol.; Meyers-Arnold; Ivey's.
Chain Drug Stores-Eckerd 3; Revco 9; Henitsh-Walker 2; Rite-Aid 14; Medicine Shoppe.
Discount Stores-Rose's; Sky City; K mart; Family Dollar; Super Dollar.
Variety Stores-Woolworth; Silvers.
Chain Supermarkets-A&P; Community Cash 39; Winn-Dixie 4; Bi-Lo 5; Pik-Quick Shoppe 2; Fast Fare 26; Speedy Marts 6; Pantry 6; Ingles 4.

Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams; DeVoe & Reynolds; Alexander's; Ace Hardware; Lerner's; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden; Royce (shoes); Bridges (furn.); B.F. Goodrich; Zale's; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials: Lowes; Moores; Circle Lumber; Wikes Carter; 84 Lumber.

14 - NEWSPAPERS: HERALD-JOURNAL (m) 49,754; (S) 53,568; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank Smith, Nat'l Adv. Mgr., HERALD-JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.
National Representative: Landon Associates.

SUMTER

1 - LOCATION: Sumter County, E&P Map C-2, County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 76, 378, and 521; State Hwys. 54, 120, 763.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-18.
Intercity Bus Lines-Sumter Transit; Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,890; E&P 86 Est. 24,915
CZ-ABC: (80) 70,297
RTZ-ABC: (80) 64,339
County 80 Cen. 88,243; E&P 86 Est. 93,458
City & RTZ-ABC: (80) 134,636
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,634; E&P 86 Est. 8,915
CZ-ABC: (80) 23,541
RTZ-ABC: (80) 17,695
County 80 Cen. 27,268; E&P 86 Est. 30,216
City & RTZ-ABC: (80) 41,236

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	15	$140,000,000
Savings & Loan	5	$120,000,000

6 - PASSENGER AUTOS: County 44,916

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 8,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TV Frozen Dinners, Poultry Prods. 1,500; Storage Batteries 450; Rug Fabrics 90; Fertilizer 40; Elect. 500; Furn., Plywood, Paint & Lumber 2,325; Children's Dresses 850; Textile Printing & Finishing 450; Steel Fab. 225; Wool Top Dyeing 158; Machine Shop, Iron Castings 130; Chenille Prods. 75; Burial Caskets 65; Meat Prods. 78; Draperies, Quilt Covers & Bedspreads 118; Surgical Needles 450; Hand Tools 850; Ball Bearings 200.
Principal Pay Days-Industrial Thur. and Fri.; Military-1st & 15th of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-84; Summer 74-82; Winter 47-59. First killing frost, Nov. 1; last killing frost, Apr. 12.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad; Jessamine Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmetto Plz.(19)	NA	Food Lion, S.H. Kress
Wesmark Plz.(34)	NA	Rose's, Eckerd, Sav-U
Sumter Sq.(10)	NA	K mart, Winn-Dixie, Revco, Bi-Lo, Kroger, Wal-Mart
Jessamine(45)	NA	Belk-Stroman, JCPenney, Wilson

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plaza (Thur.); Some Downtown (Fri.); Shpg. Ctr. nightly; Sun. 1:30-6.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Stroman; Sumter Dry Goods; Brody's; Jack's; Wilsons, Inc.; Tapp's.
Variety Stores-McLellan's; S.H. Kress; Family Dollar.
Discount Stores-[illegible]mart; K mart; Rose's.
Chain Drug Stores-Walgreens; Sibert's Rexall; Eckerd; Revco.
Chain Supermarkets-A&P; Piggly Wiggly 4; Food Lion; Winn-Dixie 3; Bi-Lo; Sav-U; Kroger; Doscher's.
Other Chain Stores-Advance; Firestone; OK Tire; Western Auto; Diana Shop; Sears; Eleanor Shop; Darling Shop; Chess King; Times, Ltd., Fines; Casual Corner; Lerner's; Brook's; Stuart's; Jewelers: Friedman's, Kay's, Osterman, Reed's, Galloway & Moseley; Furniture: Maxwell Bros., Kimbrell's, Ellsbrooks, Hurst-Sexton; Shoes: Branford Boot Shop, Fantscene, Thom McAn, Sugarfoot, Kinney Bootery, Children's Bootery, Brody's.

14 - NEWSPAPERS: ITEM (e) 21,069; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Bradham, Adv. Dir., ITEM, 20 N. Magnolia, Sumter, SC 29150; Tel. (803) 775-6331.
National Representative: Landon Associates.

UNION

1 - LOCATION: Union County, E&P Map B-1, County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,523; E&P 86 Est. 10,077
County 80 Cen. 30,751; E&P 86 Est. 30,942
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,851; E&P 86 Est. 3,813
County 80 Cen. 10,562; E&P 86 Est. 11,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$114,251,000
Savings & Loan	2	$91,882,000

6 - PASSENGER AUTOS: County 15,353

7 - ELECTRIC METERS: Residence, City 5,753

8 - GAS METERS: Residence, City 4,027

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,300 ($210); Hosiery 130 ($200); Pulp Wood ($200); Plastic Holders 65 ($275); Bearings Mfg. 750 ($300); Garment & Sewing 365 ($200).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 blocks on Gadberry St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Merchant Walk(8)	8	Community Cash, Eckerd, Pic & Pay
East Main(6)	1	Fresh Air Galaxy
Jonesville(3)	9	Community Cash, Western Auto
Union Sq.(5)	1	Revco, Wal-Mart, Winn-Dixie
Union Plaza(3)	NA	Heilig-Myers, Revco

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Cato's; Graham Cash; Harry Froms; Fincher's Shoppe; Gregory's.
Discount Stores-Family Dollar; Drug Mart; Pic 'N Pay Shoes; Wal-Mart; $6 Store.
Variety Stores-McClellan's.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Winn-Dixie; Community Cash 2; Bi-Lo; Fresh Air Galaxy.
Other Chain Stores-Western Auto; Sears.

14 - NEWSPAPERS: TIMES (e) 6,762; sworn Oct. 24, 1985.
Local Contact for Advertising and Merchandising Data: Don Wilder, Adv. Mgr., TIMES, 414 S. Pinckney St.; Drawer 749, Union, SC 29379; Tel. (803) 427-1234.
National Representative: General Advertising Service.

SOUTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREA

Rapid City-Pennington County.
Sioux Falls-Minnehaha County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	54	59	61
5-14 Years	143	107	110
15-24 Years	119	136	140
25-44 Years	136	167	172
45-64 Years	134	130	133
65 and Over	80	91	94
TOTAL	666	680	710

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	202	199	330
General Mdse	193	254	339
Food	406	593	693
Automobiles	478	576	930
Gasoline Stations	241	357	326
Apparel	106	143	189
Furniture	94	107	180
Eat-Drink Places	190	266	352
Drugs	82	108	130
TOTAL SALES	2,184	2,989	3,860

ABERDEEN

1 - LOCATION: Brown County, E&P Map C-1, NE part of state. County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. 274 mi. W of Minneapolis and St. Paul. On U.S. Hwys. 12, 281.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Line-Jack Rabbit; Greyhound.
Airlines-Republic (7 flights daily); Mesaba (3 flights daily).

3 - POPULATION:
Corp. City 80 Cen. 25,851; E&P 86 Est. 25,429
CZ-ABC: (80) 27,219
RTZ-ABC: (80) 80,391
County 80 Cen. 36,962; E&P 86 Est. 37,000
City & RTZ-ABC: (80) 107,610

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,655; E&P 86 Est. 9,699
CZ-ABC: (80) 10,096
RTZ-ABC: (80) 27,800
County 80 Cen. 13,357; E&P 86 Est. 13,988
City & RTZ-ABC: (80) 37,896

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,662,211,100
Savings & Loan	3	$130,500,000

6 - PASSENGER AUTOS: County 31,276 (includes trucks)

7 - ELECTRIC METERS: Residence 10,564

8 - GAS METERS: Residence 7,785

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Supplies 135 ($162); Tools 190 ($167); Wood Prods. 63 ($178); Concrete & Marble Prods. 115 ($153); Farm Prods. 89 ($190); Precision Vehicle Prods. 289 ($220); Welding 39 ($162); Component Computer Parts 488 ($194); Respir. Masks 522 ($202).
Principal Pay Days-Wed. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6; last killing frost, May 9.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Lincoln St., 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (10 stores) SE Aberdeen on U.S. Hwy. 12; Gibson ShopKo Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin; Coast-to-Coast; Sandvig's; Mac's; Bostwick's.
Discount Stores-Gibson; K mart; Pamida; ShopKo.
Chain Drug Stores-White; Osco.
Chain Supermarkets-Super Valu; Gibson; Fairway; Red Owl; Food Bonanza.
Other Chain Stores-Goodyear; Firestone; Northwest Fabrics; Sherwin-Williams; Singer Co.; Tradehome; Pittsburgh Plate Glass; Sharons; Maurice's; Pred's; Feinstein's; Pay Less; Osborn's; Vanity; Radio Shack.

14 - NEWSPAPERS: AMERICAN NEWS (m) 19,844; (S) 21,414; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. LeDuc, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57402-4430; Tel. (605) 225-4100.
National Representative: Knight-Ridder Newspaper Sales.

BELLE FOURCHE

1 - LOCATION: Butte County, E&P Map A-2, County Seat. At junction of U.S. Hwys. 212, 85 and 34.

2 - TRANSPORTATION: Railroads-C&NW.

3 - POPULATION:
Corp. City 80 Cen. 4,692; E&P 86 Est. 4,629
County 80 Cen. 8,372; E&P 86 Est. 8,108
Demographic Information (Partial) available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,780; E&P 86 Est. 1,780
County 80 Cen. 3,048; E&P 86 Est. 3,066

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$90,400,000

6 - PASSENGER AUTOS: County 7,752

7 - ELECTRIC METERS: Residence 2,548

8 - GAS METERS: Residence 1,824

9 - PRINCIPAL INDUSTRIES: Mining & Proc. of Bentonite; Wool. Wool; Livestock; Radar Bomb Testing Site; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $55,900,000.

10 - CLIMATE: Av. Temp.-Spring 60; Fall 70; Winter 10.

11 - TAP WATER: 19 Grains.

12 - RETAILING: Principal Shopping Center-Downtown.

13 - RETAIL OUTLETS: Department Stores-Sears; Snoozys; Four Seasons.
Variety Stores-Ben Franklin; Gamble's; Western Drug Stores; Convenience 3.
Chain Supermarkets-Safeway; Piggly Wiggly.
Other Chain Stores-Coast-to-Coast; Pamida.

14 - NEWSPAPERS: POST (m-tues to sat) 3,436; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Faye L. Kennedy, Adv. Mgr., POST, 1004 Fifth Ave., Belle Fourche, SD 57717; Tel. (605) 892-2528.
National Representative: American Newspaper Representatives.

BROOKINGS

1 - LOCATION: Brookings County, E&P Map D-2, County Seat. 48 mi. N of Sioux Falls. On Hwys. I-29; U.S. 14, 77. Home of South Dakota State University.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Jackrabbit; Commuter Shuttle to S.F. Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,951; E&P 86 Est. 15,579
County 80 Cen. 24,332; E&P 86 Est. 24,437

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,797; E&P 86 Est. 4,868
County 80 Cen. 8,033; E&P 86 Est. 8,588

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$20,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 18,442 (includes trucks)

7 - ELECTRIC METERS: Residence 4,115

8 - GAS METERS: Residence 2,849

9 - PRINCIPAL INDUSTRIES: Gov't 1,955 Medical Prods. 616; Farming & Seed Proc. (corn, oats, barley); Other Small Industries 200; Fans and Blowers 125; Distribution Ctr. 400; Electronic Message Centers 200; Door and Windows 100; Other 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks along Main Ave., 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookings Mall(25)	NA	Hy-Vee, White Mart
University Mall(25)	2	K mart, JCPenney, Bostwick's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cole's.
Discount Stores-Pamida; Runnings Farm & Home; Holiday Stations; White Mart.
Variety Stores-Ben Franklin.
Chain Supermarkets-Super Value; Red Owl; Hy-Vee.
Other Chain Stores-Coast-to-Coast; Snyder Drug; General Nutrition Center; Hallmark; Harold's Camera; Stuarts; Waldenbooks; Zale's; Kinney Shoes; Musicland; The Wardrobe; Duling Optical; Morrey A. Gallenkamp Shoes; JoAnn Fabrics; Maurice's.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 5,353; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Thomas Weber, Adv. Mgr.; REGISTER, 306 Fourth St., Brookings, SD 57006; Tel. (605) 692-6271.
National Representative: Branham/Newspaper Sales.

DEADWOOD

See LEAD

HURON

1 - LOCATION: Beadle County. E&P map C-2. County Seat. Shopping center for 15 county agricultural area. Wholesale center for central part of state. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-16.
Intercity Bus Lines-Jack Rabbit.
Airlines-Mesaba; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 13,000; E&P 86 Est. 12,136
CZ-ABC. (80) 13,427
RTZ-ABC. (80) 55,742
County 80 Cen. 19,195; E&P 86 Est. 18,041
City & RTZ-ABC. (80) 69,169
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,211; E&P 86 Est. 4,901
CZ-ABC. (80) 5,361
RTZ-ABC. (80) 19,977
County 80 Cen. 7,337; E&P 86 Est. 7,186
City & RTZ-ABC. (80) 25,338

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$192,807,000
Savings & Loan	1	$56,115,000

6 - PASSENGER AUTOS: County 16,497 (includes trucks)

7 - ELECTRIC METERS: Residence 5,228

8 - GAS METERS: Residence 4,788

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc./Meat Packing (food & kindred products) 662 ($430); Metal Fab. 190 ($350); Cement Prods. 18 ($275); Wood Prods. 38 ($250); Constr. 238 ($342); Mfg. 1,051 ($379); Trans. & Public Util. 459 ($388); Whol., Ret. Trade 1,901 ($178); Fin., Ins., R.E. 332 ($277); Services & Misc. 1,361 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-57; Summer 57-87; Fall 33-61; Winter 5-27. First killing frost, Sept. 29; last killing frost, May 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Dakota Ave. S.; 4 on Third St. S.E. & S.W.
Neighborhood Shopping Centers-Southgate; Dakota Ave. S.; Supercity, Dakota Ave. N.; Huron Mall (40 stores) Lincoln and 21st.
Principal Shopping Days-Dept. Stores: Sun., Mon., Fri., Sat.; Food: Fri., Sat., Sun., Thur.
Stores Open Evenings-Food & Shpg. Ctrs.: Every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lewis.
Discount Stores-Pamida; K mart; Town & Country.
Variety Store-Ben Franklin.
Chain Drug Stores-Osco; Lewis.
Chain Supermarkets-Randall's; Red Owl; Holiday Warehouse.
Other Chain Stores-Firestone; Stevenson's; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

14 - NEWSPAPERS: PLAINSMAN (e-mon to fri) 12,491; (S) 12,787; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN, 49 E. 3rd St. SE, Huron, SD 57350; Tel. (605) 352-6401.
National Representative: Branham/Newspaper Sales.

LEAD-DEADWOOD

1 - LOCATION: Lawrence County. E&P Map A-2. County Seat. 43 mi. NW of Rapid City. On Hwys. 14, 85 and 385.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 6,365; E&P 86 Est. 5,662
Deadwood 80 Cen. 2,035; E&P 86 Est. 1,854
Lead 80 Cen. 4,330; E&P 86 Est. 3,808
County 80 Cen. 18,339; E&P 86 Est. 19,431

4 - HOUSEHOLDS:
Cities 80 Cen. 2,482; E&P 86 Est. 2,224
Lead 80 Cen. 1,655; E&P 86 Est. 1,459
Deadwood 80 Cen. 827; E&P 86 Est. 765
County 80 Cen. 6,738; E&P 86 Est. 7,439

5 - BANKS	NUMBER	EST. DEP.
Comm./Sav. & Loan	3	$31,200,000

6 - PASSENGER AUTOS: County 16,918 (includes trucks)

7 - ELECTRIC METERS: Residence 3,362

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fab.; Tourist Bus.; Milk Proc.; Pulpwood.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri. & Tues. after pay day.

13 - RETAIL OUTLETS: Department Stores-Anthony's; JCPenney.
Discount Stores-Pamida; Ben Franklin.
Chain Drug Stores-Rexall 4.
Chain Supermarkets-Safeway; Piggly Wiggly; Circle Foods.
Other Chain Stores-Coast-to-Coast; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: CALL/PIONEER-TIMES/SPEARFISH QUEEN CITY MAIL (m-tues to sat) 6,087; sworn Dec. 31, 1985.
Local Contact for Advertising and Merchandising Data: Bill Kemper, Pub.; CALL/PIONEER-TIMES/SPEARFISH QUEEN CITY MAIL, S. Main, Lead, SD 57754; Tel. (605) 584-2303.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Lake County. E&P Map D-3. County Seat. 58 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Granflatten Service.

3 - POPULATION:
Corp. City 80 Cen. 6,210; E&P 86 Est. 6,780
County 80 Cen. 10,724; E&P 86 Est. 11,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,374; E&P 86 Est. 2,189
County 80 Cen. 3,938; E&P 86 Est. 4,197

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	3	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 9,307 (includes trucks)

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,546

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Poultry Packing 125; Elect. Power Coop. 75; Machine Tools 50; Dakota State College 160; Farm Mach. 85; Cabinets 50; Pumps 25; Auto Parts 75; Sewing 50; Street Equip. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Store-Ben Franklin.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack & Jill; Super Valu.
Other Chain Stores-Sears; Coast-to-Coast; Our Own Hardware; Holiday; Pamida.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,639; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Merrill D. Hunter, Pub.; LEADER, 218 S. Egan Ave., Madison, SD 57042; Tel. (605) 256-4555.
National Representative: American Newspaper Representatives.

MITCHELL

1 - LOCATION: Davison County, E&P Map C-3. Commercial center of highly developed farm area. 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Intercity.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 13,916; E&P 86 Est. 13,956
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 81,573
County 80 Cen. 17,820; E&P 86 Est. 17,800
City & RTZ-ABC: (80) 95,489

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,402; E&P 86 Est. 5,635
CZ-ABC: (80) 5,402
RTZ-ABC: (80) 28,481
County 80 Cen. 6,656; E&P 86 Est. 6,943
City & RTZ-ABC: (80) 33,883

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$188,716,000
Savings & Loan	2	$23,500,000

6 - PASSENGER AUTOS: County 14,882 (includes trucks)

7 - ELECTRIC METERS: Residence 5,470

8 - GAS METERS: Residence 3,601

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gen. Industry 475 ($271); Public Util. 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Super City of Mitchell(14)	NA	Super Value, JCPenney, ShopKo, Hallmark

Principal Shopping Days-Mon., Thur., Sat., Food: Wed. & Sat.
Stores Open Evenings-Dept. stores: Mon.; Food, Drug & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-Buche; JCPenney; Guyermans; Feinsteins.
Variety Stores-Woolworth.
Chain Drug Stores-State/Snyder; ShopKo Phcy.
Discount Stores-ShopKo; K mart.
Chain Supermarkets-Randall Super Valu; Sunshine Mkt.; Prairie Market.
Other Chain Stores-Firestone; Goodyear; Radio Shack; Sherwin-Williams; Singer; Bostwick's; Tractor Supply; Campbell Supply; Fullerton Lumber; United Building Center.

14 - NEWSPAPERS: REPUBLIC (e) 11,877; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dale D. Andreasen, Adv. Dir., REPUBLIC, 120 S. Lawler, Mitchell, SD 57301; Tel. (605) 996-5514.
National Representative: Thomson Newspapers.

PIERRE

1 - LOCATION: Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 83; State Hwy. 34.

2 - TRANSPORTATION: Railroads-Chicago & NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Mesaba; Trans-Colorado.

3 - POPULATION:
Corp. City 80 Cen. 11,973; E&P 86 Est. 12,812
County 80 Cen. 14,220; E&P 86 Est. 15,195

4 - HOUSEHOLDS:
City 80 Cen. 4,447; E&P 86 Est. 4,939
County 80 Cen. 5,180; E&P 86 Est. 5,831

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$338,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 12,727 (includes trucks)

7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. 570; Constr. 698; Whol. Trade 223; Service 2,321; Public Adm. 2,360; Others 1,473.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-80; Summer 60-105; Fall 32-75; Winter 20-45. First killing frost, Sept. 29; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Pierre St.; Pierre Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pierre Mall(34)	1	K mart, Bostwicks, JCPenney
Red Owl	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, supermarkets & Red Owl Shpg. Ctr.; Stores in Pierre Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lucas & Theim; K mart; Bostwicks.
Variety Stores-Ben Franklin; Coast-to-Coast; Hogans Hardware; Trading Post.
Discount Stores-Red Owl.
Chain Drug Stores-Rexall 2; Corner Drugs; Snyder.
Chain Supermarkets-Red Owl; Sooper Dooper; Sutleys Town & Ranch.
Other Chain Stores-S&H Green Stamps; Goodyear; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: CAPITAL JOURNAL (e-mon to fri) 3,808; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Terry Hipple, Adv. Mgr., CAPITAL JOURNAL, 404 E. Sioux, Pierre, SD 57501; Tel. (605) 224-7301.
National Representative: American Newspaper Representatives.

RAPID CITY

1 - LOCATION: Pennington County, E&P Map A-2, County Seat. Tourist area-Mt. Rushmore. 30 mi. from western border of SD; Minneapolis, MN 650 mi.; Denver, CO 400 mi.; Sioux City, 464 mi.; Billings, 410 mi. Elevation 3,247 ft. Vacation and resort center. On I-90.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-Barber Trans.; Salt Creek; American Freight System.
Intercity Bus Lines-Black Hills Stage Lines; Continental Trailways; Jack Rabbit.
Airlines-Western; Frontier; Republic; Mesaba; Continental Commuter; United.

3 - POPULATION:
Corp. City 80 Cen. 46,492; E&P 86 Est. 46,895
CZ-ABC: (80) 46,492
RTZ-ABC: (80) 104,381
County 80 Cen. 70,133; E&P 86 Est. 75,216
City & RTZ-ABC: (80) 150,873

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,233; E&P 86 Est. 17,420
CZ-ABC: (80) 17,223
RTZ-ABC: (80) 35,542
County 80 Cen. 25,186; E&P 86 Est. 27,926
City & RTZ-ABC: (80) 52,765

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 70,283 (includes trucks)

7 - ELECTRIC METERS: Residence 22,069

8 - GAS METERS: Residence 18,721

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fishing 105; Mining and Quarrying 205; Constr. 1,275; Mfg. 2,340; R.R. 90; Other Util. 500; Whol. Trade 909; Ret. Trade 4,208; Fin., Ins. & R.E. 841; Servs. 2,175; Private Household 500; Gov't 5,050; Military personnel 6,277; Tourism 10,000.
Principal Pay Days-Sat., Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring-Summer 44-86; Fall-Winter 34-49. First killing frost, Sept. 13; last killing frost, June 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 blocks on St. Joe St., connecting streets from Fourth to Ninth; Rushmore Mall Shpg. Ctr. Anchor stores-Sears, JCPenney, Herberger's, Target.
Neighborhood Shopping Centers-East Boulevard; Baken Park area; Canvon Lake area: Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Sq.; Sturgis Road Strip.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baken Park(28)	2	
Northgate(7)	3	K mart
North Rapid	2	
Robbinsdale	2	
Rushmore Mall(66)	5	JCPenney, Sears, Herberger, Target
Villa Ranchero(17)	NA	

Principal Shopping Days-Dept. and Apparel: Sat., Fri., Mon.; Food: Sat., Fri.
Stores Open Evenings-Thur.; Malls: Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Mill's 3; Osco.
Discount Stores-Family Thrift Ctr.; La Belles; K mart; Target.
Chain Supermarkets-Safeway 3; Sooper Dooper 2; Thrift Ctr. 2; Prairie Mkt.; Albertson's.
Other Chain Stores-Singer; Cook's Paint; Three Sisters; Firestone; Sherwin-Williams; Ace Hdwe.; Kinney Shoes; Pay 'N Pack; Haggerty's.

14 - NEWSPAPERS: JOURNAL (e) 31,553; (S) 34,658; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dave Winegarden, Adv. Dir., JOURNAL, 507 Main St., Rapid City, SD 57709; Tel. (605) 342-0280.
National Representative: Branham/Newspaper Sales.

SIOUX FALLS

1 - LOCATION: Minnehaha County (MSA). E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City; 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern; Illinois Central Gulf (I.C.G.).
Motor Freight Carriers-38.
Intercity Bus Lines-Jack Rabbit; Greyhound; Springfield; Midwest Coach.
Airlines-Western; Republic; Ozark; Frontier; United.

3 - POPULATION:
Corp. City 80 Cen. 81,343; E&P 86 Est. 90,547
CZ-ABC: (80) 81,343
RTZ-ABC: (80) 161,910
County/MSA 80 Cen. 109,435; E&P 86 Est. 120,410
City & RTZ-ABC: (80) 243,253

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,883; E&P 86 Est. 35,256
CZ-ABC: (80) 30,883
RTZ-ABC: (80) 56,707
County/MSA 80 Cen. 40,054; E&P 86 Est. 46,283
City & RTZ-ABC: (80) 87,590

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,833,876,000
Savings & Loan	5	$312,682,987

6 - PASSENGER AUTOS: County 99,873 (includes trucks)

7 - ELECTRIC METERS: Residence 29,595

8 - GAS METERS: Residence 29,095

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 4,010 ($281); Small Mfrs. 7,070 ($232).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. Last killing frost, May 5. Growing season is 152 days.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St.; New Town Mall, Louise Ave.; Park Ridge Mall, 2 blocks on Western Ave.
Neighborhood Shopping Areas-26th St. & Minnesota Ave.; 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave.; 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave.; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Ridge(11)	NA	Hank's
Southgate	NA	Lewis Drug
Southway(15)	NA	Sam's Meat Market, PayLess Shoes
Western Mall(69)	NA	1/2 Price Store, Walgreens
The Empire(89)	NA	Younkers, JCPenney, Osco
New Town Mall(20)	NA	Target

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat., Sun.; Food: Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. Super Mkts., Major Shopping Centers: Every night, Mon. to Sat. & Sun. 11 to 6.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Younkers; Dayton's.
Discount Stores-K mart 3; Target; 1/2 Price Store.
Chain Drug Stores-Walgreens; Osco; Lewis.
Chain Supermarkets-Sunshine 6; Super Valu 2; HyVee 3; Randall's.
Other Chain Stores-Women's Apparel: Vanity, Maurices, Mode O'Day, Geyerman's, Susies Casuals, Three Sisters; Shoes: Baker's, Kinney, Caldwells, National Pay Less Shoes, Gallenkamp, Wonderfour; Auto Supply: Champion Auto, Firestone; Paint: Cook, Pittsburgh, Sherwin-Williams; Misc.: Fanny Farmer, Singer Co., Team Electronics 3, Radio Shack 3, Zale's Jewelry, Osborn's Mens Wear, N.W. Fabrics, Russell Stover Candy, Hallmark 3, Scheels Hardware, Pay 'N Pak, LaBelles.

14 - NEWSPAPERS: ARGUS LEADER (m) 42,381; (S) 60,248; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary Husman, Adv. Dir., ARGUS LEADER, PO Box 5034, Sioux Falls, SD 57117; Tel. (605) 331-2200.
National Representative: Gannett Media Sales.

WATERTOWN

1 - LOCATION: Codington County, E&P Map D-2, County Seat. Retail shopping, wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

2 - TRANSPORTATION: Railroads-Burlington Northern; C&NW.
Motor Freight Carriers-7.
Intercity Bus Lines-Zephyr; Jack Rabbit.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 15,649; E&P 86 Est. 16,949
CZ-ABC: (80) 16,200
RTZ-ABC: (80) 55,683
County 80 Cen. 20,885; E&P 86 Est. 22,620
City & RTZ-ABC: (80) 71,883

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,051; E&P 86 Est. 6,843
CZ-ABC: (80) 6,209
RTZ-ABC: (80) 19,751
County 80 Cen. 7,675; E&P 86 Est. 8,738
City & RTZ-ABC: (80) 25,960

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$223,370,000
Savings & Loan	1	$158,858,140

6 - PASSENGER AUTOS: County 18,807 (includes trucks)

7 - **ELECTRIC METERS:** Residence 7,045

8 - **GAS METERS:** Residence 5,426

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Molding 315 ($290); Welding Equip. 160 ($230); Poultry Proc. 230 ($170); Mobile Homes 102 ($285); Hydraulic Digger Derricks 200 ($290); Bakery Goods 60 ($360); Granite Memorials 63 ($310); Down-Filled Outerwear 54 ($192).
Principal Industrial Pay Days-Thur. & Fri.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16; Fall killing frost, Sept. 27.

11 - **TAP WATER:** Neutral, moderately hard; fluoridated.

12 - **RETAILING: Principal Shopping Centers**-8 blocks on Kemp Ave.; N. & S. Broadway; N. & S. Maple St.; 4 blocks on 1st Ave. N.; 1 block on 2nd St. N.E.
Shopping Centers-Watertown Mall (E. on U.S. Hwy. 212)-44 stores, K mart, JCPenney, Herberger's, Osco Drug, Hy-Vee, Spurgeons. Miracle Mall (5 firms located on Hwy. 212), Sandvig's Hdwe. Four block area at Junction of U.S. Hwys. 212 and 81. Five block area Hwy. 20 to Lake Kampeska.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Townwide Thur.; Food and Shopping Center, nightly.

13 - **RETAIL OUTLETS: Department Stores**-JCPenney; Herberger's; Spurgeons.
Chain Drug Store-Osco.
Discount Stores-Sandvig's Hdwe.; Pamida; K mart; Tractor Supply (TSC); Mac's.
Variety Store-Woolworth.
Chain Supermarkets-Red Owl Country Store; O.P. Skaggs; Spies; Hy-Vee; Prairie Market.
Other Chain Stores-Sears (catalog); Goodyear; Firestone; So-Fro Fabrics; Coast-to-Coast; Radio Shack; Olympic Village; Express Photo; Extra Touch; House of Wood; Musicland; Pay Less Shoes.

14 - **NEWSPAPERS:** PUBLIC OPINION (e) 16,941; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: A.W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave. NW, Watertown, SD 57201; Tel. (605) 886-6901.
National Representative: Branham/Newspaper Sales.

YANKTON

1 - **LOCATION:** Yankton County, E&P Map D-3, County Seat. Located on the Missouri River near the confluence of the James River. Agricultural and manufacturing area. Retail trade center 165 mi. NW of Omaha, NE Juncture of U.S. Hwy. 81; South Dakota 50.

2 - **TRANSPORTATION: Railroads**-Burlington Northern (freight only).
Motor Freight Carriers-3.
Bus Lines-Jack Rabbit.
Airlines-AAA.

3 - **POPULATION:**
Corp. City 80 Cen. 12,011; E&P 86 Est. 12,558
County 80 Cen. 18,952; E&P 86 Est. 19,681

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 4,463; E&P 86 Est. 4,758
County 80 Cen. 6,624; E&P 86 Est. 7,176

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$153,000,000
Savings & Loan	2	$60,000,000

6 - **PASSENGER AUTOS:** County 15,808 (includes trucks)

7 - **ELECTRIC METERS:** Residence 4,595

8 - **GAS METERS:** Residence 4,591

9 - **PRINCIPAL INDUSTRIES:** 19 mfg. establishments; Seeds; Trees; Machine Tools; Electricity; Poultry Prods. and Feeds; Steel Scaffolding; Conveyors; Meat Proc.; Aluminum Extrusion; Airplane Parts; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader; Health industry (clinics, hospitals, nursing homes, etc.); Tool & Die Equip.; Computer & Aerospace Parts; Automotive Air & Oil Filters.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11; last killing frost, Apr. 22.

11 - **TAP WATER:** Alkaline, soft; fluoridated.

12 - **RETAILING: Principal Shopping Centers**-6 blocks on 3rd St.; 5 on Broadway; 2 on Walnut; 2 on Douglas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yankton Mall(36)	2	Spurgeons, JCPenney, Chuck's, Jack & Jill
Alco Plaza(9)	2	Alco

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri. Food-Mon. through Sun. Shopping Mall-Mon. through Fri.

13 - **RETAIL OUTLETS: Department Stores**-Fantle Bros.; JCPenney; Spurgeons.
Discount Stores-K mart; Alco.
Chain Supermarkets-Sunshine; Don's Super Saver; Haskers; Chuck's; Jack & Jill; Save-U-More.
Chain Drug Stores-Rexall; White Drug.
Other Chain Stores-Coast-to-Coast; Firestone; Clem's Goodyear; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Shack; Kinneys; One Hour Martinizing; Maurice's; The Closet; Sears (catalog); Payless Shoes; Merle Norman; Sherwin-Williams Paint; Team Electronics.

14 - **NEWSPAPERS:** PRESS & DAKOTAN (e) 9,997; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Randy E. List, Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St., Yankton, SD 57078; Tel. (605) 665-7811.
National Representative: Branham/Newspaper Sales.

TENNESSEE SURVEYS

METROPOLITAN STATISTICAL AREAS

Chattanooga, TN-GA-Hamilton, Marion and Sequatchie Counties, TN; Catoosa, Dade and Walker Counties, GA
Clarksville-Hopkinsville, TN-KY-Montgomery County, TN; Christian County, KY
Jackson, TN-Madison County.
Johnson City-Kingsport-Bristol, TN-VA-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, TN; Bristol City, Scott and Washington Counties, VA
Knoxville-Anderson, Blount, Grainger, Jefferson, Knox, Sevier and Union Counties.
Memphis, TN-AR-Miss.-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, Miss.
Nashville-Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	325	326	349
5-14 Years	773	720	771
15-24 Years	701	854	914
25-44 Years	939	1,278	1,366
45-64 Years	807	895	958
65 and Over	382	518	554
TOTAL	3,926	4,591	4,912

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwe.	816	865	1,593
General Mdse.	1,764	2,345	3,474
Food	3,007	4,548	5,912
Automobiles	3,323	3,741	6,710
Gasoline Stations	1,151	1,958	1,989
Apparel	611	960	1,411
Furniture	599	773	1,452
Eat.-Drink Places	990	1,643	2,413
Drugs	412	640	856
TOTAL SALES	13,692	19,605	28,206

ALCOA
See MARYVILLE

ATHENS

1 - **LOCATION:** McMinn County, E&P Map D-2, County Seat. Educational, industrial and agricultural center. 57 mi. NE of Chattanooga; 56 mi. SW of Knoxville. On Lee Hwy.; U.S. Hwy. 11; I-75.

2 - **TRANSPORTATION: Railroads**-L&N; Southern.
Intercity Bus Lines-Trailways.

3 - **POPULATION:**
Corp. City 80 Cen. 12,080; E&P 86 Est. 11,628
CZ-ABC: (80) 12,080
RTZ-ABC: (80) 35,119
County 80 Cen. 41,878; E&P 86 Est. 43,747
City & RTZ-ABC: (80) 47,199

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 4,445; E&P 86 Est. 4,479
County 80 Cen. 14,727; F&P 86 Est. 16,026
CZ-ABC: (80) 4,445
RTZ-ABC: (80) 12,115
City & RTZ-ABC: (80) 16,560

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - **PASSENGER AUTOS:** County 28,270

7 - **ELECTRIC METERS:** Residence 9,300

8 - **GAS METERS:** Residence 2,047

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Disc Plows 100; Table 275; Plastics 250; Gas and Elect. Stoves 407; Process Milk 290; Chair Mfg. 200; Hosiery 750; Bed Mfg. 275; Paper Box Mfg. 100; Newsprint 1,750; Elect. Motors 500; Clothing 600; Elect. Light Metal 300; Refrigerated Trucks 200; Automobile Seat Frames 229.

10 - **CLIMATE:** N.A.

11 - **TAP WATER:** N.A.

12 - **RETAILING:**
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McMinn	NA	Wal-Mart, Ingles, JCPenney
Madison Park(14)	NA	Revco, Proffitts
Whiteway(10)	NA	Earl's Supermarket
Athens Plz.(8)	NA	Red Food, Pic-N-Pay, Rose's, K mart

Principal Shopping Days-Mon., Fri., Sat.

13 - **RETAIL OUTLETS: Department Stores**-Proffitts; Goody's Outlet; Wal-Mart; Goodfriends; House of Renown; Sterling Shop.
Discount Stores-Big K; Rose's; K mart; Goody's Outlet; Wal-Mart.
Chain Drug Stores-Revco; SupeRx; Rite Aid.
Chain Supermarkets-White Stores; Red; Krogers; Ingles.
Other Chain Stores-Goodyear; Merle Norman Cosmetics; Family Dollar.

14 - **NEWSPAPERS:** POST-ATHENIAN (e-mon to fri) 10,143; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Brown, Adv. Dir., POST-ATHENIAN, 320 S. Jackson St.; PO Box 340, Athens, TN 37303; Tel. (615) 745-5664.
National Representative: Landon Associates.

BRISTOL, TN
See BRISTOL, VA

CHATTANOOGA

1 - **LOCATION:** Hamilton County (In Chattanooga, TN-GA MSA). E&P Map D-3, County Seat. On Tennessee River. On U.S. Hwys. 11, 27, 41, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Near Chickamauga Dam.

2 - **TRANSPORTATION: Railroads**-Family Lines System; Southern; Tenn., Ala. & Ga.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Delta; Republic; Tennessee Airways.

3 - **POPULATION:**
Corp. City 80 Cen. 164,344; E&P 86 Est. 165,506
NDM-ABC: (80) 346,864
RTZ-ABC: (80) 447,509
MSA 80 Cen. 426,540; E&P 86 Est. 429,508
County 80 Cen. 287,740; E&P 86 Est. 289,784
Total NDM & RTZ-ABC: (80) 794,373
Demographic information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 62,139; E&P 86 Est. 65,705
County 80 Cen. 103,319; E&P 86 Est. 108,574
MSA 80 Cen. 150,760; E&P 86 Est. 158,358
NDM-ABC: (80) 123,912
RTZ-ABC: (80) 153,461
Total NDM & RTZ-ABC: (80) 277,373

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,150,329,894
Savings & Loan	3	$712,975,478

6 - **PASSENGER AUTOS:** County 198,614

7 - **ELECTRIC METERS:** Residence 124,657

8 - **GAS METERS:** Residence 25,409

9 - **PRINCIPAL INDUSTRIES:** No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 23,400 ($291); Nondurable Goods 29,200 ($255); Non-Mfg. 121,600.

10 - **CLIMATE:** Av. Temp.-Spring 59; Summer 78; Fall 64; Winter 38. Av. Precipitation 51.33 in.

11 - **TAP WATER:** Alkaline; moderately hard; fluoridated.

12 - **RETAILING:**
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvoir Ctr.(5)	6	Radio Shack, Bates Carpets
Belvoir Plz.(8)	NA	Beverage Mart, Roy's Shoe Serv.
Brainerd Vlg.(24)	8	Western Auto, Fabric World, Ace Hdwe.
Dallas Hollow(5)	15	Red Food
Dallas Plz.(3))	15	Drug Store
Dayton Blvd. & Browntown Rd.	NA	Red Food
Dayton Plz.(11)	NA	Retail Stores
E. Brainerd Rd.	NA	Red Food, Eckerd
Eastgate Ctr.(39)		Eckerd, Toy City, JCPenney, Revco, Woolworth
East Ridge (6)	8	Red Food, Zayre
Four Squares Mall (28)	NA	Gateway, Harvey's Touch, Brass Register
Ft. Oglethorpe Ctr.(6)	NA	Palmer Drug, Singer, Red Food
Golden Gateway Ctr.(12)	NA	Zayre, Red Food
Hickory Valley Ctr.	15	Red Food, Shallowford Prescriptions
Highland Plz. Ctr. (20)	26	Loveman's, A&M Toys, Otasco, Revco
Highway 58 Ctr.(4)	9	Pruett Food Town, Eckerd, Pic-N-Pay
Hill's Plz. E.(4)	NA	
Jones Plz.(4)	9	Bea's Ceramics, Canvas & Yarn
K mart-Hixson Pike	6	K mart
K mart-McBrien Rd.	NA	K mart
K mart 101 Hwy. 2(14)	NA	K mart, Revco,
K mart-Hwy.58(2)	NA	Kroger, Pay-Less
Kroger Plaza(10)	4	Pic-N-Pay, Plateau Mfg.
Lake Hills(4)	8	Red Food
Lee Plz. East(7)	NA	Kroger, Revco
Mountain View(8)	5	Red Food
Northgate Mall(90)	10	Anderson Little, Kroger, Sears, Miller's, JCPenney
Northwoods Plz.(8)	NA	Boot Den, Abe Shavin Hdwe.
Oakwood Plz.(15)	NA	
Oglethorpe Plz.(12)	11	K mart, Revco, Moore-Handley
Osborn Ctr.(69)	6	Red Food, Lovemans, Redford's
Park Plz. Ctr.(15)	NA	Consumer Warehouse
Parkway Ctr.(20)	NA	Kroger, Eckerd, Hills, Radio Shack, Pic-N-Pay
Plaza 58 Ctr.(20)	8	Factory Pants, Radio Shack
Red Food Ctr.(5)	NA	Red Food, Revco
Regency Square	NA	Reflections
Ridgewood Vlg.(18)	NA	Brass Bed Shop, Shoe Villa
Signal Plz.(13)	10	Pruett Food Town, Tucker's Pharm.
Town & Country Center (15)	1	J.B. & Friends Deli, Bonds Drugs

Principal Shopping Days-Mon. through Sat.

13 - **RETAIL OUTLETS: Department Stores**-Miller's 4; Loveman's 4; Sears 2; JCPenney 3.
Discount Stores-Hamilton Distributors 2; K mart 4; Zayre 2; Payless 4; Dollar General 5; Service Mdse.
Variety Stores-Woolworth 2; Kress; Redford 11; Kresge; G.C. Murphy 2.
Chain Drug Stores-Eckerd 7; Drew; Revco 5; Moore & King 4; The Drug Shop; O'Neals; Mill Discount 2.
Chain Supermarkets-Kroger 5; Red Food 21; Golden Gallon 33; Goodlet 3; Pruett Food Town 15; Piggly Wiggly; Consumer Warehouse Foods 2.
Other Chain Stores-Clothing: National Shirt, 5-7-9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Paraphernalia, Lerners, Anderson-Little, J.

CLARKSVILLE

1 - LOCATION: Montgomery County (In Clarksville-Hopkinsville, TN-KY MSA). E&P Map C-1. County Seat. Agricultural and military manufacturing, university center 45 m. NW of Nashville, where Cumberland and Red Rivers meet, on U.S. Hwy. 41A, 79, and I-24.

2 - TRANSPORTATION: Railroads-Seaboard System.
Bus Lines-Greyhound; Trailways.
Airlines-Prime Air.

3 - POPULATION:
Corp. City 80 Cen. 54,777; E&P 86 Est. 58,360
CZ-ABC: (80) 67,891
RTZ-ABC: (80) 28,166
County 80 Cen. 83,342; E&P 86 Est. 89,695
MSA 80 Cen. 150,220; E&P 86 Est. 154,663
City & RTZ-ABC: (80) 96,057
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,817; E&P 86 Est. 19,823
CZ-ABC: (80) 22,142
RTZ-ABC: (80) 9,596
County 80 Cen. 27,198; E&P 86 Est. 30,666
MSA 80 Cen. 46,844; E&P 86 Est. 50,473
City & RTZ-ABC: (80) 31,741

5 - BANKS

NUMBER	DEPOSITS
Commercial 5	$498,030,431
Savings & Loan 2	$29,000,000

6 - PASSENGER AUTOS: County 78,210

7 - ELECTRIC METERS: Residence 22,600

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Rubber Goods; Air Conditioning; Heating Units; Snuff; Work Clothing; Western Boots; Elect. Instruments; Fertilizer; Paper Containers, Appliance Components; Yearbooks; Commercial printing; Metalized Paper Labels; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Prod.; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell) 37,309 (total).

10 - CLIMATE: Av. Temp.-Jan. 38, July 80.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Franklin St.; 19 blocks on Riverside Dr.; 1 block Madison St.; 10 blocks Ft. Campbell Blvd.
Neighborhood Centers-7 blocks on New Providence Blvd., includes 14 stores and Mart Shopping Center.

Nearby Shopping Centers

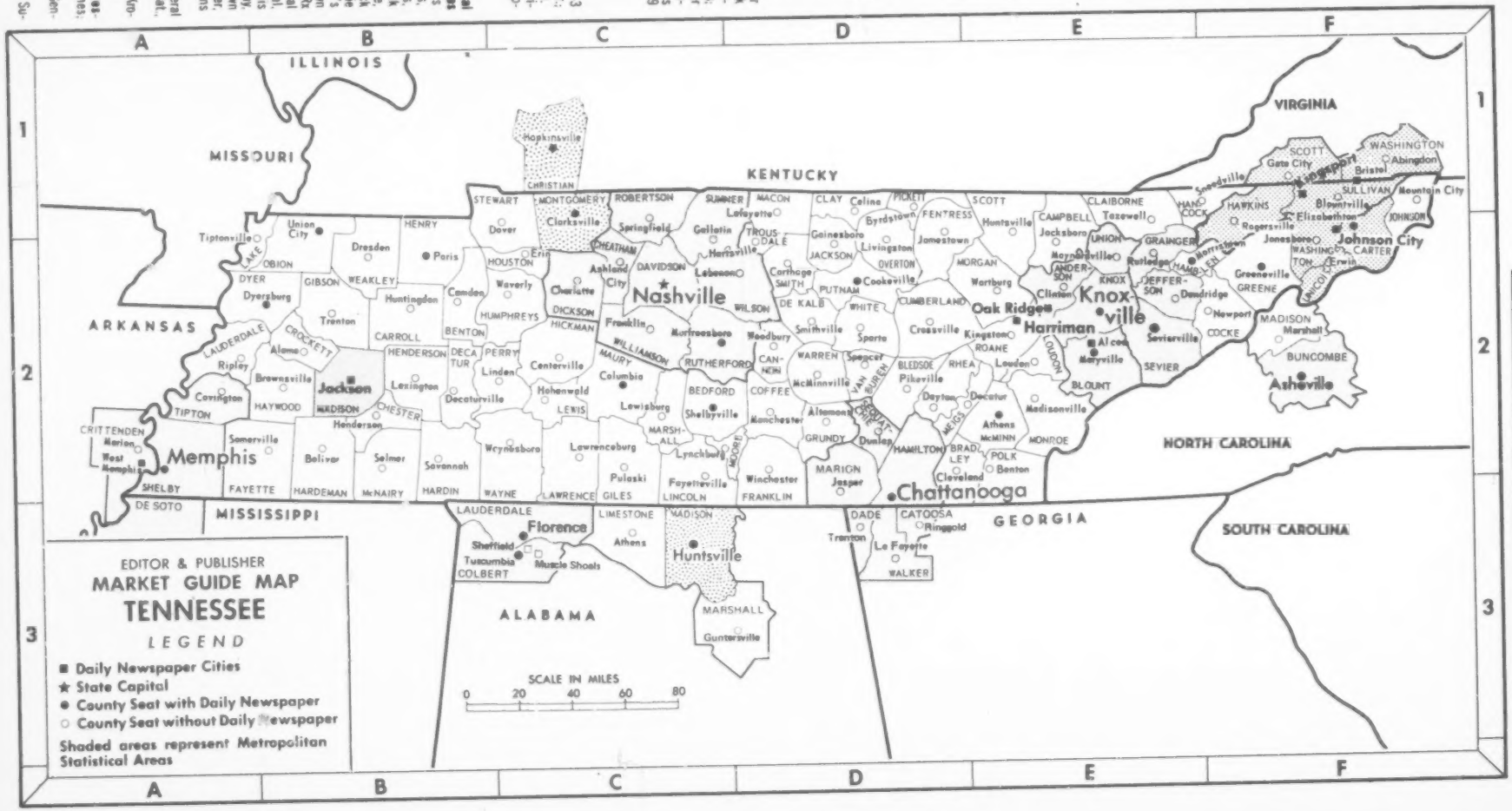
Name (No. of stores)	Miles from Downtown	Principal Stores
Clarksville Plz.(12)	1	Mont. Ward, Harvey's
Twn Rivers Mall(29)	1	Sears, Walgreens, Stuarts, Brooks, Parks, Belk
Tradewinds Sq.(15)	4	TGBY, Winn-Dixie, Revco, Radio Shack
Tradewinds Madison Circle	NA NA	TGBY, Winn-Dixie Revco, Wortham's
Kroger Center	2	Kroger, SuperX
Mart Shop	2	Dollar General
St. Bethlehem	3	Dollar General, Curtis Mathis
Clarksville Sq.(6)	4	Pic 'N' Pay, Wal-Mart, Foodtown
K mart Plz.(7)	2	K mart, Kroger, Walgreens
Northgate(4)	10	Dollar General
Markland Plz.(16)	20	Markland Pharmacy

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Shop. Ctrs. until 9; Kroger's & SuperX Drugs all night.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward, Parks Belk, Frech-Jones; Harveys, Sears, Sullivan's, Discount Stores-TGBY 2, Grandpa's, Dollar General 3, K mart 2, Wal-Mart 3
Chain Drug Stores-Walgreens 2, Revco 2, Super Dr. TWD, Medicine Shoppe.

Miller Fashion, Shoes, Thom McAn, Jarmen, Baker's, Hardy's; Confectionery, Russell Stover; Others: G.C. Murphy, Western Auto, Economy Auto, Otasco, Pier 1, Record Bar, Swiss Colony, Wicks'n Sticks, Zahn's, Kays, Oshman's.

14 - NEWSPAPERS: TIMES (m-mon to fri) 46,963; (m-sat) 46,445; **NEWS-FREE PRESS** (e-mon to fri) 56,546; (e-sat) 53,128; (S) 100,859; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data. Roy McDonald, Pub., Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37401; Tel. (615) 756-6900.
National Representative: Landon Associates.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ILLINOIS
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VIRGINIA
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ALABAMA
GEORGIA
NORTH CAROLINA
SOUTH CAROLINA
Hopkinsville
Clarksville
Nashville
Memphis
Jackson
Knoxville
Oak Ridge
Harriman
Chattanooga
Florence
Huntsville
Johnson City
Kingsport
Bristol
Asheville
Tiptonville
Union City
Dresden
Paris
Dyersburg
Trenton
Ripley
Alamo
Brownsville
Covington
Somerville
Bolivar
Selmer
Savannah
Waverly
Huntingdon
Camden
Lexington
Decaturville
Linden
Centerville
Hohenwald
Columbia
Lewisburg
Shelbyville
Manchester
Tullahoma
Winchester
Pulaski
Lawrenceburg
Wayne sboro
Fayetteville
Lynchburg
Athens
Cleveland
Dunlap
Jasper
Sheffield
Tuscumbia
Muscle Shoals
Athens
Guntersville
Trenton
La Fayette
Ringgold
Dover
Springfield
Gallatin
Lebanon
Murfreesboro
Franklin
Smithville
Sparta
Cookeville
Carthage
Gainesboro
Livingston
Jamestown
Huntsville
Wartburg
Oneida
Clinton
Maryville
Rutledge
Morristown
Greeneville
Newport
Sevierville
Alcoa
Madisonville
Loudon
Dayton
Decatur
Pikeville
Spencer
McMinnville
Woodbury
Lebanon
Harrisburg
Tazewell
Jonesboro
Elizabethton
Bluff City
Abingdon
Mountain City
Gate City
Scottsville
Erin
Ashland City
Charlotte
Waverly
Huntingdon
Camden
Trenton
Paris
Dresden
Union City
Tiptonville
Dyersburg
Ripley
Alamo
Brownsville
Jackson
Covington
Somerville
Bolivar
Selmer
Savannah

Chain Supermarkets-Kroger 2; Winn-Dixie 2; CB Stores 3; Foodtown 3; IGA 2; Bi-Rite; Shop Rite 2; Majik Markets 3; Sack 'N' Pack 2; Save-A-Lot; Super Value; Pantry 6; Beach Mkts.
Other Chain Stores-Firestone; Goodyear; Lowe's; Moore's; Radio Shack; Pic 'N Pay; Barrett Shoes; Butlers; JoAnn Fabrics; Foot Scene.

14 - NEWSPAPERS: LEAF-CHRONICLE (m) 18,148; (S) 21,839; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gene Washer, Gen. Mgr., LEAF-CHRONICLE, 200 Commerce St.; PO Box 829, Clarksville, TN 37041-0829; Tel. (615) 552-1808.
National Representative: Branham/Newspaper Sales.

CLEVELAND

1 - LOCATION: Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. Hwys. 11, 64, I-75; State Hwys. 74, 60, 40, 2.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Republic; Piedmont; Tenn. Airways; American. (airport-22 miles).

3 - POPULATION:
Corp. City 80 Cen. 26,415; E&P 86 Est. 26,990
CZ-ABC: (80) 32,430
RTZ-ABC: (80) 44,161
County 80 Cen. 67,547; E&P 86 Est. 71,195
City & RTZ-ABC: (80) 76,591

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,946; E&P 86 Est. 10,635
CZ-ABC: (80) 11,790
RTZ-ABC: (80) 14,272
County 80 Cen. 23,026; E&P 86 Est. 25,508
City & RTZ-ABC: (80) 26,062

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$316,375,000
Savings & Loan	2	$225,011,379

6 - PASSENGER AUTOS: County 59,104

7 - ELECTRIC METERS: Residence 18,645

8 - GAS METERS: Residence 3,058

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Stoves, Ranges 3,200; Textiles 2,500; Furn. 1,800; Chem. 1,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Holiday Shopping Plaza (7 stores); Keith St. (7 stores); Cloverleaf 1 and 2, N. Keith St. (13 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keith St. Plz.(40)	NA	Radio Shack, Sherwin-Williams, Auto Shack
Colony Square	NA	
Cleveland Mall(36)	2	JCPenney, Sears, Rose's
Village Mall(36)	NA	Millers, Parks-Belk
Northway Plaza	NA	
Stuart Park	NA	Hallmark

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Millers; Parks-Belk.
Variety Stores-Wal-Mart; Rose's; K mart.
Chain Drug Stores-Moore's; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Red Food 3; Watson's 4; Pruitt's Food Town; Cooke's 3.
Other Chain Stores-Firestone; Sterchi's; Goodyear; Eleanor Shops; Bottom Half; Butler Shoes; Ace Hardware; Behr's.

14 - NEWSPAPERS: BANNER (e-mon to fri) 16,030; (S) 17,272; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary Davis, Natl. Adv. Mgr., BANNER, PO Box 3600, Cleveland, TN 37320; Tel. (615) 472-5041.
National Representative: Landon Associates.

COLUMBIA

1 - LOCATION: Maury County, E&P Map C-2, County Seat. Rail shipping center. Agricultural, mining and manufactunng area, wholesale grocery center. 43 mi. S of Nashville. Medical Center for South Central TN, Regional Retail Shopping area.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,571; E&P 86 Est. 28,415
CZ-ABC: (80) 26,570
RTZ-ABC: (80) 107,521
County 80 Cen. 51,095; E&P 86 Est. 52,232
City & RTZ-ABC: (80) 134,091

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,200; E&P 86 Est. 10,462
CZ-ABC: (80) 9,666
RTZ-ABC: (80) 37,736
County 80 Cen. 18,180; E&P 86 Est. 19,838
City & RTZ-ABC: (80) 47,402

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$380,000,000
Savings & Loan	1	$110,000,000

6 - PASSENGER AUTOS: County 39,013

7 - ELECTRIC METERS: Residential County 19,630

8 - GAS METERS: County 5,364

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,800 ($425); Textiles & Apparel 1,300 ($200); Mach. & Metals 1,300 ($250); Food 185 ($180); Other Mfg. 1,200 ($260); Mining 204 ($270); Constr. 475 ($240); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Agric. Chem.; Truck Springs; Air Conditioners; Plastics.
Principal Industrial Pay Days-Thur., Fri. 1st, 3rd, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 60-104; Fall 25-84; Winter 17-80.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas-3 blocks on 7th St.; 7 on Garden; 3 on 8th St.; 4 on Main; 4 on Public Square; 2 on 6th St.; 1 on Woodland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End(7)	1	Central Lime
Cambell Pl.(18)	1	Figgly Wiggly, Western Sizzlin
Northway(13)	1	Gibson, Sears
Maury County(13)	4	Rose's, Parks-Belk
Columbia Plz.(4)	NA	Hill's, Fred's
Carmack Plaza(4)	1	Columbia Paint & Wallpaper
Shady Brook Mall(44)	3	JCPenney, Harvey's, Wal-Mart
K mart Plaza(5)	3	K mart, Krogers
Red Food Plaza(6)	NA	Red Food Store

Principal Shopping Days-Sat., Fri., Sun.
Stores Open Evenings-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sullivan's; Harvey; JCPenney; Behrs-Gordon; Parks-Belk; Wilma's.
Discount Stores-Gibson's; Fred's; Wal-Mart; K mart; Rose's; Family Dollar.
Chain Drug Stores-Reynolds 2; Woldridge; Revco 2; Derryberry's 2; SupeRx; Medicine Shoppe; Eckerd.
Chain Supermarkets-Harris & Prince; Kroger; Giant Foods; SuperRama; Piggly Wiggly 2; Lovetts; BiRite; Sav-A-Lot; Red Foods.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone; Royce Shoe; Homecrafter; Payless Shoes; Baretts; Zale's Jewelry; Gordons Jewelry; Sterchi's; Jones Home Furnishings.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,663; (S) 14,039; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Beasley, Adv. Dir., HERALD., 1115 S. Main St.; PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.
National Representative: Papert Companies.

COOKEVILLE

1 - LOCATION: Putnam County, E&P Map D-2, County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 70, I-40 & Corridor J (Hwy. 111), State Hwys. 135, 136, 42; 80 mi. E of Nashville, 100 mi. W of Knoxville, 80 mi. N of Chattanooga.

2 - TRANSPORTATION: Railroads-Nashville & Eastern.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Cumberland Aero.
Motor Freight Carriers-14; UPS; Purolator; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 20,350; E&P 86 Est. 21,898
CZ-ABC: (80) 26,536
RTZ-ABC: (80) 21,154
County 80 Cen. 47,601; E&P 86 Est. 52,147
City & RTZ-ABC: (80) 47,690
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,087; E&P 86 Est. 7,862
CZ-ABC: (80) 9,202
RTZ-ABC: (80) 7,504
County 80 Cen. 16,706; E&P 86 Est. 18,970
City & RTZ-ABC: (80) 16,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$418,841,000
Savings & Loan	3	$75,826,000

6 - PASSENGER AUTOS: County 35,802

7 - ELECTRIC METERS: City Residence 9,612

8 - GAS METERS: City Residence 2,602

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Apparel 1,066; Automotive 1,560; Food Proc. 1,409; Small Appliances 283; Heating Elements 450; Pre-washed Denim 468; Hydraulic Valves 247; Furn. Parts 160; Filtration Equip. 104; Inking 100. Av. Wkly. Wage $273.
Principal Industrial Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Mild Temp., mean 57; precipitation 51 1/2; 200-day growing season.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Principal Shopping Area-Broad St. between Willow and Washington, Spring St. between Willow and Maple, S Jefferson between I-40 and 1st. St., Willow Ave. between I-40 and 1st St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Tree(22)	NA	Rose's, Eckerd, Bestway
Towne Plaza(4)	NA	K mart, Radio Shack
Cookeville Mall(38)	NA	JCPenney, Harvey's
North Side Ctr.(8)	NA	Big Star, Super D
Village Ctr.(6)	NA	Foodtown
West Side Ctr.(20)	NA	Village Squire, McAdoo's, Dollar General
Jackson Square(5)	NA	Kroger, SupeRx
Green Acres(4)	NA	Leo's Food Ctr.
Red Food(4)	NA	Red Food, Auto Shack, Curtis Mathes

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-McAdoo's; Roberson's; Washington Mfg. Co.; Sears (catalog); JCPenney; Harvey's; Maddux & Proffitt.
Discount Stores-Wal-Mart; Howard Bros.; K mart; Dollar General; TA&M Enterprises; Roses.
Chain Drug Stores-Super D; Eckerd; SupeRx; Rexall; Kroger; Medicine Shoppe Phcy.; Wal-Mart Phcy.
Chain Supermarkets-Kroger; Red Food; Big Star; Bestway; Super Valu; Foodtown; Drive-In Markets: 7-Eleven; Kwik-Stop 2; IGA; Lickity Split; Bread Box 6; Get & Go; Kwik 'n Ezy.
Other Chain Stores-Shoes: Pay Less, Pic 'N Pay, Kinney; Paints: Dutch Boy, Sherwin-Williams, Porter, Pittsburgh Olympic, Martin-Senour; Auto Supply: Goodyear, Goodrich, One Price Tire Store, Auto Shack; Jewelry & Optical: Horner-Rauch, Cumberland Vision Care, C & H Rauch; Clothing: Marshall's, Artley's, Brooks Fashions, CM Clothing, Handmacher, Cato's; Other: Hancock Fabric, Singer Co., Orkin, Radio Shack, Roto-Rooter.

14 - NEWSPAPERS: HERALD-CITIZEN (e-mon to fri) 8,571; (S) 9,603; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joseph P. Albrecht, Pub.; Allan Profant, Mktg. Dir., HERALD-CITIZEN, 124 S. Dixie; PO Box 2729, Cookeville, TN 38502; Tel. (615) 526-9715.
National Representative: Landon Associates.

DYERSBURG

1 - LOCATION: Dyer County, E&P Map A-2, County Seat. 13 mi. E of Mississippi River. 78 mi. NE of Memphis. 165 mi. W of Nashville and 230 mi. S of St. Louis. On Hwys. 51, 412; State Hwys. 20, 78, 104, 3; I-155.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf (Piggy back); Amtrak (passenger); Tenn-Ken R.R.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Flight Service Station.

3 - POPULATION:
Corp. City 80 Cen. 15,856; E&P 86 Est. 15,678
CZ-ABC: (80) 15,856
RTZ-ABC: (80) 35,178
County 80 Cen. 34,663; E&P 86 Est. 35,126
City & RTZ-ABC: (80) 51,034

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,089; E&P 86 Est. 6,269
CZ-ABC: (80) 6,089
RTZ-ABC: (80) 12,436
County 80 Cen. 12,696; E&P 86 Est. 13,321
City & RTZ-ABC: (80) 18,525

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$346,440,947

6 - PASSENGER AUTOS: County 23,200

7 - ELECTRIC METERS: Residence 10,024

8 - GAS METERS: Residence 6,915

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Knitted Textiles 915; Molded Sponge Rubber; Custom Mixing; Thermoplastic Proc.; Rubber Roll Roofing 1,275; Exhaust System Clamps; Ammunition Metal Parts; Auto Steering Stabilizers 310; Lighting Fixtures 135; Materials & Ready Mixed Concrete 75; Transformers 193; Steel Doors 90; Printing 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dyersburg Sq.(6)	2	Payless, Revco
Green Vlg.(20)	2	Walgreens, Otasco
Forcum Oaks(8)	2	Sunpoint Dyersburg Uniform Shop
Northgate(12)	2	Fantastic Sam's 27
Dyersburg Mall(43)	2	Penney's, Harvey's, Maurice's, Cato's, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Gibson; Kroger; Walgreens; Revco.
Discount Stores-Wal-Mart; Gibson's; K mart.
Chain Supermarkets-Kroger; Big Johns; Pay Less; Save-A-Lot; Wal-Mart.
Other Chain Stores-Goodyear; Firestone; Singer Co.; B.F. Goodrich; Western Auto; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: STATE GAZETTE (e-mon to fri) 7,441; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Paul Miller, Pub., STATE GAZETTE, Hwy. 51 Bypass, Dyersburg, TN 38024; Tel. (901) 285-4091.
National Representative: Landon Associates.

ELIZABETHTON

1 - LOCATION: Carter County. (In Johnson City-Kingsport-Bristol, TN-VA MSA), E&P Map F-2, County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 67, 91; 20 mi. from Bristol, TN-VA; 5 mi. from Johnson City; 104 mi. from Knoxville.

2 - TRANSPORTATION: Railroads-ET&WNC.
Motor Freight Carriers-4.
Airlines-Piedmont; Southern; United; Charter service at local municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 12,431; E&P 86 Est. 12,156
County 80 Cen. 50,205; E&P 86 Est. 53,184
MSA 80 Cen. 433,638; E&P 86 Est. 449,619
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,763; E&P 86 Est. 4,822
County 80 Cen. 17,868; E&P 86 Est. 19,831
MSA 80 Cen. 154,169; E&P 86 Est. 167,180

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$152,000,000
Savings & Loan	3	$142,000,000

6 - PASSENGER AUTOS: County 34,058

7 - ELECTRIC METERS: Residence 16,145

8 - GAS METERS: Residence 954

9 - PRINCIPAL INDUSTRIES: Corrugated Boxes; Furn.; Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth; Vycron (Polyester); Rayon Staple & Tow; Chem. Res.; Bldg. Blocks; Industrial Tool Mfg.; Air Filters; Aluminum Extrusions; Sportswear. Employment: Mfg. 5,500; Ret. 1,500; Trans. 88; Whol. 100; Servs. 1,000.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Elk Ave.; 4 on E. St.; 1 on F. St.
Neighborhood Shopping Centers-1 block on W.G St.; Paramount and Westtown Sq.; Shpg. Ctrs. on W. Elk Ave.; Bemberg Shpg. Ctr.; Betsytowne Shpg. Ctr.
Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Tues., Wed., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Every night until 7 except Fri.; Shpg. Ctrs. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Ira A. Watson; Parks-Belk.
Variety-Dollar Stores; Family Dollar; Heck's.
Discount Stores-Scottie's; Wal-Mart.
Chain Drug Stores-Eckerd; Burgie's (McKesson) Rexall; Revco.
Chain Supermarkets-Winn-Dixie; Giant; Publix.
Other Chain Stores-Sterchi Furn.; Firestone; Free Service Tire (Goodyear); Advance; Goodrich; Women's Apparel; Edna's; George-Carols Ltd.; Cato's; 9.99.

14 - NEWSPAPERS: STAR (e-mon to fri) 7,920; (S) 8,750; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Jack Campbell, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643; Tel. (615) 928-4151.
National Representative: Landon Associates.

GREENEVILLE

1 - LOCATION: Greene County, E&P Map F-2, County Seat. 59 mi. SW of Bristol; 65 mi. NE of Knoxville. On I-81, U.S. Hwys. 11E, 70 and 411; State Hwys. 34, 35, 70 and 93.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Tennessee; Queen City; Tenn. Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,097; E&P 86 Est. 13,888
CZ-ABC: (80) 14,097
RTZ-ABC: (80) 41,146
County 80 Cen. 54,406; E&P 86 Est. 57,100
City & RTZ-ABC. (80) 55,243

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,447; E&P 86 Est. 5,407
CZ-ABC: (80) 5,447
RTZ-ABC: (80) 14,019
County 80 Cen. 19,151; E&P 86 Est. 21,021
City & RTZ-ABC: (80) 19,466

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$191,481,000
Savings & Loan	3	$93,980,053

6 - PASSENGER AUTOS: County 39,290

7 - ELECTRIC METERS: Residence 23,382

8 - GAS METERS: Residence 643

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 4,500; Tobacco 1,000; Dairy 500; Textile 400; Furn. 450; Metal Working 2,000; Chem. 350; Tool & Die 700; Paper Prods. 800; Other 1,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated

12 - RETAILING: Principal Shopping Center-Downtown-Parks Belk; JCPenney; Woolworth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate (12)	2	Watson's, White Stores, Revco
Food City(10)	2	Eckerd, Food City
West Greene	3	Food City, Emery's
Spencer Sq.		J&R Drug
Greeneville Plz.	2	Food Lion, Wal-Mart, Revco, K mart, Ingles
Greeneville West Plaza	3	Ingles, Revco
Greeneville Sq.	NA	Revco, Winn-Dixie Goody's

Principal Shopping Days-Fri., Sat., Tues.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Park-Belk; Watson's; Nettie Lee.
Discount Stores-Watson's; Scotties; Howard Bros.; Wal-Mart; K mart.
Variety Stores-Woolworth; Emery's.
Chain Drug Stores-Revco; Scottie's, Eckerd.
Chain Supermarkets-White 2, Winn-Dixie 2; Ingles 2; Food City 2; Food Lion.

14 - NEWSPAPERS: SUN (e) 14,460; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Harmon, Natl. Adv. Dir., SUN, PO Box 1630, Greeneville, TN 37744; Tel. (615) 638-4181.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Madison County, E&P Map B-2. Mfg., medical, college, farming and trade center for Western TN. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40; State Hwys. 1, 5, 18, 20.

2 - TRANSPORTATION: Railroads-Illinois Central/Gulf; L&N.
Airlines-Air Midwest; Republic.
Motor Freight Carriers-39.
Intercity Bus Lines-Greyhound; Continental Trailways; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 49,131; E&P 86 Est. 51,161
CZ-ABC: (80) 50,661
RTZ-ABC: (80) 228,268
County 80 Cen. 74,546; E&P 86 Est. 77,626
City & RTZ-ABC. (80) 278,929

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,800; E&P 86 Est. 19,589
CZ-ABC: (80) 18,585
RTZ-ABC. (80) 80,323
County 80 Cen. 27,600; E&P 86 Est. 29,141
City & RTZ-ABC. (80) 98,908

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$315,786,000
Savings & Loan	3	$64,964,198

6 - PASSENGER AUTOS: County 55,125

7 - ELECTRIC METERS: Residence 21,811

8 - GAS METERS: Residence 16,237

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 8,200; Fiberglass Materials 889; Lumber & Hardware 800; Ceramic Tile 542; Bldg. Materials 124; Aluminum Prods. 240; Chem. 80; Ptg. & Pub. 290; Carbonated Bev. 250; Power Tools 631; Misc. Mfg. 481; Sheeting for Bags 928; Dairy, Food Farm Prods. 600; Dresses 480; Frozen Foods 440; Food Prods. 1,200; Plastic Pipe 200; Furn. Mfg. 132; Pkg. 621; Automotive Parts 505; Printing 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-79; Summer 64-105; Fall 22-85; Winter 2-54. Frost-free period-Apr. 6-Oct. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 10 blocks, 48 stores.
Neighborhood Shopping Centers-Highland Park-9; Highland & Campbell Sts.; E. Chester-6 ; E. Chester St. at city Limits; Hollywood on Hollywood Dr.-10; South Gate-10; Hwy. 45N; Knight Sq.-7. Hwy. 45 N; Casey Jones Vlg.-8; Hwy. 45 Bypass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Hickory Mall(66)	4	Sears, JCPenney, Kisber's, Goldsmiths
Jackson Plz.(13)	4	Parks-Belk, Service Mdse., E.W. James
Oak Hill(4)	4	Sunflower, The Spa
Hamilton Hills(14)	4	Gibson, Liberty, Helig Meyers, Arby's, Tempo
South Gate(5)	3	Pic-Pac, Dollar General
Hollywood(6)	2	E.W. James, Fred's
Madison South(15)	3	Gibson, Liberty
Highland Park(5)	NA	Highland Park Food
McKnight Sq.(5)	4	Goodyear
Casey Jones Vlg.	10	Old Country Store
North Plz.(15)	5	Wal-Mart, Revco, Sunflower
K mart Ctr.(2)	6	K mart, Kroger
Bemis Sq.(12)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Kisber's; Parks-Belk; Marks Rothenberg; Goldsmiths.
Discount Stores-Gibson 2; K mart; Dollar General; Super D; Wal-Mart 2.
Variety Stores-Woolworth; McCrory; Fred's.
Chain Drug Stores-Walgreens; Super D 2; Gibson; Rexall 3; Revco.
Chain Supermarkets-Piggly Wiggly; Liberty 4; Camp's; Kroger 2; Sunflower 2; Q-Mart 10; Pic-Pac; E.W. James 2.
Other Chain Stores-Firestone; Goodyear; Western Auto; Brodnax Jewelry; Sterchi Furniture; Mam'selle; Singer Co.; Hancock Fabrics; Wickes Lumber; Lowes Lumber.

14 - NEWSPAPERS: SUN (e-mon to fri) 36,381; (S) 37,277; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Heatherly, Adv. Dir., SUN, 245 W. Lafayette, Jackson, TN 38301; Tel. (901) 427-3333.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Gannett Media Sales.

JOHNSON CITY

1 - LOCATION: Washington County (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, NC. shopping center; manufacturing; wholesale grocery, drug and hardware center; medical center; college center; medical school; VA hospital mountain home. On Hwys. 11E, 19W, 36, 321, 411 and 137; I-81 and I-181.

2 - TRANSPORTATION: Railroads-Southern; Clinchfield.
Motor Freight Carriers-17.
Intercity Bus Line-Trailways; Greene County.
Airlines-Piedmont; USAir; Appalachian Flying Service (Charter); Tri City Aviation; Tennessee Airways; ASA.

3 - POPULATION:
Corp. City 80 Cen. 39,753; E&P 86 Est. 40,862
CZ-ABC: (80) 60,764
RTZ-ABC: (80) 107,164
County 80 Cen. 88,755; E&P 86 Est. 92,211
City & RTZ-ABC. (80) 167,928
MSA 80 Cen. 433,638; E&P 86 Est. 449,619
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,031; E&P 86 Est. 14,955
CZ-ABC. (80) 21,528
RTZ-ABC: (80) 37,932
County 80 Cen. 31,191; E&P 86 Est. 33,861
City & RTZ-ABC: (80) 59,460
MSA 80 Cen. 154,169; E&P 86 Est. 167,180

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$523,614,855
Savings & Loan	5	$672,227,739

6 - PASSENGER AUTOS: County 68,672

7 - ELECTRIC METERS: Residence 41,950

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Hardwood Flooring; Metal Prods.; Brick; Concrete Blocks; Baking Prods.; TV-Radio Cabinets; Tool Mfg.; Food Prods.; Women's Lingerie; Men's Trousers; Mens-Women's Clothing; Textiles; Foundry, Machine Prods.; Paint Rollers & Trays; Fine Furn.; Auto Brakes & Parts; Plastics; Elect. Heaters; Water Tanks; Mattresses; Dairy Prods.; Bottler's Sheet Metal Prods.; Electronic & Appliance Components; Aluminum Windows; Doors; Cement Prods.; Hospital Supplies; Flour; Meal; Concrete Pipe; Pipes & Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fab.; Tub & Showers; Cheese; Payrol' $65,000,000 annually. 14,500 employees.
Principal Pay Days-Wkly.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(40)	NA	Anderson's, Wallace Shoes
K mart Plaza(3)	3	K mart, Food Lion, Revco
Ken's Plaza(5)	5	Magic-Mart, Winn-Dixie
Hills Plaza(3)	3	Hills, Kroger, Eckerd
The Mall(80)	3	Parks-Belk, Sears, Miller's, JCPenney
Shopper City(6)	5	Food Lion, Food City
Southside Plz.(5)	2	Food Lion, Revco
Center South(7)	1	Kroger, K mart, SupeRx
Food City Plz.(5)	2	Food City, Eckerd

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri., Sat. Food: Thur., Fri., Sat.
Stores Open Evenings-Fri. Mon.; Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; Sears; Nettie Lee; JCPenney; Millers.
Variety Stores-Woolworth; McCrory.
Discount Stores-Howard Bros.; Magic-Mart; K mart; Hills.
Chain Drug Stores-Hospital Phcy.; SupeRx; Revco; Eckerd; Hills.
Chain Supermarkets-Food Lion 6; Kroger 2; Publix; Jiffy 6; Winn-Dixie 2; Food City 2.
Other Chain Stores-Sears; Singer Co.; Advance Auto Access; Firestone; Ball Bros. Furn.; Sterchi Bros Furn.; Free Service Tires; Zale's; Ormonds; Anderson-Little; Chess-King; Foxmoors; Brooks; Spencer's Gifts; Sherwin-Williams; Mary Carter Shoes; Lerners; Rhodes Furn.; Fifth Avenue Card Shop; Butler Shoes; Endicott-Johnson; Hofheimer's Shoes; Nettie Lee; Boy & Girl Shop; Gateway Books; Motherhood Maternity; Famous Footwear; Auto Shack.

14 - NEWSPAPERS: PRESS (m) 28,465; (S) 32,345; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill J. Breeden, Adv. Dir., PRESS, 204 W. Main St., Johnson City, TN 37601; Tel. (615) 929-3111.
National Representative: Branham/Newspaper Sales.

KINGSPORT

1 - LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. E of Knoxville. On U.S. Hwys. 23 and 11 W; State Hwy. 81; I-81.

2 - TRANSPORTATION: Railroads-CSX Corp.; Norfolk Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Washington County Bus; Trailways; Suburban; Greyhound; S.W. Coach; Green Coach; Baileyton Bus.
Airlines-Piedmont; USAir; American; Eagle; ASA-Delta; Eastern Metro; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 32,027; E&P 86 Est. 30,532
CZ-ABC: (80) 83,520
RTZ-ABC: (80) 139,619
County 80 Cen. 143,968; E&P 86 Est. 147,696
MSA 80 Cen. 433,638; E&P 86 Est. 449,619
City & RTZ-ABC: (80) 223,139
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,665; E&P 86 Est. 12,575
CZ-ABC: (80) 30,468
RTZ-ABC: (80) 47,881
County 80 Cen. 52,022; E&P 86 Est. 55,857
MSA 80 Cen. 154,169; E&P 86 Est. 167,180
City & RTZ-ABC: (80) 78,349

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$966,619 000
Savings & Loan	4	$1,098,942

6 - PASSENGER AUTOS: County 116,641

7 - ELECTRIC METERS: Residence 31,002

8 - GAS METERS: Residence 3,154

9 - PRINCIPAL INDUSTRIES: Chem.; Printing; Paper; Cotton Cloth; Glass; Leather Belting; Munitions; Oxygen; Bookbinding; Corrugated Cartons; Trucking; Brick. Est. Local Payroll $363,220,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts.; Kingsport's Golden Mile, 2 mi. on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Henry Mall (75)	3	Parks-Belk, Sears, JCPenney, Millers
Greenacres(12)	3	Rose's, Oakwood Mkt.
Kings Giant Plaza(16)	1	Radio Shack, Food Lion, Revco
Kingsport Mall(36)	3	Hills, Mont. Ward, K mart, Rhodes
Midtown(22)	1	Oakwood
Parkway Plaza(6)	NA	Kroger, Eckerd
Southland(4)	NA	Food Lion, Revco
Colonial Hts.	NA	Food Lion, Ingles, Oakwood, Wal-Mart, Rex TV & Appliance
Mt. Carmel	NA	Winn-Dixie, Eckerd Ben Franklin

Principal Shopping Days-Mon. through Sat.; Groceries-Mon., Sat.
Stores Open Sunday-K mart; Wal-Mart; Hills; Montgomery Ward; Revco; Food City; Kroger; Eckerd; Sears; JCPenney; Food Lion Mkt.; Rose's; Parks-Belk; Millers; Winn-Dixie; Oakwood Mkts.; Rhodes Furn.
Stores Open Evenings-Most stores.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Parks-Belk; Montgomery Ward; Sears; Rose's.
Discount Stores-Wal-Mart; Hill's; K mart; Service Merchandise; Brendles.
Variety Stores-Woolworth; Family Dollar.
Chain Drug Stores-Revco 3; Eckerd 5.
Chain Supermarkets-Food Lion 4; Oakwood 5; Minute Mkts. 9; Quik Trips; Kroger 2; Food City 3; 7-Eleven 9; Winn-Dixie 2; Ingles.
Other Chain Stores-Jewel Box; Goodrich; Firestone; Free Service Tire; Ball Bros.; Advance Store 2; Dollar General; Sterchi; Zale's; Pic-N-Pay; Singer Co.; Glidden Paint; Sherwin-Williams; Mary Carter; Lowe's; Pittsburgh Paints; Paty Lumber; New York Carpet; Lerner; Ford Shoes; Hickory Farms; B. Dalton Booksellers; General Nutrition; Fashion Leader; World of Clothing; Radio Shack; Carlyle and Co.; Rex Electronics; Rhodes Furn.

14 - NEWSPAPERS: TIMES-NEWS (all day-mon to fri) 47,551; (m-sat) 45,892; (S) 47,388; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Keith Wilson, Adv. Dir, TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121.
National Representative: Landon Associates.
DAILY NEWS; SUNDAY POST (m-mon to fri) 1,604; (S) 1,604; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Steve Dykes, Adv. Mgr., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.
National Representative: None.

KNOXVILLE

1 - LOCATION: Knox County (MSA). E&P Map E-2. County Seat. Industrial, wholesale, and energy center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River); 112 mi. from Chattanooga; 285 mi. S of Cincinnati OH; 198 mi. E of Nashville; 191 mi. N of Atlanta GA; U.S. Hwys. 11, 70, 129, 441, 25-W, I-40, I-75, I-81; State Hwys. 33, 71, 127, 139.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville (L&N).
Motor Freight Carriers-39.
Intercity Bus Lines-Knoxville Transit Corp. (City); Suburban; Greyhound; Trailways.
Airlines-United; Delta; Republic; Tenn. Airways; Eastern; American Eagle; Atlantis; ComAir; Florida Express; Metro Express; Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 175,045; E&P 86 Est. 168,708
CZ-ABC: (80) 252,520
RTZ-ABC: (80) 739,539
County 80 Cen. 319,694; E&P 86 Est. 335,758
MSA 80 Cen. 565,970; E&P 86 Est. 603,376
City & RTZ-ABC. (80) 992,055
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 71,640; E&P 86 Est. 73,874
CZ-ABC. (80) 95,466
RTZ-ABC: (80) 258,192
County 80 Cen. 117,951; E&P 86 Est. 130,499
MSA 80 Cen. 205,749; E&P 86 Est. 230,350
City & RTZ-ABC: (80) 353,658

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,594,000,000
Savings & Loan	7	$788,719,000

6 - PASSENGER AUTOS: County 219,367

7 - ELECTRIC METERS: Residence 140,685

8 - GAS METERS: Residence 23,163

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Textiles 3,200 ($225); Food 4,100 ($270); Stone & Clay Prods. 1,600 ($332); Apparel 7,600 ($261); Mach. 2,700 ($375).
Principal Industrial Pay Days-Fri., 1st, 15th., 26th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Gay St.; 2 on Market St.; 1 on Clinch; 1 on Henley St.; 1 on State St.
Neighborhood Shopping Centers-2 blocks on Chapman Hwy. at Vestal; 1 on Chapman Hwy. at Colonial Vlg.; 1 on Chapman Hwy. at Green and Nixon Rds.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Rd.; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Dr. at Cedar Bluff Rd.; 1 on Kingston Pike Love 11 Rd., 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St.; also at Hillcrest; one on Broadway at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Dr.; 1 on I-40 at Cedar Bluff, Washington Pike at I-640.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bearden(24)	6	Whiteway
Broadway(28)	3	Woolworth, Kroger, White Store
Broadway Sq.	6	Hills, Giant, Revco
Black Oak	10	K mart, Kroger
Chapman Hwy.(15)	12	K mart, Kroger
Clinton Hwy.(15)	6	K mart, Revco, Winn-Dixie, A&P
McClain Center	6	Kroger
Cumberland(16)	6	White Store
Fountain City(14)	6	IGA
Plaza(18)	9	Kroger, Winn-Dixie
Holston(18)	4	Hall-Brown, White Store
Kingston(10)	4	Long's, White Store
Northgate(7)	5	Winn-Dixie, Revco, White Store
Southgate(12)	7	White Store
Suburban(27)	8	Toys-R-Us, Rauch Jewelry
West Haven(15)	7	Munford, White's Bradley Drug
Western Plz.(33)	5	Hall-Brown, Woolworth
West Town(90)	8	Miller's, JCPenney, Proffit's, Sears
Walker Springs(8)	12	Kroger, SupeRx
Rocky Hill(12)	9	IGA
Cedar Springs	10	Winn Dixie, Revco
Cedar Bluff	10	White Stores, Todd & Armstead
Knox Plz.	4	Kroger, SupeRx
Halls(10)	10	White's, Whiteway
Hall's Plz.(11)	10	Winn-Dixie, Revco
East Towne Mall	8	Millers, JCPenney, Sears, Proffitts, Serv. Mdse

Principal Shopping Days-Department Stores-Sun., Mon., Fri., Sat.; Foods-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Sears, Discount Stores and West Town-Mon through Sat.; Food-Every night until 9 p.m.
Stores Open Sundays-Some food & supermarkets; K mart; Millers (West Town); East Towne Mall.

13 - RETAIL OUTLETS: Department Stores-Millers 5; Sears 4; JCPenney 6; Ira A. Watson 2; Proffitt's 5; Hills 3.
Discount Stores-K mart 11; Service Mdse. 2; United General Prods.; Target 2; Wal-Mart 5.
Variety Stores-Woolworth; Whiteway; Emery.
Chain Drug Stores-Revco, SupeRx 7; Comers 3; Walgreens 2; Rite Aid 2; Eckerd 2.
Chain Supermarkets-White 30; Kroger 15; Winn-Dixie 8; A&P; Ingles 5; Bi-Lo 3; Pilot 12; Red Lion 6; Red Foods 2; Food Lion 4.
Other Chain Stores-Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner's; Shoes Hill Bros., Hardy, Jarman, Bell Bros., Kinney, Baker's; Zale's Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions; Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Radio Shack.

14 - NEWSPAPERS: JOURNAL (m) 60,574; NEWS-SENTINEL (e) 93,799; (S) 164,626; Mar. 31, 1986 ABC.
NOTE: Effective July 1, 1986 the Journal switched to evening publication while the News-Sentinel changed to morning and Sunday publication.
Local Contact for Advertising and Merchandising Data: Fred Griffith, Gen. Adv. Mgr., NEWS-SENTINEL and JOURNAL, PO Box 80, Knoxville, TN 37901; Tel. (615) 521-8199.
National Representative: Sawyer-Ferguson-Walker.

LEBANON

1 - LOCATION: Wilson County. (In Nashville MSA). E&P Map D-2, County Seat. Home of Cumberland Univ. & Castle Heights Military Academy. 30 mi. NE of Nashville.

2 - TRANSPORTATION: Railroads-Sea Board.
Bus Lines-Trailways.
Airlines-Most at Metro Airport (17 mi.).

3 - POPULATION:
Corp. City 80 Cen. 11,872; E&P 86 Est. 10,470
MSA 80 Cen. 850,505; E&P 86 Est. 913,402
County 80 Cen. 56,064; E&P 86 Est. 62,921

4 - HOUSEHOLDS:
City 80 Cen. 4,334; E&P 86 Est. 3,994
County 80 Cen. 18,863; E&P 86 Est. 22,153
MSA 80 Cen. 319,907; E&P 86 Est. 337,368

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$245,000,000
Savings & Loan	2	$79,000,000

6 - PASSENGER AUTOS: County 46,341

7 - ELECTRIC METERS: Residence 5,726

8 - GAS METERS: Residence 1,704

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Blankets & Fabrics 300; Gears 525; Clocks 435; Televisions & Microwave 480; Candy 150; Western Boots 425; Luggage 459; Rubber Seals 385; Jeans 213; Pipe 119.

10 - CLIMATE: Min. & Max. Temp.-Av. Min. 48; Av. Max. 72; Mild.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedars of Lebanon (15)	1	IGA, Mary Lee's, Rone Jewelry
Center of Lebanon (5)	NA	Wal-Mart, Winn-Dixie
Nokes(5)		Lynn Flowers
Village(8)	NA	Buckeye Drugs, Save-A-Lot, Auto Shack, Family Dollar
West Hill(6)	2	Dick's Market, Cox's
West Main(10)	3	Kroger, SupeRx, K mart, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-McAdoo's; Cowan's; McClain & Smith.
Discount Stores-Fred's; K mart; Wal-Mart; Cato's; Artley's.
Variety Stores-Dollar General; Fred's; Family Dollar.
Chain Drug Stores-Eckerd 3; SupeRx.
Chain Supermarkets-Kroger; Cee Bee's; Bi-Rite; Winn-Dixie; IGA 2; Moser's 2.
Other Chain Stores-Goodyear; Sears; Mary Lee's; Sherwin-Williams; Ace Hardware; Lowe's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 7,970; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: David Beasley, Adv. Mgr., DEMOCRAT, 402 N. Cumberland St.; PO Box 430, Lebanon, TN 37087; Tel. (615) 444-3952.
National Representative: Papert Companies.

MARYVILLE-ALCOA

1 - LOCATION: Blount County (In Knoxville MSA). E&P Map E-2. 15 mi. from Knoxville. On U.S. Hwys. 129, 321 & 411; State Hwys. 33, 35, 73 & 95.

2 - TRANSPORTATION: Railroads-SCL/L&N; Norfolk/Southern.
Intercity Bus Lines-Greyhound; Trailways; B&C.
Airlines-Delta; Republic; Tennessee; United; USAir; Atlantis; Eastern; Eagle; ComAir; Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 24,350; E&P 86 Est. 24,816
Alcoa 80 Cen. 6,870; E&P 86 Est. 6,114
Maryville 80 Cen. 17,480; E&P 86 Est. 18,702
CZ-ABC: (80) 51,692
RTZ-ABC: (80) 29,237
County 80 Cen. 77,700; E&P 86 Est. 83,912
MSA 80 Cen. 565,970; E&P 86 Est. 603,376
City & RTZ-ABC: (80) 80,929

4 - HOUSEHOLDS:
Cities 80 Cen. 9,300; E&P 86 Est. 9,701
Alcoa 80 Cen. 2,615; E&P 86 Est. 2,350
Maryville 80 Cen. 6,685; E&P 86 Est. 7,351
CZ-ABC: (80) 19,187
RTZ-ABC: (80) 10,104
County 80 Cen. 28,177; E&P 86 Est. 31,933
MSA 80 Cen. 205,749; E&P 86 Est. 230,350
City & RTZ-ABC. (80) 29,291

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$693,746,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 81,164

7 - ELECTRIC METERS: County 35,795

8 - GAS METERS: Residence 9,053

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Aluminum Smelting & Fab. 3,900; Engineering 50; Boats 400; Clothing 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-70; Summer 67-89; Fall 37-59; Winter 15-38.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midland Center	NA	Winn-Dixie, Revco
Fair Park	NA	Food Lion, Revco, Family Dollar
Brown's Creek	NA	Food Lion
Foothills Mall(63)	NA	
Foothills Plaza	NA	Hills, Eckerd, Pic 'N Pay, Food Lion

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Profitt's; JCPenney; Sears; Miller's.
Discount Stores-Sky City; Wynn's; K mart; Wal-Mart; Family Dollar; Hills.
Variety Stores-Fred's.
Chain Drug Stores-Revco 2; SupeRx; Lowe's; Walgreens; Eckerd 2.
Chain Supermarkets-White 3; Winn-Dixie 2; Kroger; Food Lion 4; Red Foods; South Galaxy.

14 - NEWSPAPERS: TIMES (e-mon to fri) 21,039; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jerome F. Moon, Pub., TIMES, 307 E. Harper Ave.; PO Box 568, Maryville, TN 37803-0568; Tel. (615) 981-1100.
National Representative: Landon Associates.

MEMPHIS

1 - LOCATION: Shelby County(In Memphis, TN-AR-MS MSA). E&P Map A-2, County Seat. On Mississippi River between St. Lous, MO (305 mi.) and New Orleans, LA (394 mi.). Commercial, agribusiness and distribution center for the Mid-South area; College medical center, cotton and hardwood lumber markets.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf Railroad; Louisville & Nashville; Missouri Pacific; Southern Pacific; Southern Railway System.
Motor Freight Carriers-200 motor freight companies; 100 freight terminals.
Intercity Bus Lines-Greyhound; Continental Trailways; Gulf Transport.
Airlines-American; United; Delta; TWA; USAir; Piedmont; Republic; Federal Express; Flying Tiger; Airborne; Emery. 7 major/rational; 4 regional/commuter; 42 air freight.

3 - POPULATION:
Corp. City 80 Cen. 646,174; E&P 86 Est. 663,558
NDM-ABC: (80) 913,472
Bal. in ADI-ABC: (80) 704,180
County 80 Cen. 777,113; E&P 86 Est. 813,906
MSA 80 Cen. 912,887; E&P 86 Est. 957,885
Total ADI-ABC: (80) 1,617,652
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 230,474; E&P 86 Est. 245,851
County 80 Cen. 269,186; E&P 86 Est. 294,632
MSA 80 Cen. 311,796; E&P 86 Est. 341,867
NDM-ABC: (80) 311,996
Bal. in ADI-ABC: (80) 234,310
Total ADI-ABC: (80) 546,326

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$2,063,500,000

6 - PASSENGER AUTOS: County 510,850

7 - ELECTRIC METERS: Residence 312,861

8 - GAS METERS: Residence 241,474

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (MSA)-Gov't 65,600; Constr. 17,400; Mfg. 52,100; Trans./Commun. 32,400; Whol. Trade 35,000; Ret. Trade 72,300; Fin./Ins./R.E. 22,300; Servs. 87,400.
Principal Pay Days-15th, 30th, Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Downtown Area is

approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth, Poplar Ave. to Vance Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(45)	10	Osco, Piggly Wiggly, Super D
Factory Outlet(51)	15	Kids Port USA
Hickory Ridge(105)	18	Sears, Goldsmiths, M.M. Cohn, Dawahare
Laurelwood(19)	9	M.M. Cohn, Sears, Walgreens
Mall of Memphis(127)	14	JCPenney, Dillard Thalhimer's
Mid-America(99)		Goldsmith's
Northgate(50)	5	Osco, Kroger, Walgreens, Zayre
Oak Court(10)	9	Goldsmith
Park Place Mall(36)	NA	Loehman's, Oshman, James Davis
Poplar Plaza(43)	6	Dillard, JCPenney, Kroger
Raleigh Springs(82)	12	Sears, JCPenney, Walgreens, Dillard's, Goldsmith's
Southgate(65)	4	Osco, JCPenney, Kroger, Zayre
Southland(60)	8	Goldsmith's, Sears, M.M. Cohn
Whitehaven(45)	8	Walgreens, Dillard's

Stores Open Evenings-Mon., Thur., (some Shopping Centers until 9:30 6 nights a week).

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn 4; Goldsmith's 5; Sears 3; JCPenney 3; Dillard's 4; Thalhimers.
Discount Stores-Zayre 5; Fred P. Gattas 3; ; Frad's 10; K mart 6; Target 4; Sam's Whol. 6.
Variety Stores-TG&Y Family Centers 2; TG&Y 3.
Chain Drug Stores-Walgreens 24; Osco 9; Super D 20.
Chain Supermarkets-Kroger 18; Pic-Pac 8; Seesal's 6; Big Star 21; Food Rite 11; Megamarket 3; Food Depot; Piggly Wiggly 5.
Other Chain Stores-Baker Shoes 6; Burk Hall Paint 4; Florsheim Shoe 5; Haverty Furn. 6; Thom McAn 4; Sherwin-Williams 4; Glidden; United Paint 8; Lerner's 5; Firestone 12; Goodyear 7; National Tire Wholesale; Levitz 2; Ethan Allen; Kinney Shoes 7; Radio Shack 19; Scott Appliances 7; Scott Sound Center 7; Central Hardware 4; Lowe's Hardware 2; 84 Lumber 3; Butler's Shoes 6; Waldenbooks 3; Gordon's Jewelers 6; CMC Stereo Centers 4; Hallmark 8; Circus World; Toys by Roy; Marshalls 2; B. Dalton 2; Children's Palace 2; Naturalizer Shoes 4; Payless Shoe 9.

14 - NEWSPAPERS: COMMERCIAL APPEAL (m) 225,674; (S) 295,412; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Louis Bargiacchi, Natl. Adv. Mgr., THE COMMERCIAL APPEAL, 495 Union Ave., Memphis, TN 38103; Tel. (901) 529-2237.
National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Representatives.

MORRISTOWN

1 - LOCATION: Hamblen County, E&P Map E-2, County Seat. In the E Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E & 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2 - TRANSPORTATION: Railroads-Norfolk/Southern (Main line, western terminus of the Carolina division).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,683; E&P 86 Est. 19,288
CZ-ABC: (80) 38,308
RTZ-ABC: (80) 81,005
County 80 Cen. 49,300; E&P 86 Est. 56,529
City & RTZ-ABC: (80) 119,313
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,376; E&P 86 Est. 7,552
CZ-ABC: (80) 13,639
RTZ-ABC: (80) 27,689
County 80 Cen. 17,257; E&P 86 Est. 20,688
City & RTZ-ABC: (80) 41,328

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$272,000,000
Savings & Loan	4	$186,000,000

6 - PASSENGER AUTOS: County 45,871

7 - ELECTRIC METERS: Residence City 10,879; (County 22,408)

8 - GAS METERS: Residence County 3,900

9 - PRINCIPAL INDUSTRIES: Poultry; Furn.; Upholstered, Wood & Commercial Furn.; Synthetic Fibers; Automotive Metal Prods.; Plastics; Printing; Rubber; 14,000 Mfg. employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buffalo Trail(10)	2	Buffalo Trail Mkt.
Eastgate(12)	2	Winn-Dixie
Morristown Plz.(21)	1	JCPenney, Sears, Rose's, Parks-Belk
Plz. Terrace(10)	1	Radio Shack
Radio Ctr.(30)	1	Teague Drugs
Sky City	2	Sky City, Ingles
Food City(15)	1	Bradley's Hdwe.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk 2; JCPenney; Sears (catalog).
Variety Stores-Eagle; Dollar Store; Rose's.
Chain Supermarkets-Food Lion 2; Winn-Dixie 2; Food City 2; Buffalo Trail Mkt.; Ingles 2; Red Foods.
Discount Stores-Howard Bros.; Sky City; K mart; Wal-Mart; Rose's.
Chain Drug Stores-Revco 3; Freel's; Minnis; Eckerd 2; Rite Aid.

14 - NEWSPAPERS: CITIZEN TRIBUNE (e-mon to fri) 19,998; (S) 23,314; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: C. Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St.; Box 625, Morristown, TN 37814; Tel. (615) 581-5630.
National Representative: Landon Associates.

MURFREESBORO

1 - LOCATION: Rutherford County (In Nashville MSA). E&P Map C-2, County Seat. Residential, education center (Middle Tennessee State Univ.); 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

2 - TRANSPORTATION: Railroads-L&N.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Major airlines at Nashville Municipal Airport (26 mi.).
Motor Freight Carriers-Murf. Frt.; S&W Frt.

3 - POPULATION:
Corp. City 80 Cen. 32,845; E&P 86 Est. 37,387
CZ-ABC: (80) 32,845
RTZ-ABC: (80) 51,213
County 80 Cen. 84,058; E&P 86 Est. 102,098
MSA 80 Cen. 850,505; E&P 86 Est. 913,402
City & RTZ-ABC: (80) 84,058

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,517; E&P 86 Est. 13,597
CZ-ABC: (80) 11,517
RTZ-ABC: (80) 16,485
County 80 Cen. 28,002; E&P 86 Est. 35,573
MSA 80 Cen. 201,945; E&P 86 Est. 337,368
City & RTZ-ABC: (80) 28,002

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$187,000,000
Commercial	6	$288,000,000

6 - PASSENGER AUTOS: County 69,735

7 - ELECTRIC METERS: County Residence 49,401

8 - GAS METERS: Residence 7,876

9 - PRINCIPAL INDUSTRIES: Hospital Equip.; Hosiery; Motors; Elect. Heating Equip.; Dairy Proc.; Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg; Truck & Car Mfg.

10 - CLIMATE: Av. Mean Temp.-60.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jackson Heights(18)	NA	Sullivan's, Dollar General
Mercury Plz.(18)	NA	Rose's, Harvey's
Memorial Vlg.(10)	NA	Wal-Mart, Giant Foods
Northside Plz.	NA	Frank's IGA, Saveway Pharmacy
Stones River Plz.	NA	K mart, Kroger, Walgreens
Outlets Limited Mall	NA	Brand Name Fashions, Handmacher's
Plz. South	NA	Kroger, Goody's
Northfield Crossing	NA	Winn-Dixie, Eckerd
Northfield Court	NA	Red Food

Principal Shopping Days-Thur., Fri., Sat., Sun

13 - RETAIL OUTLETS: Department Stores-Harvey's; Sullivan's; Handmachers.
Discount Stores-Wal-Mart; K mart; Rose's; Fred's; Goody's; Walgreens.
Chain Drug Stores-Revco 2; Super D; Superx; Walgreens; Eckerd.
Chain Supermarkets-Bi-Rite; IGA 2; Kroger 2; Giant Food; Winn-Dixie; Red Food.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 14,417; (S) 16,227; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Maggi Vaughn, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130; Tel. (615) 893-5860.
National Representatives: Landon Associates; U.S. Suburban Press.

NASHVILLE

1 - LOCATION: Davidson County (In Nashville MSA). E&P Map C-2, State Capital. Industrial, financial, education, recreational and distribution center; river terminal; 6-spoke hub on Interstate hwys.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Southern.
Motor Freight Carriers-Over 140.
Intercity Bus Lines-Continental Trailways; Greyhound; Tennessee Trailblazers.
Airlines-Eastern; American; Ozark; TWA; Republic; ComAir; USAir; Piedmont; Delta; Capitol; United; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 455,651; E&P 86 Est. 447,595
NDM-ABC: (80) 850,505
County 80 Cen. 477,811; E&P 86 Est. 483,626
MSA 80 Cen. 850,505; E&P 86 Est. 913,402
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 169,674; E&P 86 Est. 174,252
NDM-ABC: (80) 301,945
County 80 Cen. 177,737; E&P 86 Est. 187,618
MSA 80 Cen. 201,945; E&P 86 Est. 337,368

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$6,563,029,000
Savings & Loan	7	(incl. above)

6 - PASSENGER AUTOS: County 353,719

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Printing; Shoes; Paper Prods.; Hosiery; Stoves; Food Prods.; Glass; Appliances; Dacron; Cellophane; Barges; Boats; Tires; Music; Corfam; Tourism; Auto and Truck Mfg.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Winter 38; Summer 80. First killing frost, Oct. 22; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Area-3 blocks on Union St.; 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. N.; 1 on Sixth Ave. N.
Nearby Shopping Centers-Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. S. at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Bavarian Village, at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory; Mercy Oaks, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Hillwood Plaza, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike; Lion's Head Village, White Bridge Rd. & Post Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Meade	6	Leader, Kroger
Melrose(13)	3	Kroger
Old Hickory(10)	13	Sullivan's, Kroger
Westgate(12)	7	Bi-Rite
Green Hills(50)	6	Castner-Knott, Cain-Sloan
Madison Sq.(27)	9	Harvey's
Elysian Fields(6)	7	Kroger, Hill Groc.
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Donelson Plz.(22)	8	Castner-Knott
Harding Mall(38)	5	Castner-Knott
100 Oaks(90)	3	JCPenney, Harvey's
Rivergate(98)	10	Castner's, JCPenney, Cain-Sloan
Bavarian Vlg.(14)	NA	Village Store
Belle Meade(4)	NA	Moon Drug, Theatre
Charlotte Sq.(26)	NA	Wal-Mart
Due West	8	Zayre, Big Star
Northgate	5	
Hickory Hollow(11)	15	Cain-Sloan, Sears, Castner-Knott, JCPenney
Hickory Plaza(12)	8	Kroger, SuperRx, Handy City
Lion's Head Vlg.	6	Handy City, Target

Principal Shopping Days-Sun., Wed., Fri., Sat.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Harveys; Castner-Knott; Cain-Sloan; Sears; JCPenney; Leader; Marshalls; McClures; Uptons.
Discount Stores-K mart; Zayre; Hills; Target; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Wilson Quick; Walgreens; Rexall; Superx; Revco; Payless of Tenn.; Blankenship; Medicine Shoppe; Eckerd.
Chain Supermarkets-H.G. Hill; Kroger; Winn-Dixie; Sunflower; Super Value.
Drive-In Markets-EZ Food Shops; Jim Dandy; 7-Eleven; Stop-N-Go; Hot Stop; Quik Sak; Hot Stop/SDE.
Other Chain Stores-Mr. How; Service Merchandise; Lowes; Dollar General; Shoes: Hill Bros., Baynhams, Bakers, Burts, Bell Bros., Flagg Bros., Jarman, Florsheim, Family Booteries, The Athlete's Foot, Jensen, Banister, Foot Scene, Karls, Naturalizer, Payless, Stride Rite, Pic 'n Pay; Auto Supplies: Midas Mufflers, Karco, Western Auto, Auto Shack, Honeys, Autowize, Firestone, Goodyear, K mart, Sears; Clothing: T.J. Maxx, Designer Depot, National Shirt, Toggery; Jewelry & Optical: Zimms, Pearle, Lenscrafters, Milams, Horner-Rausch, Gordons, Kay, Zale's; Others: Singer Co., Genesco Sales, Gus Mayer, Radio Shack, Sterchi, Handy City.

14 - NEWSPAPERS: BANNER (e) 69,930; Mar. 30, 1986 ABC. TENNESSEAN (m) 120,825; (S) 255,729; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve Harper, Adv. Dir. or Bill Davis for market info., TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37202; Tel. (615) 259-8300.
National Representative: Gannett Media Sales.

OAK RIDGE

1 - LOCATION: Anderson and Roane Counties (In Knoxville MSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mountain National Park; 22 mi. from TVA Norris Dam. On U.S. Hwys. 25W, I-40, I-75; State Hwys. 58, 61, 62, 95.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Norfolk Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-American; Delta; Piedmont; Southern; United; Eastern; Tenn. Airways; Atlantis; Republic; US Air.

3 - POPULATION:
Corp. City 80 Cen. 27,662; E&P 86 Est. 26,270
CZ-ABC: (80) 37,084
RTZ-ABC: (80) 80,634
Counties 80 Cen. 115,771; E&P 86 Est. 119,821
Anderson 80 Cen. 67,346; E&P 86 Est. 69,574
Roane 80 Cen. 48,425; E&P 86 Est. 50,247
MSA 80 Cen. 565,970; E&P 86 Est. 603,376
City & RTZ-ABC: (80) 117,718

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,021; E&P 86 Est. 10,917
CZ-ABC: (80) 14,298
RTZ-ABC: (80) 27,599
Counties 80 Cen. 41,694; E&P 86 Est. 44,974
Anderson 80 Cen. 24,616; E&P 86 Est. 26,600
Roane 80 Cen. 17,078; E&P 86 Est. 18,374
MSA 80 Cen. 205,749; E&P 86 Est. 230,350
City & RTZ-ABC: (80) 41,897

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$383,000,000
Savings & Loan	4	$180,000,000

6 - PASSENGER AUTOS: Anderson County 71,845; Roane County 32,188

7 - ELECTRIC METERS: Residence 11,362

8 - GAS METERS: Residence 4,696

9 - PRINCIPAL INDUSTRIES: Three major Federal (Department of Energy) installations involved in

energy/conservation research and development and production of enriched uranium fuel for nuclear reactors. 16,500 employees, $460 av. wkly. wage.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost, Oct. 30; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-on Oak Ridge Tpke. bet. Rutger's Ave. and Tulane Ave. Modern shopping (100 retail outlets, parks 7,000 cars).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Illinois Ave.(25)	1	Howard's, K mart
Security Sq.(6)	2	Security Trust
Ridgeway(30)	2	
Grove Ctr.(15)	1	
Jackson Sq.(45)	2	Watson's
Four Oaks/Bruner		Bruner
TriCounty (15)	E	Heck's

Neighborhood Shopping Areas-Elm Grove, 5 miles on E. Tennessee Ave.; Fairbanks, 4 miles on Fairbanks Rd; Glenwood, 8 miles on Alabama Hilltop, 3 miles on Illinois Ave. at Outer Dr.; Pine Valley, 2 miles on New York Ave. at Utah Ave.; W. Village. 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 on Northwestern Ave.

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Proffitt's; Watson's.
Variety Stores-McCrory; Whiteway; Woolworth.
Discount Stores-Watson's; Howard Bros.; K mart; Heck's; Goody's.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Kroger; White; Ingle's; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check; Pantry 2.

Other Chain Stores-Brown's Bootery; Nettie Lee; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Pittsburgh Plate Glass; Royal Jewelers; Jo Ann Fabrics; Federal Bake Shop; Singer Co.; Sterchi Bros. Furn.; Western Auto; Goodyear; Firestone; Sears; Otasco.

14 - NEWSPAPERS: OAK RIDGER (e-mon to fri) 11,639; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David L. McCoy, Adv. Mgr., OAK RIDGER, 785 Oak Ridge Turnpike; PO Box 3446, Oak Ridge, TN 37831; Tel. (615) 482-1021.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Henry County, E&P Map B-2, County Seat. 130 mi. NE of Memphis; 105 mi. NW of Nashville.

2 - TRANSPORTATION: Railroads-Seaboard System.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,728; E&P 86 Est. 10,528
NDM-ABC: (80) 29,306
County 80 Cen. 28,656; E&P 86 Est. 29,837

4 - HOUSEHOLDS:
City 80 Cen. 4,397; E&P 86 Est. 3,889
NDM-ABC: (80) 11,199
County 80 Cen. 10,914; E&P 86 Est. 11,875

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$176,493,000
Savings & Loan	1	$122,871,129

6 - PASSENGER AUTOS: County 20,461

7 - ELECTRIC METERS: County 13,574

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Carburetors 1,090; Rubber Prods. 439; Clay Mining & Proc. 213; Auto Brake Parts 300; Power Tools 454; Brick Making Equip. 28; Lamps 200; Mobile Homes 147; School Furn. 51; Meat Prods. 65; Elect. Motors 393.

10 - CLIMATE: Av. an. temp. 60; Av. monthly Jan. 37.6-July 78.5; Av. annual precipitation 55 in. Av. annual snowfall-11.

11 - TAP WATER: Hardness 60. PPM. Iron 0.1 PPM; calcium 22. PPM; turbidity 0.1 PPM; ph 9.

12 - RETAILING: Principal Shopping Center-Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Paris(8)	1	Kroger, Super D, Coast-to-Coast Hdwe., Family Dollar
Lakeway Vlg.(9)	2	Uncle Lee's, Odom's
Lee Greer(5)	1	Radio Shack, Nan Robbins
Paris Sq.(6)	1	IGA Foodliner, Ace Hdwe.
Paris Plz.(6)	1	Wal-Mart, Warehouse Foods

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. till 8; Groceries-Fri. & Sat til 8; some supermarkets open 24 hours weekdays.
Stores Open Sundays-Some supermarkets, department, drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; National; Howard & Jobe.
Discount Stores-Wal-Mart; Uncle Lee's; Family Dollar.
Variety Stores-Pay-Less.
Chain Drug Stores-Pay-Less; Rexall; Super D.
Chain Supermarkets-Kroger; Jim Adams; IGA; Odom's; Warehouse Foods.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Pic-N-Pay; Radio Shack; Catos; Campbells; Ashleys Outlet; Pay-Less Shoes; Auto Shack; Ace Hardware; Coast to Coast Hardware.

14 - NEWSPAPERS: POST-INTELLIGENCER (e-mon to fri) 8,196; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St.; PO Box 310, Paris, TN 38242; Tel. (901) 642-1162.
National Representative: Papert Companies.

SEVIERVILLE

1 - LOCATION: Sevier County, E&P Map E-2. On U.S. Hwy. 411 & 441. State Hwy. 321; I-40. Situated in the eastern part of state.

2 - TRANSPORTATION: Airlines-Served by McGee-Tyson Airport at Knoxville.

3 - POPULATION:
Corp. City 80 Cen. 4,556; E&P 86 Est. N.A.
County 80 Cen. 41,418; E&P 86 Est. 48,505

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 86 Est. N.A.
County 80 Cen. 14,600; E&P 86 Est. 18,038

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 31,683

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Textile; Agric.

10 - CLIMATE: Av. Temp.-Summer 90; Winter 50.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Forks Up the River.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Edge(20)	NA	Wal-Mart
Sevier Plz.(18)	NA	K mart
Downtown Sevierville (40)	NA	Family Dollar
Factory Merchants Mall(66)	NA	Dollar General

Principal Shopping Days-Mon., Tues.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; K mart; Family Dollar; Dollar General.
Chain Drug Stores-Revco; SupeRx; Stewart.
Chain Supermarkets-Kroger; Food City; Food Lion.

14 - NEWSPAPERS: MOUNTAIN PRESS (m-mon to fri) 8,880; sworn Sept. 18, 1986.
Local Contact for Advertising and Merchandising Data: Rick Rae, Pub., MOUNTAIN PRESS, PO Box 717, Sevierville, TN 37862; Tel. (615) 428-0746.
National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Bedford County, E&P Map C-2, County Seat. Retail center. Miscellaneous light manufacturing and dairy center 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

2 - TRANSPORTATION: Railroads-Seaboard System.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,530; E&P 86 Est. 14,320
County 80 Cen. 27,916; E&P 86 Est. 29,747
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,031; E&P 86 Est. 5,478
County 80 Cen. 9,943; E&P 86 Est. 11,025

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$217,956,000
Savings & Loan	2	$261,000,000

6 - PASSENGER AUTOS: County 21,629

7 - ELECTRIC METERS: Residence, City 5,764

8 - GAS METERS: Residence 2,429

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Building Constr. 170; Road Constr. 300; Plumbing-Elect. 200; Food Proc. 500; Textile & Garment 550; Printing & Pub. 85; Plastics 300; Leather & Leather Goods 120; Machine Shops 75; Trans. Equip. 680; Pencil Mfg. 1,220; Metals Proc. 200; Ret. & Whol. Trade 268; Misc. Ret. Workers 305; Food Serv. 400; Automobile Serv. 135; Fin. & Banking 125; Ins. 40; Repair Shops 40; Servs. 230; Auto Accessories Mfg. (Japan) 125.
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main Sq.; 1 on Depot St.; 5 on Main St.; Madison St.
Neighborhood Shopping Centers-Edgemont; Big Springs; Madison St.; K mart Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Springs(15)		SupeRx, Wal-Mart, Kenwin, Sullivan's
Red Foods Ctr. Madison(7)	NA	Red Foods, Eckerd K mart, Kroger, Revco

Principal Shopping Days-Sat., Mon., Fri.
Stores Close-Some-Wed. aft., Jan. through Nov.
Stores Open Evenings-Dept.-Food Daily.

13 - RETAIL OUTLETS: Department Stores-Sears; McKees; Carolyn's; Tip Thompson's; Sullivan's; The Garage.
Chain Drug Stores-SupeRx; Revco; Renegar's.
Variety Stores-Fred's.
Discount Stores-Wal-Mart; K mart; Family Dollar; Dollar General; Fred's.
Chain Supermarkets-Kroger; Guy's Mkt.; Shelbyville Super; Dial's Superett; Sav-A-Lot; D&D Foods; Jerry's Mkt.; Red Foods; C.F. Smith Foods.
Other Chain Stores-Simmons Jewelers; Lambert's Jewelers; Bootery; Artley's; Clifford Furn.; John F's Furn.; Kenwin's; The Pantry.

14 - NEWSPAPERS: TIMES-GAZETTE (e-mon to fri) 8,065; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, PO Box 380, Shelbyville, TN 37160; Tel. (615) 684-1200.
National Representative: Landon Associates.

SOUTH FULTON, TN

See FULTON, KY

UNION CITY

1 - LOCATION: Obion County, E&P Map B-6. 120 mi. N of Memphis.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Gulf Transport.
Airlines-Taylor Charter; Pioneer Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 10,436; E&P 86 Est. 9,063
County 80 Cen. 32,781; E&P 86 Est. 33,084

4 - HOUSEHOLDS:
City 80 Cen. 4,273; E&P 86 Est. 3,616
County 80 Cen. 12,979; E&P 86 Est. 12,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$193,000,000
Savings & Loan	1	$80,000,000
Obion County	9	$278,000,000

6 - PASSENGER AUTOS: County 21,983

7 - ELECTRIC METERS: Residence 5,474

8 - GAS METERS: Residence 3,879

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,172 ($200); Leather & Shoes 756 ($240); Metal Fab. 1,243 ($329); Food Packing 800 ($300); Tire 3,200 ($560); Lumber 211 ($210). Over 7,700 industrial jobs in Obion County.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Nov. 12; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
Neighborhood Shopping Centers-Edwards Additions; Garden Road Additions; 5th & Jackson Sts.; E. Main Terminus; Reelfoot Shopping Center-Reelfoot & 1st St.; Obion Sq., Reelfoot Ave.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Shatz; Brights; Dollar General; Behrs.
Variety Stores-Frod's Dollar Store; Dollar General.
Chain Drug Stores-Revco; Super D; K&D; Gibson.
Chain Supermarkets-Kroger; E.W. James; Sav-A-Lot; Pic-Pac.
Discount Stores-Gibson's; Wal-Mart; K mart.
Other Chain Stores-Libby's; Goodyear; Sears; Singer Co.; Otasco; Sherwin-Williams; Homestead: Pick 'N Pay Shoe; Ashleys Outlet; Scott Hallmark; Brooks Sewing & Vacuum; Radio Shack; Auto Shack; Master Muffler.

14 - NEWSPAPERS: MESSENGER (e) 8,512; sworn Sept. 23, 1985.
Local Contact for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, Box 430; 613 Jackson St., Union City, TN 38261; Tel. (901) 885-0744.
National Representative: Papert Companies.

TEXAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Abilene-Taylor County.
Amarillo-Potter and Randall Counties.
Austin-Hays, Travis and Williamson Counties.
Beaumont-Port Arthur-Hardin, Jefferson and Orange Counties.
Brownsville-Harlingen-Cameron County.
Bryan-College Station-Brazos County.
Corpus Christi-Nueces and Sand Patricio Counties.
El Paso-El Paso County.
Killeen-Temple-Bell and Coryell Counties.
Laredo-Webb County.
Longview-Marshall-Gregg and Harrison Counties.
Lubbock-Lubbock County.
Midland-Midland County.
McAllen-Edinburg-Mission-Hidalgo County.
Odessa-Ector County.
San Angelo-Tom Green County.
San Antonio-Bexar, Comal and Guadalupe Counties.
Sherman-Denison-Grayson County.
Texarkan, TX-AR-Bowie County, TX; Miller County, AR
Tyler-Smith County.
Victoria-Victoria County.
Waco-McLennan County.
Wichita Falls-Wichita County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Brazoria-Brazoria County.
Dallas-Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties.
Fort Worth-Arlington-Johnson, Parker and Tarrant Counties.
Galveston-Texas City-Galveston County.
Houston-Fort Bend, Harris, Liberty, Montgomery and Waller Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Dallas-Fort Worth-includes Dallas PMSA and Fort Worth-Arlington PMSA.
Houston-Galveston-Brazoria-includes Brazoria PMSA; Galveston-Texas City PMSA; and Houston PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1979	1980	1987
Under 5 Years	1,001	1,169	1,434
5-14 Years	2,330	2,350	2,879
15-24 Years	2,053	2,773	3,403
25-44 Years	2,686	4,029	4,950
45-64 Years	2,142	2,536	3,106
65 and Over	987	1,371	1,678
TOTAL	11,199	14,228	17,450

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Abilene	98	12	12.6
Austin	345	65	18.7
Baytown	57	9	16.4
Brownsville	85	71	83.7
Bryan-College Station	82	12	15.1
Corpus-Christi	232	108	46.6
Dallas	904	111	12.3
El Paso	425	266	62.5
Fort Worth	385	49	12.6
Galveston	62	11	17.7
Grand Praire	71	10	14.0
Houston	1,594	281	17.6
Laredo	91	85	93.0
Lubbock	174	33	18.8
McAllen	67	48	71.5
Midland	71	11	15.9
Odessa	90	21	23.1
Pasadena	113	19	17.0
San Angelo	73	17	23.1
San Antonio	786	422	53.7
Victoria	51	17	33.8
Waco	101	11	11.1

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	2,295	4,273	7,510
General Mdse	5,884	9,109	12,856
Food	9,737	18,625	23,131
Automobiles	11,259	17,653	30,139
Gasoline Stations	3,444	6,600	6,416
Apparel	2,445	4,793	6,708
Furniture	2,044	3,585	6,418
Eat-Drink Places	3,678	7,306	10,239
Drugs	1,311	2,008	2,566
TOTAL SALES	45,816	82,272	114,706

ABILENE

1 - LOCATION: Taylor County (MSA). E&P Map D-3. 80 mi. NW of geographical center of Texas. County Seat. Cattle, oil, industry, education & transportation center.

2 - TRANSPORTATION: Railroads-Abilene Southern; Burlington; Missouri-Pacific; Ft. Worth & Denver.
Motor Freight Carriers-14.
Intercity Bus Lines-Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset Stages.
Airlines-Chaparral; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 98,315; E&P 86 Est. 111,241
CZ-ABC: (80) 99,761
Bal. in NDM-ABC: (80) 39,431
Total NDM-ABC: (80) 139,192
County/MSA 80 Cen. 110,932; E&P 86 Est. 126,290
RTZ-ABC: (80) 121,622
Total NDM & RTZ-ABC: (80) 260,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,939; E&P 86 Est. 39,563
CZ-ABC: (80) 34,442
Bal. in NDM-ABC: (80) 14,590
Total NDM-ABC: (80) 49,032
County/MSA 80 Cen. 38,515; E&P 86 Est. 46,164
RTZ-ABC: (80) 46,184
Total NDM & RTZ-ABC: (80) 95,216

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,385,464,000
Savings & Loan	5	$427,143,348

6 - PASSENGER AUTOS: County 114,763 (all vehicles)

7 - ELECTRIC METERS: Residence 46,315

8 - GAS METERS: Residence 32,596

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed, Cottonseed Oil Prods. 250; Aerospace Structures 400; Meat Prods. 448; Newspaper 300; Oil & Gas Proc. 500; Bakery Prods. 300; Soft Drinks 300; Steel Fab. 250; Plumbing Fixtures, Fitting & Trim 300; Band Instruments 350; Tire Retreading 100; Electronics 800; Soft Drink Containers 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost, Mar. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Oak St., 6 on Pine St.; 6 on Cypress St.; 6 on Cedar St.; 6 on Walnut St.; 3 on N. 3rd St.; 4 on N. 4th St.; 2 on N. 5th St.; 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th; S 23 & Barrow; 1 on Judge Ely Blvd.; Hwy. 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
8th & Hickory(5)	NA	
Brook Hollow(12)	NA	Safeway
Burro Alley(16)	NA	
Crossroads(25)	NA	
Edgewood(4)	NA	M System
Elmwood West(28)	NA	Piggly Wiggly
Frenchman's Creek(17)	NA	Albertson's
Hillcrest(5)	NA	
Mall of Abilene(96)	NA	JCPenney, Sears, Dillard
Meads Suburban(9)	NA	Luskey's
Merchant Park(9)	NA	Furr's Mkt., TG&Y
Oakwood Vlg.(95)	NA	Super Duper Food
Park Terrace(8)	NA	
River Oaks(20)	NA	Super Duper, TG&Y
Rose Park(9)	NA	
Radford Hills(23)	NA	Wal-Mart
Southwest Park(12)	NA	
Westgate(42)	NA	Mont. Ward, Minters, Beall's, Thornton

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Major malls to 9 pm.

13 - RETAIL OUTLETS: Department Stores-Grissoms; Minters; Thornton's 2; Sears; Montgomery Ward; Dillard; Beall's 2; Anthony's 2.
Discount Stores-Wal-Mart 2; K mart 2; Pay-Less Cashways; McCoy's; Highway 84 Lumber; TG&Y 3; Service Merchandise.
Chain Drug Stores-Eckerd 3.
Chain Supermarkets-M-System 3; Safeway 3; Furr's Food 2; Piggly Wiggly 2; Super Duper 6; Skinnys 23; Colonial 14; Albertson's; Skaggs.
Other Chain Stores-JCPenney; Kinney; Western Auto; Firestone; Goodyear; Sherwin-Williams; Zale's 3; Jewel Box; Baker's; Lerner's; S&H Green Stamps.

14 - NEWSPAPERS: REPORTER-NEWS (m-mon to fri) 36,990; (e-mon to fri) 14,080; (m-sat) 52,193; (S) 59,844; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gregory Shrader. Adv. Dir., REPORTER-NEWS, 100 Block Cypress St., Abilene, TX 79604; Tel. (915) 673-4271.
National Representatives: Harte-Hanks Communications; Landon Associates.

AMARILLO

1 - LOCATION: Potter & Randall Counties (MSA). E&P Map C-1. Geographic ctr. of the Texas Panhandle. 264 mi. W of Okla. City 335 mi. NW of Ft. Worth; 384 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 87, 60, 287, I-27, I-40; State Hwys. 117, 136, 51.

2 - TRANSPORTATION: Railroads-Burlington; Santa Fe.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Aspen Airways; Southwest; American; Delta.

3 - POPULATION:
Corp. City 80 Cen. 149,230; E&P 86 Est. 197,432
CZ-ABC: (80) 149,230
RTZ-ABC: (80) 280,490
Counties/MSA 80 Cen. 173,699; E&P 86 Est. 197,432
Potter 80 Cen. 98,637; E&P 86 Est. 107,193
Randall 80 Cen. 75,062; E&P 86 Est. 90,239
City & RTZ-ABC: (80) 429,720

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,216; E&P 86 Est. 76,327
CZ-ABC: (80) 56,216
RTZ-ABC: (80) 98,833
Counties/MSA 80 Cen. 64,478; E&P 86 Est. 76,327
Potter 80 Cen. 37,769; E&P 86 Est. 42,756
Randall 80 Cen. 26,709; E&P 86 Est. 33,571
City & RTZ-ABC: (80) 155,049

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$2,044,258,000
Savings & Loan	8	$4,990,884,996

6 - PASSENGER AUTOS: Counties (All Vehicles): Potter 102,577; Randall 81,656.

7 - ELECTRIC METERS: Residence 77,227

8 - GAS METERS: Residence 64,189

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,700; Mining Oil 1,400; Constr. 4,400; Util. 6,000; Services 15,600; Trade 25,200; Fin. 4,300.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-69; Summer 62-88; Fall 44-69; Winter 24-51. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers-34th & Georgia; Wolflin & Georgia (69); 3600 W 15th; NE 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell; 34th & Western.
Stores Open Evenings-Mon.-Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wolflin-Village	NA	Colberts, TG&Y
Wolflin-Georgia(69)	4	K mart, Albertson's Blackburn Bros.
Martindale(14)	3	K's, Thriftstore, United Foods
Sunset(15)	3	JCPenney
Trades Fair	5	K mart, TG&Y, Furr's Food
So. Lawn Plz.	6	United Foods, TG&Y, C.R. Anthony
Western Plaza(32)	5	Mont. Ward, Sakowitz, Wilson's
Western Square	6	United Foods, Albertson's
Puckett Plaza(30)	7	United, Handy Dan, Revco
Spanish Crossroads	NA	Furr's Family Ctr.
Georgia Terrace	6	Furr's Food
Lawndale	6	Furr's Food, TG&Y, C.R. Anthony
Bell Plaza	8	Wal-Mart
Wellington Sq.(26)	4	Garaski's Loft, Swiss Colony Cheese
Westgate Mall(120)	8	Sears, Dillard, Monnig's Mervyn's, Beall's, Target
Interstate Village	6	Albertson's

Stores Open Evenings-Dept.-Thur.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony 4; Sears; Blackburn Bros.; Montgomery Ward; JCPenney; Colbert's 2; Harry Holland; Monnig's; Dillard's; Beall's.
Discount Stores-K mart; Best; Wilson's; Wal-Mart; Target.
Variety Stores-Woolworth; TG&Y 6; Thrift Stores 2.
Chain Drug Stores-Albertson's 3; D&S 4; Maxor 2; S&M 2; Sav-On 5; Revco.
Chain Supermarkets-Furr's Food 10; Safeway 4; Food Bonanza; United 7; Toot-N-Totum 40; Circle K Stores 7; 7-Eleven 16.
Other Chain Stores-Lerner's; Whites Auto; Western Auto; Zale's; S&H Green Stamps; Firestone; B.F. Goodrich.

14 - NEWSPAPERS: NEWS (m) 44,810; (e-mon to fri) 27,472; NEWS-GLOBE (S) 77,721; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George M. Guy, Adv. Dir., GLOBE-NEWS, 900 Harrison St.; PO Box 2091, Amarillo, TX 79166; Tel. (806) 376-4488.
National Representative: Papert Companies.

ANGLETON

1 - LOCATION: Brazoria County, (In Brazoria PMSA). E&P Map E-5, County Seat. Chem., oil & gas industries. Agric., cotton, rice, soybeans, cattle. Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-Alamo; Merchants; UPS.
Intercity Bus Lines-Trailways.
Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 11,091; E&P 86 Est. 13,876
County/PMSA 80 Cen. 169,587; E&P 86 Est. 196,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,678; E&P 86 Est. 4,605
County/PMSA 80 Cen. 53,907; E&P 86 Est. 65,347

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	$95,000,000

6 - PASSENGER AUTOS: County 157,725 (all vehicles)

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chem.; Farming.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-N Downing Rd. & Hwy. 35 (9 stores); County Rd. (Cedar St.) & State Hwy. 35 (13 stores); SWC Hwys.; 36 & 288 (9 stores); K mart Hwy. 288.
Neighborhood Shopping Centers-Four Corners; Angleton Plz.; Angleton Palm Ctr.; K mart Plz.; Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall	9	Sears, Wilsons, JCPenney, Joske's
Lacks Plantation	12	Lacks Ctr.

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shpg. Ctrs. every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Brockmans; Weiners.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Perry Bros.
Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Safeway; Kroger.
Other Chain Stores-Firestone; World of Fabrics; Merle Norman.

14 - NEWSPAPERS: ANGLETON TIMES (m-tues to fri; S) 3,475; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Dwight L. Moody, Jr., Pub., ANGLETON TIMES, 700 Western Ave.; PO Box 936, Angleton, TX 77515; Tel. (409) 849-8581.
National Representative: Landon Associates.

ARLINGTON

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

2 - TRANSPORTATION: Railroads-Texas and Pacific; Great Southwest.
Motor Freight Carriers-45.
Intercity Bus Lines-Texas Motor Coaches; Continental Trailways.
Airlines-Dallas-Ft. Worth Regional Airport; Arlington Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 160,123; E&P 86 Est. 196,378
City of Pub.-ABC: (80) 163,644
County 80 Cen. 860,880; E&P 86 Est. 1,054,253
PMSA 80 Cen. 973,138; E&P 86 Est. 1,201,974

4 - HOUSEHOLDS:
Corp. City 80 Cen. 58,650; E&P 86 Est. 77,317
City of Pub.-ABC: (80) 59,813
County 80 Cen. 310,272; E&P 86 Est. 396,627
PMSA 80 Cen. 349,034; E&P 86 Est. 450,103

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$474,654,010
Savings & Loan	9	$6,625,486,014

6 - PASSENGER AUTOS: County 990,368 (all vehicles)

7 - ELECTRIC METERS: Residence 61,197

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Widely diversified-Auto Assembly; Medical Products; Aerospace; Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field Equip. (Av. hourly wage $6.69).

10 - CLIMATE: Av. Temp.-Summer 88; Winter 34.

11 - TAP WATER: Well water-very soft, alkaline; lake water-medium.

12 - RETAILING: Downtown Shopping Area plus 15 major centers in outlying area; 785 retail outlets (C of C).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlington Plaza(8)	NA	Buddies
Ashbury(12)	NA	Cloth World, Skaggs-Alpha Beta

Fielder North(25)	NA	Buddies
Forum 303 Mall(60)	NA	Mont. Ward, Dillard, Kinney
Four Corners(7)	NA	Kroger
French Market(5)	NA	Buddies, Motts, J. Brannam
Galleria Plaza(5)	NA	
Overland Stage	NA	
Park Plaza(4)	NA	Buddies
Parkway Central(15)	NA	Tom Thumb
Randol Mill West(2)	NA	
Royal Park(5)	NA	Skaggs-Alpha Beta
Six Flags Mall(72)	NA	Sears, JCPenney, Sanger-Harris
Sylvan Heights(16)	NA	Piggly Wiggly
Town North(40)	NA	Buddies, Ben Franklin
Westbury Sq.(5)	NA	Monnigs
Woodland West(28)	NA	Safeway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony's; Sears; Mitchell's; Watsons; Dillard; Sanger-Harris; Montgomery Ward; Joske's.
Variety Stores-Ben Franklin 3; Motts; M.E. Moses; McCrory.
Discount Stores-Gibson; K mart; Treasure City; Target; Edison's; Best.
Chain Drug Stores-Arlington; Baker 2; Skillkens 2; SupeRx 2; Gibson 2; Skaggs-Alpha Beta; Eckerd; Revco.
Chain Supermarkets-Buddies 7; Safeway 4; Allied Foods; Minyards; Lee's 2; Piggly Wiggly; Kroger 2; Skaggs-Alpha Beta; Jewel T; Tom Thumb.
Other Chain Stores-Western Auto; Singer Co.; White Auto; Cook Paint; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,549; (S) 9,598; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Wallace, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 277-5511.
National Representative: U.S. Suburban Press.

ATHENS

1 - LOCATION: Henderson County. E&P Map E-3. County Seat. Industrial and agricultural center in eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2 - TRANSPORTATION: Railroads-St. L., SW.
Motor Freight Carriers-5.
Intercity Bus Lines-Central Texas Trailways; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,197; E&P 86 Est. 10,870
County 80 Cen. 42,606; E&P 86 Est. 54,776

4 - HOUSEHOLDS:
City 80 Cen. 3,777; E&P 86 Est. 3,227
County 80 Cen. 16,087; E&P 86 Est. 21,653

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$183,932,000
Savings & Loan	3	$118,265,632

6 - PASSENGER AUTOS: County 50,721 (all vehicles)

7 - ELECTRIC METERS: Residence 4,245

8 - GAS METERS: Residence 3,553

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 200 ($200); Oil & Gas 372 ($255); Television Cabinetry & Assembly 1,100 ($300); Mobile Homes 153 ($220).

10 - CLIMATE: Jan. av. temp. 47; July av. temp. 83. First killing frost, Nov. 18; last killing frost, Mar. 15. Growing season 245 days; rainfall 37 in. annually.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-On Courthouse Square & two blocks in all directions.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Highland(4)	NA	JCPenney, Perry Bros., Brookshire
South Park(4)	NA	Holiday Cleaners
Heritage Sq.(6)	NA	Sears, Daniels' Super Drug, True Value Hdwe.
Athens Ctr.(5)	NA	Wal-Mart, Beall's, Pay-Less Shoes

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K. Wolens; Beall Bros. 3.
Variety Stores-Perry Bros.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Safeway; Winn-Dixie; Brookshire's.
Other Chain Stores-Western Auto; White; Singer.

14 - NEWSPAPERS: REVIEW (e-mon to fri; S) 7,269; sworn Sept. 22, 1985.
Local Contact for Advertising and Merchandising Data: Dan Youngman, Natl. Adv. Mgr., REVIEW, 201 S. Prairieville; Box 32, Athens, TX 75751; Tel. (214) 675-5626.
National Representative: Papert Companies.

AUSTIN

1 - LOCATION: Travis County (MSA). E&P Map D-4. State capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio; 160 mi. from Houston.

2 - TRANSPORTATION: Railroads-Mo. Pacific; Southern Pacific; Mo., Kansas & Texas; Amtrak.
Motor Freight Carriers-25.

Intercity Bus Lines-Transportation Enterprises; Greyhound; Kerrville; Arrow Lines; Trailways.
Airlines-United; Continental; Southwest; Delta; USAir; American; America West; American Eagle; Pan Am; Royale; TranStar; Trans World; Western.

3 - POPULATION:
Corp. City 80 Cen. 345,496; E&P 86 Est. 427,529
CZ-ABC: (80) 394,673
RTZ-ABC: (80) 270,404
County 80 Cen. 419,335; E&P 86 Est. 523,867
MSA 80 Cen. 536,450; E&P 86 Est. 692,560
City & RTZ-ABC: (80) 665,077
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,934; E&P 86 Est. 169,228
CZ-ABC: (80) 149,645
RTZ-ABC: (80) 92,374
County 80 Cen. 158,341; E&P 86 Est. 206,579
MSA 80 Cen. 195,856; E&P 86 Est. 263,325
City & RTZ-ABC: (80) 242,019

5 - BANKS

	NUMBER	EST. DEP.
Commercial	52	$6,063,233,000
Savings & Loan	106	$3,051,707,000

6 - PASSENGER AUTOS: County 467,398 (all vehicles)

7 - ELECTRIC METERS: Residence 190,806

8 - GAS METERS: Residence 115,157

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 42,300; Gov't 91,900; Trade 80,300; Servs. 80,600; Constr. 27,600; Fin., Ins., R.E. 24,400; Trans., Commun. and Util. 10,600; Mining 1,100.
Principal Pay Days-Fri. and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton Creek Mall(185)	6	Dillard, Foley's, Scarbrough's, Sears, Mont. Ward, JCPenney
Capital Plaza(31)	4	Mont. Ward, Beall's, HEB
Hancock Center(38)	3	Dillard, Sears, HEB, Beall's
Highland Mall(84)	3	Joske's, JCPenney, Scarbrough's, Foley's
Northcross Mall(55)	6	Frost Bros., Beall's, Scarbrough's
Westgate Mall(31)	4	HEB, Lacks, Beall's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Beall's 8; Dillard 3; Foley's 2; Frost Bros.; JCPenney 2; Joske's; Leon's 3; Montgomery Ward 2; Sears 2; Weiner's 6; Yaring's 10.
Discount Stores-K mart 4; Target 2.
Variety Stores-TG&Y; Winn's 16.
Chain Drug Stores-Ace 9; Eckerd 18; Revco 19; Walgreens 7.
Chain Supermarkets-Foodland 2; HEB 14; Kash-Karry 4; MiniMax 3; Safeway 17; Tom Thumb 9; Mkt. Basket 4.
Other Chain Stores-Baker's 3; Lerner's 3; Mission Jewelry 4; S&H Green Stamps; Thom McAn 2; Western Auto 4; White's; Zale's 4; McCoy's 5; Handy Dan 3.

14 - NEWSPAPERS: AMERICAN-STATESMAN (all day-mon to fri) 165,643; (m-sat) 165,808; (S) 201,391; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Spaulding, Adv. Dir., AMERICAN-STATESMAN, 166 E. Riverside Dr.; PO Box 670, Austin, TX 78704; Tel. (512) 445-3744.
National Representative: Sawyer-Ferguson-Walker.

BAY CITY

1 - LOCATION: Matagorda County, E&P Map E-5, County Seat. On the Colorado River, 150 mi. NE of Corpus Christi, 80 mi. SW of Houston and Galveston and 20 mi. N of Matagorda Riv. to the Gulf of Mexico.

2 - TRANSPORTATION: Railroads-AT&SF; Mo. Pac. (GCL); SP.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,837; E&P 86 Est. 18,872
County 80 Cen. 37,828; E&P 86 Est. 39,363
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,313; E&P 86 Est. 6,115
County 80 Cen. 13,110; E&P 86 Est. 14,257

5 - BANKS

	NUMBER	DEPOSITS
Commercial	3	$255,422,312
Savings & Loan	2	$310,396,933

6 - PASSENGER AUTOS: County 34,423 (all vehicles)

7 - ELECTRIC METERS: Residence 6,143

8 - GAS METERS: Residence 4,963

9 - PRINCIPAL INDUSTRIES: Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry; Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-Matagorda Plaza; Lacks Center: Gulf Bay Plaza.

13 - RETAIL OUTLETS: Department Stores-Beall's; JCPenney; Oshman's; Weiners; Clothes Inc.
Chain Drug Stores-Matagorda Phcy.; Discount Phcy.; Eckerd; Bay Drug Store.
Discount Stores-K mart; Winn's.
Variety Stores-Ben Franklin; Perry's.
Chain Supermarkets-Stanley 3; HEB; Safeway.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; Sears.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 6,867; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Gerald R. Winton, Pub., TRIBUNE, 2901 16th St.; PO Box 1551, Bay City, TX 77414; Tel. (409) 245-5555.
National Representative: None.

BAYTOWN

1 - LOCATION: Harris County (In Houston PMSA). E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146; I-10.

2 - TRANSPORTATION: Railroads-SP branch; Missouri Pacific.

3 - POPULATION:
Corp. City 80 Cen. 56,923; E&P 86 Est. 65,403
County 80 Cen. 2,409,544; E&P 86 Est. 2,868,178
PMSA 80 Cen. 2,735,763; E&P 86 Est. 3,332,972

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,731; E&P 86 Est. 23,237
County 80 Cen. 869,880; E&P 86 Est. 1,081,302
PMSA 80 Cen. 973,162; E&P 86 Est. 1,235,585

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$3,534,139,899
Savings & Loan	6	$4,645,815,539

6 - PASSENGER AUTOS: County 2,161,162 (all vehicles)

7 - ELECTRIC METERS: Residence 26,469

8 - GAS METERS: Residence 15,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refining 6,300 ($330); Rubber 482 ($429); Chemical Research 1,000 ($495); Chemical Prods. 1,400 ($440); Carbon Black 180 ($275); Space Lab 3,000 ($440); Steel 1,700 ($220); Steel Administration 150 ($412).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11 - TAP WATER: Neutral, semi-soft; surface water; natural fluoridation.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Plaza(35)	NA	TG&Y, The Fair, Food King
K mart(4)	NA	K mart
West Town(28)	NA	Beall's, Safeway
Wood Creek(9)	NA	Wieners, Holiday Foods
Garth Plaza(5)	NA	Style Shop, Eurotan
San Jacinto Mall(160)	NA	JCPenney, Sears, Mont. Ward, Mervyn's, Foleys, Wilsons
Bay Village	NA	
Goose Creek Plz.	NA	United
Willowcreek	NA	Kroger, Walgreens

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall Bros 2; Montgomery Ward; JCPenney; Weiners; Foleys; Service Merchandise; Palais Royale; The Fair 2; Oshman's; Craig's; Mervyn's.
Discount Stores-K mart; TG&Y 2; United Jewelers; Wal-Mart.
Variety Stores-Heidi's.
Chain Drug Stores-Gray; Gulf Coast; Lakewood; Medic; Eckerd 2; Walgreens.
Chain Supermarkets-Hathaways 2; Kroger 2; Lyons 2; Safeway 2; Food King 2; Super-O; Holiday; Sac & Sav.
Other Chain Stores-Jewelry: Gordon's, Sweeney, Zale's, Whitehall, Marquis, Cross, Kay, Mission; Auto: Goodyear, Firestone 2; Clothing: Foxmoor, The Gap, Gingiss Formalwear 5-7-9, Lane Bryant, Lerner's Shops Limited, Casual Corner, Shoes: Pay-Less, Naturalizer, Stride Rite, Thom McAn, Hanover, Kinney, Regal, Baker, Butler's, Furn.: Cargo, Furniture Etc., Wilkenfeld, Misc.: Singer, Team Electronics, Waldenbooks, Radio Shack 3, Royal Optical, Sherwin-Williams, Texas State Optical 2; Building Supplies: 84 Lumber, McCoys, Furrow's, Woods Home Ctr.

14 - NEWSPAPERS: SUN (e) 16,033; (S) 16,755; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Bill Cornwell, Adv. Dir., SUN, 1301 Memorial Dr.; PO Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
National Representative: U.S. Suburban Press.

BEAUMONT

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA). E&P Map F-4. County Seat. Shipping Ctr.; large oil refining ctr.; wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston; 277 mi. W of New Orleans. 40 foot channel to the sea.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Kansas City & Southern; AT&SF.
Motor Freight Carriers-25.
Freight Steamship Lines-9.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Metro; Royale.

3 - POPULATION:
Corp. City 80 Cen. 118,102; E&P 86 Est. 121,605
CZ-ABC: (80) 141,565
RTZ-ABC: (80) 485,617
County 80 Cen. 250,938; E&P 86 Est. 259,107
MSA 80 Cen. 375,497; E&P 86 Est. 394,975
City & RTZ-ABC: (80) 627,182
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,082; E&P 86 Est. 46,362
CZ-ABC: (80) 50,648
RTZ-ABC: (80) 166,374
County 80 Cen. 90,245; E&P 86 Est. 96,606
MSA 80 Cen. 131,890; E&P 86 Est. 144,036
City & RTZ-ABC: (80) 217,022

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,108,894,000
Savings & Loan	7	$822,793,000

6 - PASSENGER AUTOS: County 210,026 (all vehicles)

7 - ELECTRIC METERS: Residence 47,351

8 - GAS METERS: Residence 33,943

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum 14,500; Chem. 11,250; Constr. 15,800; Food 1,050; Mach. 1,550; Trans. Equip. 4,750; Mining 1,300; Paper, Lumber, Wood Prods. 1,550; Trans. 7,400; Fab. Metal Prods. 3,200.
Principal Shopping Days-Thur., Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pearl, 5 on Orleans; 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe; 3 on Park St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(52)	4	White House, Weiner's, Beall's, Market Basket
Gaylynn(18)	3	Beall's, Fair
Parkdale Mall(84)	6	JCPenney, Sears, Joske's, Mont. Ward
Stadium(9)	3	Market Basket, Beall's
23rd St.(6)	4	Market Basket
Village(20)	4	Weiner's, Market Basket
Parkway Plaza(12)	5	Handy Dan, Best, King Saver
Forest Park(8)	7	Market Basket
11th St. Plaza(20)	2	
Westmont(10)	6	Eckerd, Safeway
Colonnade(16)	6	The Fair
Phelan Center(17)	4	Albertson's, Kroger
The Oaks(21)	6	Walgreens, King Saver

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri., Sat.; Food Stores open 24 hours daily.
Stores Open Evenings-Food Daily; Gateway, Parkdale Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-White House; Fair Store; Beall's; Palais Royal; Sears; JCPenney; Joske's; Dillard's; Montgomery Ward.
Discount Stores-Gibson; Giant Food Center; Best Services; K mart; Target; Wal-Mart; Weiner's; Sam's.
Variety Stores-Murphy's; McCrory; Dollar General.
Chain Drug Stores-Walgreens 3; Albertson's Phcy.; Kroger Phcy.; Eckerd 7.

Chain Supermarkets-Kroger; King-Saver 2; Hometown; 7-Eleven 15; O'Bannion's 14; Market Basket 11; Albertson's; Safeway 4; Country Pantry 12; Fertitta's 5; Kwik Pantry 4; Sak-N-Pak 2.

Other Chain Stores-Firestone; Goodyear; Western Auto; National Shirt; Thom McAn; Baker's; Lane's; Gordon's Jewelry; Kinney Shoes; Zale's Jewelry; Oshman's (sporting goods); Candle Shop; Casual Corner; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; House of Jeans; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-ro Fabric; Spencer Gifts; Stover Candy; Merle Norman; Stride-Rite Shoes; Waldenbooks; Cloth World; Gordon's; Kinney; Hancock Fabrics; Catherine's Stout Shoppe; Hallmark; Gem; Zale's; Brook Fashion; Cards 'N Such; Claire's Boutique; Connie's Shoes; CPI Photo; Cutlery World; D.J.'s Fashions; Endicott Johnson; Eye Tech; The Gap; Original Cookie Co.; Intrigue; Kay Bee Toy; Kay Jewelers; Ladies Foot Locker; Lane Bryant; The Limited; Limited Express; Merry Go Round; Miller's Outpost; Ormond Shop; Oak Tree; Paul Harris; Petite Sophisticate; Petland; Papagallo Shoes; Regis Corp.; Sound Shop; Sweeney's Jewelers; Women's World.

14 - NEWSPAPERS: ENTERPRISE (m) 68,659; (S) 77,982; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Natl. Adv. Mgr., ENTERPRISE, 380 Walnut; PO Box 3071, Beaumont, TX 77701; Tel. (409) 838-2842.
National Representative: Branham/Newspaper Sales.

BIG SPRING

1 - LOCATION: Howard County. E&P Map C-3. County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital; State Hospital & four private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black. 290 mi. W of Dallas & 333 mi. E of El Paso.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 24,804; E&P 86 Est. 27,317
CZ-ABC: (80) 24,804
Bal. in NDM-ABC: (80) 8,338
County 80 Cen. 33,142; E&P 86 Est. 36,887
Total NDM-ABC: (80) 33,142

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,089; E&P 86 Est. 10,537
CZ-ABC: (80) 9,089
Bal. in NDM-ABC: (80) 2,876
County 80 Cen. 11,965; E&P 86 Est. 13,956
Total NDM-ABC: (80) 11,965

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$317,831,811
Savings & Loan	2	$229,950,427

6 - PASSENGER AUTOS: County 32,919 (all vehicles)

7 - ELECTRIC METERS: Residence 10,301

8 - GAS METERS: Residence 8,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Proc. 57 ($250); Carbon Black 151 ($230); Garment Sewing 150 ($185); Pipe Mfg. 69 (N.A.); VA Hospital 312 ($185); State Hospital 454 ($200); Private-Hospitals 464 (N.A.); Nursing Home 95 (N.A.); Data Proc. 11 ($260); Plastic Moulding 70 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17; last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers-Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; FM 700 & Birdwell Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Park(21)	1	Safeway, Anthony's
Highland South(24)	2	Dunlaps
Coronado Plz.(5)	2	Winn-Dixie, Wal-Mart
Big Spring Mall(14)	3	JCPenney, Beall's

Principal Shopping Days-Department Stores-Sat., Mon., Fri.; Food Stores-Fri., Sat., Wed.
Stores Open Evenings-Food stores, K mart, JCPenney, Beall's, all stores in Big Spring Mall.

13 - RETAIL OUTLETS: Department Stores-Dunlap's; C.R. Anthony; JCPenney; Beall's.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Leonard's 3; Revco.
Chain Supermarkets-Safeway 2; Winn-Dixie; Furr's 2; Giant Discount; Newsom's.
Other Chain Stores-Zale's; Barnes-Pelletier; Firestone; Goodyear; Connies; Emphasis (clothing); Gordon's Jewelry; Peanut Shack; Alladin's Castle; Cowtown Boots; Radio Shack; Sherwin-Williams; Sears (catalog); Payless Shoes.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,311; (m-sat) 9,176; (S) 10,527; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard White, Adv. Dir., HERALD, PO Box 1431, Big Spring, TX 79720; Tel. (915) 263-7331.
National Representative: Landon Associates.

BONHAM

1 - LOCATION: Fannin County. E&P Map E-2. County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Texas & Pacific; (freight).
Bus Lines-Trailways.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,338; E&P 86 Est. 7,250
County 80 Cen. 24,285; E&P 86 Est. 25,880

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,877; E&P 86 Est. 2,881
County 80 Cen. 9,267; E&P 86 Est. 10,362

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$61,799,000

6 - PASSENGER AUTOS: County 22,943 (all vehicles)

7 - ELECTRIC METERS: Residence 4,410

8 - GAS METERS: Residence 4,268

9 - PRINCIPAL INDUSTRIES: Pumps; Trailers; Fertilizer; Agric.; Meat Packing; Cable.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-70; Summer 85-104; Fall 51-81; Winter 5-55. First killing frost, Nov. 23; last killing frost, Mar. 15.

11 - TAP WATER: Lake water, medium hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks surrounding City Square; Sav-Park Plaza (4 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Sat.

13 - RETAIL OUTLETS: Department Stores-J.B. White; Hunt.
Variety Stores-Ben Franklin; Bewley's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Brookshires.
Other Chain Stores-Babcock Bros.; Otasco; Western Auto; Goodyear.

14 - NEWSPAPERS: FAVORITE (e-tues to fri; S) 3,531; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jo Thomison, Pub., FAVORITE, 314 N. Center; Box 550, Bonham, TX 75418; Tel. (214) 583-2124.
National Representative: Papert Companies.

BORGER

1 - LOCATION: Hutchinson County. E&P Map C-1. 50 mi. N of Amarillo; 27 mi. W of Pampa.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental-Panhandle.

3 - POPULATION:
Corp. City 80 Cen. 15,837; E&P 86 Est. 18,892
CZ-ABC: (80) 17,566
RTZ-ABC: (80) 21,619
County 80 Cen. 26,304; E&P 86 Est. 30,759
City & RTZ-ABC: (80) 39,185

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,093; E&P 86 Est. 7,414
CZ-ABC: (80) 6,768

RTZ-ABC: (80) 7,733
County 80 Cen. 9,837; E&P 86 Est. 12,039
City & RTZ-ABC: (80) 14,501

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$75,195,217
Commercial	2	$186,812,737

6 - PASSENGER AUTOS: County 32,425 (all vehicles)

7 - ELECTRIC METERS: Residence 6,193

8 - GAS METERS: Residence 5,662

9 - PRINCIPAL INDUSTRIES: Petroleum; Carbon Black; Synthetic Rubber; Printing Ink; Anhydrous Ammonia Fertilizer; Tool & Mach. Shops.

10 - CLIMATE: Av. Temp.-Summer 74; Winter 40; annual 58. First killing frost, Nov. 10; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-15 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(6)		Food Bonanza
Bunavista	3	Fairlenes Mkt.
Borger Plaza	1	K mart, United Foods

Principal Shopping Days-Mon., Wed., Thur., Sat., Sun.

Stores Open Evenings-JCPenney, daily; Food-daily; Borger Plz.

13 - RETAIL OUTLETS: Department Stores-C R Anthony; JCPenney; Beall's.
Variety Stores-M.E. Moses; Wal-Mart.
Chain Drug Stores-Harris 3; H&M; Lee; Revco.
Chain Supermarkets-Furr; Safeway; 7-Eleven; Holt; Allsups 5; Quick Stop 6.
Discount Stores-K mart; Wal-Mart.
Other Chain Stores-Hasting Books & Records; Zale's; Oklahoma Tire; Singer Co.; Sears (catalog); Pay-Less Shoes; Western Auto; Hallmark Cards.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 7,355; (S) 8,276; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Virgil Riggan, Adv. Mgr., NEWS-HERALD, PO Box 5130; 207-209 N. Main, Borger, TX 79008; Tel. (806) 273-5611.
National Representative: Papert Companies.

BRENHAM

1 - LOCATION: Washington County. E&P Map E-4. County Seat. Agricultural center. 84 mi. E of Austin and 74 mi. W of Houston.

2 - TRANSPORTATION: Railroads-Gulf; Colorado; Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Kerrville; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,966; E&P 86 Est. 13,953
County 80 Cen. 21,998; E&P 86 Est. 26,749

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,798; E&P 86 Est. 4,348
County 80 Cen. 7,817; E&P 86 Est. 9,951

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$300,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 24,168 (all vehicles)

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Ice Cream Mfg.; Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline.

12 - RETAILING: Downtown-5 block square.
Shopping Centers-H.E.B.; Brookshire's; Four Corners; Market Square.

13 - RETAIL OUTLETS: Department Stores-JCPenney; New York; Lou's; Cato's; Wenier's; Marsh; Bode & Tonn; Beall's.
Discount Stores-Wal-Mart; Eckerd.
Variety Stores-Perry Bros.
Chain Supermarkets-Food City; Brookshire Bros.; H.E.B.; Safeway; Stanley's.
Other Chain Stores-Goodyear; White Auto; Western Auto; Sears; Montgomery Ward.

14 - NEWSPAPERS: BANNER-PRESS (e-mon to fri; S) 5,910; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Charles Moser, Pub. or Don R. Chandler, Asst. Pub., BANNER-PRESS, 2000 Stringer, PO Box 585, Brenham, TX 77833; Tel. (409) 836-7956.
National Representative: U.S. Suburban Press.

BROWNSVILLE

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA). E&P Map E-6. Extreme SE part of Texas. 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific; National Railways of Mexico.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental Trailways; Valley Transit; Circuito Rojo-Matamoros; Transportes del Norte, S.A.
Airlines-Ozark; Royale.

3 - POPULATION:
Corp. City 80 Cen. 84,997; E&P 86 Est. 102,908
CZ-ABC: (80) 84,997
RTZ-ABC: (80) 190,437
County/MSA 80 Cen. 209,680; E&P 86 Est. 260,545
City & RTZ-ABC: (80) 275,434

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,882; E&P 86 Est. 27,301
CZ-ABC: (80) 22,882
RTZ-ABC: (80) 49,328
County/MSA 80 Cen. 58,409; E&P 86 Est. 75,852
City & RTZ-ABC: (80) 72,210

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,200,000,000
Savings & Loan	3	$174,905,894

6 - PASSENGER AUTOS: County 133,834 (all vehicles)

7 - ELECTRIC METERS: Residence 75,804

8 - GAS METERS: Residence 12,[illegible]

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Shrimping [illegible]; Cotton Proc. 2,200; Natural Gas Proc. 600; [illegible] of Brownsville 2,200; Aviation 200; Clothing Mfg. 2,600; Import-Export 1,000; Electronics 400; Clothing 100; Mfg. Oil Drilling Rigs 1,200; Ship Dismantling 450; Misc. Dockside 500.
Principal Pay Days-Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23; last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Centers-7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; 46 acres on Mexico St. between Palm Blvd. & Sixth St.

Neighborhood Shopping Centers-W. 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amigoland Mall(52)	1	Dillard, JCPenney, Mont. Ward
Hospital(10)	2	Ransome's
N Park Plz(40)	3	Kroger
Palm Vlg.(18)	2	King Mart
Sunrise Mall(85)	4	Sears, Beall's, K mart

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Dept.-Sat.; Some Discount Stores; Supermarkets, Amigoland Mall, and Sunrise Mall-Daily.

13 - RETAIL OUTLETS: Department Stores-Anthony; Beall's; JCPenney; Terry-Farris; Sears; Montgomery Ward; Dillard.
Discount Stores-K mart; Gibson; Wal-Mart; Ardans.
Variety Stores-Kress, Woolworth; McCrory.
Chain Drug Stores-Walgreens; Rexall; Medico.
Chain Supermarkets-H.E. Butt 3; El Centro; Kroger; King Mart 2; Lopez 7; Warehouse Grocery.

Other Chain Stores-Tires, Auto Accessories: Goodyear, Goodrich; Western Auto 2; Firestone; Shoes: Thom McAn, Baker's, Kinney's, Pat's Shoe Box, Wally's; Women's Clothing: Lerner Shops, Vogue, Santi's, Advance Shop, Village Casuals, Mangel's; Jewelry: Sweeney's, Weldon's, Zale's, Gordon's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch.

14 - NEWSPAPERS: HERALD (e-mon to fri) 16,875; (S) 19,749; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Natl. Adv. Dir., HERALD, 1135 E. Van Buren, PO Box 351, Brownsville, TX 78520; Tel. (512) 542-4301.
National Representative: Papert Companies.

BROWNWOOD

1 - LOCATION: Brown County. E&P Map D-3. County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 183; State Hwys. 10 & 279.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Arrow Coach Lines; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,203; E&P 86 Est. 20,775
CZ-ABC: (80) 21,709
RTZ-ABC: (80) 70,349
County 80 Cen. 33,057; E&P 86 Est. 38,505
City & RTZ-ABC: (80) 92,058

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,203; E&P 86 Est. 7,582
CZ-ABC: (80) 8,098
RTZ-ABC: (80) 27,916
County 80 Cen. 12,308; E&P 86 Est. 15,088
City & RTZ-ABC: (80) 36,014

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$247,561,333
Savings & Loan	1	$141,371,333

6 - PASSENGER AUTOS: County 33,402 (all vehicles)

7 - ELECTRIC METERS: Residence 8,165

8 - GAS METERS: Residence 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-R.R. 356; Needlecraft 165; Mfg. 600; Cable 273; Woolen Mill N.A.; Wellhead Division 80.
Principal Pay Days-Fri., 1st, 5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Center, 12 on Fisk, 4 on Main.
Neighborhood Shopping Centers-Austin Ave.; Coggin Ave.; Melwood Ave.; W. Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center; Heartland Mall (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heartland Mall(40)	1	K mart, Beall's, JCPenney, Walgreens
Sav-On-Food		Palace Drug
Austin Ave.	NA	Winn-Dixie, Motts, Eckerd
Melwood Ave.	NA	Village Market
Commerce Sq.(22)	NA	Safeway, TG&Y, Singer Sewing Ctr.
Village	NA	Pin Ball Wizard, Music Box, China Inn

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Beall's; Stevenson's; Worth's; Connies.
Discount Stores-Jordan's; Thompson Surplus; K mart; Wal-Mart.
Variety Stores-TG&Y; Motts.
Chain Drug Stores-Gibson; Walgreens; Eckerd; Revco.
Chain Supermarkets-Safeway; Winn-Dixie; Sav-On Food 2; Kroger.

Other Chain Stores-Western Auto; Sherwin-Williams; Goodyear, Firestone; Colonial; Pizza Inn; Pizza Hut; Higginbotham Bros.; Nathan's; Affiliated Foods 3; Allsups; Weakly-Watson; S&H Green Stamps; Radio Shack; Wendy's; Camelot Music; Jo Ann Fabric; Zale's; Kay Jewelers; McDonald's; Kinney Shoes, Burger King; Dairy Queen; Mr. Gattis; Gateway Cards; B. Dalton Bookseller; Taco Bell; Peanut Shack; Circus World Toys; Pay-Less Shoe; Kentucky Fried Chicken; Church's Fried Chicken; Pass th' Biskits.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 10,349; (S) 12,106; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gene Bigham, Adv. Mgr., BULLETIN, 700 Carnegie; PO Box 1188, Brownwood, TX 76804; Tel. (915) 646-2541.
National Representative: Papert Companies.

BRYAN-COLLEGE STATION

1 - LOCATION: Brazos County (In Bryan-College Station MSA). E&P Map E-4. County Seat (Bryan). Midway between Houston & Dallas. 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

2 - TRANSPORTATION: Railroads-Texas & New Orleans; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Rio Airways; Royale.

3 - POPULATION:
Corp. Cities 80 Cen. 81,609; E&P 86 Est. 108,155
Bryan 80 Cen. 44,337; E&P 86 Est. 58,970
College Station 80 Cen. 37,272; E&P 86 Est. 49,185
NDM-ABC: (80) 93,588
RTZ-ABC: (80) 51,434
County/MSA 80 Cen. 93,588; E&P 86 Est. 127,044
NDM & RTZ-ABC: (80) 145,022
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 35,592; E&P 86 Est. 35,803
Bryan 80 Cen. 16,081; E&P 86 Est. 20,104
College Station 80 Cen. 11,967; E&P 86 Est. 15,699
NDM-ABC: (80) 32,488
RTZ-ABC: (80) 19,062
County/MSA 80 Cen. 32,488; E&P 86 Est. 45,421
NDM & RTZ-ABC: (80) 51,550

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$721,900,000
Savings & Loan	6	$551,200,000

6 - PASSENGER AUTOS: County 81,379 (all vehicles)

7 - ELECTRIC METERS: Bryan 19,461; College Station 14,448

8 - GAS METERS: 21,156

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Furn. 475; Rubber Slabs & Sales 275; Alum. Windows 593; Poultry Proc. 115; Agric. Chem. 146; University Educ. (College Station) 9,200; Military Academy (Bryan); Oil Well Prods. 150; Computer Terminals 300; Electric Appliances 500; Electronic 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Areas-Downtown Bryan Area: 10 blocks long, 5 blocks wide; Manor East Mall; Post Oak Mall; Townshire Center; 18 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Texas Ave.(40)	NA	Kroger, Safeway
Culpepper Plaza(26)	NA	Safeway, Weiner's, Eckerd
Manor East(20)	NA	JCPenney, Fair, Mont. Ward
University Sq.(16)	NA	Alpha-Beta
Sunnyland(7)	NA	
Townshire(14)	NA	Safeway
Villa Maria(12)	NA	Merle Norman Academy
Redmond Terr.(10)	NA	
Briar Crest Drive(16)	NA	Ardans, Star Furn., Woodstone
Post Oak Mall(88)	NA	Sears, Dillard

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Beall's 2; K; Wolen's; Edge's; Weiner's 2; J.B. White; Margo La Mode; Skagg's; Dillard; Foley's.
Variety Stores-Woolworth; Perry Bros.
Chain Drug Stores-Eckerd; Skaggs.
Discount Stores-TG&Y; K mart; Wal-Mart.
Chain Supermarkets-Safeway 4; Piggly Wiggly 3; Kroger 2; Skaggs; Winn-Dixie 2.
Other Chain Stores-Western Auto; Sherwin-Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; Star Furn.; Pay-Less; Fair; Cloth World; Hancock's; Ardan's; Academy; Wilson's; Goodyear.

14 - NEWSPAPERS: EAGLE (m) 26,805; (S) 30,711; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Christian R. Schilt, Adv. Dir., EAGLE, PO Box 3000, Bryan, TX 77805; Tel. (409) 776-4444.
National Representatives: Harte-Hanks Communications; Landon Associates.

CLEAR LAKE CITY

1 - LOCATION: Harris County (In Houston PMSA). E&P Map F-4. Clear Lake consists of 8 cities around the Bay Area, including northern portion of Galveston County; subdivision of Houston. N.A.S.A. Johnson Space Center (4 mi.). Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

2 - TRANSPORTATION: Railroads-Galveston-Houston; Henderson.
Motor Freight Carriers-All Houston based freight lines.
Airlines-10 mi. from Houston's Hobby Airport. 1 mi. from Metro Airlines.

3 - POPULATION:
Retail Trading Zone E&P 86 Est. 80,000
County 80 Cen. 2,409,544; E&P 86 Est. 2,868,178
PMSA 80 Cen. 2,735,763; E&P 86 Est. 3,332,972
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Retail Trading Zone E&P 86 Est. 31,000
County 80 Cen. 869,880; E&P 86 Est. 1,081,302
PMSA 80 Cen. 973,162; E&P 86 Est. 1,235,585

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$148,880,000
Commercial	6	$352,970,000

6 - PASSENGER AUTOS: County 2,161,162 (all vehicles)

7 - ELECTRIC METERS: Residence 43,512

8 - GAS METERS: Residence 12,913

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45.

11 - TAP WATER: Alkaline; soft.

12 - RETAILING: Principal Shopping Center-I-45 at Bay Area Blvd. Baybrook Mall (110 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camino South(27)	3	Eagle, Walgreens
Town Plaza(20)	5	Kroger, SupeRx
Nassau Bay(21)	5	Weingarten's, TG&Y
Village Real(24)	3	Kroger, Palais Royal
Miramar(27)	7	Kroger, Gibson
Clear Lake(17)	3	Safeway, Weiner's
Dickinson Plaza(18)	6	Weingarten's
League City	2	Eckerd
Armand Center	4	Gerlands
Baybrook Terrace	2	R B Furniture

13 - RETAIL OUTLETS: Department Stores-Beall's; Palais Royal; Weiner's; Sears; Montgomery Ward; Joske's.
Discount Stores-Gibson; K mart; Target.
Variety Stores-TG&Y; Perry Bros.
Chain Drug Stores-Walgreens; Eckerd; SupeRx.
Chain Supermarkets-Eagle; Kroger; Safeway; Randalls; Gerland's.
Other Chain Stores-Radio Shack; Firestone; Goodrich; Sherwin-Williams; Western Auto; White Auto.

14 - NEWSPAPERS: CITIZEN (m-tues to fri; S) 6,067; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Charlie Rickett, Adv. Mgr., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108.
National Representative: U.S. Suburban Press.

CLEBURNE

1 - LOCATION: Johnson County (In Fort Worth-Arlington PMSA). E&P Map D-3. County Seat. 28 mi. S of Fort Worth; 57 mi. W of Dallas; 68 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

2 - TRANSPORTATION: Railroads-Amtrak (on Santa Fe), Passenger; Atchison, Topeka & Santa Fe, Freight.
Intercity Bus Lines-Central Texas Trailways.
Motor Freight Carriers-Central; Western Tex-Pac Express; Santa Fe Trans.; Consolidated Freightways.
Airlines-55 mi. to DFW Intl. Airport-Air Canada; American; Continental; Delta; Eastern; Frontier; Mexicana; Ozark; Piedmont; Texas Intl.

3 - POPULATION:
Corp. City 80 Cen. 19,218; E&P 86 Est. 23,513
County 80 Cen. 67,649; E&P 86 Est. 90,996
PMSA 80 Cen. 973,138; E&P 86 Est. 1,201,974

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,290; E&P 86 Est. 9,343
County 80 Cen. 23,122; E&P 86 Est. 32,668
PMSA 80 Cen. 349,034; E&P 86 Est. 450,103

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$337,685,000

6 - PASSENGER AUTOS: County 81,677 (all vehicles)

7 - ELECTRIC METERS: Residence 9,358

8 - GAS METERS: Residence 7,050

9 - PRINCIPAL INDUSTRIES: R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills & Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Proc.; Building Trusses; Commercial Displays; Rubber Prods.; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph, Offset Printing; Refuse Containers; Silica Sand & Flour. Explosives; Fiberglass Prods. & Insulation; Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone, Lime Prods.; Soft Drink Bottling; Diesel Additives.

10 - CLIMATE: Jan. avg. 34; July avg. 97.4; Annual avg. 66.4.

11 - TAP WATER: Neutral, soft (Artesian wells) & surface reservoir.

12 - RETAILING: Principal Shopping Centers-N.A.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Crest(6)	NA	Gibson
Cleburne(6)	NA	JCPenney
Meadowbrook(6)	NA	Winn's
Ridgeway(4)	NA	True Value Hdwe.
Nolan River(33)	NA	K mart, Beall's, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Lintz; Howells; JCPenney; Montgomery Ward; Sears; Mr. Gus; Beall's; K. Wolens.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Winn's; Wal-Mart; K mart.
Chain Drug Stores-Rexall 4; Gibson; Eckerd; Revco; Safeway.
Chain Supermarkets-Piggly Wiggly; Safeway Super Store; Winn-Dixie; Thrift Mart; 7-Eleven 2.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Western Auto; Sherwin-Williams; Texas State Optical; Mode O'Day; True Value Hdwe.; Zale's; Austin Shoes; White's Auto; Jo Ann; Stewarts Womens Wear; T-shirts Plus; Kays Jewelers; Regis Hairstyling; Kinney; Pearl Vision; Stevensons; Giovanni's; Aladins Castle; Walden II; Jewel-T; Marr's Short Stop 4; Chief Auto Parts; Higginbothams Lumber; Direct Factory Outlet; Singer Co.; The Tire Store; Merle Norman; Handy Man Hardware; Hallmark Cards; Fayva.

14 - NEWSPAPERS: TIMES-REVIEW (e-mon to fri; S) 9,810; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: Bill Rice, Adv. Dir., TIMES-REVIEW, PO Box 1620, Cleburne, TX 76031; Tel. (817) 645-2441.
National Representative: Papert Companies.

CLUTE
See LAKE JACKSON

CONROE

1 - LOCATION: Montgomery County, (In Houston PMSA). E&P Map E-4. County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy. 75; I-45.

2 - TRANSPORTATION: Railroads-Atcheson, Topeka & Santa Fe; Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.
Airlines-All major airlines. 25 mi. from the Houston Inter-Continental Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,034; E&P 86 Est. 21,273
CZ-ABC. (80) 18,034
RTZ-ABC. (80) 109,188
County 80 Cen. 128,487; E&P 86 Est. 183,159
PMSA 80 Cen. 2,735,763; E&P 86 Est. 3,332,972
City & RTZ-ABC. (80) 127,222
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,660; E&P 86 Est. 8,006
CZ-ABC. (80) 6,660
RTZ-ABC. (80) 34,827
County 80 Cen. 41,487; E&P 86 Est. 61,848
PMSA 80 Cen. 973,162; E&P 86 Est. 1,235,585
City & RTZ-ABC. (80) 41,487

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$667,251,208
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 138,124 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg.; Hardwood Lumber; Timber; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical, Mining Trucks; Oil Field Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conroe(14)	NA	Conroe Furn.
Greenspoint	20	Beall's, Foley's, Joske's
East Davis(8)	1	Weiner's
Edgewood	NA	
Montgomery Plz.	2	Randall, Wal-Mart, Weiner, Handy Dan
Crossroads	NA	Eckerd, Winns, Safeway
Woodwinds	NA	Kroger, Wal-Mart

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS:
Chain Supermarkets-Kroger; Safeway 3; Brookshire Bros. 2; Jamail's 2.
Other Chain Stores-Radio Shack 2; Weiners 2; JCPenney; Montgomery Ward; Western Auto; Amato's 2; Randall's 2; Wal-Mart 2; Beall Bros.; Kinney's; Payless Shoes; SAS Shoes; Walgreens 2; Eckerd 4; Handy Dan 2.

14 - NEWSPAPERS: COURIER (e) 9,725; (S) 11,395; Mar. 31, 1986 ABC.
NOTE: The Courier changed from an evening to a morning publication on Sept. 1, 1986.
Local Contact for Advertising and Merchandising Data: Roena Hopper, Ret. Mgr., COURIER, 100 Ave. A; PO Drawer 609, Conroe, TX 77305; Tel. (713) 756-6671.
National Representative: U.S. Suburban Press.

CORPUS CHRISTI

1 - LOCATION: Nueces County (In Corpus Christi MSA). E&P Map E-5. On Gulf of Mexico in S Texas, 210 mi. SW of Houston, 145 mi. SE of San Antonio, 160 mi. N of Brownsville, which is on border of Mexico. On U.S. Hwys. 77 & 181; State Hwys. 9, 44, 286. Av. Altitude is 35 ft. above sea level.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight Carriers-Alamo Express; Brown Express; ETMF Systems; Central; Lee Way Motor; Missouri Pacific Truck Lines; Rodeway Express; Ryder Truck Lines; Red Arrow; Southern Pacific; Southwestern Motor; Tex-Pack Express; Yellow Systems.
Airlines-American; Eastern; Texas National; Southwest; Continental; Emerald Air.

3 - POPULATION:
Corp. City 80 Cen. 231,999; E&P 86 Est. 265,012
CZ-ABC. (80) 236,561
Bal. in NDM-ABC. (80) 89,667
Bal. in RTZ-ABC. (80) 146,091
County 80 Cen. 268,215; E&P 86 Est. 302,342
MSA 80 Cen. 326,228; E&P 86 Est. 367,305
Total NDM-ABC. (80) 326,228
CZ, NDM & RTZ-ABC. (80) 472,319
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 76,661; E&P 86 Est. 88,901
CZ-ABC. (80) 77,878
Bal. in NDM-ABC. (80) 26,662
Bal. in RTZ-ABC. (80) 46,047
County 80 Cen. 86,989; E&P 86 Est. 102,900
MSA 80 Cen. 104,540; E&P 86 Est. 123,463
Total NDM-ABC. (80) 104,540
CZ, NDM & RTZ-ABC. (80) 150,587

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	$1,500,000,000
Savings & Loan	9	$580,000,000

6 - PASSENGER AUTOS: County 228,019 (all vehicles)

7 - ELECTRIC METERS: Residence 86,000

8 - GAS METERS: Residence 56,000

9 - PRINCIPAL INDUSTRIES: Chem.; Metals; Dextrose; Oil; Iron Prods.; Milk Prods.; Petroleum Prods.; Steel Bars; Fab.; Cement; Liquid Gas; Aluminum; Cadmium Zinc Sulphate; Util.; Stone, Clay & Glass; Allied Prods.; Garment Mfg.
Principal Pay Days-1st, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Av., 63.7-78.6; mean av. 71.2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Sunrise Mall; S. Padre Island Dr. & Airline Rd.; Padre-Staples Mall, S. Padre Island Dr. & Staples; Staples Ctr., S. Padre Island Dr. & Staples.
Neighborhood Shopping Centers-Airline Pk., 5900 Williams; Bel-Aire, 2700 Staples at Annapolis; Carmel, 4100 S. Staples; Commerce I, 4455 S. Padre Island Dr.; Country Club Plz., 5800 Everhart; Country Vlg., 5810 S. Staples; The Crossings, Staples & Holly; Crossroads Shpg. Vlg., 5830 McArdle at Airline Rd.; Cullen Mall, 4800 S. Alameda at Airline; Downtown, 10 blocks on Chaparral & 10 on Mesquite; Gaslight Sq., 1016 Santa Fe at Hancock & Third; Kingsberry Sq., 6400 Weber at Saratoga; Meadowbrook, 4700 S. Alameda at Airline; Oakbrook, 5100 Everhart; Plaza Del Sol, 5300 Everhart; Portairs, 4100-4200 Ayers; Pueblo Park Mall, 4600 S. Padre Island Dr.; Saxet, 3900 Leopard; Six Points, 1700 S. Alameda at Staples 7 Ayers; South Park, 3800 S. Padre Island Dr.; Stonegate, 5400 Everhart; Village Park Sq., 5500 Everhart; Windsor Pk., 4300 S. Alameda; Ridgewood, 5800 S. Staples; Boardwalk, 5433 S. Staples.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda(17)	NA	H.E.B., Winn's
Arcadia Vlg.(12)	NA	Handy Andy
Ayres St.(14)	NA	H.E.B.
Gulfway(42)	NA	Sun Harvest
Hamin Place	NA	Hamlin Phcy.
Copperfield Mall(11)	NA	Entre Computer Center
Five Points(45)	NA	Beall's, K mart, Eckerd
Wal-Mart(3)	NA	Wal-Mart
K mart(8)	NA	K mart
Lamar Park(4)	NA	Womans Shop
Mission(8)	NA	K mart, Walgreens
Padre Staples(87)	NA	Beall's, Dillard, JCPenney, Zale's
Parkdale Plaza(38)	NA	Appliance Mart
Portairs(35)	NA	Beall's, Eckerd,
Saratoga Oaks	NA	Memo's
Shell Ctr.(9)	NA	Super-Mex
Shoppers World	NA	Foodland
Stonewall Mall(4)	NA	Model Market
Suburban City	NA	Huff's Foodtown
Sunrise Mall(95)	NA	Frost, Joske's, Sears, Eckerd
The Village(11)	NA	Jack English, Apropos
Town & Country(30)	NA	H.E.B., Bill's Shoes
Village Park(15)	NA	Waterbed Gallery, Jr. Foodmart
Weber Square(16)	NA	H.E.B., White's
Westwood City(5)	NA	H.E.B.
Woodlawn(21)	NA	Beall's, Eckerd
Staples Ctr.	NA	Solo Serve, Wilson's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Every night until 9.

13 - RETAIL OUTLETS: Department Stores-Beall's; Dillard; Frost Bros.; Joske's; JCPenney; Oshman's; Sears; Weiner's; Wilson's; Solo Serve.
Variety Stores-Woolworth 2; Kress; Winn's 7; Ben Franklin.
Chain Drug Stores-Walgreens; Eckerd 9; Parr's; Nichols 3; Rexall 5; City Pharmacy; Economical Clinic; Lamar Park; Port Avenue.
Chain Supermarkets-H. E. Butt 13; Model Mkt.; Kroger 3; Foodtown 7; Maverick Mkts. 58; Super-D; Super-Mex 5; Circle K 27; 7-Eleven 20; Warehouse Groc. 2; Albertson's.

14 - NEWSPAPERS: CALLER (m-mon to fri) 62,647; TIMES (e-mon to fri) 22,853; (m-sat) 71,963; (S) 93,497; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jane Merritt, Natl. Adv. Coordinator, CALLER and TIMES, 820 Lower Broadway; PO Box 9136, Corpus Christi, TX 78469; Tel. (512) 884-2011.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

CORSICANA

1 - LOCATION: Navarro County. E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75, I-45.

2 - TRANSPORTATION: Railroads-Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.

Motor Freight Carriers-19.
Intercity Bus Lines-Continental.
Airlines-Charter Air Service.

3 - POPULATION:
Corp. City 80 Cen. 21,712; E&P 86 Est. 24,604
County 80 Cen. 35,323; E&P 86 Est. 40,966

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,323; E&P 86 Est. 9,486
County 80 Cen. 13,331; E&P 86 Est. 16,184

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$287,650,000
Savings & Loan	4	$310,690,000

6 - PASSENGER AUTOS: County 34,749 (all vehicles)

7 - ELECTRIC METERS: Residence 9,332

8 - GAS METERS: Residence 7,794

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Soft Drink Bottles 270; Pastries & Cakes 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; Insulation Materials 380; Potato Chips 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance 165; Mobile Homes 400; Plastic Prods. 300; Oil Field Equip. 1,000; Drilling Equip. 480; Glass 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
College Park Mall	NA	Wal-Mart, Beall's, JCPenney, United Jewelry
Golden Circle(7)	NA	Gibson, Winn's
Novarro Mall(18)	NA	Woolworth, Brookshire
Seventh Ave.	NA	Eckerd, Minyard
Westgate(6)	NA	Sears, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; J.M. Dyer; JCPenney; Miles; Tekell's; Beall's; Montgomery Ward.
Discount Stores-Gibson; K mart; K. Wolens; Woolworth; Wal-Mart.
Chain Supermarkets-Brookshire; Safeway; Buddie's; Minyard; HEB.
Other Chain Stores-Singer Co.; Goodyear; Sherwin-Williams; Western Auto; Radio Shack; Zale's; Cato; United Jewelry.

14 - NEWSPAPERS: SUN (eS) 10,337; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: A. J. Keeney, Pub., SUN, 405 E. Collin; PO Box 622, Corsicana, TX 75110; Tel. (214) 872-3931.
National Representatives: Landon Associates; Harte-Hanks Communications.

DALHART

1 - LOCATION: Dallam and Hartley Counties, E&P Map C-1. At intersection of Hwys. 51, 54, and 87. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Cotton Belt; Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,854; E&P 86 Est. 6,527
Counties 80 Cen. 10,518; E&P 86 Est. 10,535
Dallam 80 Cen. 6,531; E&P 86 Est. 6,642
Hartley 80 Cen. 3,987; E&P 86 Est. 3,893

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,545; E&P 86 Est. 2,561
Counties 80 Cen. 3,747; E&P 86 Est. 3,929
Dallam 80 Cen. 2,386; E&P 86 Est. 2,569
Hartley 80 Cen. 1,361; E&P 86 Est. 1,360

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$156,607,000

6 - PASSENGER AUTOS: Counties, Dallam 7,006; Hartley 4,023 (all vehicles)

7 - ELECTRIC METERS: Residence 2,759

8 - GAS METERS: Residence 2,937

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 150 ($650); Electric Power 48 ($200); Feed Proc. 75 ($150); Commercial Feed Lots (cap. 150,000 head of cattle) ($175).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Ctr. on 7th St.; Apache Shopping Ctr. on 16th and Tennessee (Furr's, United Food Store, Furn. Fashions).
Principal Shopping Days-Thur., Wed.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears; Montgomery Ward.
Variety Stores-H&B; Franklin's.
Discount Stores-Alco.
Chain Supermarkets-Jack & Jill; United Food; Allsup's 2; Southland 2; 7-Eleven.

14 - NEWSPAPERS: TEXAN (e-mon to fri, S) 2,715; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: J. Kenneth Hogue, Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511.
National Representative: Papert Companies.

DALLAS

1 - LOCATION: Dallas County (PMSA). E&P Map E-3. NE portion of Texas on Trinity River 32 mi. from Fort Worth, 240 mi. NW of Houston and 300 mi. NE of San Antonio. On Interstate Hwys. 20, 30, 35E, and 45. Also U.S. Hwys. 67, 75, 77, 80, and 175; State Hwys. 78, 114, 121, 183, 289, 342, 352, 356. County Seat. A fin., distrib., educ., mktg. and insur. center. Mfg., wholesale and retail trade, R.E., trans., High Tech Industries, and convention trade add to Dallas' economy.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Kansas City Southern Lines; Missouri-Kansas-Texas; St. Louis Southwestern; Union Pacific; Santa Fe-Southern Pacific.
Motor Freight Carriers-54.
Intercity Bus Lines-Central Texas Trailways; Arrow Trailways; Greyhound; Transportation Enterprises. Metropolitan Service: Dallas Transit.
Airlines-Serving Dallas-Ft. Worth Airport; Air Canada; American; Continental; Delta; Eastern; Frontier; Mexicana; Ozark; Piedmont; Altus; Brit. Caledonian; Hawaiian; Iberia; Jet America; Lufthansa; Midway; Midwest Express; Northwest Orient; Pacific Western; Pan Am; People Express; Republic; Thai; Transtar; TWA; United; USAir; Western. Cargo & Commuters: ABC; Airborne Express; American Eagle; China Airlines; Eagle Commuter; Emery; Evergreen International; Federal Express; Flying Tiger; Interstate; Kitty Hawk; Lone Star; Metro Express II; Orion; Pumpkin; Rio; Skyfreighters; Southeast; SMB Stage Line; United Parcel; Zantop International.

3 - POPULATION:
Corp. City 80 Cen. 904,078; E&P 86 Est. 975,787
County 80 Cen. 1,556,549; E&P 86 Est. 1,761,319
PMSA 80 Cen. 1,957,392; E&P 86 Est. 2,301,538
DALLAS MORNING NEWS:
CZ-ABC: (80) 1,556,419
Bal. in NDM-ABC: (80) 2,010,106
Total NDM-ABC: (80) 3,566,525
DALLAS TIMES HERALD:
CZ-ABC: (80) 1,556,419
RTZ-ABC: (80) 1,237,481
City & RTZ-ABC: (80) 2,793,900

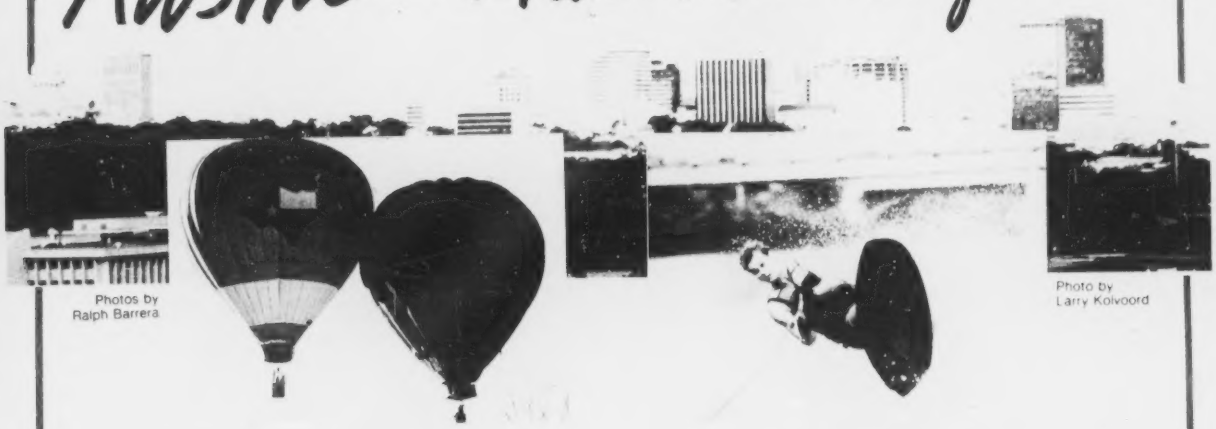
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 355,073; E&P 86 Est. 408,517
County 80 Cen. 577,753; E&P 86 Est. 682,601
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962
DALLAS MORNING NEWS:
CZ-ABC: (80) 577,701
Bal. in NDM-ABC: (80) 719,859
Total NDM-ABC: (80) 1,297,560
DALLAS TIMES HERALD:
CZ-ABC: (80) 577,701
RTZ-ABC: (80) 439,257
City & RTZ-ABC: (80) 1,016,959

5 - BANKS (Dallas County)	NUMBER	DEPOSITS
Commercial	173	$22.9 billion
Savings & Loan	35	$6.8 billion

6 - PASSENGER AUTOS: County 1,656,161 (all vehicles)

Austin... where Texas begins



Photos by Ralph Barrera

Photo by Larry Kolvoord

- Highest percentage of coverage of any newspaper in the top 100 ADI's.
- Households owning VCR's more than doubled in 1985.
- Highest liquor sales increase of major Texas metros.
- Highest per capita spending in eating and drinking establishments among major Texas metros.
- Highest restaurant sales increase in Texas major metros.
- Austin accounts for half of wine and distilled spirits sales out of the San Antonio wholesale market, even though San Antonio has twice Austin's population.

Sources: 1986 Austin Scarborough Market Report; Texas Comptroller's Office; Texas Restaurant Association; Sales & Marketing Management 1986 Survey of Buying Power; Media Market Guide, 4th Quarter 1986.

* ADI • MSA

Austin American-Statesman

P.O. Box 670, Austin, Texas, 78767
(512) 445-3745

Represented nationally by:
Sawyer-Ferguson-Walker Company, Inc.

7 - ELECTRIC METERS: Res. Ind. & Comm. 408,304 (Av. monthly chg. 500 KWH $40).

8 - GAS METERS: Res. Ind. & Comm. 400,000 (Av. monthly chg. 1000 cu. ft. $4.25).

9 - PRINCIPAL INDUSTRIES: Dallas Fort Worth MSA (State of Texas Av. Wkly. Wage)-Whol. and Ret. Trade 430,000 ($226); Mfg. 309,000 ($356); Serv. and Misc. 305,000 (N.A.); Gov't 182,700 (N.A.); Fin., Ins., R.E. 119,800 (N.A.); Trans. and Util. 96,200 ($385); Constr. 80,400 (N.A.); Mining 33,000 ($440); Total Labor Force 1,676,000.

10 - CLIMATE: Min. & Max. Temp.-Daily mean temp.: An. Av. 66 F; Hottest month (Av. 24 hr. temp.) 86 F.; Coldest month (Av. 24 hr. temp.) 44 F.; Record temps. (highest) 113 F; (lowest) 4 F. Precipitation: Av. An. 29 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Major Shopping Centers-Northpark; Valley View; Prestonwood; Galleria; Red Bird Mall; Collin Creek Mall; Town East; Richardson Sq.; Downtown Dallas; Preston Ctr.; Big Town; Preston Forest; Wynnewood; Irving Mall; Northtown Mall; Abrams-Forest; Bruton Rd. Vlg.; Bruton Terrace; Buckingham Plz.; Broadway Vlg.; Canyon Creek; Carrollton Ctr.; Caruth Plz.; Casa Linda Plz.; Casa View; Custer Sq.; Central Pk.; Custer Pk.; Chapel Forest Vlg.; Cimarron Plz.; Lake Pk.; Meadow Glsn; Mesquite Vlg.; No. East Mall; No. Hills Mall; NW Junction; Outlet Malls of America; Plano Walnut Ctr.; Plz. of the Americas; The Promenade; Cedar Crest; Duncanville Vlg.; Hampton Sq.; Hampton Vlg.; Highland Pk. Vlg.; Hillcrest Vlg.; Independence Sq.; Inwood Vlg.; Keystone Pk.; Kiest-Polk Vlg.; Knox Street Vlg.; Lancaster-Kiest; Lochwood Mall; MacArthur Ctr.; Marsh Lane Plz.; Meadow Central Mall; Medallion Ctr.; Mirale Mile; Northlake; Northwood Hills; Oak Lawn; Old Town in the Vlg.; Olla Podrida; Parker Plz.; Park Forest, Pepper Sq.; Pleasant Grove; Plymouth Pk.; Preston Royal; Richardson Hts.; Snider Plz.; South Pk.; Spanish Vlg.; Spring Creek Vlg.; Promenade Ctr.; Vlg. on the Pkwy.; Spring Valley; Stevens Pk.; The Corner; The Quadrangle; Valwood Vlg.; Turtle Creek Vlg.; Walnut Hill Vlg.; Walnut Plz.; plus over 125 smaller ctrs. throughout Dallas and suburban area.

Major Retail Shopping Areas: Preston Rd.; Lovers Lane; Mockingbird Lane; Dallas N. Pkwy.; Beltline Rd.; Northwest Hwy.; Buckner Blvd.; Garland Rd.; W Jefferson; I-30; I-20; I-35E; North Central Expwy.; Inwood Rd.; Lemmon Ave.; Oak Lawn; Plano Rd.; Greenville Ave.; McKinney Ave.; Hampton Rd.; Kiest Blvd.; Lake June Rd.; Forest Lane; Josey and Marsh Lanes; Gus Thomasson; Royal Lane; Walnut Hill Lane; Ferguson Rd.; Coit Rd.; Arapaho Rd.; Zangs Blvd.; Illinois and the Downtown area.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Many stores open until 9 p.m. every evening except Sun. Most stores open until 9 p.m. Thur. Food stores open late every night.

13 - RETAIL OUTLETS: Department Stores-Sanger-Harris 12; Joske's 9; Dillard 11; Neiman Marcus 4; Lord & Taylor 3; JCPenney 14; Sears 13; Montgomery Ward 11; Myers 11; Macy's; Sakowitz; Marshall Field; Saks Fifth Avenue, Bloomingdale's; Mervyn's 5.

Discount Stores-K mart 30; Target 14; Gibson 14; **Jewelry:** Sterling 3, Service Mdse.; Best Products 3; O.G. Wilson's 2.

Variety Stores-M. E. Moses 27; Mott 18; Ben Franklin 5; TG&Y 6; Duke & Ayers 4; H.L. Green 2; McCrory 3; Hall's 3.

Chain Drug Stores-Revco 70; Eckerd 40; Myatt's 7; Drug Mart 6; Page/Tom Thumb 29; Skaggs-Alpha Beta 14; Treasury 20; Myers & Rosser 6; Safeway 10; Dougherty's 4; Raven's 4; Drug Emporium; Eckerd.

Chain Supermarkets-Safeway 52; Tom Thumb 34; Albertson's 4; Minyard's 42; Kroger 28; Skaggs-Alpha Beta 16; Winn-Dixie 10; 7-Eleven 157; Stop 'N Go 36; Schepps 19; Mr. M 18; Affiliated.

Other Chains-Women's Apparel: J. Brannum Co., Stewart's, Suzanne's, Colbert's, County Seat, The Gap, Jeans West, John's Jeans, Lerner, Margo's, Margies, Lane Bryant; Men's Apparel: Brooks Brothers, Chess King, Clyde Campbell, Dads and Lads, Designers Den, Irby Mayes, John Mabry, Reynolds-Penland, J. Riggins, Kuppenheimer's, Western Junction; Family Clothing Stores: Jas. K. Wilson, Woolf Bros., Scheplers, Coopers, County Seat, The Gap, Culwell and Son, Longhorn; Shoe Stores: Just Justin, Baker's, Butler's, Fayva, Florsheim, Foot Locker, Hardy's, Jarman, Kinney, Larry's, Knapp, Naturalizer, Payless, Red Cross, Thom McAn, Vandy's, Boot Town, Nicks, Morgan Boots; Auto Repair and Parts: Goodyear, Firestone, Goodrich, General Tire, Eaton, Exxon Car Care Centers, Shell Car Care, Gulf Car Care, Midas, Tune-up Masters, All-Pro Parts, Pep Boys, Checker, Chief Auto Parts, Ken's, Green Light, Jack's Auto Supply, Western Auto, White's Auto; Jewelry Stores: Adelstein's, Bachendorf's, Corrigans, Fullers, Gordon's, Linz, Rings and Things, Semor, J.C. Sloan, Tabers, Zales; Cleaners: Fishburns, Holiday, Faulkners, One-Hour Martinizing, Oriental, Glo, Comet, Barton-Howell, Town & Country, White Star; Home Centers: Handy Dan, Homers, Payless Cashways, Sutherland Lumber, Lights Fantastic, Ivy Lumber, Simms-Moore, Ace Hdwe., True Value Hdwe., C&S, Sharp Hdwe., Glidden, Jones Blair Stores, Dalworth Paints, Sherwin-Williams Decorating Centers, Pittsburgh Paints, Tru-Test; Furniture Stores: Haverty's, Freed, Sofa Country, R.B. Furn., Pidgeon's, Hudson's, Ethan Allen, Hart, La-Z-Boy Stores, Rick, Levitz, Sleep Country, Duffey's, Weirs; TV-Stereo: J.G. Boyd's, Federated, Curtis Mathes TV Centers, CMC Stereo, Custom Hi-Fi, Sound Climax, Radio Shack; Appliances: Highland Appliance.

14 - NEWSPAPERS: DALLAS MORNING NEWS (m) 390,275; (S) 521,727; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Jack Freudenfeld, Display Adv. Dir., DALLAS MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 977-8222.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

DALLAS TIMES-HERALD (all day) 244,629; (S) 348,084; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Tim Vickery, Mktg./Sales Dev. Mgr., DALLAS TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 744-6340.

National Representative: Times Mirror National Marketing.

DALLAS WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 224,050; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Dave Manchee, Southwest Adv. Mgr., DALLAS WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.

Representative: Direct through branch offices.

DEL RIO

1 - LOCATION: Val Verde County. E&P Map C-5. County Seat. 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande-bridge to Cuidad Acuna, Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.

Motor Freight Carriers-8.

Intercity Bus Lines-Painter (Greyhound Affiliate); Continental Trailways.

Airlines-Texas National.

3 - POPULATION:
Corp. City 80 Cen. 30,034; E&P 86 Est. 34,397
CZ-ABC: (80) 30,034
RTZ-ABC: (80) 5,876
County 80 Cen. 35,910; E&P 86 Est. 41,300
City & RTZ-ABC. (80) 35,910
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,724; E&P 86 Est. 9,869
CZ-ABC. (80) 8,724
RTZ-ABC. (80) 1,631
County 80 Cen. 10,355; E&P 86 Est. 12,533
City & RTZ-ABC. (80) 10,355

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$216,398,126
Savings & Loan	2	$98,314,374
Credit Unions	3	$20,053,023

6 - PASSENGER AUTOS: County 27,845 (all vehicles)

7 - ELECTRIC METERS: Residence 13,266

8 - GAS METERS: Residence 7,168

9 - PRINCIPAL INDUSTRIES: Sheep & Goat Raising; Air Force Base; Tourist; Railroad; Clothing; Winery; Electronics; Bottling; Constr.

Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.- Spring 43-73; Summer 56-88; Fall 41-71; Winter 21-51. First killing frost, Nov. 29; last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St.; 2 on Garfield St.; 2 on Broadway; 5 mi. on Avenue F; 1 mi. on Gibbs St.

Neighborhood Shopping Centers-Las Vacas St. & Chihuahua Ave.; F extending approx. 5 mi. toward Amistad Dam & N. Main; E. Gibbs St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Paloma(8)	NA	Omaha Ins.
La Villita(30)	NA	Anthony's, Food City, Lacks, Perry's
Plaza del Sol(48)	NA	Beall's, K mart, JCPenney

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Guarantee Store; Beall's; Terry-Farms; Anthony.

Variety Stores-Kress; Perry Bros. 2.

Discount Stores-Shoppers World; K mart; Wal-Mart; Perry's.

Chain Supermarkets-M Systems; H. E. Butt 2; Foodway; Warehouse Grocery.

Other Chain Stores-Firestone; Goodyear; Western Auto; Goodrich; True Value Hardware; Radio Shack; Sears (catalog); Lacks; Zale's; Gordon.

14 - NEWSPAPERS: NEWS-HERALD (e) 6,391; (S) 6,881; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Janis Hallmark, Adv. Dir., NEWS-HERALD, 321 S. Main St., Del Rio, TX 78840; Tel. (512) 775-1551.

National Representative: Landon Associates.

DENISON

1 - LOCATION: Grayson County (In Sherman-Denison MSA). E&P Map E-2. Industrial & recreational center. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69, 75; State Hwys. 6, 84, 169.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.

Motor Freight Carriers-15.

Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,884; E&P 86 Est. 24,315
CZ-ABC. (80) 23,884
Bal. in NDM-ABC. (80) 65,912
County/MSA 80 Cen. 89,796; E&P 86 Est. 98,758
Total NDM-ABC. (80) 89,796
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,304; E&P 86 Est. 9,342
CZ-ABC. (80) 9,304
Bal. in NDM. (80) 24,668
County/MSA 80 Cen. 33,972; E&P 86 Est. 39,127
Total NDM-ABC. (80) 33,972

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$269,221,399

6 - PASSENGER AUTOS: County 91,898 (all vehicles)

7 - ELECTRIC METERS: Residence 9,494

8 - GAS METERS: Residence 8,344

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Medicare Claims Proc. 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 300; Box Cars 800; Refrigerated Dough Prods. 287; Earth Augers 313; Edible Oil Prods. 400; Creosote, Timbers and Poles 103; Margarine 147; Architectural Alum. Prods. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-95; Fall 45-65; Winter 38-58. First killing frost, Nov. 14; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.

Neighborhood Shopping Centers-100 to 600 Blocks S Armstrong; Main & Tone; Morton & Fairbanks; 1000 to 1300 S Austin Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway	5	Sears, Dillard's, Mervyn's
Sher-Den Mall(68)	7	JCPenney, Beall's, Mont. Ward
West Park	3	Piggly Wiggly, Winns

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Shpg. ctrs. every evening. Downtown-Thur. until 8 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Beall's; Lilley's.

Chain Supermarkets-Piggly Wiggly; Safeway; Kroger; Skaggs.

Discount Stores-Winn's; Wal-Mart; K mart; Barrett's; Gibsons.

14 - NEWSPAPERS: HERALD (e-mon to fri) 13,973; (S) 15,572; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Robert Blake, Adv. Dir., HERALD, 331 W. Woodward, Denison, TX 75020; Tel. (214) 465-7171.

National Representative: Landon Associates.

DENTON

1 - LOCATION: Denton County. (In Dallas PMSA). E&P Map E-2. County Seat. Educational, manufacturing, retail & shipping ctr. N central part of State. 38 mi. from Dallas, 35 mi. from Ft. Worth. Junction of I-35W and I-35E; State Hwys. 377 & 380.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Santa Fe; Texas & Pacific; Atchison Topeka; Missouri-Kansas-Texas.

Motor Freight Carriers-12.

Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 48,063; E&P 86 Est. 55,560
CZ-ABC: (80) 58,261
RTZ-ABC. (80) 117,309
County 80 Cen. 143,126; E&P 86 Est. 193,474
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538
City & RTZ-ABC. (80) 175,570
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,522; E&P 86 Est. 20,947
CZ-ABC. (80) 21,058
RTZ-ABC. (80) 39,302
County 80 Cen. 49,134; E&P 86 Est. 69,593
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962
City & RTZ-ABC. (80) 60,360

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$528,167,948
Savings & Loan	2	$242,953,799

6 - PASSENGER AUTOS: County 171,158 (all vehicles)

7 - ELECTRIC METERS: Residence 25,572

8 - GAS METERS: Residence 19,040

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-University Educ. 5,147 ($74,782,000); Denton State School 1,600 ($19,000,000); Welding Equip. & Suppl. 710 ($12,000,000); Business Forms 580 (over $10,000,000); Flour, Corn Meal, Convenience Foods 165 ($2,700,000); Diesel Trucks 365 (N.A.); Clothing 321 (over $7,000,000); Bricks 250 ($2,600,000) Microwave Antennae 300 ($4,400,000); Rings 315 ($6,000,000).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62. First killing frost, Nov. 10; last killing frost, Mar. 26.

11 - TAP WATER: Hardness 140; Alkalinity 105; pH 7.8.

12 - RETAILING: Principal Shopping Centers-5 blocks on Hickory; 4 on Oak; 8 on Elm; 6 on Locust.

Neighborhood Shopping Centers-Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks E on University Drive; Picadilly, 2 blocks at Malone & University; 2 on W Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; 6 blocks on W. University at Bonnie Brae; Golden Triangle Mall 93 stores; 1 block on 288; 1 block on 35E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carriage Sq.(18)	1	Revco
Denton Center(19)	1	Zale's, Revco, Eckerd
Sunset(10)	1	Sherwin-Williams
University Ctr.(8)	1	S&H Green Stamps, Lee Optical

Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Russells; JCPenney; Sears; Beall's; Craven; Dillard; Montgomery Ward; Wilsons; Mervyn's.

Discount Stores-Wal-Mart; K mart; Target.

Variety Stores-M.E. Moses; McCrory.

Chain Drug Stores-Revco 2; Eckerd 2.

Chain Supermarkets-Safeway; Kroger 2; Piggly Wiggly 4; Buddies 2; Skaggs 2; Minyards.

Other Chain Stores-B. Dalton; Baker's Shoes; Brooks Fashions; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Docktor Pet Center; El Chico; Jarman's Shoes; Florsheim Shoes; Foxmoor, General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Handy Dan; Hastings Records; Coach House Gifts; Jean Nicole; Jeans West; JoAnn Fabrics; K-G Men's Wear; Kinney Shoes; Lerner Shops; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity;

Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Toys 'by Roy; Sweetbriar; Singer Co.; Goodyear; Margie's; Pay-Less Shoes; Wyatt's Cafeteria; White's Auto; Uniroyal; Handy Dan; Athlete's Foot; County Seat; Grate Fireplace; Jarman Shoes; Love Shop; Pearle Vision Center; Radio Shack; Waldenbooks; Women's World; World Bazaar; Wolfe Nursery.

14 - NEWSPAPERS: RECORD-CHRONICLE (e-mon to fri) 17,124; (S) 19,370; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Patterson, Mktg. Dir., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3811.
National Representative: Landon Associates.

EDINBURG

1 - LOCATION: Hidalgo County (In McAllen-Edinburg-Mission MSA). E&P Map D-6, County Seat. Agricultural, industrial & governmental center. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Valley Transit; Greyhound; Continental Trailways.
Airlines-Continental; Muse Air.

3 - POPULATION:
Corp. City 80 Cen. 24,075; E&P 86 Est. 31,502
County/MSA 80 Cen. 283,229; E&P 86 Est. 367,850

4 - HOUSEHOLDS:
City 80 Cen. 6,755; E&P 86 Est. 7,928
County/MSA 80 Cen. 75,816; E&P 86 Est. 102,914

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$373,985,373
Savings & Loan	2	$619,773,096

6 - PASSENGER AUTOS: County 196,199 (all vehicles)

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 2,300; Mineral Extraction; Oil N.A.; Mfg. and Constr. N.A.; Gov't Servs. 1,090; Non-Agric. 2,900; University Educ. 820.
Principal Pay Days-Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 66-87; Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1; last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.
Neighborhood Shopping Centers-3 blocks on S. Closner St.; 1 on E. University Dr.; Palm Plz. (6 stores); University Plz. (11 stores); Ebony Hills Shopping Center.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Beall's, J&V Mart.
Variety Stores-Winn's; TG&Y; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Medico; Eckerd.
Chain Supermarkets-H.E. Butt; Scurlock's; Valley Mart Rivas 2; Trevino's Drive In 3.
Other Chain Stores-Lack's Home & Auto; Goodyear; Billups Oil; Firestone; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Bull Parts; Pay-Less Shoe Source; Shamrock Oil; Edelstein's; Brand X; Risica & Sons; Radio Shack; Edinburg True Value; M&S Trustworthy; Sonic; Sherwin-Williams; Zale's.

14 - NEWSPAPERS: REVIEW (e-tues to fri; S) 5,600; Publisher's Statement Feb. 21, 1986.
Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University Dr.; PO Box 148, Edinburg, TX 78539; Tel. (512) 383-2705.
National Representative. None.

EL PASO

1 - LOCATION: El Paso County (MSA). E&P Map A-3, County Seat. W tip of Texas. Wholesale & manufacturing center. Home of Fort Bliss Air Defense Center; Fort Bliss (U.S. Army); W Beaumont Army Medical Center.

2 - TRANSPORTATION: Railroads-Mexico, Northwestern & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; New Mexico Trans.; Continental Trailways; Autobuses Internacionales; El Paso-Los Angeles; Limosine Express Inc.; Omnibus De Mexico; Tex. N.M./Okla. Coaches Inc., Geronimo; Chihuahua; Sun City Area Transit.
Airlines-American; Delta; Aeronaves de Mexico; Frontier; Southwest; Western; America West; United.

3 - POPULATION:
Corp. City 80 Cen. 425,259; E&P 86 Est. 487,171
CZ-ABC: (80) 441,323
RTZ-ABC. (80) 351,871
County/MSA 80 Cen. 479,899; E&P 86 Est. 554,506
City & RTZ-ABC: (80) 793,194
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 128,167; E&P 86 Est. 153,438
CZ-ABC. (80) 130,668
RTZ-ABC. (80) 115,721
County/MSA 80 Cen. 140,806; E&P 86 Est. 170,139
City & RTZ-ABC: (80) 246,389

5 - BANKS: Dep.: $3,159,420,000

6 - PASSENGER AUTOS: County 346,984 (all vehicles)

7 - ELECTRIC METERS: Residence 170,995

8 - GAS METERS: Residence 135,298

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total non-agric. employment 206,600 including 28,000 military; Durable Goods 13,000; Non-Durable Goods 21,700; Mining 400; Constr. 9,100; Trans. & Public Util. 9,400; Whol. & Ret. Trade 45,200; Fin., Ins., & R.E. 9,300; Servs. 34,400; Non-Military Gov't employees 36,100.
Principal Pay Days-Fort Bliss, 1st; Others 1st, 15th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 67-98; Fall 51-64; Winter 42-55.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 5 blocks on Mills St.; 6 on Texas & San Antonio Sts.; 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett(80)	5	Safeway, Popular, Walgreens, Mervyn's, White House
Chelmont(33)	7	Woolworth, White House, C.R. Anthony
Cielo Vista Mall(148)	8	Mont. Ward, JCPenney, Joske's, Beall's, Sears, Dillard
Country Club	13	Big 8, Winn's, C.R. Anthony, Safeway
Fox Plaza (37)	8	JCPenney, Winn's
Eastgate(7)	NA	Safeway, Walgreens
El Mercade Mesa	NA	Revco
Kern Plaza(15)	4	Walgreens
Lakeside(15)	NA	Food Market, Woolworth
Northgate(48)	12	Safeway, Popular, JCPenney
Northland(19)	NA	Furr's
Pebble Hills(16)	NA	Safeway, Revco
Ranchland(17)	NA	Winns Variety, Food City
Rushfair(28)	15	Revco
Scottsdale(14)	NA	Winn Variety
Sunrise(45)	10	Anthony's, Zale's
Valley	NA	Big 8, Ben Franklin
Viscount(15)	NA	
Montwood Sq.(27)	NA	Ben Franklin, Skaggs
Pepper Tree Sq.(25)	NA	Charlotte's
Trawood(14)	NA	7-Eleven
Lee Trevino Outlet Mall(33)	NA	Frugal Frank's, Old Mill, Linens N' Things
Vista Hills(26)	NA	Mervyn's
Yarbrough Ctr.(11)	NA	Mervyn's, Pep Boys, Best

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.; Furn.-Mon., Sat.
Stores Open Evenings-Shpg. Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Popular Dry Goods 3; White House; Sears; JCPenney 4; C.R. Anthony 5; Levines; Montgomery Ward; Dillard; Joske's; Beall's 2; Mervyns 2.
Discount Stores-K mart 6; Wal-Mart 2.
Variety Stores-Kress; Woolworth 2; Winn 15; Springers Center, Sprouse-Reitz 4.
Chain Drug Stores-Walgreens 9; Coleman's 4; McCrory; Bank Phcy. 2; Thrifty 3; Tigua; Revco 20.
Chain Supermarkets-Shur-Sav 12; Furr's 5; Safeway 15; Skaggs Alpha-Beta 3; Smith's 3; Save N' Gain 6.
Other Chain Stores-Singer Co. 5; Ladies Apparel: Franklin's 2, Lerner's 4; Western Auto 3; Goodyear 7; Goodrich; Firestone 3; Zale's 2; Thom McAn 3; Pay Less Shoes 10; Kinney 6; Gordon's 5; Pep Boys 3; Checker Auto 10.

14 - NEWSPAPERS: TIMES (m) 56,846; HERALD-POST (e) 31,761; TIMES (S) 88,847; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Griffith, Gen. Sales Mgr., TIMES and HERALD-POST, 401 Mills Ave., El Paso, TX 79901; Tel. (915) 546-6100.
National Representative: Gannett Media Sales.

ENNIS

1 - LOCATION: Ellis County (In Dallas PMSA). E&P Map E-3. In Eastern half of Ellis County. 33 mi. SE of Dallas, 54 mi. SE of Ft. Worth.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,110; E&P 86 Est. 13,723
County 80 Cen. 59,743; E&P 86 Est. 73,400
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,112; E&P 86 Est. 4,812
County 80 Cen. 19,866; E&P 86 Est. 25,621
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$17,327,355
Savings & Loan	1	$4,500,000

6 - PASSENGER AUTOS: County 66,848 (all vehicles)

7 - ELECTRIC METERS: Residence 38,243

8 - GAS METERS: Residence 3,612

9 - PRINCIPAL INDUSTRIES: Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil; Concrete Pipe; Paper Bags; Carbon Paper; Ladies & Children's Clothing; Oil Well & Chem. Equip.; Roofing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Shopping Center-Willow Creek, 15 stores; South Main Plaza, 12 stores.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-K, Wolens.
Discount Stores-Holmes Discount Salvage; Wal-Mart.
Variety Stores-Perry Bros.
Chain Supermarkets-Safeway; Piggly Wiggly; HEB.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 4,800; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Roger N. Gentry, Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75119; Tel. (214) 875-3801.
National Representative: Papert Companies.

FORT WORTH

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map D-3, County Seat. In N Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Missouri-Kansas-Texas; Missouri Pacific; Sante Fe; Texas & Pacific; The Rock.
Motor Freight Carriers-36.
Intercity Bus Lines-Southwestern Greyhound; Texas Motor Coaches.
Airlines-American; Frontier; Ozark; Delta; Continental; Texas International; Southwest; Eastern; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 385,141; E&P 86 Est. 420,708
NDM-ABC. (80) 860,880
RTZ-ABC. (80) 426,252
County 80 Cen. 860,880; E&P 86 Est. 1,054,253
PMSA 80 Cen. 973,138; E&P 86 Est. 1,201,974
Total NDM & RTZ-ABC. (80) 1,287,132
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 144,025; E&P 86 Est. 164,399
County 80 Cen. 310,372; E&P 86 Est. 396,627
PMSA 80 Cen. 349,034; E&P 86 Est. 450,103
NDM-ABC. (80) 310,272
RTZ-ABC. (80) 152,566
Total NDM & RTZ-ABC (80) 462,838

5 - BANKS	NUMBER	DEPOSITS
Commercial	70	$7,557,532,000
Savings & Loan	22	$2,124,519,000

6 - PASSENGER AUTOS: County 990,368 (all vehicles)

7 - ELECTRIC METERS: Total 284,019

8 - GAS METERS: Residence 206,513

9 - PRINCIPAL INDUSTRIES: Automobile; Aircraft Mach.; Food Proc. Containers.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northeast(98)	NA	Dillard, Mont. Ward, Sears, JCPenney
Ridgmar(137)	NA	Dillard, JCPenney, Neiman-Marcus, Sears
Seminary South(68)	NA	Dillard, JCPenney, Sears, Striplings
Forum 303(65)	NA	Dillard, Mont. Ward
Hulen Mall(92)	NA	Sangers, Mont. Ward
North Hills(56)	NA	Sangers, Cox's
Tandy Center	NA	Dillard
Monnig's Oaks(20)	NA	Monnig's, Motts
Park Plaza(60)	NA	Joske's, Minyard
Tandy Town(20)	NA	Mitchell's
Town & Country(27)	NA	Eckerd
Fielder Plaza(41)	NA	Buddies, Eckerd
Mayfair Vlg.	NA	Monnig's
Lincoln Sq.	NA	Stripling & Cox

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept. Fri.; Food daily.

13 - RETAIL OUTLETS: Department Stores-Stripling & Cox 8; Dillard's 5; Neiman-Marcus; Sanger-Harris 3; Sears 4; Montgomery Ward 5; Mitchell & Myers 20; JCPenney 4; Monnig's 7; Margo's 6.
Discount Stores-K mart 12; Best 3; Edisons 4; Target 4; White's 7; Wilson's 3.
Variety Stores-Woolworth; Mott's; Ben Franklin.
Chain Drug Stores-Eckerd 33; Revco 41; Town & Country 9.
Chain Supermarkets-Big Value 6; Diamond 4; Jewel T 4; Kroger 12; Minyeard 7; Safeway 32; Stricks 7; Skaggs 9; Tom Thumb 4; Winn-Dixie 36; Wyatts 5.
Convenience Stores-7-Eleven 102; Stop 'N Go 31; Mr. M 19; U-Tote-M 16; Quick Sak 15; Quickway 11; McCloud's 5.

14 - NEWSPAPERS: STAR-TELEGRAM (m-mon to fri) 125,674; (e-mon to fri) 129,533; (m-sat) 260,251; (S) 303,776; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mike Petrak, Natl. Adv. Mgr., STAR-TELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 390-7400.
National Representative: Sawyer-Ferguson-Walker.

FREEPORT

See LAKE JACKSON

GAINESVILLE

1 - LOCATION: Cooke County. E&P Map E-2. County Seat. Small manufacturing center. N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. I-35 & U.S. Hwy. 82.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,077; E&P 86 Est. 14,766
County 80 Cen. 27,656; E&P 86 Est. 31,563

4 - HOUSEHOLDS:
City 80 Cen. 5,568; E&P 86 Est. 5,814
County 80 Cen. 10,078; E&P 86 Est. 12,006

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$103,889,000
Commercial	3	$216,933,222

6 - PASSENGER AUTOS: County 29,675 (all vehicles)

7 - ELECTRIC METERS: Residence County 13,662

8 - GAS METERS: Residence-City 5,397; County 6,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275); Mainframe Computer Parts 150 ($300); Polyethylene Wrap 100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-20 blocks on 4 streets. Shopping center, Highway 82 at Grand Avenue; 25 units.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & Groc.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Chick's; JCPenney; Beall's.
Discount Stores-Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Page Super; Eckerd.
Chain Supermarkets-Tom Thumb; Safeway; AG 4; Piggly Wiggly.
Other Chain Stores-Sherwin-Williams; Babcock Bros.; Sears (catalog); Osborne; Zale's; Radio Shack; McCoys; M.E. Moses.

14 - NEWSPAPERS: REGISTER (eS) 8,455; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E. California, Gainesville, TX 76240; Tel. (817) 665-5511.
National Representative: Papert Companies.

GALVESTON

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA). E&P Map F-4, County Seat. Seaside resort, heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston; 300 mi. S of Dallas.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Galveston, Houston & Henderson; Galveston Wharves Terminal Railway; Missouri-Kansas Texas Railroad; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 61,902; E&P 86 Est. 64,682
CZ-ABC: (80) 61,902
RTZ-ABC: (80) 87,437
County/PMSA 80 Cen. 195,940; E&P 86 Est. 221,810
City & RTZ-ABC: (80) 149,339

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,013; E&P 86 Est. 25,315
CZ-ABC: (80) 24,013
RTZ-ABC: (80) 30,345
County/PMSA 80 Cen. 69,284; E&P 86 Est. 81,932
City & RTZ-ABC: (80) 54,358

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$685,191,000
Savings & Loan	3	$650,000,000

6 - PASSENGER AUTOS: County 165,818 (all vehicles)

7 - ELECTRIC METERS: Residence 25,852

8 - GAS METERS: Residence 15,898

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Agric. 2,555; Constr. 9,900; Mfg. 9,900; Trans. 5,400; Public Util. 3,099; Whol. Trade 2,000; Ret. Trade 11,700; Fin., Ins. & R.E. 4,700; Business & Repair Servs. 4,162; Personal, Entertainment & Recreation 3,568; Health Servs. 10,186; Education 7,602; Professional & Related 3,699; Public Administration 4,058.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-16 blocks on D, E and F Streets.
Neighborhood Shopping Centers-61st & Broadway; 61st & Stewart Rd.; 400 Strand; 61st & Central City Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galvez Mall(45)	NA	Sears, Beall's
Port Holiday	NA	The Fair
Westgate(12)	NA	Safeway, Eckerd
K mart(10)	NA	K mart
Central Cities Plz.	NA	Wal-Mart, Randall's Walgreens

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Shopping centers every evening until 9 p.m.
Stores Open Sundays-Most.

13 - RETAIL OUTLETS: Department Stores-The Fair; Eibands; Sears; Schwartz's; Weiners; Beall's; Craigs.
Variety Stores-S.H. Kress; McCrory; Perry's.
Discount Stores-K mart; Mr. Thrifty; Wal-Mart.
Chain Drug Stores-Walgreens 3; Wright's 3; Texas 4; Eckerd.
Chain Supermarkets-Gerland's 3; Kroger; Randall's; Safeway 2; 7-Eleven 24; Stop-N-Go 9; Micheletti's 2; Circle K 10.
Other Chain Stores-Athletic Attic; Butler; Fayva; Kinney; Morse; Firestone; Goodyear; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; True Value Hardware; Zale's; Goodrich; Western Auto; Margos La Mode; B. Dalton; Evenson's; General Nutrition Center; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Building Supplies; Color Tile; Radio Shack; Pay-Less; Kid's Mart.

14 - NEWSPAPERS: NEWS (m) 28,612; (S) 28,718; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Lyons, Adv. Dir., NEWS, 8522 Teichman Rd.; PO Box 628, Galveston, TX 77551; Tel. (713) 744-3611.
National Representative: Landon Associates.

GARLAND

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. 12 mi. NE of Dallas.

2 - TRANSPORTATION: Railroads-MKT of Texas; Santa Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 138,857; E&P 86 Est. 157,741
CZ-ABC: (80) 138,857
RTZ-ABC: (80) 10,812
County 80 Cen. 1,556,549; E&P 86 Est. 1,761,319
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538
City & RTZ-ABC: (80) 149,669

4 - HOUSEHOLDS:
Corp. City 80 Cen. 45,978; E&P 86 Est. 53,223
CZ-ABC: (80) 45,978
RTZ-ABC: (80) 3,369
County 80 Cen. 577,753; E&P 86 Est. 682,601
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962
City & RTZ-ABC: (80) 49,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$436,267,856
Savings & Loan	7	$169,867,161

6 - PASSENGER AUTOS: County 1,656,161 (all vehicles)

7 - ELECTRIC METERS: Residence 46,109

8 - GAS METERS: Residence 29,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Equip. 1,240; Food Prods. 4,032; Clothing 800; Electronics 5,365; Paint, Varnish 600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping centers-6 blocks on W. Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center; 2 in Ridgewood Shpg. Ctr.; Meadowcreek; Lakeview Village.
Neighborhood Shopping Centers-4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N. Star Rd.; 3 in Duck Creek Ctr.; 3 on S. Garland Ave.; 2 on Fifth St. & Ave. G; 4 corners Kingsley & First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buckingham Plz.(20)	NA	Tom Thumb, Cloth World
North Star Plz.(22)	NA	Rexall
K mart Plaza(8)	NA	K mart
Walnut Village(21)	NA	Minyards
Walnut Plaza(25)	NA	Revco, Kroger
Walnut Creek(10)	NA	Safeway
Jupiter Plaza(24)	NA	Radio Shack
Walnut Park(12)	NA	Pizza Inn
Plano/Walnut(17)	NA	Yardbirds
Duckcreek(9)	NA	Safeway
Meadowcreek(37)	NA	Safeway, Tom Thumb
Ridgewood(70)	NA	Minyards, Sears
Orchard Hills(14)	NA	Rexall
Oakridge	NA	
Club Hills(30)	NA	Safeway
Broadway Vlg.(35)	NA	Tom Thumb
Garland(27)	NA	JCPenney
Eastgate(20)	NA	Radio Shack
Centerville Crossroads(22)	NA	Target, Kroger Homers
Lakeview Vlg.(21)	NA	Winn-Dixie
Richardson Sq. (110)	NA	Dillard, Ward's Drug, Joske's
Town East(145)	NA	Sears, Joske's
Faulkner(30)	NA	

Principal Shopping Days-Thur. evening; Fri. day & evening, Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's.
Discount Stores-K mart; Manufacturer's Outlet.
Chain Drug Stores-Drug Mart 2; Skaggs; Revco 5; Eckerd 4; Garland Phcy. 3; Garview.
Chain Supermarkets-Safeway 4; Kroger 3; Tom Thumb 3; Minyards 3; Skaggs/Albertson's; Gerland's Food Fair; Winn-Dixie.
Other Chain Stores-Babcock Bros.; Sherwin-Williams; Goodyear; TG&Y; Myers; Sears; Satellite Store; Zale's; Sears (catalog); M. E. Moses; Target.

14 - NEWSPAPERS: NEWS (e-mon to fri) 15,540; (S) 16,230; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Keeter, Adv. Mgr., NEWS, 4800 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100.
National Representative: U.S. Suburban Press.

GONZALES

1 - LOCATION: Gonzales County, E&P Map D-5, County Seat. On the Guadalupe River. 90 mi. from coast in S central part of state. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston.

2 - TRANSPORTATION: Railroads-Galveston, Harrisburg & San Antonio (Southern Pacific).
Motor Freight Carriers-6.
Interstate Bus Lines-Kerrville; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,152; E&P 86 Est. 9,010
County 80 Cen. 16,883; E&P 86 Est. 19,466

4 - HOUSEHOLDS:
City 80 Cen. 2,480; E&P 86 Est. 2,961
County 80 Cen. 5,949; E&P 86 Est. 7,180

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$118,326,000
Savings & Loan	3	$14,521,491

6 - PASSENGER AUTOS: County 15,780 (all vehicles)

7 - ELECTRIC METERS: 3,300

8 - GAS METERS: 2,163

9 - PRINCIPAL INDUSTRIES: Southern Clay Prods.; Egg Packing; Feed Mill; Hatcheries; Purina Prods. Plant; Meat Pkg.; Cattle Buyers; Holly Farms.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-74; Summer 56-98; Fall 48-85; Winter 20-65. First killing frost, Nov. 11-26; last killing frost, Feb. 27.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-13 blocks on 5 sts.; Country Village Shpg. Ctr.-5 stores.
Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gindler's; Ladies First; Toggery; J.B. White; Bill's Dollar; Shoe Bar; The Corral Western Wear; Donnie's Western Wear; The Clothes Tree; C.J. Shoes.
Variety Stores-Perrys.
Chain Drug Stores-Wal-Mart; Rexall.
Chain Supermarkets-United Supers; Boysen's; Circle K; Wuest's; H.E.B.; Super S.
Other Chain Stores-Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Wally's; True Value.

14 - NEWSPAPERS: INQUIRER (e-mon to fri) 2,594; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Pearl Robertson, Adv. Dir., INQUIRER, 620 N. St. Paul; Box 616, Gonzales, TX 78629; Tel. (512) 672-2861.
National Representative: None.

GRAND PRAIRIE

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Manufacturing; North Central Texas; 15 min. from Dallas & 17 min. from Ft. Worth.

2 - TRANSPORTATION: Railroads-T&P.
Intercity Bus Lines-Texas Motor Coaches.
Motor Freight Lines-15.
Airports-Love Field Dallas/Ft. Worth Airport.

3 - POPULATION:
Corp. City 80 Cen. 71,462; E&P 86 Est. 84,702
City of Pub.-ABC: (80) 71,462
County 80 Cen. 1,556,549; E&P 86 Est. 1,761,319
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,714; E&P 86 Est. 28,831
City of Pub.-ABC: (80) 23,714
County 80 Cen. 577,753; E&P 86 Est. 682,601
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$44,904,162
Savings & Loan	2	$38,874,954

6 - PASSENGER AUTOS: County 1,656,161 (all vehicles)

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Mfg.: Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing.

10 - CLIMATE: Av. Temp.-Jan. 46; June 85.

11 - TAP WATER: Artesian Wells plus water main connection with Dallas.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carrier Pkwy.(9)	NA	Mitchell's, Thrifty Drug
Dalworth Ctr.(2)	NA	Buddies, Winn-Dixie
Grand Central(4)	NA	JCPenney
Indian Hills(10)	NA	B&W Foods
Inglewood(3)	NA	Dairy Mart
Marshall Plz.(25)	NA	Piggly Wiggly, TG&Y
Midway Mall	NA	Goodyear

Principal Shopping Days-Fri., Sat. All Stores open on Thur., Fri. nights.

13 - RETAIL OUTLETS: Department Stores-Watson Bros.; Meyer's; Dillard; Montgomery Ward.
Variety Stores-Woolworth; Mott's; TG&Y.
Discount Stores-Gibson; K mart.
Chain Drug Stores-Skillern's 2; Millar; Walgreens; Rexall; Baker's; Thrifty; SupeRx.
Chain Supermarkets-Kroger 2; Safeway; 7-Eleven 3; Cabell's 2; Buddies; Piggly Wiggly; Eddelman's 3; Jefferson St. Drive In 2; Mack 2; Skaggs-Albertson's; Minyards.
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams Paint.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,030; (S) 10,572; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Wallace, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (214) 640-0146.
National Representative: U.S. Suburban Press.

GREENVILLE

1 - LOCATION: Hunt County, E&P Map E-3, County Seat. 42 mi. NE of Dallas.

2 - TRANSPORTATION: Railroads-MKT; KCS-L&A; StLSW.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 22,161; E&P 86 Est. 24,574
CZ-ABC: (80) 22,161
Bal. in NDM-ABC: (80) 33,087
County 80 Cen. 55,248; E&P 86 Est. 66,524
Total NDM-ABC: (80) 55,248
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,271; E&P 86 Est. 9,353
County 80 Cen. 20,331; E&P 86 Est. 25,986
CZ-ABC: (80) 8,271
Bal. in NDM-ABC: (80) 12,060
Total NDM-ABC: (80) 20,331

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$301,004,517
Savings & Loan	1	$473,605,943
Savings	1	$79,088,728

6 - PASSENGER AUTOS: County 54,665 (all vehicles)

7 - ELECTRIC METERS: Residence 9,903

8 - GAS METERS: Residence 8,0890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Needlecraft 2,500 ($135); Aircraft 2,800 ($350); Elect. 165 ($225); Rail 275 ($175); Wood Mfg. 400 ($190-$265).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(26)	NA	Wal-Mart, Beall's, JCPenney
Rolling Hills(15)	NA	Martin Theatres, Woody's Mkt.
South Gate(8)	NA	Jewel-T, Harvey's TV, Kingsaver
Town South(15)	NA	TG&Y, Eckerd, White's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Beall's; Sears; Swartz.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; General Distributors; TG&Y; Howards; K mart.
Chain Supermarkets-Safeway; Brookshire; Kroger; Woody's 12; E-Z Mart 2; Jewel-T; Kingsaver.
Other Chain Stores-White's Auto; S&H Green Stamps; Eckerd; Hallmark; Revco.

14 - NEWSPAPERS: HERALD-BANNER (m) 12,047; (S) 12,942; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hunsucker, Adv. Dir., HERALD BANNER, 2305 King St.; PO Box 1047, Greenville, TX 75401; Tel. (214) 455-4220.
National Representatives: Landon Associates; Harte-Hanks Communications.

HARLINGEN

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA). E&P Map D-6. Junction of Federal Hwys. 77, 83. 245 mi. SE of San Antonio.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Valley Transit.
Airlines-Southwest; American; Continental.

3 - POPULATION:
Corp. City 80 Cen. 43,543; E&P 86 Est. 51,190
CZ-ABC: (80) 64,399
RTZ-ABC: (80) 241,638
County/MSA 80 Cen. 209,680; E&P 86 Est. 260,545
City & RTZ-ABC: (80) 306,037
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,091; E&P 86 Est. 15,761
CZ-ABC: (80) 18,873
RTZ-ABC: (80) 64,383
County/MSA 80 Cen. 58,409; E&P 86 Est. 75,853
City & RTZ-ABC: (80) 83,256

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$421,805,541
Savings & Loan	5	$261,203,247

6 - PASSENGER AUTOS: County 133,854 (all vehicles)

7 - ELECTRIC METERS: Residence 20,877

8 - GAS METERS: Residence 7,989

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Prpc. 175; Bakery 600; Fruit & Veg. Mach. 200; Food Proc. 1,700; Cotton Proc. 600; Chem. Plants 350; Bottlers 250; Publishing 300; Clothing Mfg. 800; Aircraft 300.
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Av. An. Temp.-Spring 75; Summer 84; Fall 75; Winter 62.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(Downtown)-5 blocks on E Jackson St.; 3 on Van Buren; 3 on Monroe.
Neighborhood Shopping Centers(No. of Sq. Ft.)-7th St. & 77 Sunshine Strip; Ed Carey Dr. & Highway 83/77 North 77 Sunshine Strip; Jackson St. & Third St. W to Commerce; Morgan Blvd. & 77 Sunshine Strip; South 77 Sunshine Strip; North 77 Sunshine Strip & 13th St.; 77 Sunshine Strip at Arroyo Colorado.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Square	NA	Brooks & Brooks, Suburban Casuals
Commerce Plz. So.	NA	Hair Affair
Coronado Village	NA	Winn's
El Mercado	NA	Thom McAn, Kwik Copy
Laurel Park	NA	C.R. Anthony's, Pay Less Shoes
Sun Valley Mall	NA	JCPenney, Beall's, Radio Shack
Treasure Hills Plz.	NA	Curtis Mathes, Winn's, Hallmark
Valle Viste Mall	NA	Dillards, JCPenney, Sears, Service Mdse.

Principal Shopping Days-Sat.; 1st Mon. of month.
Stores Open Evenings-All on Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Terry Farris; JCPenney; TG&Y; Gibson Discount; Beall's; K mart; Wal-Mart.
Variety Stores-McClellan's; Winn's.
Chain Drug Stores-Rexall 2; Walgreens; Medico.
Chain Supermarkets-H.E. Butt 3; Scurlocks.
Other Chain Stores-Suburban Casuals; Brooks & Brooks; Sherwin-Williams; Thom McAn Shoes; Kwik Copy; C.R. Anthony's; Zale's Jewelers; Radio Shack; Curtis Mathes; Hallmark; Shoes; Baker, Connie, Kinney, Payless, Naturalizer, Butlers; Camelot Music; Casual Corner; Chess King; Chez Choclat; Chic Fil A; Cookie Co.; Dillard's; Food Action; Food Locker; General Nutrition; Gold Mine; Gordon's; Hit or Miss; Jean Nicole; Kaleidoscope; Kinderfoto; Lerners; Mission Jewelers; Morrow's Nut House; One Potato Two; Parklane Hosiery; Serv. Mdse.; Sunglass Co.; Sweeney's; Tin Can Alley; Video Sq.; Waldenbooks; Wyatt's.

14 - NEWSPAPERS: VALLEY STAR (m) 29,093; (S) 30,889; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Mktg. Dir., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

HENDERSON

1 - LOCATION: Rusk County. E&P Map E-3. County Seat. Residential ctr. 138 mi. E of Dallas; 78 mi. W of Shreveport, LA; 185 mi. N of Houston. On U.S. Hwys. 259, 79; State Hwys. 64, 43, 323, 322.

2 - TRANSPORTATION: Railroads-M.P.
Intercity Bus Lines-Continental Trailways.
Motor Freight Lines-5; Central Freight.

3 - POPULATION:
Corp. City 80 Cen. 11,473; E&P 86 Est. 12,419
County 80 Cen. 41,382; E&P 86 Est. 46,591

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 86 Est. 4,633
County 80 Cen. 15,011; E&P 86 Est. 17,721

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$115,105,721
Commercial	3	$309,210,247

6 - PASSENGER AUTOS: County 36,954 (all vehicles)

7 - ELECTRIC METERS: Residence 5,431

8 - GAS METERS: Residence 4,553

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Oil 3,000; Bricks 400; Mobile Homes 150; Lignite Generating Plant 1,950; Office Furn. 225; Lumber 225; Garment 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson Plz.(11)	NA	Wal-Mart, Beall's
South Main Plz.(8)	NA	K mart, Eckerd
Circle Plz.	NA	Winn-Dixie

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; J.B. White.
Variety Stores-M.E. Moses; Duke & Ayers.
Discount Stores-United Dollar; Wal-Mart; K mart.
Chain Drug Stores-Drug-Sav; Gibson; Eckerd; Safeway.
Chain Supermarkets-Safeway; Brookshire; Griffith; Winn-Dixie; King Saver.
Other Chain Stores-Goodyear; Singer Co.; Western Auto; Sears; Otasco; Margo's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 6,219; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: William Ashby, Pub. & Natl. Adv. Mgr., NEWS, 1711 Hwy. 79 South; PO Box 30, Henderson, TX 75653; Tel. (214) 657-2501.
National Representative: None.

HEREFORD

1 - LOCATION: Deaf Smith County, E&P Map C-1. County Seat. Agricultural & manufacturing, panhandle section of state, 46 mi. SW of Amarillo on US-60, 95 mi. N of Lubbock.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,853; E&P 86 Est. 15,377
County 80 Cen. 21,165; E&P 86 Est. 19,898

4 - HOUSEHOLDS:
City 80 Cen. 4,969; E&P 86 Est. 4,904
County 80 Cen. 6,487; E&P 86 Est. 6,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$156,308,000
Savings & Loan	2	$110,000,000
Credit Union	1	$14,000,000

6 - PASSENGER AUTOS: County 18,271 (all vehicles)

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meat Packing 446; Sugar Plant 360; Clothing 162.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22; last killing frost, Apr. 15.

11 - TAP WATER: Hard, natural fluoridation.

12 - RETAILING: Principal Shopping Center-8 blocks downtown, 20 other on principal hwys.
Neighborhood Shopping Centers-West Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz.(12)	1	Jack & Jill, TG&Y
Sugarland Mall(25)	2	JCPenney, C.R. Anthony

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Gaston's; Harman's 2.
Discount Stores-Gebo's; Farm Discount & Lumber.
Variety Stores-M.E. Moses; TG&Y; Winn's.
Chain Supermarkets-Jack & Jill; Smith Food & Drug; Sav 'N' Gain.
Other Chain Stores-Sherwin-Williams; Montgomery Ward; Sears (catalog); White's Auto; Mode O'Day.

14 - NEWSPAPERS: BRAND (e-tues to fri; S) 3,405; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Mauri Montgomery, Adv. Mgr., BRAND, 313 N. Lee; PO Box 673, Hereford, TX 79045; Tel. (806) 364-2030.
National Representative: Papert Companies.

HOUSTON

1 - LOCATION: Harris County (PMSA). E&P Map E-4. On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 75, 90, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Missouri-Kansas-Texas; Katy; Amtrak; Burlington Northern; Galveston Houston Henderson; Soo Line; Brit Rail; German Rail.
Motor Freight Carriers-50 Common Carriers. Over 72 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.
Intercity Bus Lines-Trailways; Greyhound; Kerrville; Texas; Valley Transit; Transportation Enterprises.
Freight Steamship Lines-Over 200.
Airlines-Aeronica; ALM Antillean; AER Lingus-Irish; Aero Peru; Aerolinas Argentinas; Aeromexico; Air Atlanta; Air Canada; Air France; Air India; Air Jamaica; Air Link; Air New Zealand; Airwest; Alaska; Alia-The Royal Jordanian; Alitalia; American; Andes; Australian Intl.; Avianca; Aviateca; B W I A Intl.; Bahamasair; Braniff; British Airways; British Caledonian; Canadian Pacific; Cathay Pacific; Cayman; Chaparral; China; Civil Aviation Adm. of China; Continental; Czechoslovak; Delta; Eastern; Eastern Metro Express; Ecuatorian; El Al; Emerald Air; Executive Air Link; Finnair; Frontier; Fort Worth; Gulf Air; Iberia; Japan Air; KLM Royal Dutch; Korean Air; Kuwait Airways; Lan-Chile; Lineas Aereas Paraguayas; Lloyd Aero Boliviano; Lufthansa German; Metro; Middle East; Muse Air; National; Northwest; Olympic; Ozark; Pakistan; Pan Am; People Express; Phillipine; Piedmont; Quantas; Republic; Royale; Sabena Belgian; Sahsa Honduras; Saudi Arabian; Scandinavian; Singapore; South African; Southwest; Swissair; TACA; TAP; Tan Sahsa; TAR; TWA; Texas Intl.; Thai Airways; Trans World; Transamerica; USAir; UTA French; United; Viasa Venezuelan Intl.; Western.

3 - POPULATION:
Corp. City 80 Cen. 1,594,086; E&P 86 Est. 1,831,132
County 80 Cen. 2,409,544; E&P 86 Est. 2,868,178
PMSA 80 Cen. 2,735,763; E&P 86 Est. 3,332,972
HOUSTON CHRONICLE:
CZ-ABC: (80) 2,425,836
RTZ-ABC: (80) 964,486
City & RTZ-ABC: (80) 3,390,322
HOUSTON POST:
CZ-ABC: (80) 2,425,836
RTZ-ABC: (80) 964,486
City & RTZ-ABC: (80) 3,390,322
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 602,242; E&P 86 Est. 720,816
County 80 Cen. 896,880; E&P 86 Est. 1,081,302
PMSA 80 Cen. 973,162; E&P 86 Est. 1,235,585
HOUSTON CHRONICLE:
CZ-ABC: (80) 874,652
RTZ-ABC: (80) 318,911
City & RTZ-ABC: (80) 1,193,563
HOUSTON POST:
CZ-ABC: (80) 874,652
RTZ-ABC: (80) 318,911
City & RTZ-ABC: (80) 1,193,563

5 - BANKS	NUMBER	DEPOSITS
Commercial	268	$36,238,120,079
Savings & Loan	42	$18,299,608,639

6 - PASSENGER AUTOS: County 2,161,162 (all vehicles)

7 - ELECTRIC METERS: Residence County 1,194,986

8 - GAS METERS: Residence County 586,779

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods 86,800; Lumber & Wood Prods. 3,000; Furn. & Fixt. 1,600; Stone, Clay & Glass 6,900; Primary Metals 3,900; Fab. Metal Prods. 21,500; Mach. Non-Elect. 32,300; Elect. Mach. 7,800; Trans. Equip. 3,300; Other Durable Goods 6,500; Food 13,000; Textiles & Apparel 1,400; Paper 3,600; Ptg. & Pub. 17,200; Chem. 22,300; Petroleum & Coal Prods. 14,000; Other Non-Durable Goods 5,700; Mining 84,000; Contract Constr. 98,000; Trans., Commun. & Util. 99,900; Whol. Trade 113,800; Ret. Trade 257,000; Ins. & R.E. 114,800; Servs. 356,300; Bus. & Pers. Servs. 164,400; Med. & Prof. Servs. 185,600; Agric. Servs. 6,300; Fed. Govt. 23,800; State Govt. 33,700; Local Govt. 136,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St.
Neighborhood Shopping Centers-There are about 200 shopping centers in the area.
SHOPPING CENTERS
50 or More Stores-Almeda; Baybrook; Bender Sq.; Brazos Mall; Carillon Ctr.; Champion Vlg. III; Deerbrook; Fondren Southwest; Galleria; Greenspoint; Gulfgate; Highland Vlg.; Long Point; Memorial City; Meyerland Plz.; North Oaks; Northline Mall; Northwest; Pasadena Plz.; Pasadena Town Sq.; Post Oak/San Felipe; River Oaks; San Jacinto; Sharpstown Ctr.; The Park; The Village; Town & Country; West Oaks; Westbury Sq.; Westwood; Willowbrook; Woodlake Sq.
31 to 50 Stores-Champion Forest; Champion Vlg. I; Clear Lake Sq.; Gessner-Harwin Plz.; Greenbriar; Greenway Plz.; Humblewood Plz.; Kingwood Ctr.; Lakeside Vlg.; Mason Vlg.; Merchants Pk.; North Junction Plz.; Northland; Northtown Plz.; Northwest Vlg.; Oak Forest; Park Plz.; Pasadena Oaks; Pasadena Plz.;Popolo Vlg.; Southway; The Underground; Weslayan Plz.; Westchase; Westheimer/Ashford Oaks; Woodland Acres; Willowchase Ctr.
21 to 30 Stores-5900 North Freeway; Almeda Sq.; Ashford Sq.; Atascocita; Bay Plz.; Bear Creek; Bellwood; Belt/West; Braesner Vlg.; Braeswood Ctr.; Braeswood Sq.; Briargrove Plz.; Bunker Hill; Camino South; Clear Lake Ctr.; Cypress Landing; Cypress Plz.; Cypress Station; Cypress Vlg.; Dashwood; Deauville Sq.; Deauville Plz.; Echo Lane; Fondren Plz.; Fondrenwood Ctr.; Forest West; Four Corners West; Greenspoint Gallery; Greenspoint

Sq.; Hammerly Plz.; Keegan's Vlg.; Kempwood Plz.; Lantern Lane; Maplewood; Mariner Vlg.; Miramar Ctr.; Nassau Bay; Northbrook; Northeast Lakewood; Northshore Ctr., Northwood Plz.; Palm Ctr.; Parkland West; Parkshire Ctr., Ponderosa Ctr.; Post Oak Plz.; Saks Ctr.; Stafford Plz.; Stella Link Ctr.; The Corners; The Jones Road Plz.; The Oaks of Inwood; Timberwood Ctr.; Town Plz.; Village Green; Village Real; West Junction; West Town; Westchase; Westhille Vlg.; Willow Pk.; Wind Chimes; Windsor Plz.; Woodway Sq.; York Plaza.

15 to 20 Stores-Allen Ctr.; Almeda Genoa; Argyle Plz.; Armand Ctr.; Baybrook Terr.; Bellaire Triangle; Bellford Crossing; Bellwood Plz.; Beltway Ctr.; Braesgate; Briarwest Ctr.; Broadway; Country Club; Countryside Vlg.; Cypress Sq.; Cypresswood Plz.; Deauville East; Deauville West; Fairbanks Ctr.; Garden Oaks; Gessner Sq.; Goose Creek; Gulf Point; Gulfway; Hudson Vlg.; Huntington Vlg.; Huntwick Vlg.; Inwood Forest; Jacinto City; Jester Vlg.; Kingsland Vlg.; Klein Sq.; Kuykendahl Vlg.; Laura Koppe; Levitz Plz.; Long Point Ctr.; Long Point Plz.; Loop Ctr.; MacGregor Plz.; Mainhill; Maplewood Sq.; Meyerland Plz. Annex; Mission Bend; Northshore Vlg.; Northwood Ctr.; Oak Vlg.; Parkland Humble; Piney Point; Point West; Post Oak Ctr.; Prestonwood Forest Vlg.; Rummel Creek; South Main Ctr.; Southpoint; Spencer Sq.; Sylvan Plz.; Synott Pl.; Tanglewilde; Township Ctr.; Westheimer Vlg.; White Plz.; Willowcreek; Woodforest Ctr.

11 to 15 Stores-Allendale; Bayshore; Bayway; Beechcrest Ctr.; Bellaire Theatre Ctr.;Bellfort East; Blalock Sq.; Braes; Briar Hollow; Cluc Creek; Cypress Trails; Edgebrook Plz.; El Camino Ctr.; El Dorado Bend; Galena Pk.; Glenbrook; Greenridge Plz.; Griggs Road Ctr.; Gulfway Plz.; Hillcroft Vlg.; Homestead Plz.; Inwood Central; Inwood Vlg.; Jensen Sq.; Kirby Glen; Little York Plz.; Memorial/Dairy Ashford; Miracle Corners; Monroe Plz.; Northborough Sq.; Orchard Green; Owens Sq.; Parkland North; Pine Forest Vlg.; Red Bluff Mall; Red Bluff Vlg.; Sheldon Forest; Southgate; Spencer Hwy. Ctr.; Sylvan Plz.; The Gessner Ctr. II; Town Centre; West Oak; Westbury Triangle; Westheimer Sq.

10 or Less Stores-7000 North Freeway; Alabama; Antoine Sq.; Brookhollow Vlg.; Champion Forest; Country Pl.; Graywood; Heights Plz.; Hermitage Oaks; High Meadows; Homestead Vlg.; North Shepherd; Northpark Ctr.; Northwood Vlg.; Nottingham Ctr.; Parkland East; Parktown; Pinemont; Riedel Ctr.; Rolling Wood; Savon Sq.; Southmore Plz.; Spencerwood; Spring Plz.; Spring Vlg.; Steeplechase; The Crossroads; University Plz.; Williamstown Ctr.; Winfield Ctr.; Woodcreek.

13 - RETAIL OUTLETS: Department Stores-Beall's 15; Foley's 12; Frost Bros. 3; JCPenney 9; Joske's 11; Lord & Taylor 4; Macy's 3; Marshall Field 2; Mervyn's 7; Montgomery Ward 8; Neiman-Marcus 2; Palais Royal 23; Sakowitz 11; Saks Fifth Avenue 2; Sears 10.

Discount Stores-Best Products 5; Houston Jewelry 2; K mart 20; Target 17; United Jewelers 8; W. Bell & Co. 5; Wilson Catalog Store 5; Winn's 11.

Variety Stores-Ben Franklin 3; Kresge; TG&Y 12, Variety Value; Woolworth 8.

Chain Drug Stores-Cunningham's 5; Doyles; Eckerd 109; Jones Apothecary 5; Medic Pharmacy 3; Ralston's 20; Walgreen's 97.

Chain Supermarkets-Baby Giant 8; Clayton's 3; Fiesta 12; Food City 6; Food Giant 4; Gerland's 17; Kroger 45; Lucky Seven 21; Minimax 16; M&M Foods 4; Randall's 30; Rice 34; Safeway 63; 7-Eleven 250; Stop'N Go 250; Sunny's 10; Utotem/Circle K 195.

Other Chain Stores-Men's Clothing: Al's Formal Wear 14; Bond's 12, Buck's 3, Chess King 10; Front Row 5; Graham's 12; Kuppenheimer's 7, Leopold Price & Rolle 15, The Men's Warehouse 14, Norton Ditto 2, J. Riggin's 10, Rodneys 12 Ventura's 12, Zindler's 2; Women's Clothing: Casual Corner 18, Esther Wolf, Everitt Buelow 3, Fashion Conspiracy 6, Foxmoor 10, Frederick's 5, Isabell Gerhart 2, Judy's 6, Lane Bryant 13, Lerner's 14, The Limited 14, Margos 10, Shelly's Tall Girls 3, 5-7-9 Shops 8, The Woman's Shop 10; Family Clothing: Beall's 15, Craig's 11, County Seat 8, Frost Brothers 3, The Gap 6, J. Brannam 8, Jeans West 10, Leonard's 8, Marshall's 5, Palais Royal 23, Walter Pye 4, Way Out West 1, Weiner's 47; Shoes: Athlete's Foot 5, Baker's 13, Burt's 3, Butlers 5, Chandler's 5, Church's, Cowtown 3, El Bee 10, Ellis, Fayva 18, 5 & 10 Shoe Store 7, Flagg Brothers 3, Florsheim 15, Florsheim Thayer McNeil 4, French Bootery 2, Hanover 9, Hardy's 7, Jarman 5, Johnston Murphy 4, Joyce Selby 3, Just Boots 5, Kinney 22, Knapp 2, National Brand 3, Naturalizer 11, Pay-Less 34, Red Cross 8, Red Wing 8, Saks 3, Shoe Box 9, Shoe Gallery 5, Shoe Hut 3, The Shoe Rack 6, Shoes N' Such 4, Sofwear Shoes 2, Shoe World, Standard Shoes 8, Thom McAn 12, Wild Pair 9; Furniture: Blum's 1, Brittain's 4, Carolina, Denhome 5, Dinettes N' Barstools 4, Fingers 10, Furniture Clearance Center, Furniture Idea 2, Georgetown Manor 2, Haverty's, Hilsher's 2, Lazy Boy Showcase Shoppers 3, Leon's, Levitz 2, Metropolitan 3, Arron Rents Furn., R&B Furniture 9, Sleep-N-Aire 11, Star 14, Storehouse 6, Sunniland 3, Waddell's 3; Miscellaneous: Academy 17, Firestone 33, Goodyear 30, Whites 12, Front Row 5, T.H. Mandy 3.

14 - NEWSPAPERS: HOUSTON CHRONICLE (all day-mon to fri) 425,434; (m-sat) 425,560; (S) 528,153; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dwight Brown, Display Adv. Dir., CHRONICLE, 801 Texas Ave., Houston TX 77002; Tel. (713) 220-7385.
National Representative: Sawyer-Ferguson-Walker; London-Joshua B. Powers, Ltd.
POST (m) 316,209; (S) 373,573; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jerry D. Burton, Adv. Dir., POST, 4747 Southwest Freeway, Houston, TX 77001; Tel. (713) 621-7000.
National Representative: Branham/Newspaper Sales.

HUNTSVILLE

1 - LOCATION: Walker County, E&P Map E-4; County Seat. Sam Houston State University. 70 mi. N of Houston; on U.S. Hwy. 190; State Hwy. 30, 94; I-45.

2 - TRANSPORTATION: Railroads-Missouri-Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; City Transit; Brazos Transit System.
Airlines-Most national, some international lines at Houston.

3 - POPULATION:
Corp. City 80 Cen. 23,936; E&P 86 Est. 31,735
CZ-ABC: (80) 25,786
RTZ-ABC. (80) 16,003
County 80 Cen. 41,789; E&P 86 Est. 56,089
City & RTZ-ABC: (80) 41,789

4 - HOUSEHOLDS:
City 80 Cen. 6,558; E&P 86 Est. 8,636
County 80 Cen. 11,813; E&P 86 Est. 18,743
CZ-ABC: (80) 6,558
RTZ-ABC. (80) 5,255
City & RTZ-ABC. (80) 11,813

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$336,914,636 (County)

6 - PASSENGER AUTOS: County 29,699 (all vehicles)

7 - ELECTRIC METERS: 10,336

8 - GAS METERS: 5,900

9 - PRINCIPAL INDUSTRIES: Tank Trailer Repair; Mirror Mfg.; Chem.; Rock Quarries; Lumber & Timber; Cottonseed Oil Mills; Farming; Oil Field Equip.; Lignite Coal; Oil; Gas; Ranching; Texas Dept. of Corrections.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-73; Summer 70-100; Fall 42-72; Winter 24-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Northwest Shopping Ctr-11th St. (9 stores); Timber Hills; Town West (10 stores); Midway Plz. (9 stores).
Neighborhood Shopping Centers-Downtown (Ave. L & 13th St.); University Hts. (5 stores); South Plaza (4 stores); Brookhaven (12 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Some in Northwest Shpg. Ctr.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog).
Discount Stores-Howard's, Wal-Mart; K mart.
Variety Stores-Wiener's; Perrys.
Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Mini Max; Safeway; Food King; Kroger.
Other Chain Stores-Zale's; Firestone; Goodyear; Western Auto; TSO; Radio Shack.

14 - NEWSPAPERS: ITEM (m) 5,539; (S) 6,503; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Arlena McLaughlin, Adv. Dir., ITEM, 1409 Tenth St.; PO Box 539, Huntsville, TX 77340; Tel. (713) 295-5407.
National Representative: Landon Associates.

HURST

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. 12 mi. NE of Fort Worth; 17 mi. NW of Dallas; North Central Texas. Near Hwys. 121, 183, 337.

2 - TRANSPORTATION: Railroads-Rock Island; T&P; MK&T; St. Louis & Southwestern.
Intercity Bus Lines-Continental Trailways; Greyhound; Texan Motor Coach.
Airlines-American; Frontier; Continental; Delta; Eastern; Trans-Texas (Adjoins new Dallas-Fort Worth International Airport).

3 - POPULATION:
Corp. City 80 Cen. 31,420; E&P 86 Est. 37,965
CZ-ABC: Cities of Hurst, Bedford, Euless and towns of North Richland Hills and Richland Hills (80) 114,812
County 80 Cen. 860,880; E&P 86 Est. 1,054,253
PMSA 80 Cen. 973,138; E&P 86 Est. 1,201,974

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,111; E&P 86 Est. 14,325
CZ-ABC: (80) 40,241
County 80 Cen. 310,272; E&P 86 Est. 396,627
PMSA 80 Cen. 349,034; E&P 86 Est. 450,103

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$278 199,990

6 - PASSENGER AUTOS: County 990,368 (all vehicles)

7 - ELECTRIC METERS: Residence 31,514

8 - GAS METERS: Residence 23,444

9 - PRINCIPAL INDUSTRIES: Metals; Helicopters; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Forges; Builders Supplies; Mattresses; Refrigerators; Plastics; Paper Prods.; Auto Air Conditioners; Paint Mfg.; Furn.; Bag & Box Mfg.; Tile; Tower Constr.; Fiberglass Engineering; Neon Signs; Felt; Pet Foods; Hermetics; Aircraft Component.

10 - CLIMATE: Mild; Av. An. Temp. 66; Av. An. Rainfall 33 in.

11 - TAP WATER: Artesian wells; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Belaire; Richland Plaza; Richland Center; Wilshire; Norrich; North Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellvue(11)	NA	
Euless Town Ctr.	NA	Handy Dan
Hill's(8)	NA	Buddies
Hurst Belaire(34)	NA	Moses Variety
Hurstgate(15)	NA	
Hurst Plaza(8)	NA	Town & Country Drugs
Hurstview(9)	NA	
Mayfair Village	NA	Tom Thumb, Monnig's
Myers(7)	NA	Myers
North East(100)	NA	JCPenney, Sears, Mont. Ward
Pipeline Road(6)	NA	
Plaza Grande(11)	NA	Tom Thumb
Shady Oaks(29)	NA	Safeway
Stonegate(8)	NA	Thrifty Drug
Uptown Medical Plz.	NA	
Village Square(22)	NA	Safeway, Skillerns
White's Plaza(7)	NA	Whites
Val Oaks(21)	NA	Cloth World, Eckerd
Willows(12)	NA	Safeway
North Hills(60)	NA	Sanger-Harris, Cox

Principal Shopping Days-Thur., Fri., Sat.; Most stores open evenings.

13 - RETAIL OUTLETS: Department Stores-Myers; Montgomery Ward; JCPenney; Lerner; Anthony's; Mitchell's; Watson Bros.; Dillard; Striplings; Sears; Cox's; Sanger-Harris.
Variety Stores-M.E. Moses; Mott's.
Discount Stores-Gibson; K mart; Treasure City; Best; H.S. Wilson; Target.
Chain Drug Stores-Revco; Treasury; Eckerd; Skillern's; Town & Country; Skagg's.
Chain Supermarkets-Winn-Dixie; Safeway; Kroger; Tom Thumb; Skagg's; Alpha Beta; Jewel T; Affiliated; Minyards.
Other Chain Stores-White's; Goodyear; Firestone.

14 - NEWSPAPERS: MID-CITIES NEWS (e-mon to fri) 8,614; (S) 8,859; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lisa Suttle, Adv. Mgr., MID-CITIES NEWS, PO Box 517, Hurst, TX 76053; Tel. (817) 633-0500.
National Representative: U.S. Suburban Press.

IRVING

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Light manufacturing, North Central Texas. 10 min. from Dallas and 20 min. from Fort Worth.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-40.
Intercity Bus Lines-Continental.
Airlines-American; Continental; Delta; Ozark; Eastern; Frontier; Mexicana; Texas Intl.; Dart.

3 - POPULATION:
Corp. City 80 Cen. 109,943; E&P 86 Est. 122,448
City of Pub.-ABC: (80) 109,943
County 80 Cen. 1,556,549; E&P 86 Est. 1,761,319
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,184; E&P 86 Est. 46,536
City of Pub.-ABC: (80) 40,184
County 80 Cen. 577,753; E&P 86 Est. 682,601
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$190,000,000
Savings & Loan	5	$110,000,000

6 - PASSENGER AUTOS: County 1,656,161 (all vehicles)

7 - ELECTRIC METERS: Residence 54,560

8 - GAS METERS: Residence 30,023

9 - PRINCIPAL INDUSTRIES: Petroleum Distribution; Chem.; Aluminum Prods.; Heavy Equip.; Precision Tools; Food Distribution; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Proc.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

11 - TAP WATER: From wells and lakes.

12 - RETAILING: Neighborhood Shopping Centers-Downtown; Ridgecrest; Irving Plaza; K mart; Northgate Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carvel Square(10)	NA	Safeway
Central Pk. Plz.(33)	NA	Ward Drug
Citizens Center(20)	NA	Pulido's, Tom Thumb
Cortez Plaza(20)	NA	Page Drug, Tom Thumb
Freeway(9)	NA	Sears
Irvingate(10)	NA	Nichols
Irving Mall(78)	NA	Sears, JCPenney, Joske's, Dillards, Mervyns
Irving North	NA	Food Basket
Irving Shopping Village(17)	NA	TG&Y, Skillern's
MacArthur	NA	Minyards
Martinique	NA	Jewel T
Plymouth Pk. No. (15)	NA	Ward Drug, Minyards
Plymouth Park(100)	NA	Kroger, Dillard
2nd & Jefferson	NA	Buddies

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; White Stores; Neal's Dry Goods; Sanger-Harris; Western Auto; Dillard; Joske's.
Variety Stores-Duke & Ayres 2; M.E. Moses 2; TG&Y; Motts; Ben Franklin.
Chain Drug Stores-Big State 3; Ward Cut Rate; Dekoven; Page; SupeRx; Skaggs; Skillern's 2.
Discount Stores-Gibson; K mart.
Chain Supermarkets-Safeway 2; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Kroger 2; L & M 5; Tom Thumb; Skaggs; Albertson's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,999; (S) 13,997; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Greg Fox, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 633-0400.
National Representative: U.S. Suburban Press.

JACKSONVILLE

1 - LOCATION: Cherokee County, E&P Map E-3. Shipping and distribution Center for E Texas Agriculture, Manufacturing and lumber area. College Center in E central Texas; 110 mi. SE of Dallas; 110 mi. SW of Shreveport, LA; 180 mi. N of Houston; 145 mi. SE of Texarkana.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific (freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Continental; Central Texas; Texas Lines.

3 - POPULATION:
Corp. City 80 Cen. 12,264; E&P 86 Est. 13,363
County 80 Cen. 38,127; E&P 86 Est. 41,653

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,501; E&P 86 Est. 4,844
County 80 Cen. 13,627; E&P 86 Est. 15,607

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$173,884,000
Savings & Loan	3	$216,650,000

6 - PASSENGER AUTOS: County 33,549 (all vehicles)

7 - ELECTRIC METERS: Residence 7,524

8 - GAS METERS: Residence 4,527

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Charcoal 75 ($140); Plastic 1,008 ($180); Needlecraft & Clothing 627 (N.A.); Fiberglass 40 ($165); Wood 900 (N.A.); Metal 300 ($165); Printing 72 ($145); Mobile Homes/Manufactured Bldgs. 200 ($180); Signs 50 ($185); Plants 350 ($145).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-18 blocks on 6 Sts.; Jackson Sq. (15 Units); Jackson Sq. II (4 units occupied).
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Beall's; J.B. White; Sears.
Variety Stores-Perry; Duke & Ayres.
Chain Supermarkets-Safeway; Brookshires; Piggly Wiggly 2; Winn-Dixie.
Discount Stores-Discount City; Wal-Mart.
Chain Drug Stores-Drug-Sav; Revco.
Other Chain Stores-Bearden Furn.; Goodyear; Elaine's; Groom Furn.; Murphy Bros. Furn.; Linda Kay; Lang Jewelry; Diamond Shop; Otasco; Brown Shoe Fit; Kerwin Shop; Trudy's Stout Shop; Bratz TV/Tire & Appliances.
Jacksonville is hdqtrs. for following chains. Beall's; White & Mayes; Cherokee Hardware.

14 - NEWSPAPERS: PROGRESS (e-mon to fri; S) 7,905; sworn Sept. 25, 1985.
Local Contact for Advertising and Merchandising Data: Rod Boudreaux, Adv. Mgr., PROGRESS, 201 Austin St., Jacksonville, TX 75766; Tel. (214) 586-2236.
National Representative: Papert Companies.

KERRVILLE

1 - LOCATION: Kerr County, E&P Map D-4, County Seat. Tourism, retirement Center. 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

2 - TRANSPORTATION: Intercity Bus Lines-Kerrville.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 15,276; E&P 86 Est. 18,136
CZ-ABC: (80) 21,096
RTZ-ABC: (80) 29,187
County 80 Cen. 28,780; E&P 86 Est. 37,442
City & RTZ-ABC: (80) 50,283

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,955; E&P 86 Est. 6,807
CZ-ABC: (80) 8,471
RTZ-ABC: (80) 11,056
County 80 Cen. 11,171; E&P 86 Est. 15,378
City & RTZ-ABC: (80) 19,527

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$485,187,489
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 33,218 (all vehicles)

7 - ELECTRIC METERS: Corp. City 8,782

8 - GAS METERS: Residence 4,545

9 - PRINCIPAL INDUSTRIES: Airplane Mfr.; Tounsm; Agric. & Livestock; Health Ctr.; Youth Camps; Entomology.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Hills(40)	1	Beall's, K mart, JCPenney
River Oaks(30)	1	Anthony's, Winn's Super S
Town Plz.(9)	1	Crafts Etc.

Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Schreiner's; JCPenney; C.R. Anthony; Beall's; Weiners.
Variety Stores-Winn's.
Discount Stores-Gibson's; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Gibson; Revco.
Chain Supermarkets-HEB; Colonial; United Super; Stop & Shop 3; Circle K 3; Super-S; Handy Andy.
Other Chain Stores-Goodyear; Western Auto; Radio Shack; Baskin-Robbins.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,522; (S) 10,351; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wm. H. Klumeier, Adv. & Mktg. Dir., TIMES, 429 Jefferson St.; PO Box 1428, Kerrville, TX 78028; Tel. (512) 896-7000.
National Representative: Landon Associates.

KILGORE

1 - LOCATION: Gregg and Rusk Counties, E&P Map E-3. 125 mi. E of Dallas; 70 mi. W of Shreveport, LA. State Hwys. 31, 42, 135, 349; U.S. 259; I-20.

2 - TRANSPORTATION: Railroads-Mo. Pac.
Intercity Bus Lines-Continental Trailways; Greyhound.
Motor Freight Carriers-3.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 11,332; E&P 86 Est. 12,383
Counties 80 Cen. 140,860; E&P 86 Est. 163,486
Gregg 80 Cen. 99,487; E&P 86 Est. 116,895
Rusk 80 Cen. 41,382; E&P 86 Est. 46,591

4 - HOUSEHOLDS:
City 80 Cen. 4,265; E&P 86 Est. 4,927
Counties 80 Cen. 50,895; E&P 86 Est. 61,943
Gregg 80 Cen. 35,884; E&P 86 Est. 44,222
Rusk 80 Cen. 15,011; E&P 86 Est. 17,721

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$220,979,551
Savings & Loan	2	$103,482,288

6 - PASSENGER AUTOS: Counties (all vehicles): Gregg 123,598; Rusk 36,954

7 - ELECTRIC METERS: Residence 6,296

8 - GAS METERS: Residence 5,991

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 4,500 ($265); Plumbing Fixtures 415 ($340); Boat Mfg. 120 ($245); Plastics Mfg. 200 ($280); Satellite Antenna Mfg. 200 ($380); Air Conditioning Duct Mfg. 250 ($288).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Kilgore Plz. Shopping Center: Between Hwy. 42 & 259. Margaret Downs Jewelry; Otasco; Beall's; The New Yorker; Hurwitz; Revco; Brookshire's; J.B. White Co.
Mid-Town Shopping Ctrs.-Safeway; Eckerd; Margie's; Kilgore First Natl. Mini-Bank; Joyce's Hair Fashions.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; J.B. White Co.
Discount Stores-Dollar General; Howard's Discount; Wal-Mart.
Chain Drug Stores-Longhorn; Revco; Safeway; Eckerd; K&B.
Chain Supermarkets-Safeway; AG; Brookshire's; Piggly Wiggly.
Other Chain Stores-The Automotive; Western Auto; Montgomery Ward; Collegiate Shoppe; Hurwitz; Otasco; E-Z Mart; 7-Eleven 2; Thriftyman Foods 2; The New Yorker; Kenwin; Radio Shack; Singer Sewing Machine; Merle Norman; Blake Furn.

14 - NEWSPAPERS: NEWS HERALD (e-mon to fri; S) 5,793; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Ann McDonald, Nat. Adv. Mgr., NEWS HERALD, 610 E. Main St.; PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.
National Representative: None.

KILLEEN

1 - LOCATION: Bell County (In Killeen-Temple MSA). E&P Map D-4. Home of Fort Hood (largest U.S. Army Armor Center). American Educational Complex: Central Texas College, American Technological University. American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways, Kerrville.
Airlines-Rio Airlines: daily to Dallas.

3 - POPULATION:
Corp. City 80 Cen. 46,296; E&P 86 Est. 49,501
CZ-ABC: (80) 84,891
RTZ-ABC: (80) 43,615
County 80 Cen. 157,889; E&P 86 Est. 168,700
MSA 80 Cen. 214,656; E&P 86 Est. 227,205
City & RTZ-ABC: (80) 128,506

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,672; E&P 86 Est. 19,431
CZ-ABC: (80) 21,823
RTZ-ABC: (80) 13,355
County 80 Cen. 52,661; E&P 86 Est. 58,697
MSA 80 Cen. 66,751; E&P 86 Est. 73,836
City & RTZ-ABC: (80) 35,178

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$501,746,921
Savings & Loan	10	$2,480,742,980

6 - PASSENGER AUTOS: County 146,862 (all vehicles)

7 - ELECTRIC METERS: City & RTZ 41,049

8 - GAS METERS: City & RTZ 19,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food & Beverages 300; Printing & Pub. 600; Personal Servs. 650; Constr. 3,900; Packing & Moving 100; Data Proc. 300; Gov't Emp. 19,800; Vending 50; Educ. 2,500; Military Troops 40,232; Dependents 48,800.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25; last killing frost, Mar. 10.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Killeen: Killeen Mall (100 stores, Dillard, Sears, O.G. Wilson, Beall's, JCPenney), 40 Blocks Business 190, Downtown, 440 Plz., Wendland Plz., Mid-town Mall, 40 Blocks Rancier St. Copperas Cove: 25 Blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. Harker Heights: 20 Blocks Business 190, Downtown, Heights Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Terrace(42)	10	Super Saver
Killeen Business Center(6)	4	
Killeen Plaza(6)	4	
West Park(18)	10	Winn-Dixie
E. Rancier(5)	1	
HEB Center(2)	1	Winn's, HEB
Eastlake(12)	1	Piggly Wiggly, Winn's
Highland Park(8)	1	Winn's, Minimax
Midtown Mall(5)	NA	Weiner's
440 Plaza(36)	3	Winn-Dixie
Wendland(10)	3	K mart, HEB, Lack's
Heights(5)	NA	Piggly Wiggly
Heights Plaza(9)	NA	Winn-Dixie

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; Sears; Dillard; JCPenney; Weiner's; Miller's Outpost.
Discount Stores-Ft. Hood Commissary & Post Exchange 3; Revco 3; K mart; Wal-Mart 2; O.G. Wilson.
Variety Stores-Winn's 3.
Chain Supermarkets-Affiliated 2; Safeway; HEB 3; Winn-Dixie 3; Piggly Wiggly 2; IGA.
Other Chain Stores-Firestone 2; Western Auto 2; Goodyear; Otasco; Payless Shoes; Sherwin-Williams; McDuff Appliances; Zale's; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Carlyle & Co.; Walgreens; Baker Shoes; Linz Jewelry; Waldenbooks; Kinney; Thom McAn; Pic-N-Save.

14 - NEWSPAPERS: HERALD (m) 17,169; (S) 20,727; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, PO Box 1300, Killeen, TX 76540; Tel. (817) 634-2125.
National Representative: Papert Companies.

LAKE JACKSON-FREEPORT-CLUTE

1 - LOCATION: Southern three-fourths of Brazoria County. (In Brazoria PMSA). E&P Map E-5. Five mi. from Gulf coast, 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Major cities: Lake Jackson, Freeport, Angleton, Clute, West Columbia. Other cities: Oyster Creek, Surfside, Richwood, Sweeny, Brazoria, Jones Creek, Danbury, Old Ocean.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.
Waterway-Intercoastal Canal; Brazos River; Port of Freeport.
Airlines-Connecting with all major airlines in Houston.

3 - POPULATION:
Corp. Cities 80 Cen. 42,123; E&P 86 Est. 44,999
Lake Jackson 80 Cen. 19,102; E&P 86 Est. 20,774
Freeport 80 Cen. 13,444; E&P 86 Est. 13,623
Clute 80 Cen. 9,577; E&P 86 Est. 10,632
CZ-ABC: (80) 44,714
RTZ-ABC: (80) 67,297
County 80 Cen. 169,587; E&P 86 Est. 196,600
PMSA 80 Cen. 169,587; E&P 86 Est. 196,600
City & RTZ-ABC: (80) 112,011
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 19,090; E&P 86 Est. 15,115
Lake Jackson 80 Cen. 6,549; E&P 86 Est. 7,088
Freeport 80 Cen. 4,536; E&P 86 Est. 4,710
Clute 80 Cen. 3,327; E&P 86 Est. 3,617
CZ-ABC: (80) 15,333
RTZ-ABC: (80) 20,104
County 80 Cen. 53,907; E&P 86 Est. 65,347
PMSA 80 Cen. 53,907; E&P 86 Est. 65,347
City & RTZ-ABC: (80) 35,437

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$575,652,000
Savings & Loan	5	$533,253,000
Credit Union	2	$64,000,000

6 - PASSENGER AUTOS: County 157,725 (all vehicles)

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 18,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,800 ($540); Constr. 3,700 ($490); Mfg. 850 ($375); Comm. Fishing 1,000 ($300); Shipping & Trans. 400 ($350).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Lake Jackson: 3 blocks on Circle Way; 3 on Parking Way, 3 on That Way, 3 on This Way.; Freeport: 2 blocks on W. Park, 6 on 2nd St., 2 on W. Broad.; Angleton: 8 blocks on Hwy. 288, 10 on Hwy. 35.; Clute: 10 blocks on S. Hwy. 288, 5 on S. Main, 8 on Dixie Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall(100)	NA	Sears, JCPenney, Beall's, Joske's, Eckerd
Freeport 4 Corners(10)	NA	Kroger, Eckerd, Weiner's
Lake Jackson 4 Corners(12)	NA	Stanley's, Winn's, Eckerd
Wal-Mart Center	NA	Wal-Mart
Angleton 4 Corners(4)	NA	Kroger, Weiner's, TG&Y
Angleton Safeway Plaza(14)	NA	Safeway, Eckerd
Palm Center(7)	NA	Perry's, Firestone, Brockman's
Brazosport Village (20)	NA	Stewart's, Weiner's, Linens N' More
Lack's Plantation Center(27)	NA	Lack's, Baron's, American Savings
Kroger Center(10)	NA	Kroger, Walgreens, True Value
K mart Center(1)	NA	K mart
Oyster Creek Ctr.(15)	NA	Safeway, Mr. Gatti

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery: Brazos Mall; most discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Joske's; Beall's; Fair; Brockman's.
Variety Stores-Perry's 2; Winn's; Ben Franklin.
Discount Stores-K mart; Howard's; Bottom Dollar; Wal-Mart; Service Merchandise.
Chain Drug Stores-Eckerd 3; Walgreens 2.
Chain Supermarkets-Kroger 3; Safeway 3; Gerland's 2; Stanley's; Lucky 7 (2); Albertson's.
Other Chain Stores-Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Gordon's; Kinney Shoes; Lerner's; Zale's; Waldenbooks; Spencer Gifts; Naturalizer Shoes; Radio Shack; Baker's, Singer; Goodrich; Sherwin-Williams; County Seat; Flagg Shoes; Hanover Shoes; B. Dalton; Dyer Electronics.

14 - NEWSPAPERS: BRAZOSPORT FACTS (e) 19,516; (S) 21,221; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Gilbert C. Vetters, Adv. Dir., BRAZOSPORT FACTS, 720 S. Main; PO Box 547, Clute, TX 77531; Tel. (409) 265-7411.
National Representative: Landon Associates.

LAREDO

1 - LOCATION: Webb County (MSA). E&P Map D-6. County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new Hwy.; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 59, 81, 83; State Hwy. 359; I-35.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; Greyhound; Transports del Norte; Valley Transit.
Airlines-Royale; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 91,449; E&P 86 Est. 112,934
CZ-ABC: (80) 91,499
RTZ-ABC: (80) 180,026
County/MSA 80 Cen. 99,258; E&P 86 Est. 124,342
City & RTZ-ABC: (80) 271,475

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,903; E&P 86 Est. 30,282
CZ-ABC: (80) 23,903
RTZ-ABC: (80) 36,412
County/MSA 80 Cen. 25,896; E&P 86 Est. 33,834
City & RTZ-ABC: (80) 60,315

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$1,876,997,696
Savings & Loan	3	$448,765,000

6 - PASSENGER AUTOS: County 63,197 (all vehicles)

7 - ELECTRIC METERS: Residence 29,714

8 - GAS METERS: Residence 19,982

9 - PRINCIPAL INDUSTRIES: Mach.; Smelting; Mattresses; Frocks; Cement Prods.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire Testing; Tourism; Meat Packing; Trans. (freight forwarding/warehousing); Coal Mining; Automotive Radiator; Mfg. Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Mar	NA	HEB
Laredo Mall(25)	NA	
Las Lomas(8)	NA	Perry Variety
Mall Del Norte(120)	NA	Sears, Dillard, Mont. Ward
Riverdrive Mall(60)	NA	JCPenney, Frost Bros., McCrory, Wal-Mart

Principal Shopping Days-Dept. Stores: Mon., Tues., Fri. & Sat.; Food: Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Sat., Sun.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Richter's; Hachar's; Sears; JCPenney; Beall's; Montgomery Ward.
Men's Wear-Joe Brand's, Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's.
Specialty-La Feria; Dillard; Las Novedades; Polly Adams; Frontier Dept. Stores; Carrousel; Jacqueline; Cindy Fashions (Ladies); Frontier Western Wear; Lico Western Wear; Mike's Western Wear.
Shoes-Kinney Shoes 2; Scooti; Sam Sullivan; Thom McAn 2.
Discount Stores-Santos; Munden; Kroger's; Dr. Ike's Economy Center; Wal-Mart.
Variety Stores-S.H. Kress; Woolworth; McClellan's; Perry's.
Chain Drug Stores-Continental Rexall; City Drug; Central Drug.
Chain Supermarkets-El Rio Family Center; Kroger; Tony's 2; HEB 4; Jitney Jungle; Narvaez Grocery; Tom's; Warehouse Grocery 3.
Other Chain Stores-O. Tamez; Maverick Markets 13; Charm; Lane's; Sherwin-Williams; Firestone; Western Auto; White's Auto; Zale's Jewelers; Laredo Sewing Ctr.; Gordon's Jewelers; PFAU Tire; Radio Shack; City Service; Goodyear; Laredo Furn. Distributors; Star Beauty Supply; Ardans; K mart; Circle K; McCoy's.

14 - NEWSPAPERS: TIMES (m) 16,939; (S) 18,313; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Soco Garza, Natl. Adv. Dir., TIMES, PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901.
National Representative: Branham/Newspaper Sales.
NEWS (bilingual) (m) 18,377; (S) 19,050; Dec. 31, 1985 CAC.
Local Contact for Advertising and Merchandising Data: Gil Lopez, Adv. Dir., NEWS, 2920 Saunders Ave.; PO Box 1928, Laredo, TX 78041; Tel. (512) 724-8386.
National Representative: Landon Associates.

LEWISVILLE

1 - LOCATION: Denton County (In Dallas PMSA). E&P Map E-3. Light industry and agriculture. In north central part of state. 25 mi. NW of Dallas on 135 E; 7 mi. E of Dallas-Fort Worth Intl. Airport. On State Hwy. 121.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Mo.-Kansas-Texas.
Motor Freight Carriers-50.
Intercity Bus Lines-Continental Trailways.
Airlines-American; Delta; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport).

3 - POPULATION:
Corp. City 80 Cen. 24,273; E&P 86 Est. 30,582
County 80 Cen. 143,126; E&P 86 Est. 193,474
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538

4 - HOUSEHOLDS:
City 80 Cen. 7,986; E&P 86 Est. 10,309
County 80 Cen. 49,134; E&P 86 Est. 69,593
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 171,158 (all vehicles)

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence/City 9,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Fab. 205 ($200); Clothing 57 (N.A.); Boats 51 (N.A.); Electronics-Computer N.A. ($300).
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22; last killing frost, Mar. 18.

11 - TAP WATER: Slightly alkaline, hard.

12 - RETAILING: Principal Shopping Center-Main Valley 33 stores; Lakeland Plaza 28 stores; Old Orchard Village 22 stores; Valley Square 20 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden Triangle Mall(100)	10	Denton, Sears, Mont. Ward, Dillard, Beall's
Irving Mall(77)	12	Sears, JCPenney
Northtown Mall	13	Mont. Ward
Valley View Mall	16	Sears, Sanger-Harris

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers, every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; Miller's Outpost.
Variety Stores-M.E. Moses 2.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Piggly Wiggly; Minyard's; Skaggs; Tom Thumb; Safeway; Kroger. Winn-Dixie; The Colony.
Other Chain Stores-Goodyear; Firestone; Zale's; Chief Auto Parts.

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 3,934; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Lynn Dickerson, Pub., LEADER, 591 Main St.; PO Box 308, Lewisville, TX 75067; Tel. (214) 436-3566.
National Representative: U.S. Suburban Press.

LONGVIEW

1 - LOCATION: Gregg County (In Longview-Marshall MSA). E&P Map E-3, County Seat. Oil field & industrial center. On U.S. Hwys. 80, 259 & I-20, 65 mi. W of Shreveport, LA, 126 mi. E of Dallas, 210 mi. N of Houston.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Greyhound; Mooney Motor Coach; Carthage.
Airlines-Metro Flight Airlines.

3 - POPULATION:
Corp. City 80 Cen. 62,762; E&P 86 Est. 73,028
CZ-ABC: (80) 73,372
RTZ-ABC: (80) 144,767
County 80 Cen. 99,487; E&P 86 Est. 116,895
MSA 80 Cen. 151,752; E&P 86 Est. 176,571
City & RTZ-ABC: (80) 218,139

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,934; E&P 86 Est. 27,836
CZ-ABC: (80) 25,224
RTZ-ABC: (80) 52,823
County 80 Cen. 35,884; E&P 86 Est. 44,222
MSA 80 Cen. 53,933; E&P 86 Est. 65,795
City & RTZ-ABC: (80) 78,047

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$803,700,922
Savings & Loan	6	$309,154,335

6 - PASSENGER AUTOS: County 123,598 (all vehicles)

7 - ELECTRIC METERS: Residence 30,208

8 - GAS METERS: Residence 23,291

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Employment 68,300; Oil & Gas 1,481 ($308); Chem. & Refiner. (N.A.); Machine Shop 2,180 ($306); Constr. 4,400 ($350); Apparel 980 ($145); Food & Bev. 1,102 ($328); Fab. Metals 2,108 ($304); Trans. Equip. 290 ($308); Other Mfg. 6,180 ($385); Total Employees 68,300 ($330).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Tyler St.; 4 on Fredonia; 5 on Methvin; 4 on Ctr.; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on McCann; 6 on Loop 281; 2 on Mobberly.

Neighborhood Shopping Centers-Pinewood; Earlee; High; Colonial; Brookwood; Southview; Greggton; Pine Tree; The Village; Chapparal; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Vlg.; Royal Forest; Alpine Vlg.; Spring Hill; Towne Lake; Point North; Park Pl.; Oak Forest; Triple Creek; North Lake Plaza; Market Place; Town North Sq.; Longview Town Ctr.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Mon., Tues.
Stores Open Evenings-Dept.: Thur., Sat.; Food: Fri., Sat.; Longview Mall 10 a.m. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Dillard; Beall's; Sears; Anthony 2; JCPenney; Seller Bros.; Wilson's; Target; Mervyn's.
Discount Stores-Howard's; Wacker's; Kroger Family Ctr.; Zale's; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y; K mart; Otasco 2; Wal-Mart 2; Ross; Weiner's.
Variety Stores-Moses 2; Perry Bros. 3.
Chain Drug Stores-Skaggs 2; Skillern's; Louis Morgan 4; McIntosh; Eckerd 3; K&B 2; Revco; Drug Emporium; Dollar General 2.
Chain Supermarkets-Safeway 3; Brookshire 5; Kroger 2; Tom Thumb; Winn-Dixie 3.

Other Chain Stores-Franklin's (women's); Sherwin-Williams; Mary Carter Paint; Regan's (women's); Auto Supplies: H. & S. 555, Owen, Western, Firestone, Goodrich, Bill Day Tire, General Tire, Goodyear, Kelly Springfield Tire, General Auto, Otasco, ABC Auto Parts 3, Rally Auto Parts 1 & 2, The Automotive, East Texas; S&H Green Stamps; Gold Bond Stamps; Fox Photo; Gordon's Jewelers; County Seat; Fashion Conspiracy; Spencer Gifts; Waldenbooks; Circus World; General Nutrition; Haverty's Fine Furn.; Payless Cashways; Michael's; Wilson's; Radio Shack; Shoes: Austin, Thom McAn, Kinney, Buster Brown, Bakers; Optical: Texas State, Royal, Lee; Bldg. Materials: Lowes, McCoy's, Payless, Cashways, Cassity Jones, Cade's.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 19,304; NEWS (e-mon to fri) 14,091; NEWS-JOURNAL (m-sat) 32,263; (S) 42,475; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Timmons, Adv. Dir., JOURNAL and NEWS, 310-16 E. Methvin, Longview, TX 75601; Tel. (214) 757-3311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LUBBOCK

1 - LOCATION: Lubbock County (MSA). E&P Map C-2. County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi.; El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

2 - TRANSPORTATION: Railroads-AT&SF; FW&D.
Motor Freight Carriers-15.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches.
Airlines-Southwest; Delta; American.

3 - POPULATION:
Corp. City 80 Cen. 173,979; E&P 86 Est. 180,052
CZ-ABC: (80) 175,913
RTZ-ABC: (80) 238,755
County/MSA 80 Cen. 211,651; E&P 86 Est. 220,368
City & RTZ-ABC: (80) 414,668
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,783; E&P 86 Est. 65,429
CZ-ABC: (80) 61,124
RTZ-ABC: (80) 79,413
County/MSA 80 Cen. 72,627; E&P 86 Est. 79,131
City & RTZ-ABC: (80) 140,537

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$1,827,888,000
Savings & Loan	6	$686,735,480

6 - PASSENGER AUTOS: County 185,273 (all vehicles)

7 - ELECTRIC METERS: Residence 80,556

8 - GAS METERS: Residence 56,376

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Food; Mach. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-10 on Main; 8 on Aves. G., H., Texas Ave., Aves. J, K, L & M all in downtown section; 8 on 50th & Ave. H.; South Plains Mall.
Neighborhood Shopping Centers-8 blocks on Ave. Q and Broadway; 4 at 34th St. Vlg.; 3 in Green Acres Shopping Ctr.; 10 on E. Broadway; 10 in Arnett-Benson Ctr.; 2 in Highland Pl.; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Ctr.; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Vlg.; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr.; 2 on Slide & 13th; Winchester; 4 on 50th; Gibson; 2 on 50th & Slide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mackenzie Terr.	2	TG&Y, Furr's
Family Park	2	TG&Y, Furr's, Raff & Hall Drug
Caprock	4	Dunlap's, Furr's, Mont. Ward, TG&Y
Monterey(28)	4	Halsey Drug
Town & Country(32)	2	TG&Y, Furr's
Red Bud Sq.(15)	NA	Furr's, TG&Y
So. Plains Mall(115)	9	JCPenney, Sears, Hemphill-Wells, Dillard
Briercroft(15)	NA	TG&Y, United, Pay-Less Shoes
Cactus Alley(12)	NA	
Flintwood(4)	NA	Latham's Dept.
Green Acres(19)	NA	Furr's Mkt.
Indiana Gdns.(4)	NA	Lena Stephen's
Mardi Gras(4)	NA	Furr's
Oakwood(13)	NA	Sound Warehouse
Parkway Mall(15)	NA	Furr's
Sunshine Square	NA	Skibells

Principal Shopping Days-Dept. Stores Thur. eve.; Food Tues. eve.; Wed. morn. & Thur. eve., Fri. morn.

13 - RETAIL OUTLETS: Department Stores-Sears; Mervyn's; Montgomery Ward; S&O Clothiers; Hemphill-Wells; Dunlap's; JCPenney; Skibell's; Lena Stephen's; Dillard; Margaret's; Anthony's.
Variety Stores-TG&Y 2.
Chain Drug Stores-John Halsey 3; L & H 4; Prescription Laboratory 2; Raff & Hall 2; Fee Phcy. 2; Eckerd 4.

Discount Stores-Furr's; K mart; Albertson's; TG&Y Family Center; Best Products; Target; H.J. Wilson; Wal-Mart; Ross.
Chain Supermarkets-Furr's 11; United 10; Independents 67; 7-Eleven 12; Albertson's 3.
Other Chain Stores-Thom McAn; White Stores; S&H Green Stamps; Gold Bond Stamps; Jones-Roberts; The Cloth World; Pier 1; Radio Lab; Payless Cashway; McCoys; Builder's Square.

14 - NEWSPAPERS: AVALANCHE-JOURNAL (m-mon to fri) 58,981; (e-mon to fri) 13,066; (m-sat) 66,423; (S) 77,538; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steve Beasley, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J, Lubbock, TX 79408; Tel. (806) 762-8844.
National Representative: Papert Companies.

LUFKIN

1 - LOCATION: Angelina County, E&P Map F-4. E Central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State Hwys. 94, 103.

2 - TRANSPORTATION: Railroads-Angelina & Neches River; Texas Southeastern; Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Kerrville.

3 - POPULATION:
Corp. City 80 Cen. 28,562; E&P 86 Est. 30,477
CZ-ABC: (80) 28,562
RTZ-ABC: (80) 109,807
County 80 Cen. 64,172; E&P 86 Est. 70,595
City & RTZ-ABC: (80) 138,369

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,180; E&P 86 Est. 10,813
CZ-ABC: (80) 10,180
RTZ-ABC: (80) 38,002
County 80 Cen. 21,781; E&P 86 Est. 25,075
City & RTZ-ABC: (80) 48,182

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$393,976,000
Savings & Loan	3	$492,421,000

6 - PASSENGER AUTOS: County 60,671 (all vehicles)

7 - ELECTRIC METERS: Residence 28,865

8 - GAS METERS: Residence 11,709

9 - PRINCIPAL INDUSTRIES: Foundries; Paper Mill; Lumber; Total 5,134 employees.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 82; Fall 68; Winter 51.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on First St.; 2 blocks on Lufkin Ave.
Neighborhood Shopping Centers-900 block on Ellis Ave.; 1200 block of S. Chestnut; Timberland Dr.; 600 block S. First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Angelina Mall(23)	NA	Clark Dept., K mart
Chestnut Vlg.(18)	NA	Brookshire, Eckerd, Weiners
Judson(7)	NA	
Lufkin Mall(71)	NA	JCPenney, Sears
Timberland(7)	NA	
Towne Square(20)	NA	Wal-Mart

Principal Shopping Days-Department Stores: Wed. through Sat. Food: Tues.; Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Clark's; JCPenney; Sears; The Fair.
Discount Stores-Howard's; Wal-Mart; K mart; Dollar General Store.
Chain Drug Stores-Cavanagh; Peden 10; Thompson Phcy.; Eckerd 3; Medical Discount 2.
Chain Supermarkets-Brookshire 31; O-Kay 10; Boles 2; Safeway 2; Albertson's.

Other Chain Stores-Beall's; S&H Green Stamps; Weiner's; Brown's Shoe Fit; Regans; Perry Bros.; Lerners; Foxmoor; Zale's; Missions; Corrigans; Goldfinger; Brooks; Spencers; Bakers Shoes; Kinneys; Thom McAn; Naturalizer; Beard's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 15,298; (m-sat) 15,417; (S) 17,060; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Joe Murray, Pub., NEWS, PO Box 1089, Lufkin, TX 75901; Tel. (409) 632-6631.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MARLIN

1 - LOCATION: Falls County, E&P Map E-4, County Seat. Agricultural, Manufacturing, Livestock and Geothermal heat center. 222 bed VA Admin. Hosp. midway between Dallas & Houston. Hwys. 6, 7.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,099; E&P 86 Est. 7,720
County 80 Cen. 17,946; E&P 86 Est. 18,663

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,810; E&P 86 Est. 3,142
County 80 Cen. 6,920; E&P 86 Est. 7,519

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$105,950,888
Savings & Loan	1	$180,000,000

6 - PASSENGER AUTOS: County 17,421 (all vehicles)

7 - ELECTRIC METERS: Residence 5,375

8 - GAS METERS: Residence 5,328

9 - PRINCIPAL INDUSTRIES: Carpet; Glass; Sand Mining & Proc.; Bus. Forms Printing; Silk Flowers & Arrangements; Mfg. Bus. Clothing/Apparel; Day-Nite Wild Game Feeders; Agric.; Boats; Agri-Bus.; Geothermal Energy; Private Hospital & Clinic; Patient Care Ctrs.; VA Hospital; Lignite & Coal Strip Mining; Onion Ring Proc.; Mfg. Housing; Oil; Mesquite Wood; Natural Gas; Printing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-103; Fall 38-92; Winter 10-75. First killing frost, early Nov.; last killing frost, early Apr.

11 - TAP WATER: Surface lake, alkaline.

12 - RETAILING: Principal Shopping Center-Downtown 3 blocks on Live Oak St. and eastward. Shopping area at intersection of Hwy. 6 bypass and Hwy. 7. Stores open Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Radio Shack.
Variety Stores-Wal-Mart; Perry's; VS Variety.
Chain Drug Stores-Majestic; Shelton; Sanitarium.
Chain Supermarkets-Live Oak; Kash Way; HEB; Texas T.
Other Chain Stores-Rush's True Value; Lonnie Hicks Shoe; RJ's; Perry Bros.; Barnett's; Rae's Jewelry; Threadgill's Jewelers; Lewis Bros.; Brown Radio & TV; Fashion Fabrics; Western Auto; Kerwin Shop; Genie's of Marlin; Career Shop; Kerr Appliance; Roppolo Gifts; Career Girl; Sims Furn.; Ilynne's Shop.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 3,234; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Robert N. Groff, Adv. Mgr., DEMOCRAT, 211 Fortune St., Marlin, TX 76661; Tel. (817) 883-2554.
National Representative: None.

MARSHALL

1 - LOCATION: Harrison County (In Longview-Marshall MSA). E&P Map F-3, County Seat. Railroad division point, system-wide general stores site and shops. Shipping and manufacturing center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20; State Hwys. 15, 43, 155.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri-Pacific; Kansas City Southern; Santa Fe; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,921; E&P 86 Est. 27,347
CZ-ABC: (80) 27,324
Bal. in NDM-ABC: (80) 61,188
County 80 Cen. 52,265; E&P 86 Est. 59,676
MSA 80 Cen. 151,752; E&P 86 Est. 176,571
Total NDM-ABC: (80) 88,512

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,818; E&P 86 Est. 9,780
CZ-ABC: (80) 9,665
Bal. in NDM-ABC: (80) 21,479
County 80 Cen. 18,049; E&P 86 Est. 21,573
MSA 80 Cen. 53,933; E&P 86 Est. 65,795
Total NDM-ABC: (80) 31,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$250,133,575
Savings & Loan	3	$212,325,415

6 - PASSENGER AUTOS: County 46,771 (all vehicles)

7 - ELECTRIC METERS: Residence 9,550

8 - GAS METERS: Residence 8,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pyrotechnics Munitions 1,700; Plastics and Organic Chemicals 2,300; Petroleum Equip. and Pumps 800; Agric. Prods. 725; Lignite Mining and Proc. to Activated Carbon 500; Steel Castings and Foundry 250; Lumber Saw Mill 200; Ceramic Wall Tile 240; Bricks 100; Pottery and Stoneware 259; Industrial Abrasives 250; Lumber Mfg. 200; Aluminum Electric Cables 400; Chemical Plastics 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-97; Summer 56-102; Fall 25-98; Winter 0-50. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Houston; 5 on Austin; 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on S. Washington; 5 on N. Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.
Neighborhood Shopping Centers-4 blocks on S. Washington, from Pope to Nathan; 4 on S. Washington at Hwy. 43; 3 on W. Grand, from Bishop to Highbridge; 5 on E. Grand, from Alamo to Hwy. 43; 1 on N. Franklin at East Ave.; 1 on N. Bolivar at East Ave.; 3 mi. on East End Blvd. from E. Houston to I-20; 1 on S. Grove; Marshall Mall (36 stores); Pinecrest Dr. S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side	2	Brookshire's, K&B Drug
W Grand	2	Grand Food II
Parkview(6)	NA	
Pinecrest(7)	NA	Dollar General, Family Dollar
Marshall Mall(36)	3	JCPenney, Beall's, K mart, Radio Shack
East End Blvd.	2	Howard's
Grand Plaza(9)	1	Pay-Less Shoes, Brookshire's, Weiner's
Eastpark(5)	1	Otasco, Anthony's
Kroger Family Center	1	Hancock Fabrics, Radio Shack, Eckerd
Crossroads Ctr.	NA	Wal-Mart, Safeway
Hwy. 59 South	NA	Winn-Dixie, Revco

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.
Stores Open Sundays-All main stores.

13 - RETAIL OUTLETS: Department Stores-Joe Weisman; JCPenney; Beall's; Sears.
Discount Stores-Howard's; K mart; Wal-Mart.
Variety Stores-McClelland's; Dollar General; Family Dollar.
Chain Supermarkets-Kroger; Safeway; Brookshire 2; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Otasco; C.R. Anthony; Weiner's.

14 - NEWSPAPERS: NEWS MESSENGER (e-mon to fri) 10,180; (S) 12,011; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Lindemann, Adv. Dir., NEWS MESSENGER, 309 E. Austin; PO Box 730, Marshall, TX 75670; Tel. (214) 935-7914.
National Representatives: Harte-Hanks Communications; Landon Associates.

McALLEN

1 - LOCATION: Hidalgo County (In McAllen-Edinburgh-Mission MSA). E&P Map D-6. On U.S. Hwy. 83; 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Valley Transit; Continental Trailways.
Airlines-Continental; Muse; Texas National; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 67,042; E&P 86 Est. 84,143
CZ-ABC: (80) 144,044
RTZ-ABC: (80) 166,545
County/MSA 80 Cen. 283,229; E&P 86 Est. 367,850
City & RTZ-ABC: (80) 310,589
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,628; E&P 86 Est. 24,632
CZ-ABC: (80) 40,143
RTZ-ABC: (80) 42,531
County/MSA 80 Cen. 75,816; E&P 86 Est. 102,914
City & RTZ-ABC: (80) 82,674

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,250,507,071
Savings & Loan	5	$1,017,336,804

6 - PASSENGER AUTOS: County 196,199 (all vehicles)

7 - ELECTRIC METERS: Residence 26,446

8 - GAS METERS: Residence 9,648

9 - PRINCIPAL INDUSTRIES: Canning; Shipping; Packing; Apparel; Chemical & Fertilizer Mfg.; Bottling; Refining Natural Gas; Bakeries; Sheet Metal Fab.; Pest Control Ctr.; Tourism; Importing & Exporting; Citrus & Vegetable; Cotton; Television Mfg.; Auto parts Mfg.

10 - CLIMATE: Av. An. Temp.-Spring 78; Summer 88; Fall 77; Winter 63.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main & Bway.; 5 on State Hwy.
Neighborhood Shopping Centers-9 blocks on N. 10th St.; 5 on S. 17th St.; Gateway S. 10th St.; E. Hwy. 83; 4 on S. 10th St.; 1 at 3 mi. E. Expressway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro Mall(50)	NA	Mont. Ward
La Plaza Mall(103)	NA	Beall's, Dillard, JCPenney, Sears, Service Mdse.
Palm Valley Mall(69)	NA	JCPenney, Sears, Zale's
Weslaco	NA	
University Plz.(7)	NA	TG&Y, Anthony's, Beall's

Principal Shopping Days-Mon. (especially 1st Mon. each month), Thur., Fri., Sat.
Stores Open Evenings-Malls until 9 p.m.; Sun. 12 to 6 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony; Lane's; Sears; Valley Mercantile; Shopper's World; Montgomery Ward; Beall's; Dillard; Jones & Jones; Weiners; Service Mdse.; HEB Family Ctr.
Variety Stores-Woolworth; McCrory; McClellan; Winn's; Kress.
Discount Stores-Wal-Mart; Shoppers World; Globe; Whalen's; K mart.
Chain Drug Stores-Klinck's; Medico; Revco.
Chain Supermarkets-HEB 3; Globe; M. Rivas; Carl's; Jerry's Supermarket; Warehouse Grocery.
Other Chain Stores-Ardans; Osment's Appliance; Strouds Furn.; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; PayLess Shoes; Man's Shop; Lack's; Puryear's; Thom McAn; Whalen's; Vogue; Amigo Store; Advance; Zale's; Winn's.

14 - NEWSPAPERS: THE MONITOR (e-mon to fri) 28,109; (S) 38,558; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dale R. Pearson, Mktg. Dir., THE MONITOR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

McKINNEY

1 - LOCATION: Collin County (In Dallas PMSA). E&P Map E-3, County Seat. Manufacturing center 30 min. N of Dallas, 55 mi. NE of Ft. Worth, center of highly productive agricultural area; in Metropolitan Dallas Area.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 16,249; E&P 86 Est. 18,135
County 80 Cen. 144,490; E&P 86 Est. 200,332
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,612; E&P 86 Est. 6,606
County 80 Cen. 46,344; E&P 86 Est. 67,329
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$390,000,000
Savings & Loan	3	$212,000,000

6 - PASSENGER AUTOS: County 175,170 (all vehicles)

7 - ELECTRIC METERS: Residence 6,030

8 - GAS METERS: Residence 5,604

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 435 ($175); Gas Valves 450 ($260).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1; last killing frost, Apr. 1.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza; Westgate; Virginia Square; The Heritage.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; The Style Shop; JCPenney; McKinney; Wal-Mart.
Chain Drug Stores-North Side 2; Eckerd; Revco.
Variety Stores-Ben Franklin.
Chain Supermarkets-Safeway 2; Cabell's; Piggly Wiggly; Moseleys; Birds; Brookshire.

14 - NEWSPAPERS: COURIER-GAZETTE (e-mon to fri; S) 7,014; sworn Oct. 25, 1985.
Local Contact for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE, 4005 W. University, McKinney, TX 75069; Tel. (214) 542-2631.
National Representative: U.S. Suburban Press.

MEXIA

1 - LOCATION: Limestone County. E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas; 175 mi. from Houston.

2 - TRANSPORTATION: Railroads-Southern Pacific; Chicago; R.I.; Pacific; Ft. Worth; Denver.
Bus Lines-Continental Trailways; Central Texas.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,094; E&P 86 Est. 8,412
County 80 Cen. 20,224; E&P 86 Est. 23,210

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,862; E&P 86 Est. 3,309
County 80 Cen. 7,421; E&P 86 Est. 9,018

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$65,506,000
Commercial	2	$69,474,000

6 - PASSENGER AUTOS: County 18,090 (all vehicles)

7 - ELECTRIC METERS: Residence 2,991

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-State School 1,637; Mfg. 150; Whol.

10 - CLIMATE: First killing frost, Nov. 20; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on McKinney; 1 on Milam.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kamer-Phillips; K. Wolens.
Variety Stores-Perry Bros.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall.
Chain Supermarkets-Safeway; Brookshire.

14 - NEWSPAPERS: NEWS (e) 3,795; sworn Sept. 19, 1985.
Local Contact for Advertising and Merchandising Data: Blake Smith, Jr., Pres., NEWS, 214 Railroad; PO Box 431, Mexia, TX 76667; Tel. (817) 562-2868.
National Representative: None.

MIDLAND

1 - LOCATION: Midland County (MSA). E&P Map C-3, County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agricultural, shopping center. More than 800 oil and oil servicing firm offices. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80; I-20; State Hwys. 158, 349; F. M. 307, 868.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Frontier; Mesa; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 70,525; E&P 86 Est. 103,137
CZ-ABC: (80) 71,011
RTZ-ABC: (80) 197,318
County/MSA 80 Cen. 82,636; E&P 86 Est. 119,908
City & RTZ-ABC: (80) 268,329
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,558; E&P 86 Est. 36,976
CZ-ABC: (80) 25,719
RTZ-ABC: (80) 68,770
County/MSA 80 Cen. 29,650; E&P 86 Est. 45,020
City & RTZ-ABC: (80) 94,489

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,753,735,888
Savings & Loan	5	$586,506,164

6 - PASSENGER AUTOS: County 107,183 (all vehicles)

7 - ELECTRIC METERS: Residence 45,649

8 - GAS METERS: Residence 27,181

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Constr. 2,790 ($253); Trade 9,830 ($233); Servs. 6,820 ($216); Gov't 4,720 ($290).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 13 in.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Dodson St., Secor Street, W. Ohio; N. Big Spring St., E. Florida St., W. Florida St., Rankin Hwy., W. Wall St., E. Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W. Illinois; Midkiff Drive; Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Loraine, 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley; Garfield & Wadley; S. Garfield, S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868; Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Village(25)	1	Walgreens, TG&Y, Folger's
Mulberry Mall	2	Albertson's, Handy Dan
Oakridge Sq.(25)	3	Pappagallo
Highland	1	
Town & Country(12)	2	Furr's, Anthony's
Northland(12)	1	Wolfe Nursery, M. System
Dellwood Plz.(31)	2	Dunlap's
The Strip(16)	2	Tull's Drug
The Plaza(25)	2	Safeway, Revco
North Park(8)	3	Wal-Mart, Skaggs, Alpha-Beta
Regency(7)	1	Western Auto
Imperial	3	Imperial Market
San Miguel Square	NA	Sports Place
Midland Mall(80)	NA	Sears, JCPenney, Dillard, Beall's
Tiara Del Sol	NA	

Principal Shopping Days-Sat., Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Dunlap; Skibell's; JCPenney; Sears; S&Q; Anthony's; Dillard.
Chain Drug Stores-Walgreens; Revco.
Discount Stores-K mart; Albertson's; Wal-Mart; Service Mdse.
Variety Stores-Sprouse-Reitz; TG&Y.
Chain Supermarkets-Furr's 2; Safeway 3; M. System 3; 7-Eleven 12; Albertson's; Carter's 2; Colonial 4; Handy Hut 2; Skaggs Alpha-Beta.
Other Chain Stores-Shoes: Austin, Barnes 2, J&K, Pay-Less; Krugers Jewelry; Balie Griffith Firestone 2; Singer; Southwestern Drug; Pittsburgh Plate Glass; Julian Gold; Grisby's Rag Doll; Zale's Jewelers 2; Good Housekeeping Shop; Goodyear; The Rag Doll; Heath Furn.; Pappagallo; Sherwin Williams; TCI Paint Stores.

14 - NEWSPAPERS: REPORTER-TELEGRAM (e-mon to fri) 25,234; (m-sat) 25,837; (S) 30,214; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Hardin, Adv. Dir., REPORTER-TELEGRAM, 201 E. Illinois St.; PO Box 1650, Midland, TX 79701; Tel. (915) 682-5311.
National Representative: Papert Companies.

MINERAL WELLS

1 - LOCATION: Palo Pinto County. E&P Map D-3. 50 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Weatherford, Mineral Wells & NW.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,468; E&P 86 Est. 15,403
County 80 Cen. 24,062; E&P 86 Est. 26,586
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,257; E&P 86 Est. 5,085
County 80 Cen. 8,977; E&P 86 Est. 10,409

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$134,952,811
Savings & Loan	2	$20,000,000

6 - PASSENGER AUTOS: County 26,266 (all vehicles)

7 - ELECTRIC METERS: Residence 5,214

8 - GAS METERS: Residence 5,060

9 - PRINCIPAL INDUSTRIES: Aluminum Prods.; Kitchen Fixtures & Cabinets; Plastic Prods.; Oil & Gas Drilling & Related Industries; Resistors; Bricks; Agric.; Tourism.

10 - CLIMATE: Av. An. Temp.-Spring 74; Summer 83; Fall 55; Winter 50.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Postons; JCPenney; Mitchell's.
Variety Stores-Perry Bros.
Chain Drug Stores-Hilley's.
Discount Stores-Buy-Rite, Buddies Handyman; Alco; Wal-Mart; Perry's.
Chain Supermarkets-Southside; Safeway; Piggly Wiggly; Winn-Dixie; Marr's Short Stop 8; Joyners; Mr. C's 3; Harmons 12.
Other Chain Stores-Goodyear; Western Auto; Sears.

14 - NEWSPAPERS: INDEX (e-mon to fri; S) 5,489; sworn Sept. 29, 1985.
Local Contact for Advertising and Merchandising Data: Gary Adkisson, Pub./Gen. Mgr., INDEX, 300 SE First St.; PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4466.
National Representative: Papert Companies.

MOUNT PLEASANT

1 - LOCATION: Titus County. E&P Map E-3. County Seat. 61 miles SW of Texarkana. On U.S. Hwys. 271, I-30; 120 mi. E of Dallas.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Southern Pacific.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,003; E&P 86 Est. 12,154
CZ-ABC: (80) 11,003
RTZ-ABC: (80) 38,430
County 80 Cen. 21,442; E&P 86 Est. 24,242
City & RTZ-ABC: (80) 49,433

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,056; E&P 86 Est. 4,571
CZ-ABC: (80) 4,056
RTZ-ABC: (80) 13,799
County 80 Cen. 7,740; E&P 86 Est. 9,202
City & RTZ-ABC: (80) 17,855

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$252,000,000
Savings & Loan	2	$56,000,000

6 - PASSENGER AUTOS: County 21,291 (all vehicles)

7 - ELECTRIC METERS: Residence 5,558

8 - GAS METERS: Residence 5,932

9 - PRINCIPAL INDUSTRIES: Whol. Meat Proc.; Saw Mills; Wood Furn. Mfg.; Chicken Proc.; Hardwood Timber; Lignite, Coal; Elect. Generating, Cable and Tubing; Feed Proc.; Machinery; Livestock Equip.; Doors; Trailers.

10 - CLIMATE: Min. & Max. Temp.-35-95.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Town & Country-Piggly Wiggly; Perry Bros. Variety; Eckerd; Jefferson Park-Safeway; Revco; TG&Y; Beall's; Sears; South Town-sixteen small shops downtown; Airport Road Shopping Center-Wal-Mart; Winn-Dixie; Anthony's; Spann's; Brookshire's; Family Dollar; Drug-Sav.

13 - RETAIL OUTLETS: Department Stores-West's; Beall Bros.; Marshall's; Sears; Anthony's.
Variety Stores: Perry's; Family Dollar.
Discount Stores-Howard's; Wal-Mart; TG&Y.
Chain Drug Stores: Drug-Sav; Revco; Eckerd.
Chain Supermarkets-Safeway; Piggly Wiggly 4; Brookshire's; Winn-Dixie.
Other Chain Stores-Western Auto; Radio Shack; True Value Hdwe.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,947; (S) 5,418; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Palmer, Pub., TRIBUNE, 1705 Industrial; PO Drawer 1177, Mount Pleasant, TX 75455; Tel. (214) 572-1705.
National Representative: Landon Associates.

NACOGDOCHES

1 - LOCATION: Nacogdoches County. E&P Map F-3, County Seat. 97 mi. from Shreveport, LA; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

2 - TRANSPORTATION: Railroads-HE & WT; T & NO.
Intercity Bus Lines-Continental Trailways; Kerrville Lines.

3 - POPULATION:
Corp. City 80 Cen. 27,149; E&P 86 Est. 30,152
County 80 Cen. 46,786; E&P 86 Est. 53,763

4 - HOUSEHOLDS:
City 80 Cen. 9,268; E&P 86 Est. 10,120
County 80 Cen. 16,457; E&P 86 Est. 19,111

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$376,802,350
Savings & Loan	3	$155,201,140

6 - PASSENGER AUTOS: County 39,341 (all vehicles)

7 - ELECTRIC METERS: Residence 11,452

8 - GAS METERS: Residence 7,166

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed & Fertilizer 400; Brass Valves 300; Women's Dresses 200; Wood Wkg. 300; Poultry Proc. 600; Chairs 400; State Univ. 13,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northview Plaza(20)	20	Otasco
North St.(6)	NA	Safeway, Buddies, Sears
University Mall(14)	NA	Weiner's, JCPenney, Beall's
Univ. Park Plaza	8	Food-4-Less

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mize; JCPenney; Beall's; J.B. White; Weiner's.
Variety Stores-Dollar Store; Family Dollar.
Discount Stores-Howard's; Wal-Mart.
Chain Drug Stores-Eckerd; Revco; K&B.
Chain Supermarkets-Kroger; Safeway; Brookshire's 3; Ken's Minit-Mkts 6; Food-4-Less; Winn-Dixie.
Other Chain Stores-Firestone; Sears (catalog); Western Auto; Otasco; National Automotive.

14 - NEWSPAPERS: SENTINEL (e) 8,137; (S) 11,053; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Charles K. Lamb, Ret. Adv. Mgr., SENTINEL, 4920 Colonial Dr.; PO Box 68, Nacogdoches, TX 75963; Tel. (409) 564-8361.
National Representative: Landon Associates.

NEW BRAUNFELS

1 - LOCATION: Comal County (In San Antonio MSA). E&P Map D-4, County Seat. Manufacturing, textile, hosiery, stone quarries, diversified farming. 23 mi. NE of San Antonio. On I-35 & U.S. Hwy. 81.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas (Katy).
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.
Airlines-At San Antonio Airport, all major carriers.

3 - POPULATION:
Corp. City 80 Cen. 22,402; E&P 86 Est. 26,983
CZ-ABC: (80) 22,375
RTZ-ABC: (80) 24,813
County 80 Cen. 36,446; E&P 86 Est. 47,707
MSA 80 Cen. 1,071,954; E&P 86 Est. 1,235,791
City & RTZ-ABC: (80) 47,188

4 - HOUSEHOLDS:
City 80 Cen. 7,895; E&P 86 Est. 8,846
CZ-ABC: (80) 7,884
RTZ-ABC: (80) 8,883
County 80 Cen. 12,958; E&P 86 Est. 17,791
MSA 80 Cen. 349,330; E&P 86 Est. 423,472
City & RTZ-ABC: (80) 16,767

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$189,478,000
Savings & Loan	3	$243,994,000

6 - PASSENGER AUTOS: County 43,666 (all vehicles)

7 - ELECTRIC METERS: Residence 11,986

8 - GAS METERS: Residence 5,106

9 - PRINCIPAL INDUSTRIES: Industry-Textile; Furn.; Dresses; Lime Prods.; Limestone; Cement Forms; Canoes & Coolers.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-75; Summer 75-95; Fall 53-75; Winter 32-75. First killing frost, Dec.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard. Spring fed.

12 - RETAILING: Principal Shopping Centers-Downtown 6 blocks N. & S. on Seguin St.; Downtown 7 blocks E. & W. on San Antonio St. around Plaza Sq.
Neighborhood Shopping Centers-Courtyard, S. Seguin St. & I-35; Walnut Sq., N. Walnut & I-35; Landa, W. Landa St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Courtyard(17)	2	TG&Y, Weiner's, Bealls
Walnut Sq.(11)	2	K mart, Radio Shack, Revco
Landa(13)	1	Wuest's, Winn's, Sears (catalog)
Kroger(4)	1	Kroger, A&B Hearing Ctr.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers & Major Chains every evening until 9.

13 - RETAIL OUTLETS: Department Stores-Paul Bruners; Jacob Schmidt's; Weiner's; Bealls.
Discount Stores-Gibson's; K mart; TG&Y; Wal-Mart.
Variety Stores-Winn's.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Wuest's; Kroger; H.E.B.
Other Chain Stores-Sherwin-Williams; Town & Country; House of Jeans; Radio Shack; Lowe's of Texas; Goodyear; JCPenney; Wickes; Sears (catalog).

14 - NEWSPAPERS: HERALD-ZEITUNG (e-tues to fri) 7,017; (S) 8,513; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sandi Hutter, Asst. Adv. Mgr., HERALD-ZEITUNG, 186 S. Castell Ave., New Braunfels, TX 78130; Tel. (512) 625-9144.
National Representative: Landon Associates.

ODESSA

1 - LOCATION: Ector County (MSA). E&P Map C-3. County Seat. Manufacturing, education, ranching; wholesale & retail center. Western portion of state; 320 mi. W of Ft. Worth; 285 mi. E of El Paso; U.S. Hwys. I-20, 80, 385; State Hwy. 302.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental; TNM & O.
Airlines-Texas International; Southwest; American; Muse; Republic.

3 - POPULATION:
Corp. City 80 Cen. 90,027; E&P 86 Est. 111,121
CZ-ABC: (80) 111,410
RTZ-ABC: (80) 226,330
County/MSA 80 Can. 115,374; E&P 86 Est 149,034
City & RTZ-ABC: (80) 337,740
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 32,139; E&P 86 Est. 41,058
CZ-ABC: (80) 39,200
RTZ-ABC: (80) 77,265
County/MSA 80 Cen. 40,450; E&P 86 Est. 54,683
City & RTZ-ABC. (80) 116,465

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$734,399,000
Savings & Loan	5	$711,093,000

6 - PASSENGER AUTOS: County 125,649 (all vehicles)

7 - ELECTRIC METERS: 55,694

8 - GAS METERS: 29,947

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Petro-Chem. 8,256 ($374); Oilfield Supply 3,500 ($233); Constr. 4,880 ($295); Higher Educ. 920 ($320); Ret. 12,180 ($186); Whol. 4,595 ($344); Servs. 6,040 ($232); Computers 3,120 ($225).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Downtown, 9 blocks long and 3 blocks wide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	
Crestwood(9)	NA	
Eastroad(9)	NA	Bill Sears Mkt.
Ector Plaza(8)	NA	TG&Y, Safeway
Grandview Ctr.(8)	NA	Safeway, Model Shop
Great Oil Basin(18)	NA	Dunlap, Zale's
Harrisdale	NA	
Meyers Village(30)	NA	Clarks, M System
North Plaza(10)	NA	
Odessa Plaza	NA	
Permian Mall(144)	7	Sears, JCPenney, Dillard
Plaza Del Sol	NA	
Ridgecrest(30)	NA	M System, Safeway
Rockhill Annex	NA	
Rockhill Vlg.(10)	NA	Walgreens, Cobb's, Cloth World
Sante Fe Sq.(25)	6	Knorr Furn.
Sherwood Vlg.(11)	NA	Sears, Super Mkt.
31st St.(14)	NA	Furrs, Anthony's, TG&Y, Radio Shack
Town & Country(10)	NA	Cobb's, TG&Y, Furr's
West County Plaza	NA	Furr's, Anthony's, Radio Shack
Westgate Plaza	NA	Safeway, Beall's
West Redondo(3)	NA	
Winwood Mall(45)	NA	Beall's, Franklin, Wal-Mart, Mont. Ward

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-Thur. Winwood Mall Mon. through Sat. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Duniap's; Sears; Montgomery Ward; Beall's 2; C.R. Anthony 2; Ardan's; Dillards.
Variety Stores-Wacker; TG&Y 3.
Discount Stores-Gibson's 2; Super Center; Furr's Family Center 3; K mart; Ardan's; Wal-Mart.
Chain Drug Stores-Walgreens 2; Skaggs.
Chain Supermarkets-Furr's 3; Skaggs-Albertson; Safeway 3; Thriftway 3; Everybody's 2.
Other Chain Stores-White's (Auto); Kinney Shoes 2; Luskey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical; Lee Optical; S&H Green Stamps; Gold Bond Stamps; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark.

14 - NEWSPAPERS: AMERICAN (e-mon to fri) 30,861; (m-sat) 31,665; (S) 41,178; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661.
National Representative: Papert Companies.

ORANGE

1 - LOCATION: Orange County (In Beaumont-Port Arthur MSA). E&P Map F-4. County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. On I.H. 10; N.S. Hwy 90; State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

2 - TRANSPORTATION: Water Transportation-Ocean going freight facilities; Intracoastal barge lines.
Railroads-Southern Pacific; Missouri Pacific (freight); Kansas City; Southern; 14 mi. NW with an interchange to Missouri Pacific; Sabine River & Northern.
Motor Freight-Missouri Pacific; Southern Pacific; Herrin Trans.; Southern Motor; Central Freight; Strickland Trans.; Red Ball; Mercury; TMF.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Mid-County Airport (Jefferson County); Metro; Royale; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 23,628; E&P 86 Est. 22,681
CZ-ABC. (80) 31,293
RTZ-ABC. (80) 67,460
County 80 Cen. 83,838; E&P 86 Est. 90,763
MSA 80 Cen. 375,497; E&P 86 Est. 394,975
City & RTZ-ABC. (80) 98,753

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,237; E&P 86 Est. 8,419
CZ-ABC. (80) 11,071
RTZ-ABC. (80) 21,720
County 80 Cen. 27,918; E&P 86 Est. 31,553
MSA 80 Cen. 131,890; E&P 86 Est. 144,036
City & RTZ-ABC. (80) 32,791

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$268,411,000

6 - PASSENGER AUTOS: County 70,616 (all vehicles)

7 - ELECTRIC METERS: 21,967

8 - GAS METERS: 16,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 3,150 ($449); Paper Prods. 750 ($309); Rice Milling 100 ($256); Util. 200 ($279); Cement 70 ($326); Steel (N.A.); Shipbuilding (N.A.); Synthetic Rubber (N.A.).
Principal Industrial Pay Days-Wed., Thur., Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 miles along Green Ave.; 2 miles along 16th St. Orangehurst West (K mart, Walgreens, Weiners, The Fair, Market Place, King Saver, Eckerd Drug).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
MacArthur(25)	NA	Sears, The Fair, Safeway, Palais Royal, Beall's
Northway(20)	NA	Market Basket, The Fair

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Clothing Thur.; Food daily.

13 - RETAIL OUTLETS: Department Stores-The Fair; Beall's; Palais Royal; Sears; Weiner's.
Variety Stores-Perry Bros. 2.
Discount Stores-King Saver; K mart; Wal-Mart.
Other Chain Stores-Goodyear; Firestone; Zale's; Singer Co.; Pay Less Shoes; G.I. Surplus; Conn's Appliances; Dollar General; McLaury's; Guarantee Shoe; Radio Shack 2; Safeway; Kroger.

14 - NEWSPAPERS: LEADER (e-mon to fri) 10,835; (S) 12,750; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Dauterive, Adv. Dir., LEADER, 200 Front Ave.; PO Box 1028, Orange, TX 77630; Tel. (713) 883-3571.
National Representative: Landon Associates.

PALESTINE

1 - LOCATION: Anderson County. E&P Map E-3. 108 mi. SE of Dallas; 150 mi. N of Houston; 150 mi. SW of Shreveport, LA. Railroad, industrial, commercial and agricultural center in E Texas. On U.S. Hwys. 84, 79, 287; State Hwys. 19, 155.

2 - TRANSPORTATION: Railroads-Gulf Div. "H" for Union Pacific; TSERR.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 15,948; E&P 86 Est. 17,707
CZ-ABC. (80) 15,948
RTZ-ABC. (80) 41,724
County 80 Cen. 38,381; E&P 86 Est. 47,673
City & RTZ-ABC. (80) 57,672

Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,977; E&P 86 Est. 6,908
CZ-ABC. (80) 5,977
RTZ-ABC. (80) 13,577
County 80 Cen. 12,385; E&P 86 Est. 16,332
City & RTZ-ABC. (80) 19,554

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$162,347,000
Savings & Loan	3	$44,709,624

6 - PASSENGER AUTOS: County 35,270 (all vehicles)

7 - ELECTRIC METERS: Residence 7,505

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 700 ($260); Meat Packing; Oil & Gas Prods.; Granite & Marble Works; Mattresses; Ceramic Tile; Work Clothes; Bakery; Concrete Prods.; Bottling; Ice Packaging; Millwork; Wooden Pallets; Newspaper Racks; Apparel; Metals.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20; last killing frost, Mar. 8.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on W. Oak St.; 5 on W. Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee.
Neighborhood Shopping Centers-Royall at Neches; N. Mallard. 300 Spring St.; Palestine Mall, Loop 256 & Crockett Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger(7)	NA	Kroger, Dollar Stores
Palestine Plaza(14)	NA	Brookshire's, Anthony's

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-K. Wolens; JCPenney; Beall's; Montgomery Ward; Sears (catalog); Anthony's.
Discount Stores-Wal-Mart; McCoy's Building Supply Centers; Dollar Stores.
Chain Supermarkets-Safeway; Kroger; Winn-Dixie; Brookshire; Affiliated.
Other Chain Stores-Babcock Home & Auto; Automotive, Inc.; E. Tex. Auto Shop; Goodyear; S&H Green Stamps; White's Auto; 7-Eleven; Home Furn.; Zale's; Gordons; Radio Shack; Eckerd; Kinney Shoes; Curtis Mathes.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 11,044; (S) 12,362; Mar. 31, 1986 ABC.
Local Contact for Advertising and Marketing Data: James Kerby, Adv. Dir., HERALD-PRESS, 519 Elm St.; PO Box 379, Palestine, TX 75801; Tel. (214) 729-0281.
National Representative: Papert Companies.

PAMPA

1 - LOCATION: Gray County. E&P Map C-1. 50 mi. E of Amarillo; 200 mi. W of Okla. City on Hwy. 60. County Seat. Agriculture center for 5 counties. Oil center for 6 counties.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways Bus System.
Air Service-Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N. of city. Charter & private facilities available.

3 - POPULATION:
Corp. City 80 Cen. 21,396; E&P 86 Est. 23,071
CZ-ABC. (80) 21,396
RTZ-ABC. (80) 35,480
County 80 Cen. 26,386; E&P 86 Est. 28,376
City & RTZ-ABC. (80) 56,876

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,290; E&P 86 Est. 9,262
CZ-ABC. (80) 8,290
RTZ-ABC. (80) 13,086
County 80 Cen. 10,224; E&P 86 Est. 11,506
City & RTZ-ABC. (80) 21,376

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$260,110,763
Savings & Loan	2	$270,691,892

6 - PASSENGER AUTOS: County 30,677 (all vehicles)

7 - ELECTRIC METERS: Residence 10,214

8 - GAS METERS: Residence 9,818

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Natural Gas 1,934 ($325); Mfg. 1,982 (s250); Constr. 1,015 ($300).
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15; last killing frost, April 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Area-4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.
Neighborhood Shopping Centers-3 miles of retail shops & offices on N. Hobart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado (28)	1	Anthony's, Alco, Dunlaps,
Pampa Mall (31)	5	Beall's, JCPenney, K mart

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Alco; Ideal; Furr's; Allsup; Anthony's; K mart; JCPenney; Beall's; and all other stores at Pampa Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C. R. Anthony 2; Dunlap's; Beall's.
Variety Stores-Alco; K mart; Moses; Wal-Mart.
Discount Stores-Alco; Factory Outlet Clothing; Pay Less Shoes; K mart; Wal-Mart.
Chain Drug Stores-Heard-Jones (Rexall); Revco; Medicine Shoppe.
Chain Supermarkets-Ideal 3; Furr's; Safeway.
Other Chain Stores-Firestone; Zale's Jewelers; Sears (catalog); Sherwin-Williams; Singer; Pay-Less Shoes; White's Stores; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; Jo Ann Fabrics; Evensan's; Kinney Shoes; Stewarts; Stevenson's; Waldenbooks; Gordon's Jewelers; Peanut Shack; General Nutrition Center; T-Shirts Plus; Texas State Optical; Regis; Chief Auto Parts; Hastings Records.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,045; (S) 8,668; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Rick K. Clark, Adv. Mgr., NEWS, 403 W. Atchison; PO Box 2198, Pampa, TX 79065; Tel. (806) 669-2525.
National Representative: Papert Companies.

PARIS

1 - LOCATION: Lamar County. E&P Map E-2. County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley; 15 mi. to OK border; 110 mi. to Dallas; 97 mi. to Texarkana; 65 mi. to Sherman; 105 mi. to Tyler; 175 mi. to Tulsa, OK.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Frisco; Santa Fe; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental-Dixie; Jordan.

3 - POPULATION:
Corp. City 80 Cen. 25,498; E&P 86 Est. 26,931
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 16,658
County 80 Cen. 42,156; E&P 86 Est. 46,320
Total NDM-ABC: (80) 42,156

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,923; E&P 86 Est. 10,801
CZ-ABC: (80) 9,923
Bal. in NDM-ABC: (80) 5,787
County 80 Cen. 15,710; E&P 86 Est. 18,037
Total NDM-ABC: (80) 15,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$227,819,290
Savings & Loan	2	$432,148,361

6 - PASSENGER AUTOS: County 40,727 (all vehicles)

7 - ELECTRIC METERS: Residence 10,050

8 - GAS METERS: Residence 8,191

9 - PRINCIPAL INDUSTRIES: Elect. Lamps; Boilers; Concrete Prods.; Furn.; Bras & Corsets; Paper Boxes; Business Forms; Soups; Disposable Diapers; Christmas Trees; Bread.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on Main Downtown; Located around Square & Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Place	NA	Wal-Mart, Winn-Dixie C.R. Anthony
Brookshire(5)	NA	Brookshire
The Village(15)	NA	
Williamsburg(42)	NA	Kroger, Goodrich, Dollar General
Mirabean Sq.(35)	NA	Safeway, Belk's, JCPenney, Beall's
Plaza(4)	NA	Palace Drug, Zale's

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Dept. Stores-Mon. through Fri.; Food-Wed.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall's; JCPenney; Belk's; C.R. Anthony.
Discount Stores-Wal-Mart; K mart; Howard's.
Variety Stores-Winn's.
Chain Drug Stores-Palace (Hilley's); Eckerd; Revco.
Chain Supermarkets-Safeway; Brookshire; Kroger's Family Center; 7-Eleven 4; Winn-Dixie; E-Z Mart; Fords Food; Harvest Food.
Other Chain Stores-Goodyear; Goodrich; Firestone; Babcock Bros.; TSO; Lee Optical; Otasco; Foxworth-Galbraith Lmbr; Fashion Crossroads; Colortyme; Radio Shack; Hastings Books & Records; Cato; Zale's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,953; (m-sat) 12,827; (S) 13,439; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wes King, Adv. Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (214) 785-8744.
National Representatives: Landon Associates; Harte-Hanks Communications.

PASADENA

1 - LOCATION: Harris County (In Houston PMSA). E&P Map E-4.

2 - TRANSPORTATION: Railroads-Southern Pacific; Texas & New Orleans.
Intercity Bus Lines-Continental Trailways; Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 112,560; E&P 86 Est. 128,531
County 80 Cen. 2,409,544; E&P 86 Est. 2,868,178
PMSA 80 Cen. 2,735,763; E&P 86 Est. 3,332,972
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,750; E&P 86 Est. 46,897
County 80 Cen. 869,880; E&P 86 Est. 1,081,302
PMSA 80 Cen. 973,162; E&P 86 Est. 1,235,585

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$496,000,000
Savings & Loan	7	$490,000,000

6 - PASSENGER AUTOS: County 2,161,162 (all vehicles)

7 - ELECTRIC METERS: Residence 36,100

8 - GAS METERS: Residence 26,000

9 - PRINCIPAL INDUSTRIES: Chem.; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees. Av. Wkly. Wage $180.

10 - CLIMATE: Av. Temp.-Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10; last killing frost, Feb. 2.

11 - TAP WATER: Medium.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allendale(13)	NA	
Mkt. Ctr.(21)	NA	Eckerd
Pasadena Oaks(45)	NA	
Pasadena Plz.	NA	JCPenney, Kinney
Red Bluff(16)	NA	Weiner's
Arlington Pl.	NA	Stop & Go
Berkshire Vlg.	NA	Martin's Mkt.
Family Pk.	NA	Rice
Southmoor Plz.	NA	Kroger, SupeRx
Spencer Plz.(30-40)	NA	Walgreens
Town Sq.	NA	Foley's, Joske's, Walgreens

Principal Shopping Days-Tues., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Palais Royal; JCPenney; Sears; Montgomery Ward; Foley's; Oshman's; Weiners; Joske's; Mervyn's.
Discount Stores-Abel's 3; K mart; Wal-Mart.
Chain Drug Stores-Rexall; SupeRx; Eckerd; Walgreens; Rx Value.
Chain Supermarkets-Safeway; Save-Mart; Lucky 7; Sellers Bros.; Food City; Kroger; Ut0tem; Food King; Gerlands; Fiesta; Randalls.
Other Chain Stores-Firestone; Goodrich; Goodyear; Furrows; Handy Dan; Builders Square.

14 - NEWSPAPERS: CITIZEN (eS) 8,263; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Lone Beasley, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
National Representative: U.S. Suburban Press.

PECOS

1 - LOCATION: Reeves County. E&P Map B-3. County Seat. 207 mi. E of El Paso; 70 mi. W of Odessa; On U.S. Hwys. 285 & I-20.

2 - TRANSPORTATION: Railroads-UP; PVS.
Airlines-Served at Midland Regional Airport by American, Southwest, Frontier, Muse, Mesa.
Intercity Bus Lines-Trailways; Greyhound; New Mexico Trans.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,855; E&P 86 Est. 13,407
County 80 Cen. 15,801; E&P 86 Est. 15,982

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,919; E&P 86 Est. 4,130
County 80 Cen. 4,567; E&P 86 Est. 5,099

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$120,414,114
Savings & Loan	1	$14,700,000

6 - PASSENGER AUTOS: County 11,766 (all vehicles)

7 - ELECTRIC METERS: Residence 3,699

8 - GAS METERS: Residence 3,888

9 - PRINCIPAL INDUSTRIES: Oil Refining; Oil & Gas Exploration; Agric.; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Sulphur Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 12; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Centers-Airlawn S.C. (5 Stores)-Safeway; Winn's; White Auto; Anthony's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Swaim's; C.R. Anthony.
Variety Stores-Woolworth; Sprouse-Reitz; Winn's.
Discount Stores-Wal-Mart; Gibson.
Chain Drug Stores-Revco; Rexall; Val-Rite.
Chain Supermarkets-Safeway; Smith's; Thriftway.
Other Chain Stores-Goodyear; United Dry Goods; Sears (catalog); Allsup's; Town & Country.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 2,433; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Larry C. Jackson, Pub., ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
National Representative: None.

PLAINVIEW

1 - LOCATION: Hale County. E&P Map C-2. County Seat. Retail center for 10 county area. Heart of irrigated district. U.S. Hwys. I-27, I-70.

2 - TRANSPORTATION: Railroads-Santa Fe; Fort Worth & Denver.
Motor Freight Carriers-2.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 22,187; E&P 86 Est. 22,570
County 80 Cen. 37,592; E&P 86 Est. 37,146
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,494; E&P 86 Est. 7,547
County 80 Cen. 12,385; E&P 86 Est. 12,745

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$250,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 31,933 (all vehicles)

7 - ELECTRIC METERS: Residence 10,747

8 - GAS METERS: Residence 8,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fertilizer 175; Farm Equip. 155; Beef Proc. 1,350; Seed & Feed 225; Aircraft 20; Cabinets 75; Solid Waste Collector Mfg. 100; Whse. 450.
Principal Pay Days-1st, 15th, Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Min. 41 (Jan.); Av. Max. 78 (July). First killing frost, Nov. 21; last killing frost, Apr. 1. Av. Mean 60.

11 - TAP WATER: Alkaline, semi-hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway; 9 on Ash; 7 on Austin; 13 on Fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gabnel/Wayland (18)	1	Gabnel's, Gebo's, Chief Auto, Perrys
The Village(21)	1	Radio Shack, Winn's, Claiborne's
Edgemore(6)	NA	M-Systems, Revco, K mart
College(9)	NA	Camera Shop, Florist
Plainview Towne	NA	Wal-Mart
West-View	NA	Marse & Son, Anthony's, Revco, United, Hastings

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Marse & Son; Gabriels; JCPenney; C.R. Anthony; Wal-Mart.
Variety Stores-TG&Y; Perry's; Winn's.
Chain Drug Stores-Revco.
Discount Stores-K mart; 84 Lumber.
Chain Supermarkets-Furr Food; Claiborne's; Pay N' Save 2; United Super Mkt. 2; M System; Allsups 7.
Other Chain Stores-White's Auto; Heath Furn.; Zale's Jewelers; S&H Green Stamps; Sherwin-Williams; Pay-Less Shoes; Radio Shack; Chief Auto.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 9,356; sworn Sept. 29, 1985.
Local Contact for Advertising and Merchandising Data: Jack Overby, Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 293-1343.
National Representative: Papert Companies.

PLANO

1 - LOCATION: Collin County (In Dallas PMSA). E&P Map E-2. 18 mi. N of Dallas; on Interstate Hwy. I-75.

2 - TRANSPORTATION: Railroads-Southern Pacific; St. Louis-Southwestern.
Motor Freight Carriers-5.
Airlines-At Dallas Airport.

3 - POPULATION:
Corp. City 80 Cen. 72,331; E&P 86 Est. 95,217
County 80 Cen. 144,490; E&P 86 Est. 200,332
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,221; E&P 86 Est. 30,267
County 80 Cen. 46,344; E&P 86 Est. 67,329
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962

5 - BANKS	NUMBER	DEPOSITS
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 175,170 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Copper & Brass Gas Fittings; Wire & Cable; Farming: grains, cotton, corn and wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lexington Place(8)	NA	
Town Square	NA	Wolfe Nursery
Panther Park(28)	NA	Brookshire's, Eckerd
Adobe Vlg.(7)	NA	
Jupiter Place(15)	NA	Tom Thumb
Preston Trail Plz.(19)	NA	
Park West Plz.(26)	NA	K mart, Brookshire's, Eckerd
Cloister Sq.(23)	NA	Eckerd
Palisades Sq.(14)	NA	Drug Emporium
Chisolm Plaza(17)	NA	
Crosspoint Plz.(8)	NA	
Ruisseau Vlg.(25)	NA	Mervyn's
Highland Shpg. Area(44)	NA	Highland Appliance, Revco
Parkway Plz.(20)	NA	

13 - RETAIL OUTLETS: Department Stores-Dillard's; Sanger Harris; JCPenney.
Variety Stores-Drugs for Less; Drug Emporium.
Chain Supermarkets-Brookshire's.

14 - NEWSPAPERS: STAR-COURIER (e-mon to fri; S) 16,317; sworn Sept. 29, 1985.
Local Contact for Advertising and Merchandising Data: Christian R. Schilt, Adv. Mgr., STAR-COURIER, 1301 19th St., Plano, TX 75074; Tel. (214) 424-6565.
National Representative: U.S. Suburban Press.

PORT ARTHUR

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA). E&P Map F-4. 2nd largest deep water port in Texas. 92 mi. E of Houston; 300 mi. W of New Orleans; 78 mi. NE of Galveston; deep water channel to Gulf of Mexico. Greater Port Arthur consists of the contiguous cities of Port Arthur, Nederland, Port Neches, and Groves, Texas.

2 - TRANSPORTATION: Railroads-KCS; SP (freight).
Motor Freight Carriers-13.

Freight Steamship Agents-12.
Intercity Bus Lines-Greyhound; Texac Bus Lines.
Airlines-Metro; Royale.

3 - POPULATION:
Port Arthur City 80 Cen. 61,195; E&P 86 Est. 63,260
CZ-ABC: (80) 119,236
RTZ-ABC: (80) 22,115
County 80 Cen. 250,938; E&P 86 Est. 259,107
MSA 80 Cen. 375,497; E&P 86 Est. 394,975
City & RTZ-ABC: (80) 141,351
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Port Arthur City 80 Cen. 22,130; E&P 86 Est. 23,867
CZ-ABC: (80) 42,138
RTZ-ABC: (80) 7,852
County 80 Cen. 90,245; E&P 86 Est. 96,606
MSA 80 Cen. 131,890; E&P 86 Est. 144,036
City & RTZ-ABC: (80) 49,990

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$765,697,749
Savings & Loan	6	$449,350,275

6 - PASSENGER AUTOS: County 210,026 (all vehicles)

7 - ELECTRIC METERS: Residence 42,284

8 - GAS METERS: Residence 36,547

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemical 12,600 ($565); Refining 15,100 ($515); Fab. Metals, 2,700 ($293); Trans. Equip. Mfg. 4,500 ($423); Water Trans. 4,375; Constr. 14,625; Mining 1,400.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14; last killing frost, Feb. 18.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Twin City Hwy.
Neighborhood Shopping Centers-12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Lincoln Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 22 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulfway(12)	NA	Discount Foods, Delmar Phcy.
Jefferson City (52)	NA	Walgreens, The Fair, Oshman's, Beall's
Snell(18)	NA	Garrison's Phcy., Drago Hardware Safeway, TG&Y, Weiner's Vlg.
K mart(8)	NA	K mart
Central Mall(63)	NA	JCPenney, Sears, Beall's
Midcounty(10)	NA	Safeway, TG&Y, The Fair, JCPenney, White House
Tri-Cities(9)	NA	Market Basket, West's
Mid-Way(3)	NA	Speir's, Garret's TV
Steinhagen(8)	NA	Sleep-n-Aire Discount Shoes

Principal Shopping Days-Department Stores: Mon., Sat.; Food: Mon., Tues., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's 2; JCPenney; Sears; The Fair 2; Weiner's; Dryden's; Spencers; West's; White House.
Discount Stores-K mart; Wal-Mart 2.
Variety Stores-McClellan; S.H. Kress; TG&Y; Dollar General Stores.
Chain Drug Stores-Walgreens 3; King's 2; Pat Wood 2; Mulkey 2; Webb 2; Eckerd; K&B.
Chain Supermarkets-Market Basket 10; Speir's 3; Safeway 4; Howdy Doody; Giant; King Saver.
Other Chain Stores-Firestone; B.F. Goodrich; Goodyear; Western Auto 4; Binswanger Glass; Sherwin-Williams 3; White Auto; Allied Radio Shack 3; Jewelry: Gem 2, Gordon, Nacol 2, Zales; Franklin's; Lee Martin; Shoes: Kinney, Margolis, Pay-Less, Thom McAn, By-Way, Red Cross; Conns; Oshman's; Hancock's; Graves; McLaury's; General Nutrition; Hancock Fabrics; So-Fro Fabrics; Waldenbooks.

14 - NEWSPAPERS: NEWS (e-mon to fri) 22,901; (m-sat) 22,943; (S) 24,749; Mar. 31, 1986 ABC.
NOTE: The News converted to morning publication on July 7, 1986.
Local Contact for Advertising and Merchandising Data: Horace R. Fontenot, Jr., Adv. Dir., NEWS, 549 Fourth St.; PO Box 789, Port Arthur, TX 77640; Tel. (409) 985-5541.
National Representative: Landon Associates.

PORT LAVACA

1 - LOCATION: Calhoun County. E&P Map E-5, County Seat. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35. On Lavaca Bay.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 10,911; E&P 86 Est. 12,041
County 80 Cen. 19,574; E&P 86 Est. 22,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,445; E&P 86 Est. 3,325
County 80 Cen. 6,469; E&P 86 Est. 7,744

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,986,263
Savings & Loan	2	$43,270,821

6 - PASSENGER AUTOS: County 17,874 (all vehicles)

7 - ELECTRIC METERS: City Est. 5,242

8 - GAS METERS: City Est. 3,634

9 - PRINCIPAL INDUSTRIES: Grain Sorghum; Shrimp & Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics; Chem.; Marine Repair Building.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bottom Dollar(7)	3	Bottom Dollar
Calhoun Plz.(17)	3	Safeway, Weiner's, TG&Y, Beall's
Fairway(5)	3	Bottom Dollar, Stanley's, Goodyear
Viking Mall(14)	3	HEB, Coles Dept., Cunningham Jewelry, Oshman's Sports Ctr.

13 - RETAIL OUTLETS: Department Stores-Sears.

14 - NEWSPAPERS: WAVE (e-mon to fri) 4,600; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 301 S. Colorado St.; PO Drawer EE, Port Lavaca, TX 77979; Tel. (512) 552-9788.
National Representative: Texas Press Service.

RICHARDSON

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Adjacent to Dallas City limits on N Central Expressway. Aerospace center. Farming in N part of County.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 72,496; E&P 86 Est. 82,355
City of Pub.-ABC: (80) 72,655
County 80 Cen. 1,556,549; E&P 86 Est. 1,761,319
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,097; E&P 86 Est. 27,963
City of Pub.-ABC: (80) 24,157
County 80 Cen. 577,753; E&P 86 Est. 682,601
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$468,500,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 1,656,161 (all vehicles)

7 - ELECTRIC METERS: Residence 12,759

8 - GAS METERS: Residence 11,899

9 - PRINCIPAL INDUSTRIES: (Av. Wkly Wage-$240) Instruments; Radio; Hoods, Sausage Plant; Electronics; Research Center.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 80-110; Fall 30-90; Winter 0-70.

11 - TAP WATER: Fairly Soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapaho Vlg. North(11)	NA	Mont. Ward
Buckingham Square(18)	NA	Winn-Dixie, Minyards Super Mkt.
Camelot(17)	NA	A&P, Sears
Campbell Rd. Village(13)	NA	Kroger, 7-Eleven
Canyon Creek	NA	
Dal Rich Vlg.(60)	NA	TG&Y, Safeway
Northrich Vlg.(5)	NA	Gibson
Pavillion	NA	Marshalls
Richardson E.(16)	NA	Kinney
Richardson Heights Village(60)	NA	Kroger, JCPenney, Sun Drug
Richardson Sq. Mall(104)	NA	Sears, Dillard, Mont. Ward
Richardson Terrace(12)	NA	A&P, Safeway, Skillern
Spring Valley Town & Country(20)	NA NA	Kroger, Rexall Goodyear
University Vlg.	NA	Tom Thumb, Page Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Joske's; Dillard; Marshall's.
Chain Drug Stores-Skaggs; Skillern's; Sun; Steen.
Variety Stores-Whites.
Discount Stores-Gibson; K mart.
Chain Supermarkets-A&P; Safeway; Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs; Winn-Dixie.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,697; (S) 9,014; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Suzy Jenkins, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (214) 234-1131.
National Representative: U.S. Suburban Press.

ROSENBERG

1 - LOCATION: Fort Bend County. (In Houston PMSA). E&P Map E-4. On Hwys. 36, 59, 90A.

2 - TRANSPORTATION: Railroads-Gulf; Colorado & Santa Fe; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 17,995; E&P 86 Est. 22,650
County 80 Cen. 130,846; E&P 86 Est. 198,223
PMSA 80 Cen. 2,735,763; E&P 86 Est. 3,332,972

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,753; E&P 86 Est. 7,545
County 80 Cen. 39,840; E&P 86 Est. 63,583
PMSA 80 Cen. 973,162; E&P 86 Est. 1,235,585

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$226,473,000
Savings & Loan	2	$255,975,000
Savings	2	$34,613,000

6 - PASSENGER AUTOS: County 127,527 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Medium hard, well water.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rose-Rich Ctr.	NA	The Fair, Woolworth
Weingarten Ctr.	NA	Beall's, Budget Chopper
Lamar Plz.	NA	Kroger, Weiners, Sears
Twin City Ctr.	NA	Fitness Plus

13 - RETAIL OUTLETS: Department Stores-Woolworth; K mart; Wal-Mart; Rude & Sons; Blase; The Fair; Perry Brothers; Weiners; RB; Bealls.
Chain Supermarkets-Kroger; Safeway; Fiesta.
Other Chain Stores-Payless Shoes; Goodyear; Sherwin-Williams; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: HERALD-COASTER (e-mon to fri; S) 8,196; sworn Oct. 8, 1985.
Local Contact for Advertising and Merchandising Data: Bill Hartman, Pub., HERALD-COASTER, 1902 4th St.; PO Box 1088, Rosenberg, TX 77471; Tel. (713) 232-3737.
National Representative: U.S. Suburban Press.

SAN ANGELO

1 - LOCATION: Tom Green County (MSA). E&P Map C-4, County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208, U.S. Hwys. 67, 87, 277.

2 - TRANSPORTATION: Motor Freight Carriers-5.
Intercity Bus Lines-Kerrville; Arrow Trailways of Texas; Sunset Stages; Trans-Texas Coaches.
Airlines-Rio; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 73,240; E&P 86 Est. 86,438
CZ-ABC: (80) 73,240
Bal. in NDM-ABC: (80) 11,544
Bal. in RTZ-ABC: (80) 57,399
Total NDM-ABC: (80) 84,784
Total NDM & Bal. in RTZ-ABC: (80) 142,183
County/MSA 80 Cen. 84,784; E&P 86 Est. 102,228
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,576; E&P 86 Est. 32,356
CZ-ABC: (80) 26,576
Bal. in NDM-ABC: (80) 3,793
Bal. in RTZ-ABC: (80) 21,019
Total NDM-ABC: (80) 30,369
Total NDM & Bal. in RTZ-ABC: (80) 51,388
County/MSA 80 Cen. 30,369; E&P 86 Est. 38,361

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$849,905,113
Savings & Loan	6	$282,158,000

6 - PASSENGER AUTOS: County 87,394 (all vehicles)

7 - ELECTRIC METERS: 34,906

8 - GAS METERS: 21,704

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't (ex. military) 6,800; Goodfellow AFB 3,140; Public Schools 2,052; Fin., Ins., R.E. 2,000; Ret. trade 10,000; Whol. trade 1,360; Trans., Util. 3,100; Contract Constr. 2,300; Mining 800; Printing, Allied Ind. 424; Food & Kindred Prods. 855; Stone, Clay & Glass Prods. 130; Fab. Metal Prods. 360; Other Durable Goods 3,300.

10 - CLIMATE: Av. An. Temp.-64; Jan. Mean Minimum-32; July Mean Temp.-96; Av. An. Rainfall 17.53 in.; Av. An. Humidity-55%.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-17 blocks in downtown area; 8 on W. Beauregard bet. Park & Van Buren Sts.; Village, 2100 & 2200 on W. Beauregard; 3 on W. Beauregard and Sherwood Way; 3 on N. Main St.; 2 on Chadbourne; N. Chadbourne, 2 at Freeland & Van Buren Sts.; K mart Plaza at Intersection Sherwood Way and Ave. N.; 20 acres at intersection of Knickerbocker and Loop 306.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(8)	NA	K mart, M System
Freeland(5)	NA	S&H Green Stamps, Natl. Furn.
Stadium Park(18)	NA	Allwoods, Nathan's Jewelers
Village(23)	NA	Winn-Dixie, Gabriel's, Eckerd, Connies, Anthony's
University Pl.(5)	NA	The Rage, Bikes, Etc.
Southwest Plz.(25)	NA	Furr's, Hastings Revco
Sunset Mall(90)	NA	Sears, JCPenney, Dillard's, Beall's, Service Mdse.
W. Beauregard	NA	Olan Mills, Home Hardware
N. Main	NA	Winn's, Eckerd, Winn-Dixie
Concho Valley Ctr.	NA	K mart, M System
Plaza 67	NA	Sassy Fox, Travel Professionals, Hollingsworth Fash.
Park 2400	NA	Ichiban's, Visions, Jack & Jill

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Close-Food-10 Mon. through Sat. Most others 5:30; K mart, Wal-Mart until 9 Mon.-Sat.; Albertson's until 12 p.m.; M System until 9 p.m.
Stores Open Sundays-Grocery; Sunset Mall Stores; K mart; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Sears; JCPenney; Beall's; Anthony's.

Chain Drug Stores-Albertson's; Eckerd; Revco; Skaggs Alpha Beta.
Discount Stores-K mart; Service Mdse.; Wal-Mart.
Variety Stores-Winn's.
Chain Supermarkets-Safeway 2; Winn Dixie 2; Town & Country 14; Colonial 17; Albertson's; M System 3; Fum's; Skaggs Alpha Beta; Food-4-Less.
Other Chain Stores-Singer Co.; Firestone; Goodyear; Sherwin-Williams; Zale's Jewelry; S&H Green Stamps; SoFro; Allwood's Home Ctr.

14 - NEWSPAPERS: STANDARD-TIMES (m) 34,524; (S) 39,458; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Scott T. Whitley, Adv. Dir., STANDARD-TIMES, 34 W. Harris, San Angelo, TX 76903; Tel. (915) 653-1221.
National Representative: Landon Associates

SAN ANTONIO

1 - LOCATION: Bexar County (MSA). E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi and 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; I-10, 35, 410, 37.

2 - TRANSPORTATION: Railroads-MKT (freight); UP; SP; Amtrak.
Motor Freight Carriers-44.
Intercity Bus Lines-Greyhound; Contin. Trailways; Kerrville; Valley.
Airlines-American; Continental; Eastern; Delta; Mexicana; Ozark; Pan Am; Southwest; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 786,023; E&P 86 Est. 913,799
County 80 Cen. 988,800; E&P 86 Est. 1,131,772
MSA 80 Cen. 1,071,954; E&P 86 Est. 1,235,791
EXPRESS-NEWS:
NDM-ABC: (80) 1,589,350
LIGHT:
CZ-ABC: (80) 896,801
RTZ-ABC: (80) 692,549
City & RTZ-ABC: (80) 1,589,350
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 258,733; E&P 86 Est. 309,982
County 80 Cen. 320,639; E&P 86 Est. 385,837
MSA 80 Cen. 349,330; E&P 86 Est. 423,472
EXPRESS-NEWS:
NDM-ABC: (80) 509,605
LIGHT:
CZ-ABC: (80) 291,781
RTZ-ABC: (80) 217,824
City & RTZ-ABC: (80) 509,605

5 - BANKS	NUMBER	DEPOSITS
Commercial	75	$8,627,343,369
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 875,359 (all vehicles)

7 - ELECTRIC METERS: Residence 445,772

8 - GAS METERS: Residence 293,209

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 102,700; Ret./Whol. 124,200; Mfg. 51,200; Servs. 107,700; Military 80,104; Constr. 36,800; Fin., Ins., R.E. 36,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Jan. 49-62; July 74-94; Av. Annual Temp. 58-80. First killing frost, Nov. 30; last killing frost, Feb. 24.

11 - TAP WATER: Moderate mineral content, chiefly sodium bicarbonate; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of stores)-Central Park Mall (90); Ingram Park Mall (145); McCreless (65); North Star Mall (149); South Park Mall (50); Wonderland Mall (62); Windsor Park Mall (126); Westlake Mercado Mall (54).
Neighborhood Shopping Centers (No. of stores)-Allena Village 10; Arcadia Grove 13; Berler 9; Big Town; Billy Mitchell Village 14; Brook Hollow 26; Burke Ctr. (Brookhill) 9; Burke Village 9; Castle Creek Village; Castle Hills Plaza 10; Castle Hills Village 11; Colonial Plaza 9; Colonies North 17; Dellcrest 17; Dell Village 12; East Park Plaza 8; Eastwood Village 9; Empire Plaza 8; Frontier Junction Recreation; Highland Hills 10; Hillcrest 11; Inspiration Hills; Jefferson Village 11; La Feria Center 12; Lackland Plaza 18; Las Palmas 28; Loma Park 9; Lone Oak Mall 21; MacArthur Plaza; McCrelles Village 12; Marbach Plaza; Military Drive 16; Multipurpose Town & Country 1 & 2; North Hill 12; Northlane 11; North Town Plaza; North View Concourse 18; North west 23; Oak Hills 5; Oak Park Village 15; Puig 8; Sam Houston 16; Shoppers City Mall 26; Stewart Center 8; Sunset Ridge 18; Terrell Plaza 31; The Wright Place; The Yard; Vally H. 34; Vanity Fair 30; Varsity Village 15; Windcrest Center 30; Wonder 19; Woodlawn-Bandera 11; Bandera Center 8; Basse West Center 4; Beitel Creek 15; Bellaire Village 3; Blanco Center 8; Callahan Plaza 15; Edgewood Square 7; Fredericksburg Square 16; Gibson's Bandera Center 13; Marin Center 7; Meadow Village 6; Northern Hills 25; Oak Gate 11; Pecan Valley 10; Perrin Plaza 27; Quadrangle Mall; Spanish Trace Village 7; Shopper's City 26; Stanley Center 11; Village Plaza 11; West Towne Square 11.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Grocery & Shpg. Ctrs.-weeknights.

13 - RETAIL OUTLETS: Department Stores-Joskes 4; Sears 4; JCPenney 6; Montgomery Ward 4; Frost Bros. 3; Dillards 4; Beall's 6; Foley's 2; Solo-Serve 6; La Feria 3; Saks Fifth Ave.; Marshall Fields.
Discount Stores-Shopper's World 5; K mart 9; Target 6; Best Products 2; Service Merchandise 2; Sam's Wholesale Club 2.
Variety Stores-Woolworth 3; Kress; TG&Y 3; Ben Franklin 2; Winn's 36.
Chain Drug Stores-Walgreens 15; Revco 11; Eckerd 23.
Chain Supermarkets-H.E.B. 35; Handy Andy 19; Stop 'N Go 113; Albertson's 7; Centeno 3; Warehouse Grocery 10; Kroger 13; Lone Star Ice & Food 50.
Other Chain Stores-Thom McAn 9; Baker's 6; Mervyn's 3; Sherisher's 2; Ross Stores 2; Burt's 4; Chandler's; Western Auto 11; Firestone 14; Lerner's 5; Zale's 6; National Shirts 5; Kinney Shoes 12; Radio Shack 26; Highland Appliance 2; Federated Superstores; Barry's Camera & Video; Pier I Imports 3; Custom Hi-Fi 3; Pfau Tire 4; Margos LaMode 6; Shepler's; Toys 'R Us 2; Furn.: Lack's 7, Levitz, Weberg's 4, Furniture Expo, Louis Shanks, Sutherlands, Handy Dan 8, McCoy's 3; Builder's Sq. 4; Liquor Stores: Don's and Ben's 16, Discount Liquor 3; Gabriels 3; Payless Beverage 4; Bargain Whse. 3.

14 - NEWSPAPERS: EXPRESS-NEWS (all day-mon to fri) 168,098; (m-sat) 177,313; (S) 229,863; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Allen, V.P.-Adv., EXPRESS-NEWS, Ave. E and 3rd St., San Antonio, TX 78205; Tel. (512) 225-7411.
National Representative: Branham/Newspaper Sales.
LIGHT (all day-mon to fri) 142,050; (m-sat) 164,772; (S) 206,026; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roy Follet, Exec. Dir. of Adv. & Mktg., LIGHT, McCullough & Broadway; PO Box 161, San Antonio, TX 78291; Tel. (512) 271-2700.
National Representatives: Hearst Advertising Service; Cresmer, Woodward, O'Mara & Ormsbee.

SAN MARCOS

1 - LOCATION: Hays County, (In Austin MSA). E&P Map D-4, County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 mi. SW of Austin. On Interstate Hwy. 35; State 12, 32, 80, 123.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Missouri Pacific; Amtrak.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 23,420; E&P 86 Est. 30,101
CZ-ABC: (80) 23,420
RTZ-ABC: (80) 23,111
County 80 Cen. 40,594; E&P 86 Est. 56,444
MSA 80 Cen. 536,450; E&P 86 Est. 692,560
City & RTZ-ABC: (80) 46,531

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,627; E&P 86 Est. 8,174
County 80 Cen. 12,583; E&P 86 Est. 18,159
MSA 80 Cen. 195,856; E&P 86 Est. 263,235
CZ-ABC: (80) 6,627
RTZ-ABC: (80) 7,166
City & RTZ-ABC: (80) 13,793

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$88,000,000

6 - PASSENGER AUTOS: County 44,149 (all vehicles)

7 - ELECTRIC METERS: City Est. 9,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Die Castings; Mfg. Bldg. Materials; Cotton; Corn; Cattle; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Buildings; Gas Regulators; Controls.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67. Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Nelson (15 stores, Colorado St.); Springtown Shopping Center (40 stores, Loop 82 & Thorpe Lane); San Mar Plz. (25 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's.
Discount Stores-Wal-Mart.
Variety Stores-Wackers.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-HEB; Wuests; Safeway; Kroger.
Other Chain Stores-White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zale's; Ben Franklin; Winns.

14 - NEWSPAPERS: RECORD (e-tues to fri) 4,923; (S) 6,511; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James A. Espinoza, Adv. Mgr., RECORD, 1910 I-35 S; PO Box 1109, San Marcos, TX 78666; Tel. (512) 392-2458.
National Representative: None.

SEGUIN

1 - LOCATION: Guadalupe County (In San Antonio MSA). E&P Map D-4, County Seat. Texas Lutheran College. On I-10, Alt. 90, 30 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-At San Antonio Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,854; E&P 86 Est. 19,411
CZ-ABC: (80) 17,854
RTZ-ABC: (80) 60,116
County 80 Cen. 46,708; E&P 86 Est. 56,312
MSA 80 Cen. 1,071,954; E&P 86 Est. 1,235,791
City & RTZ-ABC: (80) 77,970

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,751; E&P 86 Est. 6,124
CZ-ABC: (80) 5,751
RTZ-ABC: (80) 20,908
County 80 Cen. 15,733; E&P 86 Est. 19,844
MSA 80 Cen. 349,330; E&P 86 Est. 423,472
City & RTZ-ABC: (80) 26,659

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$252,125,000
Savings	2	$107,900,000

6 - PASSENGER AUTOS: County 46,550 (all vehicles)

7 - ELECTRIC METERS: Residence 7,296

8 - GAS METERS: Residence 5,723

9 - PRINCIPAL INDUSTRIES: Microwave Panels; Poultry; Steel; Wallboard; Road Maintenance Equip.; Oil and Gas Storage Tanks; Fiberglass Fabric; Architectural Mill Work; Linens; Feeds; Biological & Diagnostic Prods.; Marble Prods.; Tools; Dies; Tractor Implements.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Hwy. 90 E., U.S. Hwy. 90A, State Hwy. 123.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Park Ctr.(13)	1	JCPenney, Wuests
Five Courts(44)	NA	Wal-Mart, Weiners, Beall's
Plaza Del Rey (26)	NA	K mart, TG&Y, Eckerd, Beall's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: Department Stores-Beall's; JCPenney; J.B. White Co.; Reichman's.
Discount Stores-Gibson's; K mart; TG&Y; Wal-Mart.
Variety Stores-Perry's.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Baenziger; Wuest's; Pic & Pac; HEB; 7-Eleven; Utotem; Divine's.
Other Chain Stores-Sears (catalog); Hills Jewelers; Radio Shack; Auto Shack; Colortyme.

14 - NEWSPAPERS: GAZETTE-ENTERPRISE (e-tues to fri) 5,705; (S) 6,672; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary Myers, Adv. Dir., GAZETTE-ENTERPRISE, 1100 N. Camp St.; PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5404.
National Representative: Landon Associates.

SHERMAN

1 - LOCATION: Grayson County (In Sherman-Denison MSA). E&P Map E-2, County Seat. Agriculture, industry & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City, OK; 324 mi. SW of Little Rock, AR; 243 mi. NW of Shreveport, LA. On U.S. Hwys. 75, 82; State Hwy. 289.

2 - TRANSPORTATION: Railroads-Burlington Northern; Southern Pacific; Missouri Pacific; M-K-T.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,413; E&P 86 Est. 32,815
CZ-ABC: (80) 30,413
RTZ-ABC: (80) 155,434
County/MSA 80 Cen. 89,796; E&P 86 Est. 98,758
City & RTZ-ABC: (80) 185,847

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,738; E&P 86 Est. 12,506
CZ-ABC: (80) 11,718
RTZ-ABC: (80) 56,985
County/MSA 80 Cen. 33,972; E&P 86 Est. 39,127
City & RTZ-ABC: (80) 68,703

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$398,538,541
Savings & Loan	3	$711,543,978

6 - PASSENGER AUTOS: County 91,898 (all vehicles)

7 - ELECTRIC METERS: Residence 12,174

8 - GAS METERS: Residence 9,111

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 3,000; Food Proc. 1,349; Surgical Prods. 768; Aluminum Castings and Extrusions 169; Textile Mfg. 568; Earth Augers 141; Box Mfg. 61; Control Valves 337; Trailer Mfg. 50; Steel Wire Prods. 152; Concrete Prods. 36; Auto Glass Mfg. 596; Clothing 85; Truck Body Mfg. 166; Fishing Lures 35; Pre-Fab Buildings 56.
Principal Pay Days-Thur., Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers-1 at Lamar & Willow Sts., 1 at N Travis & Evergreen Sts., 2 at Lamar & Dewey; 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar; 1 at Hwy. 1417.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(9)	NA	7-Eleven
Kam Corners(4)	NA	Revco, Kingsaver Foods, Dollar General
Midway	NA	Sears, Eckerd, Dillards, Mervyn's
Parkview(4)	NA	7-Eleven
Sher-Den Mall(63)	NA	JCPenney, Lilleys, Mont. Ward, Beall's
Westwood(32)	NA	Piggly Wiggly, Revco, Winns
Colonial Square(6)	NA	High Fashions

Principal Shopping Days-Sat., Thur., Mon.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Drug, Supermarkets, Drive-In Grocers, Retailers, Discount Centers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Beall's; Lilley's; Dillards; Mervyn's.
Discount Stores-Gibson's 2; K mart; Wal-Mart.
Variety Stores-Winn's 2; Dollar General.
Drug Stores-May's; Hestand; Revco 2; Eckerd.
Chain Supermarkets-Safeway; Piggly Wiggly 2; Tom Thumb; Skaggs Alpha Beta.
Other Chain Stores-Goodyear; Goodrich; White's Auto; Babcock Bros. (auto); Sherwin-Williams; Hudson Furniture; Havertys Furniture; Zale's; Kinney Shoes; Musicland; Sweeney Jewelers; So-Fro Fabrics; Docktor Pet Center; General Nutrition Center; Margo's-La Mode (ready-to-wear); Foxworth-Galbreth Lbr.; Radio Shack; Brooks Fashion; Bolen's Card Shop; Chess King; Fashion Crossroads; Foxmoor Casuals; Gordon's Jewelers;

Lerners; Merle Norman Cosmetics; Tobacco House; B. Dalton; Pay Less Cashways; Color Tile; Lowe's; Material Center; McCoy's Bldg. Supply; Andrea's (ready to wear); Circus World; Pants West; Bed & Bath Fashion Shop; Foot Action; Connie Shoes; Cutlery World; Foot Locker; Mission Jewelers; K-G Mens Store.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 21,480; (S) 24,017; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bert Chapman, Adv. Mgr., DEMOCRAT, 603 S. Sam Rayburn Expwy.; PO Box 1128, Sherman, TX 75090; Tel. (214) 893-8181.
National Representative: Papert Companies.

SNYDER

1 - LOCATION: Scurry County, E&P Map C-3, County Seat. Oil & agricultural center in W Central part of State, 260 mi. W of Dallas on Hwy. 180.

2 - TRANSPORTATION: Railroads-Snyder & Pacific; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas-New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 12,705; E&P 86 Est. 14,269
County 80 Cen. 18,912; E&P 86 Est. 20,569

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,455; E&P 86 Est. 5,027
County 80 Cen. 6,376; E&P 86 Est. 7,561

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$255,000,000
Savings & Loan	3	$95,000,000

6 - PASSENGER AUTOS: County 20,332 (all vehicles)

7 - ELECTRIC METERS: Residence 4,921

8 - GAS METERS: Residence 4,341

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gasoline Plants 325 ($285); Petroleum Prods. 1,500 ($230); Petroleum Service 1,100 ($230); Chem. Prods. 315 ($255); King's Hwys. ($200).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.: Winter 41; Summer 82; An. Av. 62. An. rainfall 21 in.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-(Downtown)-3 blocks on 25 St., 4 on 26 St.; 2 on Ave. Q; 4 on Ave. R; 4 on Ave. S; Highland; New Center, 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Center.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Sears.
Variety Stores-Perry's.
Discount Stores-Munden's; K mart; TG&Y.
Chain Supermarkets-Furr's; Piggly Wiggly; Safeway; Allsup's.
Other Chain Stores-Goodyear; Higginbotham Bartlett; True Value; Western Auto; Eckerd Drug.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 4,995; sworn Sept. 22, 1985.
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 2103 25th, Snyder, TX 79549; Tel. (915) 573-5486.
National Representative: None.

STEPHENVILLE

1 - LOCATION: Erath County, E&P Map D-3, County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 281, 67, 377 & State Hwy. 108.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Continental; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 11,881; E&P 86 Est. 14,297
County 80 Cen. 22,560; E&P 86 Est. 27,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,652; E&P 86 Est. 5,480
County 80 Cen. 8,699; E&P 86 Est. 10,631

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$183,920,337
Savings & Loan	3	$106,004,780

6 - PASSENGER AUTOS: County 23,881 (all vehicles)

7 - ELECTRIC METERS: Residence 5,406

8 - GAS METERS: Residence 3,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Suits & Dresses 250; Peanut Prods. 125; Feed Mfg. 85; Norton Company; Oil Field Pipe Mfg.; FMC Corp.

10 - CLIMATE: Min. & Max. Temp.-Av. Jan. 56; July 97.

11 - TAP WATER: Approved.

12 - RETAILING: Principal Shopping Areas-South Loop Mall; Mitchells; Reunion Mall.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bosque River Centre	NA	
The Mall(10)	NA	
Plaza(10)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall Bros.; Mitchell's; Anthony's.
Variety Stores-Perry Bros.; Ben Franklin.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Winn-Dixie.

14 - NEWSPAPERS: EMPIRE TRIBUNE (e-mon to fri; S) 5,097; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Norman Fisher, Pub., EMPIRE TRIBUNE, 110 S. Columbia, Stephenville, TX 76401; Tel. (817) 965-3124.
National Representative: Papert Companies.

SULPHUR SPRINGS

1 - LOCATION: Hopkins County, E&P Map E-3, County Seat. Trading and Distribution center. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2 - TRANSPORTATION: Railroads-St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern).
Motor Freight Carriers-5.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,804; E&P 86 Est. 14,899
County 80 Cen. 25,247; E&P 86 Est. 29,671

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,013; E&P 86 Est. 5,810
County 80 Cen. 9,528; E&P 86 Est. 11,757

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$70,133,951
Commercial	4	$185,974,361

6 - PASSENGER AUTOS: County 25,934 (all vehicles)

7 - ELECTRIC METERS: Residence 10,493

8 - GAS METERS: Residence 7,131

9 - PRINCIPAL INDUSTRIES: Pipeline Valves; Oil & Refining; Dairy Proc.; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Meat Packing; Work Clothes; Mach.; Meterological Balloons; Mobile Homes; Lignite Mining; Boat Trailers; Food Proc.; Door Mfg.; Office Furn.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13; last killing frost, Mar. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks in downtown area.
Neighborhood Shopping Centers-Spring Village (16 stores-Howard's, Kroger, Perry Bros. Variety); Sears; Shannon Square (10 stores, local retail); The Center (currently 11 stores-Wal-Mart, Beall's, Pay-Less Shoes, Athlete's Corner).
Principal Shopping Days-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; Marshall's; JCPenney; Foster's; Sears.
Variety Stores-Perry Bros.
Chain Drug Stores-Revco; Eckerd.
Discount Stores-Howard's; Western; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Kroger; Super Handy 3; Safeway; Winn-Dixie.

14 - NEWSPAPERS: NEWS-TELEGRAM (e) 6,484; (S) 7,038; June 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Clarke Keys, Ed./Bus. Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482; Tel. (214) 885-8663.
National Representative: Landon Associates.

SWEETWATER

1 - LOCATION: Nolan County, E&P Map C-3, County Seat. 200 mi. W of Fort Worth on I-20.

2 - TRANSPORTATION: Railroads-Union & Pacific; Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,242; E&P 86 Est. 12,462
County 80 Cen. 17,359; E&P 86 Est. 18,244
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,654; E&P 86 Est. 4,761
County 80 Cen. 6,446; E&P 86 Est. 7,037

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$125,783,736
Savings & Loan	3	$1,129,294,966

6 - PASSENGER AUTOS: County 16,292 (all vehicles)

7 - ELECTRIC METERS: Residence 5,621

8 - GAS METERS: Residence 4,336

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wallboard 900 ($175); Cement 300 ($160); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prods. 125 (N.A.); Clothing 550 (N.A.); Cotton Compress 100 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15; last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Area-20 blocks on Main, Broadway, Oak & Locust.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	1	Sears, Vlg. Foods, Beall's
Lamar St.	1	
Nolan County Plaza(5)	2	Safeway, TG&Y, K mart, Eckerd

Principal Shopping Days-Mon., Wed., Sat.; Food-Mon., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall's; C.R. Anthony.
Variety Stores-Mott's; TG&Y.
Discount Stores-Munden; K mart.
Chain Drug Stores-Rexall; Curry-Armor; Eckerd.
Chain Supermarkets-Village; Safeway; Piggly Wiggly.
Other Chain Stores-Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Wilder Tire; Skinneys; Sav-m; Payless Shoes.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 4,536; (S) 4,536; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Dave Kucifer, Adv. Mgr., REPORTER, 112 W. 3rd St., Sweetwater, TX 79556; Tel. (915) 236-6677.
National Representative: Papert Companies.

TAYLOR

1 - LOCATION: Williamson County (In Austin MSA), E&P Map D-4. 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95, 29; U.S. Hwys. 79, 112.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Missouri-Kansas-Texas; Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,619; E&P 86 Est. 12,311
County 80 Cen. 76,521; E&P 86 Est. 112,249
MSA 80 Cen. 536,450; E&P 86 Est. 692,560

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,832; E&P 86 Est. 4,516
County 80 Cen. 24,932; E&P 86 Est. 38,497
MSA 80 Cen. 195,856; E&P 86 Est. 263,235

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$170,000,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 94,535 (all vehicles)

7 - ELECTRIC METERS: Residence 3,619

8 - GAS METERS: Residence 3,618

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Bedding & Furn. 450; Woodwork 220; Food Proc. 50; Clothing 100.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25; last killing frost, Feb. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Hwy. 95 N.
Neighborhood Shopping Centers-W. Second St.; N. Main St.; W. Lake Drive, S. Main St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Drive(9)	2	Mont. Ward
Taylor Plz.(6)	3	Revco Drug, TG&Y

Principal Shopping Days-Department Stores-Mon. Wed., Sat. Food-Mon., Thur., Fri., Sat.
Stores Open Evenings & Sun.-Drug, grocery.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Thrifty; Luhn & Johns; Rexall 2; Revco; Wal-Mart.
Chain Supermarkets-Safeway; HEB; Super S.
Other Chain Stores-Gellman's; Austin Shoes; Firestone; Western Auto; White Auto; Kenwin; Goodyear; Fotomat; Merle Norman.

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,323; Dec. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Charles A. Schulz, Jr., Assoc. Pub., PRESS, 211 W. 3rd St., Taylor, TX 76574; Tel. (512) 352-3621.
National Representative: Papert Companies.

TEMPLE

1 - LOCATION: Bell County (In Killeen-Temple MSA), E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35; intersection of U.S. 190, 81. State 36, 95, 53.

2 - TRANSPORTATION: Railroads-MK&T; Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow Trailways; Kerrville.

3 - POPULATION:
Corp. City 80 Cen. 42,354; E&P 86 Est. 44,983
CZ-ABC: (80) 53,001
RTZ-ABC: (80) 193,144
County 80 Cen. 157,889; E&P 86 Est. 168,700
MSA 80 Cen. 214,656; E&P 86 Est. 227,205
City & RTZ-ABC: (80) 246,145
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,039; E&P 86 Est. 16,974
CZ-ABC: (80) 19,749
RTZ-ABC: (80) 64,105
County 80 Cen. 52,661; E&P 86 Est. 58,697
MSA 80 Cen. 66,751; E&P 86 Est. 73,836
City & RTZ-ABC: (80) 83,854

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$419,731,563
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 146,862 (all vehicles)

7 - ELECTRIC METERS: Residence 19,222

8 - GAS METERS: Residence 11,411

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bottlers 150; Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Farm Equip. 225; Fixtures 200; Foundry 284; Food 650; Gov't 1,400; Grain Terminals 105; Hatchery 75; Hydraulic Cylinders 175; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobile Homes 200; Plastics 3,100; Printing & Pub. 325; R.R. 725, Schools 950; Shoes 50; Screw Machine Prods. 15; Sheet Metal 363; Specialty Truck Bodies 24; Theatre, School, Church Furn. 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Whol. 3,000; Wood 452; Electronics 1,650; Centrifugal & Die Casting 198.
Principal Pay Days-Fri., Sat.; 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Central Ave.; 2 on Avenue A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers-3 blocks on Ave. G; 2 on Third & French; 1 on S. 25, Ave. A through G on S. 8 St.; 25th through 29th Sts. bet. Adams & Barton Aves.; 21st through 29th Sts. on Adams Ave.; 7th through 11th Sts. on Adams Ave.; 3 blocks on Interstate Hwy. 35. S. 57th through S.

63rd St.; 4400 block of S. Interstate Hwy. 35; S.E. Corner of intersection of S. 31st St. & Loop 363.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Loop(14)	NA	Wal-Mart, King Saver, Perry's
Temple Mall(75)	NA	Dillard, Service Mdse., JCPenney, Sears, Beall's
West Adams(6)	NA	HEB
Youngstown(12)	NA	Piggly Wiggly, 7-Bar Western Wear
Southwest City	NA	Safeway
Oak Park(6)	NA	Audio Tech
The Market Place(30)	NA	HEB, Revco, Weiner's, Mont. Ward
Exchange Plaza(32)	NA	The Rosebud
Pecan Plaza(11)	NA	Holze Music Co.

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Groceries & Drug.

13 - RETAIL OUTLETS: Department Stores-Cheeves Brothers; Montgomery Ward; JCPenney; Sears; Bealls Brothers; Dillard; Cochran; Blair & Potts (in Belton); Weiner's; Triple D Tack; Western. **Discount Stores**-K mart; Dollar General; First Place Warehouse; Wal-Mart. **Variety Stores**-Perry's. **Chain Supermarkets**-Safeway; David's; Red & White; Piggly Wiggly; 7-Eleven 11; HEB 3; Minimax; Super-Save; Strasburger; Meshack's 2; Payless Gas 5; Zippy 8; King Saver 2; Albertson's. **Chain Drug Stores**-Eckerd 3; Revco 2. **Other Chain Stores**-Singer Company; Firestone 2; Goodyear 2; Western Auto; Career Girl (Women's) 2; Sherwin-Williams (Paints); Zale's (Jewelry); S&H Green Stamps; Lack's Furn.; Austin's Shoes; McCoy's (lumber); Service Merchandise; Kinney (Shoes); Fashion Conspiracy; General Nutrition; Radio Shack; Waldenbooks; Molitor Toys; Lerners; Lowery Organs; Baker's Shoes; Hallmark; K-G Men's Wear; Casual Corner; Connie's; Foot Action; Gordon's Jewelry; J. Riggins; Ortega's (Jewelry); Merle Norman (cosmetics) 2; Gingiss; Spencer's Gifts; Stuart's; Music Den; T-Shirts Plus; Wicks 'N Sticks; Suzanne's; Oshman's; Command Performance; B. Dalton; Hasting's Records; Gordon's Jewelers; Kruger's; Lowe's Building Materials Ctr.; Gallenkamp Shoes; Colortech Photography; Raymart; Foxworth Gabraith Bldg. Materials; Millers Outpost; Tractor Supply Co.; Toys Plus.

14 - NEWSPAPERS: TELEGRAM (m) 26,153; (S) 29,352; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Mktg. Dir., TELEGRAM, 10 S 3rd St., Temple, TX 76501; Tel. (817) 778-4444.
National Representative: Papert Companies.

TERRELL

1 - LOCATION: Kaufman County (In Dallas PMSA). E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80. Hwys. 34 & 205.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-7. Central Freight.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,225; E&P 86 Est. 14,914
County 80 Cen. 39,015; E&P 86 Est. 51,137
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538

4 - HOUSEHOLDS:
City 80 Cen. 4,302; E&P 86 Est. 4,975
County 80 Cen. 13,154; E&P 86 Est. 18,150
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$173,580,000
Savings & Loan	2	$96,420,000

6 - PASSENGER AUTOS: County 43,689 (all vehicles)

7 - ELECTRIC METERS: Residence 4,976

8 - GAS METERS: Residence 4,202

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Wood Working 171 ($190); Hospital 1700 ($184); Dresses 100 ($150); Paper Prods. 122 ($234); Aluminum Prods. 322 ($236); Metal Shelving 210 ($150); Air Conditioning 406 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Hwy. 80-W.; 4 blocks on N. Rockwall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town West Plaza(20)	NA	JCPenney, Kroger, Revco

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Centers-Revco; Wal-Mart.
Variety Stores-Mott's.
Chain Supermarkets-Safeway; Brookshires; Kroger; Fresher AG Foods.
Other Chain Stores-Babcock Auto Supply; Western Auto; White Auto; Radio Shack; Pay-Less Shoes; Colortyme.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 6,200; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Bill Jordan, Adv. Dir., TRIBUNE, PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.
National Representative: None.

TEXARKANA, TX-AR

1 - LOCATION: Bowie County, TX; Miller County, AR (MSA). E&P Map F-2. County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Wholesale distribution center for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shopping center for cotton & cattle.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Union Pacific; Kansas City Southern; Southern Pacific; Texas & Pacific; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental, Greyhound, Jefferson & Jordan.
Airlines-Rio Airways; American Eagle; Representative Express.

3 - POPULATION:
Corp. City 80 Cen. 52,730; E&P 86 Est. 52,303
CZ-ABC: (80) 72,561
RTZ-ABC: (80) 285,167
Counties/MSA 80 Cen. 113,067; E&P 86 Est. 119,495
Bowie, TX 80 Cen. 75,301; E&P 86 Est. 80,132
Miller, AR 80 Cen. 37,766; E&P 86 Est. 39,363
City & RTZ-ABC: (80) 357,728

4 - HOUSEHOLDS:
City 80 Cen. 20,213; E&P 86 Est. 20,971
CZ-ABC: (80) 26,797
RTZ-ABC: (80) 101,951
Counties/MSA 80 Cen. 40,925; E&P 86 Est. 45,339
Bowie, TX 80 Cen. 75,301; E&P 86 Est. 80,132
Miller, AR 80 Cen. 37,766; E&P 86 Est. 39,363
City & RTZ-ABC: (80) 128,748

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$740,969,764
Savings & Loan	4	$606,829,886

6 - PASSENGER AUTOS: Miller, AR 16,937; Bowie, TX 73,946 (all vehicles)

7 - ELECTRIC METERS: Residence 31,903

8 - GAS METERS: Residence 26,618

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Ordnance 12,000 ($258); Clay & Min. 200 ($220); Food 228 ($210); R.R. Tank Cars 358 ($260); Tires 1,400 ($225); Mobile Homes 431 ($220); Pipe Fitting Prods. ($204); Lumber Prods. 550 ($270).
Principal Pay Days-Ordnance, Fri.; Lbr., Sat.; Clay Prods., Sat.; Others, 1st., 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.
Neighborhood Shopping Areas-4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall	NA	Dillard, Sears, JCPenney
Southwest Mall	NA	Piggly Wiggly
Jefferson Sq.	NA	Safeway
New Boston Rd.(3)	NA	Price Lo, TG&Y
Oaklawn	NA	Mont. Ward
Wake Village	NA	7-Eleven
K mart	NA	K mart
College Hill	NA	Piggly Wiggly, West Co.
Richmond Square	NA	Piggly Wiggly, Eckerd

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Dillard; Belk-Jones; Montgomery Ward; JCPenney; Sears; West's. **Discount Stores**-Howard's; K mart; Dollar General; Wal-Mart. **Chain Drug Stores**-Medisav; Hart; Eckerd. **Variety Stores**-TG&Y; McCrory 2. **Chain Supermarkets**-Safeway 3; 7-Eleven 12; Piggly Wiggly 7; Albertson's; Skagg's Alpha Beta; Roadrunner 6; Shur-Pak 6; EZ Mart 17; Price Lo. **Other Chain Stores**-Okla. Tire & Supplies; Otasco; Goodyear; White's Auto; Kay's; Gordon's; Zale's; Austin's; S&H Green Stamps; Skibell's; Regans; Holly's; Stelen's, Pay-Less; Fabric World.

14 - NEWSPAPERS: GAZETTE (m) 32,889; (S) 35,616; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J. M. Whitworth, Adv. Mgr., GAZETTE, 313-17 Pine St.; PO Box 621, Texarkana, TX 75501; Tel. (214) 794-3311.
National Representative: Papert Companies.

TEXAS CITY

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA). E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 75; State Hwy. 146.

2 - TRANSPORTATION: Railroads-Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; Central Texas.
Airlines-All major airlines at Houston, 40 mi.

3 - POPULATION:
Corp. City 80 Cen. 41,403; E&P 86 Est. 44,976
County/PMSA 80 Cen. 195,940; E&P 86 Est. 221,810
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,045; E&P 86 Est. 14,195
County/PMSA 80 Cen. 69,284; E&P 86 Est. 81,932

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$132,000,000
Saving & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County 165,818 (all vehicles)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 16,923.

9 - PRINCIPAL INDUSTRIES: 8 Major Industries With 7,658 Employees. An. Payroll $279,431,614.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbor Village	NA	Western Auto
Mainland Plaza(12)	NA	Plaza Drugs, Texas Super
Bay Center(10)	NA	Kroger, Wal-Mart, Academy
Trade Winds(24)	NA	Fair, Weiners, Sears, TG&Y
K mart Ctr.(13)		K mart, Ronnie's Super Value, Handy Dan

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-All Major, some local stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weiners; The Fair; Handy Dan.
Variety Stores-TG&Y.
Chain Drug Stores-Plaza; Eckerd.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Texas Super 3; Kroger; Lucky-7 2; Safeway; Ronnies; Super Value Food Warehouse.
Other Chain Stores-Western Auto; Sears (catalog); Montgomery Ward; Goodyear 2; Zale's Jewelers; Sherwin-Williams; Firestone; Goodrich; Singer Co.

14 - NEWSPAPERS: SUN (mS) 8,617; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Brenda Placette, Adv. Dir., SUN, 624 Fourth Ave.; PO Box 2249, Texas City, TX 77592; Tel. (713) 945-3441.
National Representatives: Landon Associates; U.S. Suburban Press.

TYLER

1 - LOCATION: Smith County (MSA). E&P Map E-3. County Seat. Shipping, college, manufacturing, wholesale, hospital & medical center. Oil operators. Rose capital-growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, LA.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 70,508; E&P 86 Est. 80,404
CZ-ABC: (80) 77,493
RTZ-ABC: (80) 395,582
County/MSA 80 Cen. 128,366; E&P 86 Est. 152,630
City & RTZ-ABC: (80) 473,075
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,024; E&P 86 Est. 30,427
CZ-ABC: (80) 28,552
RTZ-ABC: (80) 141,469
County/MSA 80 Cen. 46,042; E&P 86 Est. 57,103
City & RTZ-ABC: (80) 170,021

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,462,929,000
Savings & Loan	6	$700,300,000

6 - PASSENGER AUTOS: County 136,967 (all vehicles)

7 - ELECTRIC METERS: Residence 34,260

8 - GAS METERS: Residence 28,230

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Cast Iron Fdy. 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab Homes 150 ($210); R.R. Man. Office 300 ($246); Clothing 700 ($143); Alum. Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($165); Oil Field Equip. 250 ($245); Tire Mfg. 1,400 ($240); Alum. Furn. 225 ($165); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($132).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58; First killing frost, Nov. 15; last killing frost, Mar 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E. 5th; Broadway Mall 55 acres S. Broadway at Loop 323.
Neighborhood Shopping Centers-Lake Park Shopping Ctr.-8 units; NW Loop Shopping Ctr.-8 units; W.C. Square-5 units; Lincoln Plz.-3 units; Hillside Ctr.-10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Square Mall(72)	4	Sears, Dillard, JCPenney, Zale's
Bergfield(36)	2	Mont. Ward, Brookshire Groc.
French Quarter(40)	NA	Eckerd, Safeway, Hancock Fabric
Green Acres(41)	2	Brookshire Groc., Revco
Front-Beckham (14)	1	B-Mart Groc., Eckerd
West Bow	2	Beard's, Eckerd, Perry 5&10
West Erwin(8)	3	B-Mart Groc., General Dollar
Loop East	3	Brookshire Groc., Revco, Otasco
Southeast Crossing(3)	3	Bourbon St. Oyster Bar, Backcountry, Michaels
Times Sq. Plz.	5	Racquet & Jog
Westwood	3	Brookshire's Royal Optical
Off Broadway	2	SR Superstore, M.A. Sims Co.
Towne Ctr.	4	Clothestime, Barrett Shoes
Gas Light Plaza(5)	1	Brookshire Groc., Skillerns, Otasco
Old English	4	Karls Cameras,

Principal Shopping Days-Dept.-Mon., Fri. and Sat., Food-Sun., Wed.
Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: Department Stores-J.M. Dyer; Dillard; Sears, Montgomery Ward; JCPenney; New York; Selber Bros.; Sanger Harris.
Discount Stores-K mart 2; Target.
Variety Stores-Perry 5&10 3; TG&Y.

Chain Drug Stores-Eckerd 5; Skaggs Alpha Beta; Drug-Sav 4; Revco 6; Tom Thumb; Page.
Chain Supermarkets-Safeway 2; Beards; Brookshire 7; B-Mart 4; Skaggs Alpha Beta.
Other Chain Stores-Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Service; Cook's Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's; Broadway; Brewster; Chamness; Fowler; H. C. Pittman; Pope & Turner; Rose City; Ethan Allen; Parker-Chatham; Almand's; Furn. World; Kelly Furn.; Murphy Bros.; Jewel T ; Furn. Corner; Service Merchandise; Lowes; Payless Cashways; Wickes.

14 - NEWSPAPERS: TELEGRAPH (m) 37,841; COURIER-TIMES (e-mon to fri) 7,744; COURIER-TIMES-TELEGRAPH (S) 48,521; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: JoAnne Smith, Natl. Adv. Mgr., COURIER-TIMES and TELEGRAPH, 410 W. Erwin St.; PO Box 2030, Tyler, TX 75710; Tel. (214) 597-8111.
National Representative: None.

VERNON

1 - LOCATION: Wilbarger County, E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 281 and 287; State Hwys. 5, 23 and 28. 170 mi. NW of Fort Worth; 193 mi. NW of Dallas and 180 mi. NE of Lubbock.

2 - TRANSPORTATION: Railroads-Ft. Worth and Denver.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,695; E&P 86 Est. 14,603
County 80 Cen. 15,931; E&P 86 Est. 17,671
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,871; E&P 86 Est. 5,778
County 80 Cen. 5,983; E&P 86 Est. 6,947

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County 15,227 (all vehicles)

7 - ELECTRIC METERS: County 6,317

8 - GAS METERS: Residence 5,671

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 450 ($430); Feed 250 (N.A.); Meat Packing 300 ($200); Proc. & Mfg. 48 (N.A.); Guar. Proc. 125 (N.A.); State Hospital 900 ($170); Jr. College 75 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
Neighborhood Shopping Centers-Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Food-daily; Family Centers-daily.

13 - RETAIL OUTLETS: Department Stores-Clayton's; C.R. Anthony; JCPenney; Inabnit's; Louise's; Sears; Watkins; Perry's.
Shoe Stores-Gibson's; Osbornes; M.E. Moses; Bootierie.
Variety Stores-M.E. Moses; Perry's.
Drug Stores-M&S Phcy.; City Phcy.; Gibson; Hillcrest.
Chain Discount Stores-Gibson's.
Chain Supermarkets-United; Central; Coy's.
Other Chain Stores-Otasco Auto; S&H Green Stamps.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,813; (S) 5,813; sworn Sept. 23, 1985
Local Contact for Advertising and Merchandising Data: Larry L. Crabtree, Pub.; or Jim Surber, Adv. Dir., RECORD, 3214 Wilbarger St.; PO Box 1979, Vernon, TX 76384; Tel. (817) 552-5454.
National Representative: None.

VICTORIA

1 - LOCATION: Victoria County (MSA). E&P Map E-5, County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2 - TRANSPORTATION: Railroads-So. Pac.; Mo. Pac.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville; Valley Transit Co.
Airlines-Royale.

3 - POPULATION:
Corp. City 80 Cen. 50,695; E&P 86 Est. 55,978
CZ-ABC: (80) 50,116
RTZ-ABC: (80) 122,149
County/MSA 80 Cen. 68,807; E&P 86 Est. 77,753
City & RTZ-ABC: (80) 172,265
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,220; E&P 86 Est. 19,638
CZ-ABC: (80) 17,045
RTZ-ABC: (80) 42,337
County/MSA 80 Cen. 22,988; E&P 86 Est. 27,166
City & RTZ-ABC: (80) 59,382

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,187,173,504
Savings & Loan	5	$883,191,078

6 - PASSENGER AUTOS: County 69,442 (all vehicles)

7 - ELECTRIC METERS: Residence 19,887

8 - GAS METERS: Residence 12,370

9 - PRINCIPAL INDUSTRIES: Chem.; Aluminum; Oil; Cattle; Bldg. Materials; Petro-Chem.; Sand & Gravel; Steel Fab.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lone Tree(16)	NA	7-Eleven, Dick's
Town & Country (33)	NA	Melvin's, Leons
Town Plaza(28)	NA	Beall's, Grahams, JCPenney, Walgreens
Village Center(22)	NA	Weiner's, Village Drug, Woolworth
North Cross(14)	NA	Weiner's, Hastings, Eckerd, H.E.B.
Victoria Mall (85)	NA	Sears, Dillard, Wilson, Radio Shack, Thom McAn

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Simon; Dunlaps; Sears; Beall Bros.; Leon's; Dillard; Weiner's.
Discount Stores-Gibson's; Kroger; K mart; Wal-Mart; O.G. Wilson.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreens 2; Eckerd
Chain Supermarkets-H.E. Butt 2; Kroger; Dick's 3; Stanley's; Albertson's; Warehouse Grocery.

14 - NEWSPAPERS: ADVOCATE (m) 37,363; (S) 38,493; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: L. Michael Tieman, Adv. Dir., ADVOCATE, 311 E. Constitution; PO Box 1518, Victoria, TX 77902; Tel. (512) 575-1451.
National Representative: Branham/Newspaper Sales.

WACO

1 - LOCATION: McLennan County (MSA), E&P Map E-3, County Seat. Market and shipping center for agricultural, and industrial area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 90 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State 6, 31; I-35, 150 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Central Texas; Continental.
Airlines-Rio Airways.

3 - POPULATION:
Corp. City 80 Cen. 101,261; E&P 86 Est. 106,900
CZ-ABC: (80) 138,965
RTZ-ABC: (80) 300,007
County/MSA 80 Cen. 170,755; E&P 86 Est. 189,276
City & RTZ-ABC: (80) 438,972

4 - HOUSEHOLDS:
Corp. City 80 Cen. 37,578; E&P 86 Est. 40,904
CZ-ABC: (80) 50,366
RTZ-ABC: (80) 104,145
County/MSA 80 Cen. 61,554; E&P 86 Est. 70,673
City & RTZ-ABC: (80) 154,511

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$1,522,503,000
Savings & Loan	7	$1,093,500,684

6 - PASSENGER AUTOS: County 160,212 (all vehicles)

7 - ELECTRIC METERS: 68,099

8 - GAS METERS: 37,839

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 1,000; Cement 150; Lumber and Wood Prods. 1,570; Furn. & Fixtures 500; Rocket Fuel 350; Mobile Homes & Trans. Equip. 600; Iron & Steel Fab. 850; Food & Candy 2,000; Plastics 100; Battery Mfg. 379; Mach. 680; Elect. Mach. 500; Apparel 1,980; Paper 500; Printing & Pub. 840.
Principal Pay Days-1st & 15th and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard. Artesian; soft in some areas; fluoridated.

12 - RETAILING: Principal Shopping Center-12 neighborhood centers.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookview Hills (17)	4	Austin-Closs, 7-Eleven, Kestner
Eastgate Plz.(15)	3	Winn's, HEB
Fairgate(21)	4	DuBois Furn., Eckerd
Lake Air Ctr.(30)	5	Goldstein-Migel, Mont. Ward
K mart Center	3	Hancock, K mart
Richland Fashion Mall(102)	5	Sears, JCPenney, Beall's, Dillard, Service Mdse.
Parkdale	5	Dyer Electronics, Sack & Save
Park Lake(14)	5	Eckerd, HEB, Revco
Southgate(20)	3	HEB, Eckerd
Westview Village(23)	3	Piggly Wiggly, Cox
Brazos Sq.	NA	Fuddruckers, Po' Folks
Bosque Sq.(20)	6	Revco, Winn-Dixie

Principal Shopping Days-Dept. Stores-Mon., Thur., Sat. Food-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur. Food Chains-all week.

13 - RETAIL OUTLETS: Department Stores-Goldstein-Migel; Cox's; Montgomery Ward; JCPenney; Sears; Dillard; Beall's; Service Mdse.; O.G. Wilson; Target.
Variety Stores-McCrory; Winn's 5.
Discount Stores-K mart 2.
Chain Drug Stores-Eckerd 7; Revco 3.
Chain Supermarkets-Safeway 4; Piggly Wiggly 2; H.E. Butt 5; 7-Eleven 26; Zippy 20; Skaggs Alpha Beta; Winn-Dixie; United; Sack & Save.
Other Chain Stores-Butlers; Thom McAn; Kinney; Pay Less; Career Girl 5; Regan's 2; Zale's Jewelers; Piccadilly Cafeteria 2; Olmstead-Kirk (paper); Sherwin-Williams 2; Singer Co. 2; Pollock Paper; Goodyear 2; Texas State Optical 2; S&H Green Stamps; Luby's Cafeteria; Radio Shack 3; Pier I.

14 - NEWSPAPERS: TRIBUNE-HERALD (m) 52,840; (S) 68,493; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Kolinek, Adv. Dir., TRIBUNE-HERALD, 900 Franklin; PO Box 20488, Waco, TX 76702-0488; Tel. (817) 757-5757.
National Representative: Sawyer-Ferguson-Walker.

WAXAHACHIE

1 - LOCATION: Ellis County (In Dallas PMSA), E&P Map E-3, County Seat. Diversified economy, light industry, agriculture center. 28 mi. S of Dallas; 38 mi. SE of Ft. Worth. On U.S. Hwy. 287, I-35.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri-Kansas-Texas; Burlington Rock Island.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Texas Electric Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 14,624; E&P 86 Est. 16,490
County 80 Cen. 59,743; E&P 86 Est. 73,400
PMSA 80 Cen. 1,957,451; E&P 86 Est. 2,301,538

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,046; E&P 86 Est. 5,947
County 80 Cen. 19,866; E&P 86 Est. 25,621
PMSA 80 Cen. 711,093; E&P 86 Est. 870,962

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$193,709,000
Savings & Loan	2	$6,678,223,179

6 - PASSENGER AUTOS: County 66,848 (all vehicles)

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

11 - TAP WATER: Neutral, Soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Plz.	2	Kroger
JCPenney		JCPenney, Safeway
North Gate(30)	2	Sears, Eckerd, Beall's, Motts
Ferris Ave.	NA	JCPenney

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart; Revco; Eckerd.

13 - RETAIL OUTLETS: Department Stores-Cheeves Bros.; JCPenney; Sears; K-Wolen's; Beall's.
Variety Stores-Motts; Revco; Wal-Mart.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Kroger; Safeway; Winn-Dixie.

14 - NEWSPAPERS: LIGHT (eS) 5,440; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Lyall Kirton, Adv. Mgr., LIGHT, 200 W. Marvin; PO Box 877, Waxahachie, TX 75165; Tel. (214) 937-3310.
National Representative: Papert Companies.

WEATHERFORD

1 - LOCATION: Parker County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. 28 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Union Pacific; Missouri Pacific.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,049; E&P 86 Est. 13,406
County 80 Cen. 44,609; E&P 86 Est. 56,725
PMSA 80 Cen. 973,138; E&P 86 Est. 1,201,974
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,609; E&P 86 Est. 5,533
County 80 Cen. 15,640; E&P 86 Est. 20,808
PMSA 80 Cen. 349,034; E&P 86 Est. 450,103

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$265,692,000
Savings & Loan	3	$75,000,000

6 - PASSENGER AUTOS: County 51,597 (all vehicles)

7 - ELECTRIC METERS: Residence 7,125

8 - GAS METERS: Residence 4,772

9 - PRINCIPAL INDUSTRIES: Mach. Shops; Gen. Agric.; Truck Farming; Natural Gas; Bakery; Lamp Mfg.; Oil Tool Engineering; Tourist; Printing.

10 - CLIMATE: Min. & Max. Temp.-36-98.

11 - TAP WATER: Fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southtown(9)	2	Radio Shack
Safeway(2)	1	Safeway, Gibson's
Village(4)	1	Sears, Motts
Parker Plaza(19)	1	JCPenney, Winn-Dixie
College Park(20)	2	Kroger, TG&Y, Mitchell's, Eckerd

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mitchells; The Hub.

Discount Stores-Gibson's; K mart; TG&Y; Wal-Mart.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Safeway; Winn-Dixie; Tony's 2; Kroger; Affiliated.
Other Chain Stores-Higinbotham's; McCoys.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 6,335; (S) 6,794; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Frank Rowe, Adv. Mgr., DEMOCRAT, 512 Palo Pinto St., Weatherford, TX 76086; Tel. (817) 594-7447.
National Representative: Papert Companies.

WICHITA FALLS

1 - LOCATION: Wichita County (MSA). E&P Map D-2. County Seat. Manufacturing: Oil & Gas; Sheppard AFB; Retail & Wholesale Trade; Convention/Visitor Service 120 mi. NW of Fort Worth on U.S. Hwys. 82, 277, 281, 287; State 79; I-44.

2 - TRANSPORTATION: Railroads-Fort Worth & Denver; Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines-Trailways; Oklahoma Trans.; Texas-New Mexico-Oklahoma; Jordan.
Airlines-Rio; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 94,201; E&P 86 Est. 96,712
County/MSA 80 Cen. 121,082; E&P 86 Est. 126,505
CZ-ABC: (80) 94,201
Bal. in NDM-ABC: (80) 36,463
Total NDM-ABC: (80) 130,664
RTZ-ABC: (80) 126,277
Total NDM & RTZ-ABC: (80) 256,941
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,647; E&P 86 Est. 36,279
County/MSA 80 Cen. 43,134; E&P 86 Est. 47,024
CZ-ABC: (80) 33,647
Bal. in NDM-ABC: (80) 13,094
Total NDM-ABC: (80) 46,741
RTZ-ABC: (80) 48,755
Total NDM & RTZ-ABC: (80) 95,496

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,020,034,687

6 - PASSENGER AUTOS: County 118,307 (all vehicles)

7 - ELECTRIC METERS: Residence 44,046

8 - GAS METERS: Residence 27,490

9 - PRINCIPAL INDUSTRIES: Industry, No. of employees-Lumber & Wood Prods. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Pub. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Constr. 2,820; Photographic, Medical 456; Trans., Comm. & Util. 2,400; Fin. & R.E. 2,320; Gov't 11,280; Petroleum Prods. 5,608; Private Household 1,820; Mach. 2,634; Elect. 1,068; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,692.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant St.; 3 at N. Broadway; 1 Midwestern Pkwy. & Kemp; 1 Midwestern Pkwy. & Maplewood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plaza	NA	TG&Y, Superfine, United Supermkt.
Parker Sq.(45)	NA	McClurkan's, Winn's, Plitt Theatre
Southmoor(11)	NA	Computerland
Faith Village(60)	NA	White's, Cloth World
Sikes Center(79)	NA	JCPenney, Beall's, Dillard, Monnig's
Wichita Sq.	NA	
French Vlg.(15)	NA	Penelope's
Scott Sq.	NA	
Century Plz.	NA	Steak & Ale
Southwest Plz.	NA	Eckerd, Safeway

Principal Shopping Days-Thur., Sat., Mon.
Stores Open Evenings-Dept.: Thur.; Food: Fri., Sat. Sikes Center, Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Dillard; Monnig's; McClurkan's; JCPenney; Sears; Hub; White's; Beall's.
Discount Stores-Gibson's 2; K mart 2; Best Prod; Target; Edisons.
Variety Stores-TG&Y Family Center; Winns 2.
Chain Drug Stores-Walgreens; Eckerd; Albertson's; Skaggs Alpha-Beta; Safeway.
Chain Supermarkets-Safeway 3; United 3; Handy Huts; Affiliated 7; Albertson's, Skaggs.
Other Chain Stores-Auto Supplies: White's, Western Auto, Firestone, Goodyear, Popular, Spears'; Women's Clothing: Bakers, Lerner's, Brooks, Woods; Misc.: Singer Co., Zale's Jewelry, Merle Norman Cosmetics, S&H Green Stamps, McCoys Building Supplies, Hallmark, Whites, Radio Shack, Sutherland Lumber, Stewarts', Payless Shoes, Chick Fila, County Corrigans, Gordans, Keepsake Diamond, Picadilly, Royal Optical, TSO.

14 - NEWSPAPERS: RECORD-NEWS (m-mon to fri) 34,015; TIMES (e-mon to fri) 14,003; (m-sat) 44,377; (S) 47,259; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Marvin B. Penrod, Mgr. Gen. Adv., RECORD-NEWS and TIMES, 1301 Lamar St.; PO Box 120, Wichita Falls, TX 76307; Tel. (817) 767-8341.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Harte-Hanks Communications

UTAH SURVEYS

METROPOLITAN STATISTICAL AREAS

Provo-Orem-Utah County.
Salt Lake City-Ogden-Salt Lake, Weber and Davis Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	112	189	224
5-14 Years	241	272	323
15-24 Years	215	295	350
25-44 Years	238	384	456
45-64 Years	177	212	252
65 and Over	77	109	130
TOTAL	1,060	1,461	1,735

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	290	362	657
General Mdse	551	708	1,032
Food	821	1,481	1,895
Automobiles	952	1,178	2,081
Gasoline Stations	367	657	658
Apparel	169	292	422
Furniture	231	305	564
Eat-Drink Places	314	498	721
Drugs	130	161	212
TOTAL SALES	4,146	6,327	9,001

LOGAN

1 - LOCATION: Cache County. E&P Map B-1. County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2 - TRANSPORTATION: Railroads-Union Pacific.
Intercity Bus Lines-Cook; Greyhound.
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 80 Cen. 26,844; E&P 86 Est. 28,435
CZ-ABC: (80) 32,988
RTZ-ABC: (80) 33,083
County 80 Cen. 57,176; E&P 86 Est. 64,163
City & RTZ-ABC: (80) 66,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,291; E&P 86 Est. 10,873
CZ-ABC: (80) 10,877
RTZ-ABC: (80) 9,343
County 80 Cen. 17,558; E&P 86 Est. 21,836
City & RTZ-ABC: (80) 20,220

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$119,532,748
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: County 23,870

7 - ELECTRIC METERS: Residence 9,589

8 - GAS METERS: Residence, City 11,069

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 239; Plastic Mfg. 105; Electronics 350.

10 - CLIMATE: Min.& Max. Temp.-Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.
Stores Open Evenings-Drug & Dept.-Nightly until 10; Grocery-Daily until midnight (two open 24 hours).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fred Meyer; Samon's; ZCMI; Ernst Home Centers; The Bon; K mart.
Variety Stores-King's; K mart.
Chain Drug Stores-Osco's; Smiths; Fred Meyer.
Chain Supermarkets-Safeway; Albertson's; Smith's Foodking; Maceys.
Other Chain Stores-Standard Optical; Sherwin-Williams; Goodyear; Sunset Sporting Goods; Kinney Shoes; Thom McAn Shoes; Lerner's Shops; Nobby; Anita Shops; Discount Tire; Furniture Stores: Crystal, Edwards, Lundstrom, U&L, Bob's Furniture Outlet, Hy Whitney; House of Fabrics; Zales; Mode O'Day.

14 - NEWSPAPERS: HERALD-JOURNAL (e-mon to fri) 13,733; (S) 14,042; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Callaway, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321; Tel. (801) 752-2121.
National Representative: None.

OGDEN

1 - LOCATION: Weber County (In Salt Lake City-Ogden MSA). E&P Map B-2, County Seat. 2 Industrial Centers, R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 15, 89, 91, 30S; & 80N, State Hwys. 39, 40.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Denver & Rio Grande Western; Pacific Fruit Express Co.; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Trailways; Utah Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 64,407; E&P 86 Est. 61,671
NDM-ABC: (80) 263,001
County 80 Cen. 144,616; E&P 86 Est. 157,529
MSA 80 Cen. 910,222; E&P 86 Est. 1,022,744

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,985; E&P 86 Est. 24,451
NDM-ABC: (80) 80,507
County 80 Cen. 47,643; E&P 86 Est. 53,959
MSA 80 Cen. 289,379; E&P 86 Est. 338,322

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$975,000,000
Savings & Loan	6	$320,000,000

6 - PASSENGER AUTOS: County 73,444

7 - ELECTRIC METERS: Residence 48,953

8 - GAS METERS: Residence 47,769

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aerospace & Aircraft 2,500; Hill Air Force Base 20,705; Internal Revenue 3,996; Defense Depot 2,000; Freeport Center (60 companies) 4,000; Weber County Industrial (1 heavy mfr., 7 companies) 1,200; Ogden Industrial Park (35 companies) 800; Western Zirconium 600; Great Salt Lake Mineral 500; Steel Fab. (5 companies) 600.
Principal Pay Days-R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 52-95; Fall 28-76; Winter 17-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-2nd & Harrison Blvd.; 40th & Washington Blvd.; 39th & Harrison Blvd.; 36th & Wall, North Ogden; Riverdale Center; Harrison Blvd.; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Ogden	4	Gibson
Roy(21)	6	Smith's
Five Points(46)	3	Wangsgard
Layton Hills Mall(90)	NA	Mervyn's, Castleton's
Wall Ave.	3	Sears, Smith's
2nd/Harrison	2	
K mart(12)	2	K mart
Newgate(11)	NA	Sears
Newgate Mall	NA	Mervyn's, Sears
Ogden Mall	NA	Bon Marche, JCPenney, Nordstrom
Wangsgard's	2	Wangsgard's, Five Points

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat. Food: Thur., Fri., Sat.
Stores Open Evenings-Fri. Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Sears; ZCMI; Weinstocks; Nordstrom; Mervyn's.
Discount Stores-Price Savers; Farr; Sav-On; Fred Meyer; K mart; Alpha Beta; Osco Drug; Thrifty.
Variety Stores-Woolworth; Pay & Pak.
Chain Drug Stores-Osco 2; Thrifty; Hospital; Vinces 5; Prescription Centers 3; Fred Meyer; Drug King; Alpha Beta.
Chain Supermarkets-Safeway 3; Albertson's 5; Smith's Food King 8; Richardsons; Stimson's 3.
Other Chain Stores-Singer Co.; Baker; Anita Shops; Pulman Wholesale Tailors; Firestone; Goodyear; Western Auto; Zale's; Pay 'N Pak; B Mart; Ernst Home Center.

14 - NEWSPAPERS: STANDARD-EXAMINER (e) 53,936; (S) 55,755; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James L. Barclay, Adv. Dir., STANDARD-EXAMINER, 455 23rd St., Ogden, UT 84401; Tel. (801) 394-7711.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PROVO

1 - LOCATION: Utah County (In Provo-Orem MSA). E&P Map B-3, County Seat. Site of Brigham Young University (26,000 students) 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwy. 189, 115.

2 - TRANSPORTATION: Railroads-D&RGW; UP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 73,907; E&P 86 Est. 76,956
CZ-ABC: (80) 155,932
RTZ-ABC: (80) 62,174
County/MSA 80 Cen. 218,106; E&P 86 Est. 238,847
City & RTZ-ABC: (80) 218,106
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,059; E&P 86 Est. 21,551
CZ-ABC: (80) 42,177
RTZ-ABC: (80) 16,338
County/MSA 80 Cen. 58,515; E&P 86 Est. 66,440
City & RTZ-ABC: (80) 58,515

5 - BANKS	NUMBER	EST. DEP.
Commercial	16	$310,000,000
Savings & Loan	6	$111,150,000

6 - PASSENGER AUTOS: County 85,731

7 - ELECTRIC METERS: Residence 48,000

8 - GAS METERS: Residence (County) 60,833

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,749; Contract Constr. 2,970; Mining 58; Mfg. 11,763; Trans. & Util. 2,161; Whol. & Ret. 14,928; Fin., Ins., & R.E. 2,225; Servs. 23,962; Gov't (Fed., State and Local) 13,418.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Mall(165)	NA	ZCMI, JCPenney, Mervyn's
Canilan Sq.(17)	NA	Macey's, Sack'N Save
Parkway Ctr.(12)	NA	Fashion Gal, Utah Craft
Fred Meyer(11)	NA	Fred Meyer, Smith's Food King
Riverside Plz.(10)	NA	LaBelle's, Osco
Parkway Plz.(20)	NA	Albertson's,
Edgemont Plz.(12)	NA	Day's Thriftway
Northgate Mall	NA	Safeway, Checker Auto

Expressway Sq.(5)	7	K mart, Payless Shoes
Connco Plz.(15)	NA	Connco Shoes Wallpaper Whse.
Orem Ctr.(6)	NA	Pykettes
American Fork(20)	14	Fred Meyer, Albertson's
Orem Plz.(5)	NA	Osco Drug
Orem Macey's(9)	NA	Macey's, Sack 'N Save

Principal Shopping Days-Mon., Wed., Fri., Sat. **Stores Open Evenings**-University Mall, Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-LaBelle's; JCPenney; Sears; Fred Meyer; ZCMI; Mervyn's. **Variety Stores**-Woolworth; Sprouse-Reitz; Cornet; Forsey's; Gibson's; K mart; Ross Stores. **Chain Drug Stores**-Osco; City Drug (Walgreens). **Chain Supermarkets**-Safeway 4; Allen's 4; IGA 4; Reams 4; Albertson's 3; A.G. Stores 8; Smith's Food King 2; Macey's Sack'N Save 3; Associated Foods 8. **Other Chain Stores**-Anderson Lumber; Boise Cascade; Firestone; Sherwin-Williams Paint; Bennett's Paints; Lerner's Shops; Anita Shops; Goodrich; Sweetbriar; Douglas Optical; Standard Optical; Zale's; Montgomery Ward; House of Fabrics; Radio Shack; Payless Shoes; Leven's; Bradshaw Auto Parts; Utah Auto Parts; Samon's; Wolfe's; Castleton's; Sunset Sports; Checker Auto Supply; Singer Co.; Midas Muffler; Ernst Home Ctr.; 84 Lumber; Discount Tire Co.; Ogden's Carpet; Pay 'N Pak; Coast-to-Coast Hardware; Stokes Bros.; Bernina; Edison Bros.; Hickory Farms; Pier I Imports; Fashion Gal.

14 - NEWSPAPERS: HERALD (e-mon to fri) 31,334; (S) 31,867; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don Rowley, Adv. Dir., HERALD, 1555 N. 200 W., Provo, UT 84603; Tel. (801) 373-5050.
National Representative: Scripps League Newspapers.

ST. GEORGE

1 - LOCATION: Washington County. E&P Map A-5. County Seat. Winter resort. Diversified farming.

2 - TRANSPORTATION: Motor Freight Carriers-Milne; Garrett; Norm Howard Trucking.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-All major airlines at Las Vegas, NV. Airport & Commuter Skywest.

3 - POPULATION:
Corp. City 80 Cen. 11,350; E&P 86 Est. 15,160
County 80 Cen. 26,065; E&P 86 Est. 35,730

4 - HOUSEHOLDS:
City 80 Cen. 3,589; E&P 86 Est. 4,724
County 80 Cen. 7,801; E&P 86 Est. 11,132

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: City 13,312

7 - ELECTRIC METERS: Residence 10,215

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sugar; Beet Seeds; Fruit; Poultry; Light Mfg.; Tourism; Cattle Ranching; Resort Community; Steel Fabrication.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Mild winters, warm summers.

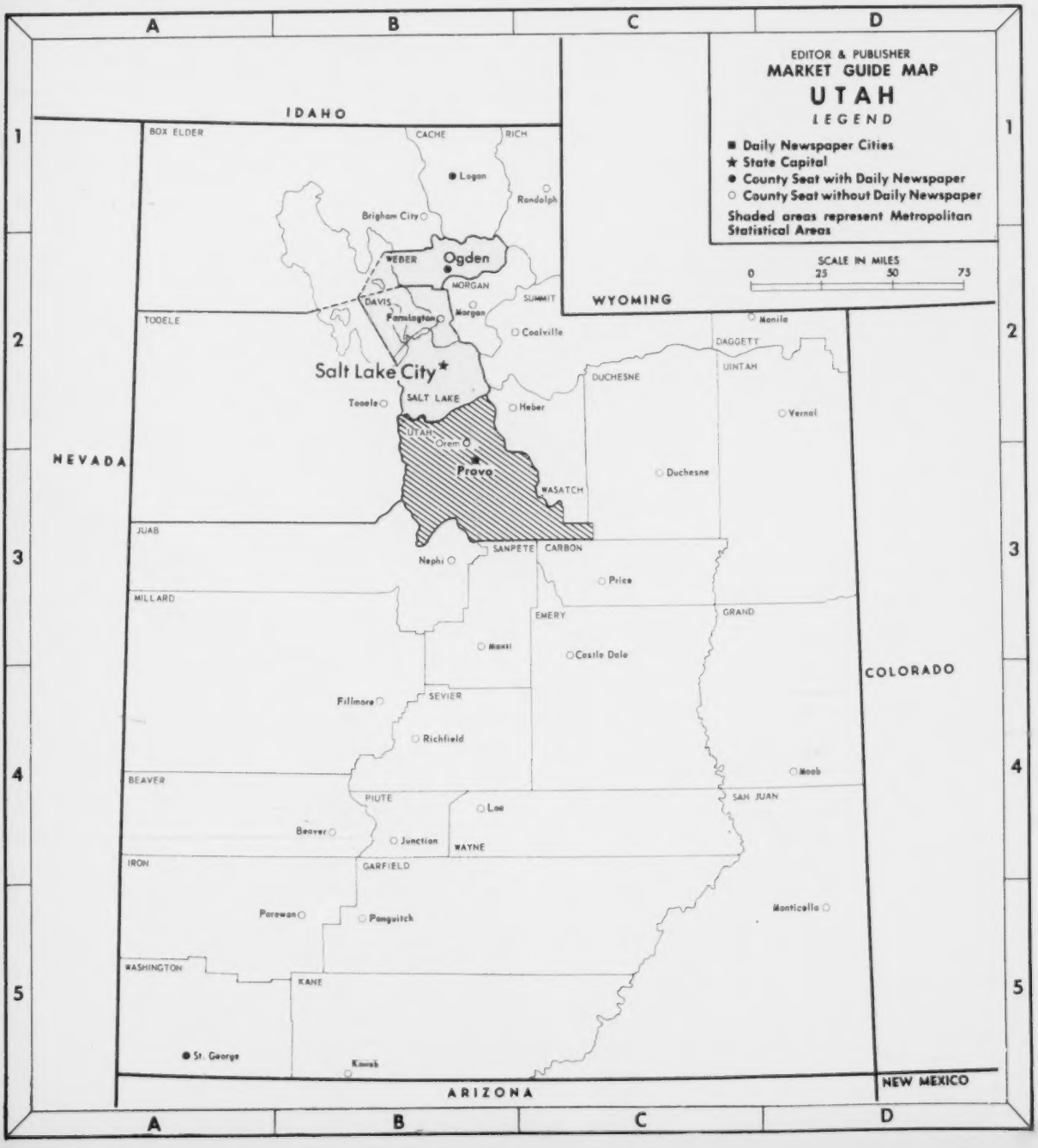
11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; St. George Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dixie Mall	3	Safeway
East City(8)	NA	Mont. Ward K mart, Albertson's
Kemp Korner(18)	NA	Chuck's
Red Hills Plz.	NA	
Skyline Ctr.	NA	
Sunshine Sq.	NA	Sears (catalog), Ace Hdwe., Thriftway
Ancestor	NA	Commercial Ctr.
Zion Plz.(12)	8	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. every evening until 9 & 11. **Department Stores**-JCPenney; Christensen.
Discount Stores-K mart; Ashleys; D & D Discount;



Outdoor Outlet; Sprouse-Reitz; Albertson's; Harmons.
Variety Stores-Ben Franklin.
Chain Drug Stores-Skaggs.
Chain Supermarkets-Safeway; Thriftway; Food Town; Short Stop Mkt.
Other Chain Stores-Radio Shack; Sprouse-Reitz; Ace Hdwe.; 7-Eleven; True Value Hdwe.; Pro Hdwe. 11.

14 - NEWSPAPERS: SPECTRUM (e-mon to fri, S) 14,340; sworn March 30, 1986.
Local Contact for Advertising and Merchandising Data: Greg Hardig, Adv. Dir., SPECTRUM, 275 East St. George Blvd., P.O. Box 40, St. George, UT 84770; Tel. (801) 673-3511.
National Representative: None.

SALT LAKE CITY

1 - LOCATION: Salt Lake County (In Salt Lake City-Ogden MSA). E&P Map B-2. State Capital. County Seat. MSA: Salt Lake, Davis, Weber. Trade ctr., heavy industry, finance. On U.S. Hwys. 40, 50; I-80, I-15.

2 - TRANSPORTATION: Railroads-Union-Pacific; Denver-Rio Grande; Garfield & Western; Topeka & Santa Fe; Amtrak; Southern Pacific.
Motor Freight Carriers-102.
Intercity Bus Lines-Continental; Greyhound; Lake Shore; Lewis Bros. Stages; Utah Transit Authority; Gray Line.
Airlines-Western; United; American; Republic; Frontier; TWA; Eastern; Delta; Skywest; Horizon Air; America-West.

3 - POPULATION:
Corp. City 80 Cen. 163,697; E&P 86 Est. 148,811
NDM-ABC: (80) 730,114
RTZ-ABC: (80) 436,395
County 80 Cen. 619,066; E&P 86 Est. 693,989
MSA 80 Cen. 910,222; E&P 86 Est. 1,022,744
Total NDM & RTZ-ABC: (80) 1,166,509
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 67,576; E&P 86 Est. 66,197
NDM-ABC: (80) 233,977
RTZ-ABC: (80) 122,391
County 80 Cen. 201,742; E&P 86 Est. 235,618
MSA 80 Cen. 288,779; E&P 86 Est. 338,322
Total NDM & RTZ-ABC: (80) 356,368

5 - BANKS	NUMBER	DEPOSITS
State	48	$2,880,183,000
National	6	$5,101,765,000
Savings & Loan	16	$3,538,700,000
Credit Unions	236	$1,582,788,192

6 - PASSENGER AUTOS: County 301,328.

7 - ELECTRIC METERS: Residence (MSA) 330,000.

8 - GAS METERS: Residence (MSA) 313,989.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Monthly Wage)-Nonagricultural 614,529 ($1,422); Mining 10,834 ($2,565); Contract Constr. 31,086 ($1,615); Mfg. 93,632 ($1,776); Durable Goods 65,966 ($1,931); Nondurable Goods 27,666 ($1,405); Trans., Commun., and Public Util. 36,486 ($2,096); Trade 143,463 ($1,024); Whol. Trade 35,194 ($1,731); Ret. Trade 108,269 ($796); Fin., Ins., R.E. 30,615 ($1,505); Servs. 130,173 ($1,199); Total Gov't 138,240 ($1,472); Federal Gov't 38,315 ($1,971); State Gov't 37,243 ($1,340); Local Gov't 62,682 ($1,243).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-81; Fall 22-66; Summer 49-93; Winter 19-51. First killing frost, Nov. 16; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-43 blocks on 8 streets.
Neighborhood Shopping Centers-4 to 10 blocks on Sugarhouse, Murray, Midvale, Magna, Kearns, Sandy, Holladay, West Valley, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cottonwood Mall(98)	8	ZCMI, JCPenney
Crossroads(160)		Nordstrom, Weinstocks
Fashion Place(110)	13	Sears, Weinstock's
Foothill Vlg.(24)	NA	Albertson's, Castleton's
Granger(27)	NA	Merc, Sprouse-Reitz, Granger Mkt., Sears
Mid-Valley Family Ctr.(29)	NA	Radio Shack, Samon's
Brickyard Plz.(32)	NA	Mervyn's
Olympus Hills(12)	NA	Skaggs
7th East(2)	NA	Skaggs, Food King
Sugar House(15)	NA	JCPenney, Albertson's
Trolley Sq.(118)	NA	
Union Sq.(35)	NA	
Valley Fair(93)	15	JCPenney, ZCMI, Castleton's
Valley(11)	NA	Safeway, Skaggs
Victoria Park(12)	NA	Sprouse-Reitz, Dan's Foods
ZCMI(80)	NA	ZCMI

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-ZCMI; Castleton's; Keith O'Brien; Sears; JCPenney; Weinstock's.; Mervyns; Nordstroms.
Discount Stores-K mart.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Fred Meyers 10; Osco 8; Erickson's 2; Thrifty Drug 7; Dan's 5; Safeways 6; Professional Phcy. 3.
Chain Supermarkets-Smiths 31; Albertson's 27; Safeway 31; Reams 8; Harmons 5; Dan's 7; The Store; Village Market 4; 7-Eleven 120; Circle K 12; Skaggs Alpha-Beta 9; Winegars 4.
Other Chain Stores-Lerner's; Sherwin-Williams; Chandler's; Mode O'Day; Firestone; Goodrich; Goodyear; Burt's; Zale's; Gallenkamp; House of Nine; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Castleton's; Mac's Clothes; Ernst.

14 - NEWSPAPERS: TRIBUNE (m) 112,844; (S) 137,358; DESERET NEWS (e) 64,592; (S) 71,967; Mar. 31, 1986 ABC.
Local Contact for Advertising and Market Information Data: Merlyn Rodgers, Natl. Mgr., Newspaper Agency Corp., 143 South Main St., Salt Lake City, UT 84110; Tel. (801) 237-2725.
National Representative: None.

VERMONT SURVEYS

METROPOLITAN STATISTICAL AREAS

Burlington-Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns in Chittenden County; Georgia town in Franklin County; South Hero and Grand Isle towns in Grand Isle County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	38	36	39
5-14 Years	92	81	88
15-24 Years	81	100	109
25-44 Years	100	145	157
45-64 Years	87	92	98
65 and Over	47	58	63
TOTAL	445	511	554

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	129	173	341
General Mdse.	145	171	272
Food	388	596	830
Automobiles	307	464	893
Gasoline Stations	137	217	237
Apparel	63	107	168
Furniture	56	76	153
Eat-Drink Places	125	217	341
Drugs	37	68	98
TOTAL SALES	1,668	2,601	3,949

BARRE-MONTPELIER

1 - LOCATION: Washington County. E&P Map B-3. State capitol (Montpelier). Shpg. ctr. for central VT. Granite ctr. of world; direct railroad connection. On State Hwy. 14, U.S. Hwys. 12, 302; I-89.

2 - TRANSPORTATION: Railroads-Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit; Twin City.
Airlines-Precision.

3 - POPULATION:
Corp. Cities 80 Cen. 18,065; E&P 86 Est. 17,065
Barre 80 Cen. 9,824; E&P 86 Est. 9,295
Montpelier 80 Cen. 8,241; E&P 86 Est. 7,770
CZ-ABC: (80) 20,519
RTZ-ABC: (80) 55,280
County 80 Cen. 52,393; E&P 86 Est. 53,963
City & RTZ-ABC: (80) 75,799

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,257; E&P 86 Est. 6,417
Barre 80 Cen. 4,003; E&P 86 Est. 3,517
Montpelier 80 Cen. 3,254; E&P 86 Est. 2,900
CZ-ABC: (80) 8,115
RTZ-ABC: (80) 18,502
County 80 Cen. 18,613; E&P 86 Est. 20,392
City & RTZ-ABC: (80) 26,617

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$420,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 8,052.

8 - GAS METERS: Residence 1,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Granite Mfg. 1,500 ($260); Machine Shops 100 ($250); Capacitor Plant 350 ($210); State Gov't 3,750 ($236); Ins. 1,464 ($250); Rail Car Assembly 200 ($225).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 52-88; Fall 24-66; Winter 10-34; First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Barre: Main St.; Summer; Washington; Main Sts. Montpelier: 3 blocks on Main St.; 3 on State St.; Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(6)	NA	Ames, Radio Shack, Kinney Drugs, P&C
Central Plz.(5)	NA	Grand Union
Zayre(15)	NA	Woolworth, Zayre, Finast, JCPenney (catalog), Fayva
Montpelier Railroad Station(6)	NA	Grand Union
Twin City Plz.(7)	NA	
Berlin Mall(12)	NA	Rich's, Magram's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Grocery chains, shpg. ctr. stores, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Homer Fitts; J.W. Campion.
Discount Stores-Harry's; Ames; Zayre.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Kinney; Brooks; Whelan's.
Chain Supermarkets-First Natl.; Grand Union 2; P&C 3.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Endicott-Johnson 2; Aubuchon 2; So Fro; Radio Shack; Goss Tire; Goodyear.

14 - NEWSPAPERS: TIMES-ARGUS (e) 12,905; (S) 13,479; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Dunning, Adv. Mgr., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
National Representative: Landon Associates.

BENNINGTON

1 - LOCATION: Bennington County. E&P Map A-6. County Seat. Residential center. 180 mi. NE of New York City; 148 mi. NW of Boston, MA; 37 mi. NE of Albany, NY. On U.S. Hwy. 7; State Hwys. 7, 9.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Vermont Transit; Greyhound; Mini-Bus.

3 - POPULATION:
Corp. City 80 Cen. 15,815; E&P 86 Est. 19,997
NDM-ABC: (80) 15,815
RTZ-ABC: (80) 24,262
County 80 Cen. 33,345; E&P 86 Est. 36,000
NDM & RTZ-ABC: (80) 40,077

4 - HOUSEHOLDS:
City 80 Cen. 5,457; E&P 86 Est. 6,083
County 80 Cen. 11,956; E&P 86 Est. 13,470
NDM-ABC: (80) 5,457
RTZ-ABC: (80) 8,802
NDM & RTZ-ABC: (80) 14,259

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$190,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 3,860.

8 - GAS METERS: Residence 1,147.

9 - PRINCIPAL INDUSTRIES: Town Zone-Textiles; Plastics: Paper; Wood Novelties; Yarn; Printing; Tanning; Tissue Paper; Box Board; Chemical Prods.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Tool Mfg. 800; Paper 450; Lubrication 300; Chemical Fabrics 160; Sports Clothing 260; Total labor force (county) 14,200; Mfg. 4,500; Service and misc. 2,600; Gov't 1,200; Trade 2,450; Contract and Constr. 800. Bal. agric. and misc.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1; last killing frost, May 31.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Five blocks on Main St., downtown on Rt. 9. Four blocks on U.S. Rt. 7 downtown. A&P, Grand Union, all downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bennington Plz.(6)	NA	Price Chopper, Ames
Monument Plz.(5)	NA	Woolworth, Adams Drug, Sears (catalog), Western Auto
Bennington Sq.(11)	NA	JCPenney, P&C, K mart
North Street	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9, Price Chopper, P&C open 24 hrs., 7 days.

13 - RETAIL OUTLETS: Department Stores-E. L. Nichols; Fienberg; JCPenney; H. Greenberg; Tuttle's.
Discount Stores-Ames, Woolworth's, K mart.
Chain Drug Stores-Adams; CVS; Rite Aid; Carl's.
Chain Supermarkets-A&P; Grand Union; P&C; Price Chopper.
Other Chain Stores-Sportique; Radio Shack; Sears (catalog); Midas Muffler; Subway.

14 - NEWSPAPERS: BANNER (m) 7,691; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark Nesbit, Adv. Mgr., BANNER, 425 Main St., Bennington, VT 05201; Tel. (802) 447-7567.
National Representative: Landon Associates.

BRATTLEBORO

1 - LOCATION: Windham County. E&P Map B-6. On Connecticut River in SE corner of state. 200 mi. from New York City; 100 mi. from Boston, MA; on I-91.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Central Vermont.
Motor Freight Carriers-5.
Intercity Bus Lines-Vermont Transit; Peoples; Greyhound.
Airports-Keene, NH (20 min.); Hartford, CT (1 1/2 hr.)

3 - POPULATION:
Corp. Town 80 Cen. 11,886; E&P 86 Est. 11,800
County 80 Cen. 36,933; E&P 86 Est. 39,747

4 - HOUSEHOLDS:
City 80 Cen. 4,598; E&P 86 Est. 3,541
County 80 Cen. 13,840; E&P 86 Est. 15,609

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$200,000,000
Savings & Loan	1	$10,000,000
Savings	2	$25,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 6,021.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood & Lumber Prods. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days-Wed., Thur., Fri.

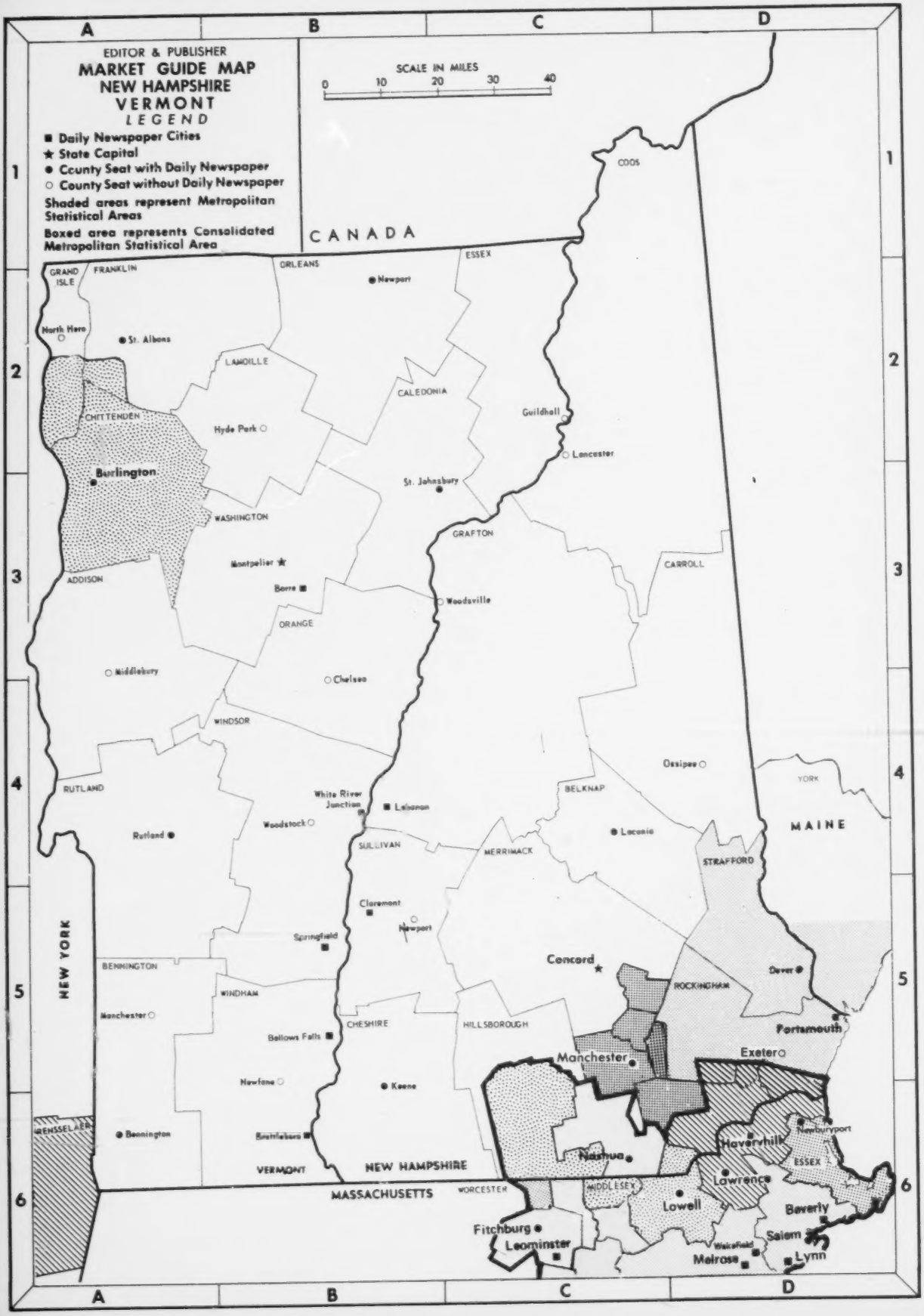
10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3 streets; Brattleboro North; Fairfield Plaza; Finast Plaza.
Neighborhood Shopping Centers-Western Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brattleboro Plz.(7)	NA	P&C
Brattleboro North Plz.(7)	2	Ames
Fairfield Plz.(12)	2	O.K. Fairbanks
Finast Plz.(4)	2	Grand Union, JCPenney, Finast, Brooks


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 10 20 30 40
CANADA
COOS
ESSEX
ORLEANS
GRAND ISLE
FRANKLIN
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
Guildhall
Lancaster
CHITTENDEN
Hyde Park
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
CARROLL
Montpelier
Barre
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
YORK
RUTLAND
White River Junction
Lebanon
BELKNAP
MAINE
Woodstock
Rutland
Laconia
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
Concord
Dover
BENNINGTON
ROCKINGHAM
WINDHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Exeter
Bellows Falls
Manchester
Newfane
Keene
NEW YORK
RENSSELAER
Bennington
Brattleboro
Haverhill
Newburyport
ESSEX
VERMONT
NEW HAMPSHIRE
Nashua
Lawrence
MASSACHUSETTS
WORCESTER
MIDDLESEX
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn
A
B
C
D
1
2
3
4
5
6

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.E. Mann; Army & Navy; JCPenney.
Discount Stores-Ames.
Chain Drug Stores-Rexall; Rite Aid; Brooks.
Chain Supermarkets-Grand Union; First National; P&C; O.K. Fairbanks.

14 - NEWSPAPERS: REFORMER (m) 8,894; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Richard Macko, Adv. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 254-2311.
National Representative: Landon Associates.

BURLINGTON

1 - LOCATION: Chittenden County. (MSA). E&P Map A-3. County Seat. Banking, shipping, resort, medical. College center. In NW part of State. 300 mi. from NYC; 221 mi. from Boston; 98 mi. from Montreal.

2 - TRANSPORTATION: Railroads-Central Vermont (Canadian Nat'l); Vermont Railway; Amtrak.
Intercity Bus Lines-Greyhound; Vermont Transit.
Motor Freight Carriers-6.
Airlines-USAir; People Express; Piedmont; United; Brockway Air; Eastern Express; Business Express.

3 - POPULATION:
Corp. City 80 Cen. 37,712; E&P 86 Est. 36,466
CZ-ABC: (80) 54,709
RTZ-ABC: (80) 163,724
County 80 Cen. 115,534; E&P 86 Est. 124,027
MSA 80 Cen. 115,308; E&P 86 Est. 123,773
City & RTZ-ABC: (80) 218,433
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,107; E&P 86 Est. 13,016
CZ-ABC: (80) 19,256
RTZ-ABC: (80) 53,481
County 80 Cen. 38,528; E&P 86 Est. 43,356
MSA 80 Cen. 38,436; E&P 86 Est. 43,816
City & RTZ-ABC: (80) 72,737

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,540,452,000
Savings	1	$480,692,000
Savings & Loan	1	$237,373,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 13,500.

8 - GAS METERS: Residence 12,505.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Aircraft Armament 2,200; Computer Electronic and Components 8,800; Greater Burlington Area-Total non-farm employment 67,900; Total Mfg. 16,650; Durable Goods Mfg. 14,150; Nondurable Goods Mfg. 2,500; Total Non-mfg. 51,250; Contract Constr. 4,050; Trans. & Pub. Util. 2,700; Whol. & Ret. Trade 15,650; Servs. 15,400; Fin., Ins. & R.E. 2,900; Gov't 10,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-90; Fall 20-80; Winter -20-40; last killing frost, May 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on and crossing Church St. plus underground mall.
Shopping Centers-Seaway (6 units); Shelburne Rd. Plaza (23 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (45 units).
Principal Shopping Days-Food: Fri.; Others: Fri. & Sat.
Stores Open Evenings-Downtown Stores: Fri.; Burlington Square (downtown) Mall: Mon.-Fri.; University Mall: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Magram's; Woolworth; Hill's; Ben Franklin; Almy's; Porteus.
Discount Stores-Gaynes; K mart; Zayre; Ames; Service Mdse.
Chain Drug Stores-Mall; Brooks; Luv's; Welby's; City Drug.
Chain Supermarkets-Grand Union 6; P&C 4; Martin's 2; A&P.
Other Chain Stores-Thom McAn; Kinney; Goodyear; Victory Auto; Pittsburgh Plate Glass; Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess King; Foxmoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land; All Seasons Factory Outlet; Maternity Warehouse; Bass Shoes; Kids Port USA; Old Mill; Jaymar Ruby; Dress Barn; Frugal Franks; Labels for Less; Hit or Miss; Linen & Things; Anderson-Little; Sherwin-Williams; Lane Bryant; Limited; Jason's Jewelry; Kitchen Etc.; Manhattan Factory Outlet; Bed & Bath; Timberland Sports; Pier One Imports.

14 - NEWSPAPERS: FREE PRESS (m) 49,960; (S) 51,224; Mar. 30, 1986 ABC.
Local Contact for Advertsing and Merchandising Data: Winston G. Whitney, Natl. Adv. Mgr., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.
National Representative: Gannett Media Sales.

HARTFORD, VT
See LEBANON, NH

MONTPELIER
See BARRE

NEWPORT

1 - LOCATION: Orleans County. E&P Map B-2. County Seat. Shipping ctr. for county agric. and dairy area. Ret. trade ctr.; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Quebec Central.
Motor Freight Carriers-1.
Intercity Bus Lines-Vt. Transit (Greyhound); Voyageur.

3 - POPULATION:
Corp. City 80 Cen. 4,756; E&P 86 Est. 4,613
County 80 Cen. 23,440; E&P 86 Est. 24,537

4 - HOUSEHOLDS:
City 80 Cen. 2,199; E&P 86 Est. 1,480
County 80 Cen. 8,097; E&P 86 Est. 8,903

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	1	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 7,820.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Railway 75 ($350); Clothing 220 ($130); Plastics 100 ($150); Plywood 100 ($225); Other Mfg. 900 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal shopping Center-5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center-Derby (4 mi. distant) Ames.
Neighborhood Shopping Centers-East Main St., two blocks; Lakeside Shpg. Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Needleman's.
Variety Stores-Newberry; Ames.
Chain Supermarkets-Grand Union; Fedeles' Mkt.; Shop & Save.
Other Chain Stores-Endicott-Johnson (shoes); Sears (catalog); JCPenney; Aubuchon.

14 - NEWSPAPERS: EXPRESS (e) 4,727; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St., PO Box 347; Newport, VT 05855; Tel. (802) 334-6568.
National Representative: Scripps League Newspapers.

RUTLAND

1 - LOCATION: Rutland County. E&P Map A-4. County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-9.
Intercity Bus Lines-Vermont Transit; White River; Greyhound.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 18,436; E&P 86 Est. 17,523
CZ-ABC: (80) 28,457
RTZ-ABC: (80) 108,570
County 80 Cen. 58,347; E&P 86 Est. 61,000
City & RTZ-ABC: (80) 137,027

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; E&P 86 Est. 5,816
CZ-ABC: (80) 10,437
RTZ-ABC: (80) 38,423
County 80 Cen. 20,604; E&P 86 Est. 22,554
City & RTZ-ABC: (80) 48,860

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$1,769,256,872
Savings	1	$168,353,420
Savings & Loan	1	$201,000,762

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 6,700.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Merchants Row; 2 on West St.; 1 on Center St.; 2 on Wales St.; 1 on Evelyn St.
Shopping Centers-Green Mt. Plz.; Rutland Plz.; Rutland Mall; Tenny Brook Mini-Mall; Stony Brook Plz.; Woodstock Ave. Mini-Mall.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur., Fri.; Mall nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward.
Discount Stores-Ames; K mart; Zayre.
Variety Stores-Woolworth; Rix; Duffys; CVS; Rite Aid; Osco.
Chain Supermarkets-Red & White 2; IGA 3; First National 2; Grand Union 2; Martin's.

14 - NEWSPAPERS: HERALD (m) 24,119; (S) 22,801; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kenyon, Retail Adv. Mgr., HERALD, 27 Wales Street, Rutland, VT 05701; Tel. (802) 775-5511.
National Representative: Landon Associates.

ST. ALBANS

1 - LOCATION: Franklin County. E&P Map A-2. County Seat. 3 mi. E of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys. 7, I-89.

2 - TRANSPORTATION: Railroads-Central Vermont; Amtrak.

3 - POPULATION:
Corp. City 80 Cen. 7,308; E&P 86 Est. 6,814
County 80 Cen. 34,788; E&P 86 Est. 37,074
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,913; E&P 86 Est. 2,402
County 80 Cen. 11,586; E&P 86 Est. 12,895

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$350,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 9,000.

8 - GAS METERS: Residence 1,600.

9 - PRINCIPAL INDUSTRIES: Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processing; Cheese; Printing; Outerwear; Chocolate Chips; Lighting Fixtures; Industrial Ceramics; Maple Sugar Utensils.

10 - CLIMATE: Min. Temp.-35; Max. 100.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Shopping Centers-Downtown St. Albans; W.M. Doolin; St. Albans Electric; Nates; Anthony Stevens; Federal Establishment; Lorraine's; Bernos; Rixon's; Country Casuals; Children's Carousel; Kid's Stuff; Sherwin-Williams; Mainc's Stationers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Switchyard Shpg. Ctr.	NA	Blouin's IGA Mkt.; Knight's, V&S Pharmacy
Redwood Plz.	NA	Fonda Paper Products, Janson's Sporting Goods, Arrow Assoc.
Highgate Plz (12)	NA	Woolworth, Kinney Drugs, Martin's
St. Albans (15)	NA	JCPenney, Ben Franklin, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin; Woolworth.
Discount Stores-Ames; Kinney Drug; Brooks.
Chain Supermarkets-Grand Union; Martin's; Blouin's IGA.

14 - NEWSPAPERS: MESSENGER (e-mon to fri; m-sat) 4,625; sworn Oct. 18, 1985.
Local Contact for Advertising and Merchandising Data: Stanley R. Cummings, Adv. Mgr., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-2104.
National Representative: None.

ST. JOHNSBURY

1 - LOCATION: Caledonia County. E&P Map C-3. County Seat. Shipping ctr. for Caledonia and Essex Counties; dairy area; maple sugar ctr.; NE part of state; U.S. Hwys. 2, 5, I-91; I-93; 188 railroad mi. from Boston, MA; 317 mi. from NYC.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Maine Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 7,938; E&P 86 Est. 7,269
CZ-ABC: (80) 7,938
RTZ-ABC: (80) 50,790
County 80 Cen. 25,808; E&P 86 Est. 26,511
City & RTZ-ABC: (80) 58,728

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,131; E&P 86 Est. 2,555
CZ-ABC: (80) 3,131
RTZ-ABC: (80) 17,943
County 80 Cen. 9,225; E&P 86 Est. 9,880
City & RTZ-ABC: (80) 21,074

5 - BANKS	NUMBER	DEPOSITS
Savings	N.A.	$278,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 5,423.

8 - GAS METERS: Residence 790.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Scales 700; Freight 118; Paper 600; Tap & Die Workers 300; Maple Prods. 100; Sand & Gravel 325; Electronics 345.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20; last killing frost, May 25.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Railroad St.; 3 on Eastern Ave.; 1 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Green Mountain Mall(8)	NA	Fayva, Radio Shack
St. Johnsbury Plz.	NA	P&C Supermkt.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hoveys; JCPenney; Ben Franklin.
Variety Stores-Brooks Drugs.
Discount Stores-Ames; Zayre.
Chain Supermarkets-Shop & Save 3; P&C.
Other Chain Stores-Sears; Aubuchon Hdwe.; Fayva; Radio Shack; O. Dean Hale; Sunshine Boutique; B&B Sales.

14 - NEWSPAPERS: CALEDONIAN-RECORD (e) 9,290; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.
National Representative: Landon Associates.

WHITE RIVER JUNCTION, VT
See LEBANON

Editor & Publisher
HAS WORDS with press freedom challengers

VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charlottesville-Charlottesville city; Albemarle, Fluvanna and Greene Counties.
Danville-Danville city; Pittsylvania County.
Johnson City-Kingsport-Bristol, TN-VA-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, TN; Bristol city, Scott and Washington Counties, VA
Lynchburg-Lynchburg city; Amherst and Campbell Counties
Norfolk-Virginia Beach-Newport News-Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg cities; Gloucester, James City and York Counties.
Richmond-Petersburg-Colonial Heights, Hopewell, Petersburg and Richmond cities; Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George Counties.
Roanoke-Roanoke and Salem cities; Botetourt and Roanoke Counties.
Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, MD

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1987
Under 5 Years	392	361	400
5-14 Years	930	818	894
15-24 Years	882	1,036	1,140
25-44 Years	1,164	1,591	1,751
45-64 Years	917	1,035	1,140
65 and Over	367	505	552
TOTAL	4,652	5,346	5,877

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	813	1,066	1,993
General Mdse	2,215	2,868	4,312
Food	3,712	5,735	7,567
Automobiles	3,540	4,541	8,267
Gasoline Stations	1,481	2,394	2,469
Apparel	729	1,227	1,830
Furniture	740	1,135	2,165
Eat-Drink Places	1,239	2,111	3,146
Drugs	591	875	1,189
TOTAL SALES	16,545	24,706	36,079

ALEXANDRIA

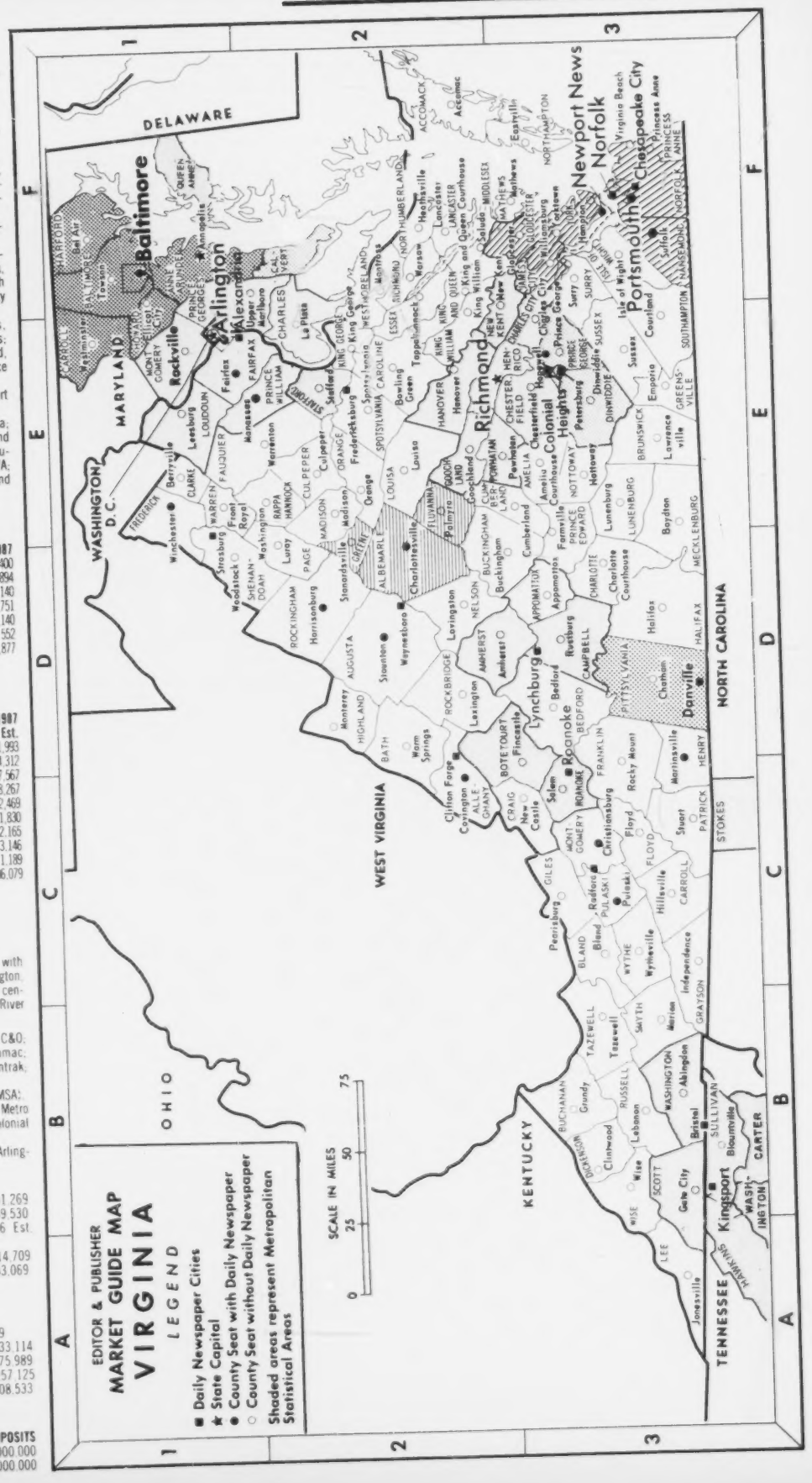
1 - LOCATION: Independent City connected with Arlington and Fairfax Counties (In Washington, DC-MD-VA-MSA). E&P Map E-1. Residential center, 6 mi. S of Washington, DC. On Potomac River and U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-A.C.L.; C&O; N&W; Richmond; Fredericksburg & Potomac; Southern; Washington; B&O; Conrail; Amtrak; Chessie.
Motor Freight-All operating in East (41 in MSA).
Intercity Bus Lines-Richmond Greyhound; Metro Bus; Continental Trailways; Gold Line; Colonial Transit.
Airlines-Major airlines National Airport in Arlington.

3 - POPULATION:
Corp. City 80 Cen. 103,217; E&P 86 Est. 101,269
Counties 80 Cen. 749,500; E&P 86 Est. 869,530
Arlington 80 Cen. 152,599; E&P 86 Est. 154,821
Fairfax 80 Cen. 596,901; E&P 86 Est. 714,709
MSA 80 Cen. 3,250,392; E&P 86 Est. 3,483,069
JOURNAL
NDM-ABC: (80) 103,217

4 - HOUSEHOLDS:
City 80 Cen. 49,004; E&P 86 Est. 53,019
Counties 80 Cen. 276,781; E&P 86 Est. 333,114
Arlington 80 Cen. 71,615; E&P 86 Est. 75,989
Fairfax 80 Cen. 205,166; E&P 86 Est. 257,125
MSA 80 Cen. 1,173,172; E&P 86 Est. 1,308,533
JOURNAL
NDM-ABC: (80) 49,004

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$7,000,000,000
Savings & Loan	9	$4,100,000,000



6 - PASSENGER AUTOS: Counties: Arlington 109,188; Fairfax 498,228.

7 - ELECTRIC METERS: Residence 32,373; MSA 873,200.

8 - GAS METERS: Residence 18,361; MSA 565,320.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 850; Iron Works 200; Dairy Prods. 365; Paper Cups 150; Shades & Awnings 200; Concrete Prods. 170; Servs. 14,000; Whol. & Ret. Trade 13,000; Gov't 8,000; Trans. & Public Util. 5,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 58-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Centers-9 blocks on King St.; 5 on Washington St.; 10 on Mt. Vernon Ave; Landmark Center.
Neighborhood Shopping Centers-Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlandria(35)	3	Kinney
Beacon Mall(28)	6	Giant Food
Belle View(30)	2	Safeway, People's Drugs
Farlington(12)	3	NA
Hollin Hall(9)	5	Drug Fair
Penn Daw(10)	4	Dart Drugs, K mart, Grand Union
Virginia Plaza(19)	NA	Hecht's, Evan Products

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Fri., Sat.
Stores Open Evenings-Dept.-Thur., Fri.; Food every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hecht; Montgomery Ward; Woodward & Lothrop; Garfinckels.
Discount Stores-Luskin Sales; Zayre; Memco; K mart; Evans; Best.
Variety Stores-G.C. Murphy; H.L. Green.
Chain Drug Stores-Peoples 31; Drug Fair 13; Dart 10; Luskin 2; Revco.
Chain Supermarkets-Acme 2; Safeway 14; IGA 2; A&P 2; Giant 8; Cook 2; Basics.
Other Chain Stores-Lerner's (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Goodyear; Talbots; Castlebergs; MTW; Market Tire.

14 - NEWSPAPERS: GAZETTE (e) 7,857; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Ellen Taggert, Adv. Dir., GAZETTE, 717 No. St. Asaph St., Alexandria, VA 22314; Tel. (703) 549-0004.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 5,436; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ARLINGTON

1 - LOCATION: County seat in Arlington County. (In Washington, DC-MD-VA MSA). E&P Map E-1. This Northern Virginia-trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately W and S of Washington, DC, on the Potomac River and Hwys. 1, 50, 29-211. Interstate 66, Capital Beltway, and access road to Dulles International Airport.
2 - TRANSPORTATION: Motor Freight-All operating in the East (41 in MSA).
Intercity Bus Lines-Greyhound, Trailways, Gold Line, Colonial Transit.
Airlines-Major national and international airlines at Washington, DC.

3 - POPULATION:
Corp. City/County 80 Cen. 152,599; E&P 86 Est. 154,821.
MSA 80 Cen. 3,250,392; E&P 86 Est. 3,483,069.
JOURNAL
NDM-ABC: (80) 152,599.

4 - HOUSEHOLDS:
City/County 80 Cen. 71,615; E&P 86 Est. 75,989.
MSA 80 Cen. 1,112,579; E&P 86 Est. 1,308,533.
JOURNAL
NDM-ABC: (80) 71,615.

5 - BANKS	NUMBER	EST. DEP.
Commercial	17	$500,000,000
Savings & Loan	13	$150,000,000

6 - PASSENGER AUTOS: County 109,188.

7 - ELECTRIC METERS: Residence 138,470; MSA 873,200.

8 - GAS METERS: Residence 96,886; MSA 565,320.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. Trade 22,950; Electronic Research 16,675; Trans. & Public Util. 14,850; Constr. 14,000; Fin., Ins. & R.E. 5,500; Mfg. Prod. 4,575; Whol. 4,300; Gov't 9,400; Total Private Ind. 92,300; Federal Gov't 101,550 (Military Personnel undisclosed); Total 193,850 plus Military.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:
Arlington County-Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; Crystal City; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn; Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.
Fairfax County-Tyson's Corner; Springfield Mall; Landmark Center; Seven Corners; McLean; Herndon; Vienna; Fairfax City; Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Falls Church-Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall; Fair Oaks Mall.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Most open every evening.

13 - RETAIL OUTLETS: Department Stores-Hecht 3; Woodward & Lothrop 3; Sears 3; Garfinckel's 4; Montgomery Ward 2; JCPenney 2; Lord & Taylor 2; Bloomingdale's.
Variety Stores-Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.
Discount Stores-Zayre; K Mart; Woolco; Bradlees.
Chain Drug Stores-Peoples 24; Drug Fair 22; Dart 17; Preston's 2; Standard.
Chain Supermarkets-A&P 8; Giant Foods 21; 7-Eleven 41; Safeway 37; High's Dairy 28; Westmont 2.
Other Chain Stores-Hahn's Shoe 5; Lerner's 3; Penn Jersey 3; Western Auto 3; National Shoe 2; Firestone; Goodrich Market Tire; Goodyear; Panelrama.

14 - NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 10,456; sworn Sept. 30, 1985 CAC.
Local Contact for Advertising and Merchandising Data: Karol Snyder, Adv. Dir., NORTHERN VIRGINIA SUN, 1227 N. Ivy St., Arlington, VA 22201; Tel. (703) 524-3000.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 10,183; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Geoffry Edwards, Pub., The Journal Newspapers, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BLUEFIELD, VA
See BLUEFIELD, WV

BRISTOL, VA-TN

1 - LOCATION: Independent City in Washington County, VA & city in Sullivan County, TN. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map B-3 and Map (TN) F-1. Bristol is on the Tennessee-Virginia State line running through center of city. 110 airline mi. NE, and 125 rail mi. from Knoxville, TN; 150 mi. W of Roanoke, VA. On U.S. Hwys. 11, 19, 58, 421 & I-81.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern Railways (Southern Railway to South western Virginia coal fields).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Yellow Coach; Bristol-Jenkins; Continental Tennessee Trailway; City Bus System.
Airlines-Piedmont, USAir, Atlantic Southeast, Wheeler, Tennessee Airways, Eastern Metro.

3 - POPULATION:
Corp. Cities 80 Cen. 43,028; E&P 86 Est. 43,607
Bristol, TN 80 Cen. 23,986; E&P 86 Est. 24,607
Bristol, VA 80 Cen. 19,042; E&P 86 Est. 19,000
CZ-ABC: (80) 50,089
RTZ-ABC: (80) 267,515
Counties 80 Cen. 190,455; E&P 86 Est. 195,323
Sullivan, TN 80 Cen. 143,968; E&P 86 Est. 147,696
Washington, VA 80 Cen. 46,487; E&P 86 Est. 47,637
MSA 80 Cen. 433,638; E&P 86 Est. 449,619
City & RTZ-ABC: (80) 317,604
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,543; E&P 86 Est. 17,613
Bristol, TN 80 Cen. 9,305; E&P 86 Est. 10,058
Bristol, VA 80 Cen. 7,238; E&P 86 Est. 7,555
Counties 80 Cen. 67,888; E&P 86 Est. 72,823
Sullivan, TN 80 Cen. 52,022; E&P 86 Est. 55,857
Washington, VA 80 Cen. 15,866; E&P 86 Est. 16,966
CZ-ABC: (80) 18,935
RTZ-ABC: (80) 91,241
MSA 80 Cen. 154,169; E&P 86 Est. 167,180
City & RTZ-ABC: (80) 110,176

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Sullivan Co. (TN) 116,641; Washington Co. (VA) 29,205; Bristol City (VA) 11,583.

7 - ELECTRIC METERS: Residence 34,846; Bristol, VA 12,960; Bristol, TN 21,946.

8 - GAS METERS: Residence 3,957.

9 - PRINCIPAL INDUSTRIES: Food; Textile; Chem.; Metal Work; Electronics; Wood Works; Printing & Pub.; Stone, Clay & Glass Prods.; Mining Equip.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-92; Summer 52-93; Fall 6-86; Winter 4-75. First killing frost, Oct. 12; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-16 blocks on State St.; 3 on Shelby St.; 2 on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.
Neighborhood Shopping Centers-Lee Garden Section; Cedar Valley; Edgemont; Hill's Shpg. Ctr.; Howard Bros. Volunteer Pkwy.; Bristol Mall, Gate City Hwy. & I-81. Approx. 70 stores. K mart, Bountville Hwy.; K mart, Volunteer Pkwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southside	2	Winn-Dixie
Bristol Plaza(9)	2	Kroger, Heck's, SupeRx
Giant Plaza South	1	Giant, Revco
Hills Volunteer	2	Hills
Giant Plaza West	1	Giant, Revco
Southgate	2	Kroger, SupeRx, K mart
Westridge Plz.(9)	1	Wal-Mart, Food Lion
Food Lion/Lee Hwy.(5)	3	Food Lion, Revco

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Major food & chain drug-Mon. through Fri.; Bristol Mall Merchants and Discount Stores-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; JCPenney; Sears; Millers.
Discount Stores-Howard Bros.; Hills; J&M Wholesale Co.; K mart 2; Heck's; Wal-Mart.
Variety Stores-Woolworth; McCrory; Dollar General; Family Dollar 2.
Chain Drug Stores-Revco 4; SupeRx 2; Eckerd 2.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; Thrifty 2; Hurt's; Food City 2; Food Country 2; Food Lion 2.
Other Chain Stores-Lerner's (women's); Lowes; Firestone; Free Service; Zale's; Pic Way Shoe; Paty; Singer Co.; Advance Auto 2; Western Auto; Ball Bros. Furn.; Sherwin-Williams; Nettie Lee Boy & Girl Shop; Rush Electronics; Ford Shoes; Hickory Farms; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack; Brooks Fashion; Butler Shoes; Wrangler Wranch; Port 'o' Call Records; C & H Rauch; Goody's; Sidney's.

14 - NEWSPAPERS: HERALD-COURIER VIRGINIAN-TENNESSEAN (all day-mon to fri) 42,232; (m-sat) 40,915; (S) 42,672; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lee Owens, Adv. Dir., HERALD-COURIER VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.
National Representative: Branham/Newspaper Sales.

CHARLOTTESVILLE

1 - LOCATION: Independent City connected with Albemarle County (In Charlottesville MSA). E&P Map D-2. County Seat. Univ. and agric. mfg. ctr. 133 mi. by rail & 117 hwy. mi. S of Washington, DC; 66 mi. W of Richmond, VA. On U.S. Hwy. 29 N & S; U.S. 250 E & W & State Hwy. 20; I-64.

2 - TRANSPORTATION: Railroads-Southern; C&O.
Motor Freight Carriers-5.
Airlines-Piedmont; Air Virginia.

3 - POPULATION:
Corp. City 80 Cen. 45,010; E&P 86 Est. 41,982
NDM-ABC: (80) 155,159
County 80 Cen. 50,689; E&P 86 Est. 61,988
MSA 80 Cen. 113,568; E&P 86 Est. 123,618

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,706; E&P 86 Est. 16,778
NDM-ABC: (80) 54,424
County 80 Cen. 18,561; E&P 86 Est. 22,061
MSA 80 Cen. 40,241; E&P 86 Est. 45,667

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,904,865,000
Savings & Loan	4	$203,000,000

6 - PASSENGER AUTOS: County 41,317; City 21,457.

7 - ELECTRIC METERS: Residence 28,439.

8 - GAS METERS: Residence 11,010.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Univ. Research & Medical Ctr. 5,500; Electronic Equip. 3,049; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Equip. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24; last killing frost, Apr. 5.

11 - TAP WATER: Ph7; very soft (Less than 2 G.P.G.); fluoridated (1 ppm).

12 - RETAILING: Principal Shopping Center-10 blocks on E. Main St.
Neighborhood Shopping Centers-Univ., W. Main St., K mart, Univ. Shpg. Ctr., Ivy Sq., Woodbrook; Preston Plz., Meadowbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albermarle Sq.(41)	NA	Safeway, Drug Fair
Barracks Rd.(64)	NA	A&P, Kroger
Charlottesville(75) Fashion Sq.	NA	JCPenney, Leggett, Miller & Rhoads, Sears
Shoppers World(20)	NA	A&P, Dart Drug
Seminole Sq.(6)	NA	Giant Foods

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri., Brks. Rd.-Mon. through Fri.
Stores Open Sundays-Food and drug stores.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads 2; Sears; K mart; Leggett; JCPenney.
Chain Drug Stores-Standard; Peoples; Dart; Drug Fair; Revco.
Chain Supermarkets-Safeway 4; A&P 2; Kroger; Reid Super Save 2; IGA; Food Lion 3; Giant.
Other Chain Stores-Kane Furn.; H&M Shoe; A&N 2; Advance; Rose's; Woolworth; Firestone; Glassner; Moores; Lowes; Best Prod.

14 - NEWSPAPERS: PROGRESS (e) 32,176; (S) 33,296; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Terry Hall, Adv. Dir., PROGRESS, PO Box 9030, Charlottesville, VA 22902; Tel. (804) 978-7220.
National Representative: Landon Associates.

CHRISTIANSBURG

1 - LOCATION: In Montgomery County, County Seat. E&P Map C-3. 200 mi. SW of Richmond. On Route 460.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-United Parcel; Purolator Service.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 10,345; E&P 86 Est. 11,407
County 80 Cen. 63,516; E&P 86 Est. 68,048

4 - HOUSEHOLDS:
City 80 Cen. 3,929; E&P 86 Est. 4,546
County 80 Cen. 20,831; E&P 86 Est. 23,020

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 37,644.

7 - ELECTRIC METERS: Residential Appalachian Power 23,950; V.P.I. 4,500.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Arsenal; Electric Tech.; A.T.& T.; Harvey Hubbell, Inc.; Federal Mogul Corp.; Inland Motors; Christiansburg Garment; Lynchburg Foundry; Poly-Scientific; Volvo-White Truck Corp.; New River Textiles.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 60-75; Winter 0-40. First killing frost, Sept. 20; last killing frost, May 15.

11 - TAP WATER: Hard & alkaline.

12 - RETAILING: Principal Shopping Center-University Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(36)	1	
Gables(21)		Leggetts
Blackbury Sq.(4)		Lowes Foods
Hills(5)	9	Hills
Northgate Vlg.(7)	4	Food World, Roses

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-National Stores; K mart; Pic 'N Pay Shoes; Hills; Family Dollar; Heck's; Rose's.
Variety Stores-Fenton Hdwe.; Pic 'N Save.
Chain Drug Stores-Eckerd; Peoples; Revco.
Chain Supermarkets-Kroger; Lowes; Food Lion; Food World.
Other Chain Stores-Sears; Heironimus; Leggetts.

14 - NEWSPAPERS: NEWS MESSENGER (e-tues to fri) 5,585; (S) 5,975; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Shelby Roope, Adv. Dir., NEWS MESSENGER, PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.
National Representative: Landon Associates.

CLIFTON FORGE

1 - LOCATION: Independent City. Connected with Alleghany County. E&P Map D-2. 49 mi. N of Roanoke. On U.S. Hwys. 60, 220, I-64.

2 - TRANSPORTATION: Railroads-Railroad junction on C & O. terminal for 3 divisions.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,046; E&P 86 Est. 4,975.
County 80 Cen. 14,333; E&P 86 Est. 15,437

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,896; E&P 86 Est. 1,930
County 80 Cen. 4,851; E&P 86 Est. 5,532

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,000,000
Savings & Loan	1	$7,344,534

6 - PASSENGER AUTOS: City 2,759; County 9,614

7 - ELECTRIC METERS: Residence 2,016

8 - GAS METERS: Residence 1,940

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-R.R. 1,000; Rubber 550; Dental Mfg. 100; Knitwear Mfg. 475; Hospital 600; An. Payroll $15,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 52-95; Fall 17-85; Winter 10-75. Elevation, 1,065 to 1,200 ft.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Hill(5)	NA	SupeRx, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Stores-Dollar General; Super Dollar; Family Dollar.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-A&P; Kroger; Safeway.
Other Chain Stores-Sears (catalog); Western Auto; Goodyear; Cato's; TV Stamps.

14 - NEWSPAPERS: REVIEW (e-mon to fri; m-sat) 3,300; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jerry E. Clark, Pub., REVIEW, 505 Loop St., PO Box 542, Clifton Forge, VA 24422; Tel. (703) 862-4139.
National Representative: General Advertising Service.

COVINGTON

1 - LOCATION: Independent City in center of Alleghany County. E&P Map C-2. County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64, State Hwy. 18.

2 - TRANSPORTATION: Railroads-C&O; Railpax.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,063; E&P 86 Est. 7,784
CZ-ABC: (80) 9,063
Bal. in NDM-ABC: (80) 25,239
County 80 Cen. 14,333; E&P 86 Est. 15,437
Total NDM-ABC: (80) 34,302
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,511; E&P 86 Est. 3,119
CZ-ABC: (80) 3,511
Bal. in NDM-ABC: (80) 8,708
County 80 Cen. 4,851; E&P 86 Est. 5,532
Total NDM-ABC: (80) 12,219

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$732,000,000
Savings & Loan	1	$350,000,000

6 - PASSENGER AUTOS: County 9,614

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Paper 1,825 ($255); Synthetic Fiber 800 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

11 - TAP WATER: Medium alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mallow Mall(13)	NA	K mart, Thrift Drug
Red Oak(6)	NA	Krogers, SupeRx, Family Dollar

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Groceries-Thur. & Fri.; dept., furn. & jewelry-Fri.

13 - RETAIL OUTLETS: Department Stores-Leggetts; JCPenney; Sidney's; Dollar General; Aides; K mart; Rose's.
Chain Drug Stores-SupeRx; Thrift; Revco.
Chain Supermarkets-Kroger; Safeway; Mick-or-Mack.

14 - NEWSPAPERS: VIRGINIAN (e) 8,431; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Tucker, Gen. Mgr., VIRGINIAN, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.
National Representative: Landon Associates.

CULPEPER

1 - LOCATION: Culpeper County. County Seat. E&P Map E-2. Manufacturing and agricultural center. NW portion of state, 65 mi. SW of Washington, DC, 85 mi. NW of Richmond, VA.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways, Greyhound.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 6,621; E&P 86 Est. 6,569
County 80 Cen. 22,620; E&P 86 Est. 24,021
NDM-ABC: (80) 56,412

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,611; E&P 86 Est. 2,592
County 80 Cen. 7,605; E&P 86 Est. 8,417
NDM-ABC: (80) 18,680

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$75,648,053
Savings & Loan	1	$124,700,000

6 - PASSENGER AUTOS: County 16,326

7 - ELECTRIC METERS: Residence County 3,914

8 - GAS METERS: Residence 2,479

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Hwy. & Commun. 570.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Mean Temp.-Summer 76; Winter 35. First killing frost, Sept. 25; last killing frost, Apr. 16.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Culpeper(26)	1	A&P, Drug Fair
Meadowbrook	NA	Food Lion, Revco, Aides
Southgate(18)	1	People's Drug, Safeway, Jamesway

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.

13 - RETAIL OUTLETS: Department Stores-Leggetts; Lerner's; Fashion Shop; Rose's; Fashion Bug; Fashion Ctr.
Variety Stores-Newberry; G.C. Murphy; Aides; Jamesway.
Chain Supermarkets-Safeway; A&P; Food Lion; Sun Foods.
Chain Drug Stores-Drug Fair; Peoples; Revco.
Other Chain Stores-Firestone; A&N Men's Clothing; Sears (catalog).

14 - NEWSPAPERS: STAR-EXPONENT (m) 7,343; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Linda Jackson, Adv. Dir., STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (502) 825-0771.
National Representative: Landon Associates.

DANVILLE

1 - LOCATION: Independent City connected with Pittsylvania County (MSA). E&P Map D-3. Industrial center 50 mi. N of Greensboro, NC; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

2 - TRANSPORTATION: Railroads-Norfolk/Southern; Carolina & Northwestern.
Intercity Bus Lines-Greyhound, Trailways; Silver Fox, Safety.
Airlines-Wheeler Aviation.

3 - POPULATION:
Corp. City 80 Cen. 45,642; E&P 86 Est. 46,109
CZ-ABC: (80) 62,550
RTZ-ABC: (80) 72,271
County 80 Cen. 66,147; E&P 86 Est. 66,668
MSA 80 Cen. 111,789; E&P 86 Est. 112,777
City & RTZ-ABC: (80) 134,821

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,511; E&P 86 Est. 18,484
CZ-ABC: (80) 23,474
RTZ-ABC: (80) 23,802
County 80 Cen. 22,147; E&P 86 Est. 23,337
MSA 80 Cen. 39,658; E&P 86 Est. 41,821
City & RTZ-ABC: (80) 47,276

5 - BANKS	NUMBER	DEPOSITS
National	3	$145,346,211
State	5	(incl. above)

6 - PASSENGER AUTOS: County 44,404; City 27,924.

7 - ELECTRIC METERS: Residence 41,429

8 - GAS METERS: Residence (Nat. Gas) 15,222

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Textiles 8,297; Tobacco 2,196; Lumber & Wood Prods. 166; Comm. Steel Saw 527; Glass 740; Apparel 1,213; Rubber Prods. 2,250; Food Prods. 352; Printing & Pub. 220; Mobile Homes 228.

10 - CLIMATE: Av. An. Temp.-58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(21)	2	Sherwood House Furn.
Danville Plz.(7)	3	Value City, Food World
Riverside(29)	3	Winn-Dixie, SupeRx
K mart	3	K mart, Food Lion
Ballou Park	5	Big Star, Food Lion, G.C. Murphy, Peebles
Dan River Plz.(4)	6	Eckerd, Family Dollar
Nor-Dan(18)	7	Piggly Wiggly, Winn-Dixie
Fairgrounds Plz.(9)	3	Heck's, SupeRx
North Danville(8)	4	Old Dutch Mkt.
Piney Forest(3)	6	Food Lion, Revco
Cain Creek(5)	5	Family Dollar, Winn-Dixie
Piedmont Mall		Belk-Legget, JCPenney, Hills, Globman's

Principal Shopping Days-Thur. through Sat.

13 - RETAIL OUTLETS: Department Stores-Peebles; Leggetts 2; JCPenney; Sears.
Variety Stores-Woolworth; G.C. Murphy.
Chain Drug Stores-Johnson Rexall; Peoples; Revco 2; SupeRx 2; Thrift; Johnson Drug 2; Professional Phcy. 2; Eckerd.
Discount Stores-K mart; Value City; Heck's; Hills.
Chain Supermarkets-Big Star; Old Dutch 5; Winn-Dixie 3; Piggly Wiggly 2; Food World; Food Lion 3; Eddie's.
Other Chain Stores-Diana Shop; Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear; PPG Paint; Schewel's Furn.; Advance; Olan Mills; Glen More.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 7,618; BEE (e-mon to fri) 18,133; REGISTER (m-sat) 22,327; (S) 27,978; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., REGISTER and BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.
National Representative: Landon Associates.

FREDERICKSBURG

1 - LOCATION: Independent City connected with Spotsylvania County. E&P Map E-2. Eastern section of state; 54 mi. S of Washington, DC; 55 mi. N of Richmond on No. 1 Hwy. Interstate 95, 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapons Center and 10 mi. N of Fort A.P. Hill.

2 - TRANSPORTATION: Railroads-Richmond, Fredericksburg and Potomac; ACL; Seaboard.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,322; E&P 86 Est. 18,588
NDM-ABC: (80) 118,674
County 80 Cen. 34,435; E&P 86 Est. 38,379

4 - HOUSEHOLDS:
City 80 Cen. 5,927; E&P 86 Est. 7,445
County 80 Cen. 10,860; E&P 86 Est. 12,640
NDM-ABC: (80) 38,193

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$401,527,000
Savings & Loan	4	$343,818,031

6 - PASSENGER AUTOS: County 29,804; City 10,931.

7 - ELECTRIC METERS: City and 4 adjacent counties 50,700.

8 - GAS METERS: Residence 9,400.

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Mfg. 5,685 (Apparel 482; Lumber 850; Stone, Clay & Glass Prods. 175; Mach. 180; Paper, Printing & Pub. 505); All other Mfg. 3,805; Nonmfg. 27,982 (Contract Constr. 1,961; Trans. & Public Util. 1,246; Whol. & Ret. Trade 9,543; Fin., Ins. & R.E. 1,139; Servs. 6,113; Gov't 9,322; All other Non-Mfg. 203.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, October 15; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Caroline St., 3 on William Street, Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop (17)	2	Rose's
Fredericksburg(12)	2	McCrory's, Drug Fair
Greenbrier(20)	2	K mart
Spotsylvania Mall(100)	3	Sears, Mont. Ward, JCPenney, Leggett
4-Mile Fork(10)	4	Nichols, Peoples
Westwood Ctr.(15)	2	Peoples, Safeway
Village Square(14)	3	Standard Drug, Warehouse Food

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.; Shpg. Ctrs.-6 nights.
Stores Open Sundays-Drug, Food & some Dept. stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Leggetts; Ames.
Variety Stores-Woolworth; McCrory; Ben Franklin; Roses; Dollar Gen 3.
Discount Stores-Nichols; K mart.
Chain Drug Stores-Peoples 3; Drug Fair 2; Rite Aid 2; Standard.
Chain Supermarkets-A&P; Safeway 4; Bon Food 2; Giant 2; Food Lion 3.
Other Chain Stores-Firestone 2; A&N 2; Sherwin-Williams; Radio Shack; Jay Aldons; W.R. Blair; Lowes; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Ritz Camera; Rogers Jewelry; So-Fro Fabrics 2; Butler Shoes; Casual Corner; Coles Book Store; Gutman's; Lane Bryant; Spencer's; Pearl Optical; Lerner; Footlocker; Lady's; Zales; General Nutrition; Sam Goody; Docktor Pet; Gallenkamp Shoes; Hanover Shoes; Harmony Hut; Sports Locker; Sterling Optical; Susie Casuals; Waldenbooks; Hechinger's; Revco.

14 - NEWSPAPERS: FREE LANCE-STAR (e) 33,899; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., FREE LANCE-STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000.
National Representatives: Landon Associates; U.S. Suburban Press.

HAMPTON
See NEWPORT NEWS

HARRISONBURG

1 - LOCATION: Independent City connected with Rockingham County. E&P Map D-2. County Seat. 123 mi. SW of Washington, DC; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State Hwys. 42 & 260.

2 - TRANSPORTATION: Railroads-Southern; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Allegheny Commuter; Henson; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 19,671; E&P 86 Est. 27,659
CZ-ABC: (80) 24,641
RTZ-ABC: (80) 105,789
County 80 Cen. 57,038; E&P 86 Est. 60,695
City & RTZ-ABC: (80) 130,430
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,956; E&P 86 Est. 8,980
CZ-ABC: (80) 7,642
RTZ-ABC: (80) 36,567
County 80 Cen. 19,078; E&P 86 Est. 21,212
City & RTZ-ABC: (80) 44,209

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$458,295,000
Savings & Loan	2	incl. above

6 - PASSENGER AUTOS: County 40,227; City 13,452

7 - ELECTRIC METERS: Residence City 9,925; County 20,786

8 - GAS METERS: Residence City 1,926; County 332

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 800; Poultry 3,500; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 700; Heating & Air Conditioning 640; Pkg. 190; Pharmaceuticals 747; Aluminum Prods. 549.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main St.; 10 on Liberty; 15 all other.
Neighborhood Shopping Centers-Park View; Dayton Bridgewater; Sunset Heights; Rockingham Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cloverleaf(12)	1	A&P, Best's,
Rockingham Sq.(10)	4	Food Lion, Eckerd
E. Market Sq.(20)	2	Food Lion, Eckerd, Radio Shack
Valley Plaza	1	Safeway, Rose's, Firestone, Goodyear
Nichols	2	
Valley Mall(80)	2	JCPenney, Leggett, Watson's, Lowe's

Principal Shopping Days-Mon. through Sat. Food-Fri. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Alfred Ney; Leggett; JCPenney; Watson's.
Variety Stores-Woolworth; A&N; Glen's Fair Price.
Discount Stores-Nichols; Medco; Capital; K mart; Rose's.
Chain Drug Stores-Peoples; Drug Fair; Eckerd.
Chain Supermarkets-Safeway; Mick-or-Mack 2; A&P; 7-Eleven 4; Red Front 2; Kroger; Food Lion.
Other Chain Stores-Glassner Jewelers; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14 - NEWSPAPERS: NEWS-RECORD (m) 30,125; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St., Harrisonburg, VA 22801; Tel. (703) 433-2702.
National Representative: Landon Associates.

HOPEWELL

1 - LOCATION: Independent City connected with Prince George County (In Richmond-Petersburg MSA). E&P Map E-3. Deep-water port for ocean-going ships, 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-Eastern; Nat'l; Piedmont; United; Davenport.

3 - POPULATION:
Corp. City 80 Cen. 23,397; E&P 86 Est. 24,068
CZ-ABC: (80) 23,397
RTZ-ABC: (80) 54,082
County 80 Cen. 25,733; E&P 86 Est. 26,514
MSA 80 Cen. 761,311; E&P 86 Est. 814,493
City & RTZ-ABC: (80) 77,479
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,506; E&P 86 Est. 9,112
CZ-ABC: (80) 8,506
RTZ-ABC: (80) 16,282
County 80 Cen. 6,507; E&P 86 Est. 7,124
MSA 80 Cen. 269,202; E&P 86 Est. 299,227
City & RTZ-ABC: (80) 24,788

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: City 15,095; County 13,115

7 - ELECTRIC METERS: Residence 9,335

8 - GAS METERS: Residence 2,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 728; Chem. 3,879; Fiber 3,855; Total Civilian Employment 11,832.
Principal Pay Days-Wed., Thur., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48; First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St.; 2 on E. City Point Rd.; Cavalier Sq.; Colonial Corner; Lee Plz.
Neighborhood Shopping Centers-Along City Point Rd. at intersection of 15th Ave.; around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Sq.

Shopping Centers-Cavalier (33 units); Safeway; Bond's True Value; Best Prods.; Drug Fair; Rose's; Peebles; Lee Plz.; Winn-Dixie; Ctr. open evenings and Sun. Colonial Corner Shopping Ctr. (14 units); Drug Fair; A&P.

13 - RETAIL OUTLETS: Department Stores-Rose's; Peebles.
Chain Drug Stores-Drug Fair 2; Standard Drug; Rite Aid.
Chain Supermarkets-A&P; Safeway; Pantry Pride; Richfood; Winn-Dixie.
Other Chain Stores-Firestone; Sherwin-Williams; ABC 2; Four Season Cleaners; Dollar General; Family Dollar; Pic 'N Pay.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,359; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Shirley D. Connelly, Adv. Mgr., NEWS, 516 E. Randolph Rd., Hopewell, VA 23860; Tel. (804) 458-8511.
National Representative: Landon Associates.

LYNCHBURG

1 - LOCATION: E&P Map D-3 (MSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; on S. side of James River, 170 mi. S. of Washington, DC; 117 mi. W. of Richmond. On U.S. Hwys. 29, 460 and 501; State Hwys. 128, 130 and 221. Financial, mercantile, distribution, industrial, educational & transportation center.

2 - TRANSPORTATION: Railroads-N&W; Southern; C&O; Amtrak; Chessie System.
Motor Freight Carriers-23.
Intercity Bus Lines-Lynchburg; Greyhound; Trailways.
Airlines-Piedmont; Henson; Allegheny-U.S.Air, American Eagle; Chautauqua.

3 - POPULATION:
Corp. City 80 Cen. 66,743; E&P 86 Est. 69,542
CZ-ABC: (80) 94,566
RTZ-ABC: (80) 109,202
Counties 80 Cen. 109,473; E&P 86 Est. 114,603
Campbell 80 Cen. 45,424; E&P 86 Est. 46,679
Bedford 80 Cen. 34,927; E&P 86 Est. 38,737
Amherst 80 Cen. 29,122; E&P 86 Est. 29,187
MSA 80 Cen. 141,289; E&P 86 Est. 145,408
City & RTZ-ABC: (80) 203,768

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,940; E&P 86 Est. 25,632
CZ-ABC: (80) 32,574
RTZ-ABC: (80) 37,013
Counties 80 Cen. 36,077; E&P 86 Est. 39,531
Campbell 80 Cen. 15,130; E&P 86 Est. 16,264
Bedford 80 Cen. 11,985; E&P 86 Est. 13,884
Amherst 80 Cen. 8,962; E&P 86 Est. 9,383
MSA 80 Cen. 48,032; E&P 86 Est. 51,279
City & RTZ-ABC: (80) 69,587

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$864,148,000
Savings & Loan	5	$485,502,000

6 - PASSENGER AUTOS: Counties: Campbell 33,699; Bedford 30,377; Amherst 18,663; Appomattox 8,802.

7 - ELECTRIC METERS: Residence 59,775.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 1,095; Foundry 2,175; Paper Prods. 500; Needle Craft 850; Nuclear Facil. 3,800; Comp. Prod. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Prods. 432; Farming & Cattle NA.
Principal Industrial Pay Days-Fri., weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St., The Plaza; River Ridge Mall; Outlet Mall.
Neighborhood Shopping Centers-Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights(2); Timberlake Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Ridge Mall(85)	NA	Sears, Leggetts, Miller & Rhoads, Thalhimer's, JCPenney
Pittman Plaza	NA	Heironimus, A&N, Murphy's, People's Drug, Best
Forest Plaza	NA	Winn-Dixie, Drug Fair
West Forest Hill(30)	NA	Kroger
Forthill Vlg (25)	NA	Peoples Drug, Winn-Dixie
Fairview Sq.	NA	Revco, Piggly Wiggly
Hills Lynchburg(10)	NA	Hill's, Big Star
Seminole(15)	NA	Winn-Dixie, Western Auto
Boonsboro(15)	NA	Winn-Dixie
Village Sq.	NA	Harris Teeter
Westover(17)	NA	Fairway, Robertson Drug
Waterlick Plaza	NA	Winn-Dixie
Timbrook Square	NA	Kroger

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri., some Mon.; Shpg. ctrs. and food-weekday nights.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Leggetts; Sears; JCPenney; G.C.Murphy; Thalhimers; Heironimus.
Discount Stores-Best Products; Moore's Super Store 2; K mart 2; Hill's; Lowe's Stores; Dale Garment Co.; Dress House; Imperial Reading Outlet; Links; Lynchburg Jobbing House; Sam's Outlet Mall; Sportswear Outlet; Tops and Bottoms Clothing Outlet; Tuttex Apparel Outlet; Williamson Dickie Factory Outlet; Craddock Terry Shoe Corp.; Consolidated Shoe; Quality Linen & Towel Outlet; Holiday Wear, Inc; A&N.
Variety Stores-Family Dollar 2.
Chain Drug Stores-Peoples 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3; Eckerd 3.
Chain Supermarkets-Kroger 4; Big Star; Harris Teeter 8; Winn-Dixie 5; 7-Eleven 8; Quik-E Food 7; Food Lion 3; Piggly Wiggly.
Other Chain Stores-Lerner's; Advance Stores; Western Auto 3; Firestone 3; Sherwin-Williams; Hofheimer's; Anderson-Little; The Junction; Radio Shack; Davidson's; Fink's Jewelers; Ormond; Lazarus.

14 - NEWSPAPERS: THE NEWS (m-mon to fri) 27,792; DAILY ADVANCE (e-mon to fri) 13,541, NEWS & DAILY ADVANCE (sat & holidays) 39,415; (S) 43,915; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mary Jane Gregory, Natl. Adv. Mgr., NEWS and ADVANCE, 101 Wyndale Dr.; PO Box 10129, Lynchburg, VA 24506; Tel. (804) 237-2941.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MANASSAS

1 - LOCATION: Independent City connected with Prince William County (In Washington, DC-MD-VA MSA) E&P Map E-2. County Seat. High Tech-Electronics; Timber; Farming (grain, dairy, horses; beef cattle); Steel Fabrication; 25 mi. SW of Washington DC; 90 mi. N of Richmond. On State Hwys. 28, 234; I-66.

2 - TRANSPORTATION: Railroads-Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Virginia Trailways.
Airlines-Full Service Municipal Airport; Washington National Airport-25 mi. away; Dulles Intl.-15 mi. away.

3 - POPULATION:
Corp. City 80 Cen. 15,438; E&P 86 Est. 18,668
CZ-ABC: (80) 42,458
RTZ-ABC: (80) 29,851
County 80 Cen. 144,703; E&P 86 Est. 172,126
MSA 80 Cen. 3,249,611; E&P 86 Est. 3,438,069
City & RTZ-ABC: (80) 72,309

4 - HOUSEHOLDS:
City 80 Cen. 5,048; E&P 86 Est. 6,353
CZ-ABC: (80) 13,119
RTZ-ABC: (80) 9,507
County 80 Cen. 43,790; E&P 86 Est. 54,541
MSA 80 Cen. 1,173,172; E&P 86 Est. 1,308,533
City & RTZ-ABC: (80) 22,626

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$73,505,000
Savings & Loan	3	NA

6 - PASSENGER AUTOS: County 118,179; City 12,852.

7 - ELECTRIC METERS: Residence Est. City 4,000

8 - GAS METERS: Residence Est. City 3,740

9 - PRINCIPAL INDUSTRIES: Work Force 23,000-Mfg. 2,404; Constr. 2,000; Trans. & Pub. Util. 1,000; Whole & Ret. Trade 4,400; Fin., Ins. & R.E. 850; Servs. 2,235; Gov't 6,417; Other 2,234; Agric. 515.
Tourist Area-Manassas (Bull Run) National Battlefield Park.

10 - CLIMATE: Mild; Jan. 36; July 76.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant Ave.(9)		Safeway
Mall at Manassas(60)		Hecht's, Mont. Ward, Work Bazaar
K mart(20)	2	K mart, Showoff, Highs
Manassas		A&P, Drug Fair, Woolworth
Westgate(35)	2	Giant Food, Peoples Drug, ABC, Leggetts
Manassas Junction	NA	Giant Food, Elm Tree, Pic'N Pay, Godfather's Pizza, Computerland
Sudley Plaza(4)	3	Hechinger, Zayre, Safeway, Peoples Drugs

13 - RETAIL OUTLETS: Department Stores-Leggetts; Montgomery Ward; Peeble's; Sears; The Hecht Co.
Variety Stores-Rohr's; Woolworth; K mart; Zayre.
Chain Supermarkets-A&P; Safeway; Yorkshire Mkt.; Giant Food; Magruders.
Other Chain Stores-Barracini; Leggett Tires; Firestone; Sherwin-Williams; Western Auto; Market Tire; Radio Shack; Hechinger.

14 - NEWSPAPERS: JOURNAL MESSENGER (e) 12,441; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wendell D. Harbert, Gen. Mgr., or Dennis E. Bradshaw, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St., Manassas, VA 22110; Tel. (703) 368-3101.
National Representative: Landon Associates.

MARTINSVILLE

1 - LOCATION: Independent City connected with Henry County. E&P Map D-3. Industrial Center. 51 mi. S of Roanoke; 60 mi. N of Winston-Salem, NC; 150 mi. E of Bluefield, WV On U.S. Hwys. 58, 220; State Hwys. 57, 108.

2 - TRANSPORTATION: Railroads-N & W; Carolina & Northwestern.
Motor Freight Carriers-15.
Intercity Bus Lines-Martinsville; Rapid; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,149; E&P 86 Est. 18,892
CZ-ABC (80) 18,986
RTZ-ABC (80) 63,462
County 80 Cen. 57,654; E&P 86 Est. 57,246
City & RTZ-ABC (80) 82,448
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,021; E&P 86 Est. 7,246
CZ-ABC (80) 6,901
RTZ-ABC (80) 21,625
County 80 Cen. 19,560; E&P 86 Est. 20,307
City & RTZ-ABC (80) 28,526

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$96,276,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 11,337; County 41,591

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Chem. 4,000; Furn. 8,170; Textile 11,182; Bldg. & Mfg. NA.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19; last killing frost, Apr. 24.

11 - TAP WATER: Ph Deposits 7.0 to 7.2, very soft.

12 - RETAILING: Principal Shopping Center-20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts.; Collinsville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett	7	
Collinsville	5	Leggetts
Ridgeway	7	Harris & Craig
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall(27)	NA	JCPenney
Holiday(21)	8	Family Dollar
Central Plz.	2	A&P
Martinsville Plz.(8)	3	Mason's, Kroger
Riverside Plz.	6	Cooper & Ratcliff
Druid Hills(13)	NA	Kroger
Laurel Park(12)	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggetts; Globman's.
Variety Stores-Woolworth; Eagle's; Rose's.
Discount Stores-Bargain Ctr.; Diskay; Family Dollar; Mason's; FBC; Mack's; Big Top; Dollar General.
Chain Drug Stores-Walgreens; SupeRx; Rexall; Peoples; Revco 2; Shelton's 4.
Chain Supermarkets-Cooper & Ratcliff 4; Kroger 2; Winn-Dixie 3; Frank's 3; A&P; Big Star; King's.
Other Chain Stores-Jewel Box; Marilyn's; Glen More Clothes; Royal; Leed's; Goodfriend; Advance; Goodyear; Rhodes; Western Auto; Glidden Paints; 3 Sisters Dress Shop; Pic-Way Shoes; Singer Co.; Phelps & Armistead; McCollum-Ferrel; Sherwin-Williams; Sidney's; Davidson's; Sears (catalog); Lowe's; Lazarus.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 18,373; (S) 20,485; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William R. Martin, Pub./Gen. Mgr.; BULLETIN, 204 Broad St., Martinsville, VA 24115; Tel. (703) 638-8801.
National Representative: Landon Associates.

NEWPORT NEWS-HAMPTON

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport MSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On U.S. Hwys. I-64, 17, 60, 143, 168.

2 - TRANSPORTATION: Railroads-Chessie System, CSX; Amtrak.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Pentran.
Freight Steamship Lines-12.
Airlines-Piedmont; Allegheny Commuter; USAir; NYAir.

3 - POPULATION:
Corp. Cities 80 Cen. 267,520; E&P 86 Est. 275,520
Newport News 80 Cen. 144,903; E&P 86 Est. 152,963
Hampton 80 Cen. 122,617; E&P 86 Est. 122,557
NDM-ABC (80) 407,812
MSA 80 Cen. 1,160,051; E&P 86 Est. 1,269,842

Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 92,820; E&P 86 Est. 93,645
Newport News 51,314; E&P 86 Est. 56,605
Hampton 41,506; E&P 86 Est. 43,040
NDM-ABC (80) 139,196
MSA 80 Cen. 385,929; E&P 86 Est. 439,778

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,422,350,000
Savings & Loan	9	$733,607,000

6 - PASSENGER AUTOS: Newport News 88,536; Hampton 79,466

7 - ELECTRIC METERS: Residence 141,000

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipbuilding 30,000 (N.A.); Seafood Packing 2,200 ($175); Aeronautics 4,000 ($275); Beer 1,100 (N.A.); Electronics 700 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 4,700 ($175); Military 28,000; Gov't 5,200.
Principal Industrial Pay Days-15th & end of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8; last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Area-Mercury Blvd., Hampton.
Neighborhood Shopping Centers-Newport News: Hilton, Old Hilton Village, Hampton: Sinclair Circle, Kecoughtan Rd. at Wythe; Kecoughtan Rd. at Southampton, Queen St., Mellen St., Langley Circle, Grant City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Denbigh	8	Mont. Ward, K mart
Wythe	3	A&P
Langley Square	3	Murphy Mart, Belo
Newport Square	5	Murphy Mart, Rose's, Safeway, Peoples
Phoebus	9	Rose's
Newmarket North	NA	Sears, Miller & Rhoads, Leggetts
Newmarket South	NA	A&P, Hechinger, Murphy Mart, JCPenney
Warwick Village	1	K mart, Hess, Pantry Pride, Peoples
Buckroe	10	A&P, Peoples
Hidenwood	10	Woolworth, Food Lion
Sherwood Park	19	
Riverdale	1	Pantry Pride
Langley Sq.	9	Murphy Mart, Belo
Mercury Plaza	NA	Giant, Open Air
Willow Oak	10	Pantry Pride, Drug Fair
Todd Center	NA	Safeway, Bradlees
Warwick Coliseum Mall	7 NA	Hess, Farm Fresh JCPenney, Hess, Smith & Welton, Thalhimer, Mont. Ward
Beechmont	20	Revco, Sears

Principal Shopping Days-Dept. Stores: Thur., Fri., Sat. Mon.; Food Stores: Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon. through Sat.; Food-most evenings; Many open 24 hrs., seven days.

13 - RETAIL OUTLETS: Department Stores-Hess; Leggetts; Montgomery Ward; Sears; Smith & Welton; Thalhimers.
Discount Stores-Bradlees; K mart; Murphy Mart; Zayre's.
Variety Stores-Rose's.
Chain Drug Stores-Peoples 7; Revco 6; Wornom's 7; Treasury; Drug Fair.
Chain Supermarkets-A&P 8; Food Lion 4; Giant 3; Belo 6; Manor; Farm Fresh 7; Safeway 6; Lou Smith 6; Pantry Pride 6; Winn-Dixie.
Other Chain Stores-Auto: Western Auto; Pep Boys, Goodyear, Firestone; Building Mat.: Hechinger, Home Quarters, Mr. How, Lowes, Moore; Clothing: Lerner's, La Vogue; Shoes: Kinney, Thom McAn, Hofheimer's; Paints: Sherwin-Williams, Pittsburgh Plate Glass, Glidden Paint Co., Woolworth, Hampton Paint, Mary Carter.

14 - NEWSPAPERS: PRESS (m-mon to fri) 65,181; (m-sat) 95,450; (S) 111,638; TIMES-HERALD (e) 36,734; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ivan Wehmer, Adv. Dir., PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 247-4600.
National Representative: Sawyer-Ferguson-Walker.

NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. An important maritime, industrial, vacation and seafood center at the mouth of the Elizabeth River on Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615, I-64 & I-44.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; Chesapeake & Ohio; Seaboard Coast Line; Atlantic & Danville; Conrail; Norfolk Southern Corp.; Norfolk & Portsmouth Belt Line; Family Lines System; Norfolk & Western; Southern; Carolina & Northwestern; Eastern Shore.
Motor Freight Carriers-50.
Freight Steamship Lines-87.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Piedmont; USAir; Eastern; TWA; American; Altair; Wheeler; Ozark; People Express; Sunbird; Air Virginia; Colgan; Delta; Henson; Allegheny Commuter; American Eagle; New York Air Cargo lines-Emery; Federal Express; Airborne; Summit.

3 - POPULATION:
Corp. Cities 80 Cen. 633,755; E&P 86 Est. 826,561
Norfolk 80 Cen. 266,979; E&P 86 Est. 264,583
Portsmouth 80 Cen. 104,577; E&P 86 Est. 104,273
Virginia Beach 80 Cen. 262,199; E&P 86 Est. 328,584
Chesapeake 80 Cen. 114,226; E&P 86 Est. 129,121
MSA-ABC (80) 795,862
Bal. in MSA-ABC (80) 364,449
Bal. in NDM-ABC (80) 175,311
Total NDM-ABC (80) 1,335,622
MSA 80 Cen. 1,160,051; E&P 86 Est. 1,269,842

Demographic Information available from Newspaper. See paragraph 14.

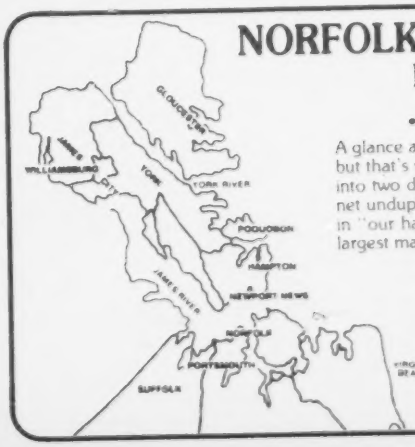
4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 246,014; E&P 86 Est. 368,734
Norfolk 80 Cen. 87,802; E&P 86 Est. 89,296
Portsmouth 80 Cen. 36,746; E&P 86 Est. 38,271
Virginia Beach 80 Cen. 85,155; E&P 86 Est. 112,046
Chesapeake 80 Cen. 36,311; E&P 86 Est. 42,924
MSA-ABC (80) 261,828
Bal. in MSA-ABC (80) 124,101
Bal. in NDM-ABC (80) 59,733
Total NDM-ABC (80) 445,662
MSA 80 Cen. 384,349; E&P 86 Est. 439,778

5 - BANKS	NUMBER	EST. DEP.
Commercial	20	$3,184,624,000
Savings & Loan	15	$2,169,969,000

6 - PASSENGER AUTOS: Norfolk 131,987; Portsmouth 59,070; Virginia Beach 203,012; Chesapeake 81,777

7 - ELECTRIC METERS: MSA Residence 278,912

8 - GAS METERS: MSA Residence 93,969



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
NOW AMERICA'S 28th MARKET! U.S. CENSUS BUREAU 7/30/86
...where No. 2 becomes No. 1!

A glance at the market shows the Daily Press/The Times-Herald with about 23% coverage of the MSA but that's woefully misleading. The very waterways that contribute to our desirable lifestyle also divide us into two distinct geographic areas. Upper & Lower Hampton Roads. We're the Upper half, with 75.1% net unduplicated coverage of all adults daily and 78.4% Sunday. New York newspapers reach less than 1% in "our half" of the MSA. That's why it takes both sets of newspapers to reach all of the nation's 28th largest market: Norfolk/Virginia Beach/Newport News!

National Reps:
SAWYER-FERGUSON-WALKER CO.
(212) 661-6262 in N.Y.
Gen. Adv. Mgr.
JERRY MARPLE
(804) 247-4668

Daily Press
The Times-Herald
Hampton Roads' Morning & Evening Newspapers
7505 Warwick Blvd., Newport News, Va. 23607

9 - PRINCIPAL INDUSTRIES: (MSA Area)-Industry, No. of Employees (Av. Wkly. Wage)-Fed. Gov't 55,800 ($364); Ret. 21,400 ($183); Servs. 192,300 ($242); Constr. 45,900 ($294); Whol. 30,100 ($235); Fin., Ins., R.E. 38,900 ($301); Printing & Pub. 9,400 ($301); Trans. & Public Util. 43,200 ($367).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-98; Summer 45-105; Fall 17-100; Winter -3-87. First killing frost, Nov. 17; last killing frost, Mar. 23.

11 - TAP WATER: Low alkalinity; slightly soft; fluoridated.

12 - RETAILING: **Norfolk Principal Shopping Area**-7 blocks on Granby St.; 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E. & W. blocks from Boush St. to Monticello Ave., extending N. from Main St. to Brambleton Ave; Waterside Drive from Commercial Ave. to St. Paul's Blvd. The Waterside.
Portsmouth-10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.
Virginia Beach-18 blocks on Atlantic Ave.; 4 on 31st St., 6 on 17th St.
Norfolk Neighborhood Shopping Areas-8 blocks both sides of 21st St. bet. Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.-Berkley; Liberty St.-Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points-Norview; Ghent-Colley Ave.; Ghent-Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby Street; Va. Beach Blvd. at Military Highway; Military Highway at Norview Ave.
Portsmouth Neighborhood Shopping Areas-Highland Biltmore; Alexanders Corner; Cradock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall; Midcity.
Chesapeake Neighborhood Shopping Areas-2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Greenbrier Mall.
Virginia Beach Neighborhood Shopping Areas-Princess Anne Plaza; Princess Anne Courthouse; Chimney Hill; Lynnhaven Mall; Timberlake Plaza; Holland Plaza; Kempsville Corners; Fairfield/Providence; Haygood/Pembroke Meadows; Pembroke Mall; Aragona Village; Hilltop; Oceanfront; Great Neck Plaza; Bayside; Diamond Springs; London Bridge; Linkhorn; Lynnhaven Colony; College Park; Pinewood Gardens; West View; Parkway; Woodtide; Thalia; Loehmanns Plz.; Great American Outlet Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norfolk:		
Best Sq.(25)	6	Ashby's, Pharmor, Nautilus
Downtown Plz.(27)	1	Family Dollar, Woolworth, Peoples
Ghent/21st St.	2	Decorum, Giant, Safeway, Twin City
Granby Mall	1	Smith & Welton, Hofheimer, Nelco
Janaf(68)	6	People's, Mont. Ward, T.J. Maxx
Military Circle(150)	6	Thalhimers, Leggett, JCPenney
Ocean View	10	Giant, Albano
Southern(7)	36	People's, Fine's, Miller & Rhodes, A&N, Food Lion, Western Auto
Ward's Corner	5	People's, Revco, La Vogue, Giant, K&K Toys
Waterside	1	Hofheimers, Phillips
Virginia Beach:		
Celebration Station (12)	12	Drug Emporium, Designer Depot
College Park(47)	10	Roses, Pantry Pride
Fairfield/Providence Sq.(135)	10	A&P, Bradlees, True Value, Safeway
Great American Outlet Mall(39)	11	Old Mill, Kid's Port
Green Run/Chimney Hill(44)	12	K mart, Smith & Welton
Haygood/Pembroke Meadows(59)	13	Rose's, Peoples, A&P
Hilltop(93)	17	K mart, Zayre
Holland/Timberlake (79)	12	Food Lion, Revco, Winn-Dixie
Loehmanns Plz.(34)	12	Loehmanns, Herman's Sport
Lynnhaven Mall(151)	13	Thalhimers, Mont. Ward, Leggett, JCPenney, Miller & Rhoads
Pembroke Mall(85)	11	Miller & Rhoads, Sears, Hess
Princess Anne Plz.	13	Hess, Peoples
Chesapeake:		
Great Bridge(25)	15	Peoples, Roses
Greenbrier Mall(80)	9	Miller & Rhoads, Sears
Portsmouth:		
Churchland(19)	7	Murphy's Mart, Sears Surplus
Mid-City(50)	5	Smith & Welton, JCPenney, K mart
Tower Mall(82)	4	Miller & Rhoads, Mont. Ward

Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Wed., Thur., Fri., Sat., Sun. (for all four cities).
Stores Open Evenings-Dept. Stores-Mon. through Sat.; Food-most evenings.

13 - RETAIL OUTLETS: (Metro Area): Department Stores-Hess 3; JCPenney 5; Leggett 4; Miller & Rhoads 5; Montgomery Ward 4; Sears 2; Smith & Welton 7; Thalhimers 2.
Discount Stores-Bradlees 4; Eagles 4; Family Dollar 7; K mart 6; Murphy's Mart 2; Roses 10; Woolworth 6; Zayre 4.
Chain Drug Stores-Drug Fair 3; Farmco 8; Giant 5; Irwin's 2; Medco 13; Peoples 23; Pharmor; Revco 24; Rite Aid 4.
Chain Supermarkets-A&P 10; Be-Lo 41; Boulevard Markets; Earles 7; Farm Fresh 12; Food Lion 14; Giant Open Air 11; Pantry Pride 5; Safeway 9; Winn-Dixie 4; 7-Eleven 155; Tinee Giant 26.
Other Chain Stores-Appliances: Prices, Singer, Bob Johnson's, Bryany Appliance, Southland Prices, Curcuit City, Automotive Supply: Kramer Tire, Henry Johnson, Harris Tire, NTW, Firestone, Midas Muffler, Western Auto, General Tire, Goodyear, Goodrich, Master Auto, Twin B, Pro Parts, Victory Auto, Advance Auto, A&B Auto Parts; Building Supplies: Hechinger, Moores, Home Quarters, Lowes, Mr. How, True Value Home Centers, Robbies True Value, Dails; 84 Lumber Co., Kempsville, Glidden, Sherwin-Williams, Morfolk Paint Co., Anchor Fence, C.A. Nash, Candy: Forbes, Anne Lee, Fanny Farmer; Furniture: Haynes, Grand, Philip Levy, Home Furn., Ethan Allen/Crawford, Meyers & Tabakin, Scan, Willis Wayside, Furniture World, Cost Plus; Gasoline Service Stations: BP, Citgo, Exxon, Gulf, Mobil, Phillips 66, Union Oil, Shell, Spur, Sunco, Texaco; Jewelers: Gordon's, Kay's, Barr Bros., Frank R. Ford, Hardy's, Zales, Chapman's, D.P. Paul, Spertner, Tidewater Keepsake; Laundries & Cleaners: Sunlight, Compeco, Albano, Suburban & 1 Hour Martinizing, Household Linen Service; Loan Companies: American Assoc. Loan, Beneficial, GAC Assoc. Financial Services, American Finance Corp., General Finance, Transouth, Household, Liberty Loan, Seaboard; Men's Clothing: A&N, Fine's, Anderson-Little, T.J. Maxx, Gent's, Shulmans, Eagle Cothes, S&K, The Hub, Alexander Beegle, Beecroft & Bull Ltd.; Music Dealers: Temple of Music, Center of Music; Opticians: Cooper's, Pearle Vision, Smith Dunfield, Traylor, Dr. Richard Bartley, Optecon, Shoes: Hofheimers, Pic N' Pay, Russell & Holmes, A&N, Thom McAn, Kinney, Barret, Butlers, Fanfare, Lotties, Bakers, Gallenkamp, Jarman, Trucks: International Harvester, Mack, Ryder, Hertz U-Haul, Women's Clothing: Lerner Shops, T.J. Maxx, Lane Bryant, The Famous, La Vogue, Susie's Casuals, Naivette, Kanters, Ashby's, Wilners, Casual Corner, Catherine Stout.

14 - NEWSPAPERS: VIRGINIAN-PILOT (m) 143,296; LEDGER-STAR (e) 83,741. VIRGINIAN-PILOT/LEDGER-STAR (m-sat) 231,240; (S) 227,414. Mar. 31, 1986 ABC. Newspaper publishes zoned editions for Norfolk, Portsmouth, Chesapeake, Virginia Beach & Suffolk.
Local Contact for Advertising and Merchandising Data: Dale Bowen, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2092.
National Representative: None.

PETERSBURG

1 - LOCATION: Independent City connected with Dinwiddie County (In Richmond-Petersburg MSA). E&P Map E-3. 23 mi. S of Richmond, 80 mi. W of Norfolk, 110 mi. E of Lynchburg. On Appomattox River, U.S. Hwys. 1, 301, 460, I-95 & 85, State Hwy. 36.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coast Line.
Motor Freight Carriers-51.
Intercity Bus Lines-Greyhound, Carolina Trailways; Petersburg Area Transit.

3 - POPULATION:
Corp. City 80 Cen. 41,005; E&P 86 Est. 39,265
CZ-ABC. (80) 80,684
RTZ-ABC. (80) 124,266
County 80 Cen. 22,602; E&P 86 Est. 22,591
MSA 80 Cen. 761,311; E&P 86 Est. 814,493
City & RTZ-ABC. (80) 204,950
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,920; E&P 86 Est. 14,867
CZ-ABC. (80) 25,753
RTZ-ABC. (80) 41,119
County 80 Cen. 6,421; E&P 86 Est. 6,706
MSA 80 Cen. 269,202; E&P 86 Est. 299,227
City & RTZ-ABC. (80) 66,872

5 - BANKS	NUMBER	EST. DEP.
Petersburg:		
Commercial	6	$693,831,000
Savings & Loan	3	$129,250,000
Colonial Heights:		
Commercial	4	$36,624,000
Savings & Loan	3	$1,047,934,984

6 - PASSENGER AUTOS: City 21,514.

7 - ELECTRIC METERS: Residence 47,995.

8 - GAS METERS: Residence 21,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage N.A.) Cigarette 500; Luggage 400; Optical 1,240; Lumber & Furn. 210; Machinery 490; Chem. 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay & Glass 180.
Principal Industry Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave., Boulevard & Branders Bridge Rd.
Neighborhood Shopping Centers-Petersburg: Walnut Hill Plaza: Located on S. Sycamore St. beginning with 1900 block & Crater Rd.; U.S. 301 S.; Walnut Mall: Crater Rd.; U.S. 301 S.; LeePlaza, Rte. 36 & U.S. 301 S.; K mart, Rte. 36; Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd.; S. Craten Square, Craten Rd., U.S. 301; Battlefield Plaza, Craten Rd. 301 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ettrick	2	Goens, Bi-Rite Food, Ettrick Supermarket
Walnut Hill(16)	2	Bradlees, Sears, Miller & Rhoads
Walnut Mall(29)	2	JCPenney, Thalhimers
Colonial Sq.(16)	3	Peebles, Rose's, Revco
Town Hall(4)	2	Roper Hardware, Peoples Drug, Medallion Pools
Battlefield Plz.(3)		Foodlion, Revco, Video World
South Crater Sq.(4)		Ukrops, Standard Drug, Bed Quarters, Family Home Video, Outer Banks Seafood, Circuit City
Pickwick Ctr.	1	Community Sporting Goods
Lee Plaza(5)	5	S.E. Nichols, Radio Shack, Mack's, Winn-Dixie

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food Wed. (eve.), Thur. through Sat.
Stores Open evenings-Mon., Fri.; Food every night; Neighborhood Centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Taylor's, Rose's, Sears, Thalhimers, Miller & Rhoads, S.E. Nichols, K mart, Peebles, Helig-Myers, Butterworth, Harlow-Hardy, Crater House, The Oak, Love's, Wayside, Philip Levy, Roadside Furniture.
Discount Stores-Bradlees, Nichol's, K mart, Rose's, Peebles.
Variety Stores-McClellan's, Mack's, Jupiter Discount, Woolworth.
Chain Drug Stores-Petersburg: Peoples 2, Standard 3, Rose's-Rexall, Colonial Heights: Revco 2, Drug Fair 3, Rite Aid 2.
Chain Supermarkets-A&P, Safeway 5, Winn-Dixie 2, Sun.
Other Chain Stores-Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana; Shoes: Kinney, Kay-Bee Toys, Thom McAn, Shoe Show, Barett; Others: Firestone; Goodyear, B. F. Goodrich; Singer Co.; Sherwin Williams; A&N; Pittsburgh Paint; Barr Bros.; So-Fro Fabrics; Moton's Jewelers; Gary's, Moore's Super Stores; Lowe's; Master Tire; Hanover Tire; Pic 'N Pay; Radio Shack.

14 - NEWSPAPERS: PROGRESS-INDEX (e) 20,813; (S) 21,237; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don E. Thrasher, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.
National Representative: Thomson Newspapers.

PORTSMOUTH
See NORFOLK

PULASKI

1 - LOCATION: Pulaski County. E&P Map C-3. County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81, State Hwy. 99.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,106; E&P 86 Est. 9,105
County 80 Cen. 35,229; E&P 86 Est. 35,569
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,859; E&P 86 Est. 3,505
County 80 Cen. 13,380; E&P 86 Est. 13,074

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$1,290,000,000
Savings & Loan	1	$3,500,000

6 - PASSENGER AUTOS: County 22,768.

7 - ELECTRIC METERS: County 12,658.

8 - GAS METERS: Residence/Est. 600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Furn. 1,200 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Proc. 155 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov; last killing frost, May 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Main St.; Washington Ave.; Jefferson Ave.; Commerce St.; Fifth St.; E. Main St.; Rt. 99.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pulaski Plaza(8)	NA	Peoples
Pulaski Mall(10)	NA	Sidney's, Heck's
5th St.	NA	Rose's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk, Felix, Heck's.
Discount Stores-Family Dollar Store, Saving Ctr.; Sportswear Mart; Rose's, K mart.
Chain Drug Stores-Peoples, Pulaski; Tyler, Revco; Eckerd; Martins; Dublin Pharmacy; SupeRx.
Chain Supermarkets-Kroger, Food Fair, Fast Shop, Lowe's, Wade's, Food Lion.
Other Chain Stores-Advance, Sears; Vance Home Ctr.; Bogle Tire; Ray's; Wise Fashions; Guyan Shoes; Pic 'N Pay; Goodyear; Sherwin-Williams; Helig-Myers Furn.; Grand Piano; Sidney's; Phelps & Armistead Furn.; Brown's Hallmark.

14 - NEWSPAPERS: SOUTHWEST TIMES (e-mon to fri., S) 6,876; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Sandra Painter, Adv. Dir., SOUTHWEST TIMES, PO Box 391, 227 N. Washington Ave., Pulaski, VA 24301; Tel. (703) 980-5220.
National Representative: Landon Associates.

RADFORD

1 - LOCATION: Independent City connected with Montgomery County. E&P Map C-3. Residential, industrial & educational Center. 42 mi. SW of Roanoke, on US Hwy. 11 & State Hwy. 102.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,225; E&P 86 Est. 14,195
County 80 Cen. 63,516; E&P 86 Est. 68,048

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,955; E&P 86 Est. 4,275
County 80 Cen. 20,831; E&P 86 Est. 23,020

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$11,000,000
Commercial	2	$240,879,000

6 - PASSENGER AUTOS: County 37,644; City 7,077

7 - ELECTRIC METERS: Residence 4,778

8 - GAS METERS: Residence 1,780

9 - PRINCIPAL INDUSTRIES: Textile Mills; Powder, Castings & Pipe; Elect. Motors; Rubber; Dress Mfg.; Plastics; Milk Prods.; Paper Boxes; Limestone; Newspaper Printing & Pub.; Tel. Equip. Mfg.

10 - CLIMATE: Av. Temp.-Spring 54; Summer 72; Fall 55; Winter 36.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Christiansburg(8)	8	Leggetts, Hills
Dublin	9	Wades
University Mall (Blacksburg)(20)	15	Heronimus
Triangle	NA	Roses, Eckerd
New River(13)	NA	Thriftway, Advance Auto
Radford Plaza(13)	NA	SupeRx, K mart, Sears
New River (Radford)	NA	Leggetts, Whitehead Drug
Village Oaks	NA	Eckerd, Food Lion

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Discount Stores-Family Dollar.
Variety Stores-Heck's; K mart; Hills; Heronimus.
Chain Drug Stores-Revco; SupeRx; Professional Pharmacy; Eckerd.
Other Chain Stores-Deli-Mart; 7-Eleven; Sears; Hallmark Cards; Grand Piano Furniture; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic 'N Pay; H&M Shoes; Goodyear; Firestone; Michelin.

14 - NEWSPAPERS: NEWS JOURNAL (e-tues to fri) 3,185; (S) 3,210; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Bob Mullins, Adv. Dir., NEWS JOURNAL, Grove & First Aves.; PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.
National Representative: Landon Associates.

RICHMOND

1 - LOCATION: Independent City (In Richmond-Petersburg MSA). E&P Map E-3. State Capital. Manufacturing, distribution, government, banking, financial & education center. On James River, 107 mi. S of Washington, DC; 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 6, 10, 5; I-95 (Richmond-Petersburg Tpke.) & 64 & 195 & 295.

2 - TRANSPORTATION: Railroads-Chessie System; Seaboard Systems; Southern; RF&P; Amtrak.
Motor Freight Carriers-98.
Intercity Bus Lines-16; Greyhound; Trailways; Groome Transportation.
Airlines-Piedmont; Eastern; United; Delta; USAir; American; Wheeler; AvAir; ComAir; Henson; Midway.
Water freight service on James River.

3 - POPULATION:
Corp. City 80 Cen. 219,214; E&P 86 Est. 214,614
MSA 80 Cen. 761,311; E&P 86 Est. 814,493
NDM-ABC: (80) 591,719
Bal. in MSA-ABC: (80) 169,592
Total MSA-ABC: (80) 761,311
Bal. in RTZ-ABC: (80) 368,484
Total NDM & RTZ-ABC: (80) 1,129,795
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 85,797; E&P 86 Est. 87,083
MSA 80 Cen. 269,202; E&P 86 Est. 299,227
NDM-ABC: (80) 214,922
Bal. in MSA-ABC: (80) 54,370
Total MSA-ABC: (80) 269,292
Bal. in RTZ-ABC: (80) 124,308
Total NDM & RTZ-ABC: (80) 393,600

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	10	$21,694,369,000
Savings & Loan	14	$2,488,667,000

6 - PASSENGER AUTOS: City 124,136

7 - ELECTRIC METERS: Residence 206,426

8 - GAS METERS: Residence 75,709

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tobacco 13,200 ($605); Lumber & Wood ex. Furn. 1,400 ($356); Fab. Metals 2,200 ($352); Food Prods. 3,900 ($286); Apparel & Textile Prods. 2,100 ($399); Paper Prods. 4,500 ($399); Printing & Pub. 6,200 ($277); Chem. Prods. 8,000 ($471).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: 9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Lawn(54)	4	JCPenney, Miller & Rhoads
Southside(39)	5	Miller & Rhoads
Azalea(36)	4	Thalhimers
Eastgate(42)	6	Sears, Thalhimers
Cloverleaf(78)	6	Sears, JCPenney, Thalhimers
Brook Hill(25)	4	A&P, Drug Way
Village(31)	5	A&P
Westland(18)	8	Moore's, Peoples
Fountain Sq(22)	8	Ukrops, Total Plus
Merchant's Walk (25)	7	Hechinger, Marshall's A&P
Hanover Vlg.(10)	8	Revco, CFM Food
Cary Court(15)	3	Ukrops, Safeway
Gayton Crossing(48)	8	Ukrops, Safeway
River Road(8)	5	Lukhard's Safeway
Laburnum Sq.(12)	4	Ukrops, Standard
Richmond(15)	3	Safeway
Parham(20)	7	
Regency Sq.(100)	7	Sears, JCPenney, Miller & Rhoads,
Chesterfield Mall(34)	10	Miller & Rhoads,
Ridge(31)	7	Drug Fair, Radio Shack
Midlothian(19)	13	Safeway, Standard
Bon Air(12)	7	Safeway
Chippenham Square	7	A&P, Rite Aid
Chippenham North	6	Bradlees, Marshall's
Oxbridge(31)	10	Ukrops, Drug Fair
Meadow Brook Plz.	9	A&P, G.C. Murphy
Meadowdale(20)	9	Bradlees
Rockwood(17)	10	Winn-Dixie, Revco
Tuckernuck(29)	9	Safeway, Standard
Huguerot Vlg.(27)	8	Drug Fair, A&P
Sycamore Sq.(34)	13	Ukrop's
Beaufont(23)	6	Best Prods., Builder's Sq.
Stony Point	NA	Peoples, Ukrops

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri.
Stores Open Evenings-Nightly.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Thalhimers; Sears; JCPenney.
Discount Stores-Bradlees 3; K mart 4; Best 4.
Variety Stores-Woolworth 4; G.C. Murphy 5.
Chain Drug Stores-Peoples 17; Standard 13; Revco 12; Drug Fair 19; Drug City 3.

Chain Supermarkets-Safeway 26; A&P 11; Pantry Pride 5; Lukhards 3; Siegel's 5; Ukrop's 16; Winn-Dixie 9; Farm Fresh 6; Chuck's 9; Food Lion 6.

Other Chain Stores-Appliances: Circuit City, Singer Co., Lowe's; Automotive Supply: Pep Boys, Western Auto, Firestone, Goodrich, Goodyear, Midas Muffler, General Tire, Uniroyal, Amoco, Earl Schieb; Building Supplies: Builders Square, Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Hechingers, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowes, Republic Lumber, Candy, Fanny Farmer, Women's Apparel: Lerner, LaVogue, Montaldo's, Marshall's, Jay Aldon's, May Co., Lane Bryant, Berry Burk, Ardley; Men's Apparel: Jefferson, Steven Windsor, Kuppenheimer, Berry Burk, George's, Joseph Bank, Britches of Georgetown, S&K, Shevel's; Furniture: Philip-Levy, Heilig-Meyers, Haverty's, Virginia Wayside, Colony House, Haynes, A&N, Fines, Jewelers: Zale's, Schwarzchild, Morton's, D.P. Paul; Shoes: Bakers, Butler's, Kinney, Mary Jane, Hanover, Hofheimers, Thom McAn, Florsheim, Regal, Russell & Holmes.

14 - NEWSPAPERS: TIMES-DISPATCH (m) 139,909; NEWS LEADER (e) 111,156; TIMES-DISPATCH (S) 240,182; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bowerman, Display Mgr., THE NEWS LEADER and TIMES-DISPATCH, PO Box C-32333, Richmond, VA 23293; Tel. (804) 649-6501.
National Representative: Sawyer-Ferguson-Walker.

ROANOKE

1 - LOCATION: Independent city connected with Roanoke County (MSA). E&P Map C-3. Financial, mercantile, industrial, distribution, transportation, agricultural, center for Western VA. HQ. for Norfolk Southern Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, DC. On I-81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2 - TRANSPORTATION: Railroads-Norfolk Southern Ry. (headquarters for general offices and shops); major freight-break point; 5 radiating routes.
Intercity Bus Lines-Greyhound; Trailways; 4 local and regional carriers.
Motor Freight Carriers-58.
Airlines-Air Virginia; Piedmont; general aviation air cargo; Charter and Helicopter Services.

3 - POPULATION:
Corp. City 80 Cen. 100,427; E&P 86 Est. 100,943
MSA-ABC: (80) 220,393
Bal. in NDM-ABC: (80) 497,210
County 80 Cen. 72,945; E&P 86 Est. 74,179
MSA 80 Cen. 220,600; E&P 86 Est. 225,959
Total NDM-ABC: (80) 717,603
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,027; E&P 86 Est. 42,110
County 80 Cen. 25,237; E&P 86 Est. 26,887
MSA 80 Cen. 81,882; E&P 86 Est. 87,789
MSA-ABC: (80) 81,878
Bal. in NDM-ABC: (80) 171,464
Total NDM-ABC: (80) 253,342

5 - BANKS: N.A.

6 - PASSENGER AUTOS: City 66,510

7 - ELECTRIC METERS: Metro-Res. 108,940

8 - GAS METERS: Metro-Res. 34,829.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry, & Fish 6,890; Constr. 6,770; Mfg. 20,580; Trans., Commun. & Util. 8,320; Trade 28,100; Fin., Ins. & R.E. 6,640; Servs. 26,560.
Principal Pay Days-Fri., 15th; Last day of the month.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean An. Temp.-56. First killing frost, Oct. 18; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.
Neighborhood Shopping Areas-29 blocks, Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. NW to City Limits; 11th St., NW & Moorman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grandin Road(28)	2	Thriftway, Revco, Mick-or-Mack
Oak-Grove(10)	7	Mick-or-Mack, Eckerd
Crossroads Mall(51)	5	Kroger, Firestone, Heironimus, Rose's, Peoples, K mart
Tanglewood Mall(109)	5	JCPenney, Leggetts, Kroger, SupeRx, Miller & Rhodes, Brendle's, Firestone
Towers(55)	2	John Simmons, Heironimus, Mick-or-Mack, Woolworth
Roanoke-Salem(23)	4	Leggetts, Miller & Rhoads, Peoples, Winn-Dixie, Woolworth
Cave Spring Corners(19)	5	Kroger, SupeRx, Hills
Townside(2)	3	Mick-or-Mack, Eckerd
Celebration Station(36)	3	
Valley View(118)	5	Sears, Thalhimer's, JCPenney, Leggett's, Miller & Rhoads
Vinton Plaza	3	Winn-Dixie, Sherwin-Williams
Parkside	3	K mart, Winn-Dixie
Lake Drive(17)	3	G.C. Murphy, Kroger, SupeRx, Sidney's Radio Shack, Hatheimers
Spartan Sq.(26)	10	Kroger, K mart, SupeRx
West Salem Plz.(5)	9	Winn-Dixie
Southwest Plz.(8)	7	Winn-Dixie, Revco, Firestone
Market Square North(10)	10	Eckerd, Food Lion
Market Square East(8)	4	Eckerd, Food Lion
Jamestown Plaza(3)	3	Mick-or-Mack, Bi-Rite
Blue Ridge(10)		Eckerd, Food Lion

Principal Shopping Days-Fri.; 15th; Last day of month.
Stores Open Evenings-Food, drug, dept. stores in shopping centers open nightly.

13 - RETAIL OUTLETS: Department Stores-S. H. Heironimus; Leggetts; Miller & Rhoads; JCPenney; Sears; Thalhimer's.
Discount Stores-Lowe's; Moore's 4; Pete Moore; Best Co., Inc.; Thriftee 2; Revco 13; K mart 3; Family Dollar 4; Hills 2; Brendlees 2; T.J. Maxx; Ashby's; S&K.
Variety Stores-Newberry; Rose's; Woolworth 3; Scotties.
Chain Drug Stores-Peoples 9; Revco 13; SupeRx 10; Eckerd 7.
Chain Supermarkets-Kroger 9; Mick-or-Mack 10; Winn-Dixie 5; Hop-In 20; IGA 2; Pic-Quick 8; Sureway 3; 7-Eleven 12; Thriftway 4; Food World 3; Food Lion 4; Other Grocery Stores 264.
Other Chain Stores-Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Hofheimer Shoes; Kinney Shoes; Lerner's Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Remington Rand; Sherwin-Williams; Thom McAn; Webster Clothiers; Western Auto; Sidney's; Advance Stores; Spencer Gifts.

14 - NEWSPAPERS: TIMES & WORLD NEWS (m-mon to fri) 78,386; (e-mon to fri) 45,970; (m-sat) 123,964; (S) 126,766; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Montgomery, Gen. Adv. Mgr., TIMES & WORLD NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3263.
National Representative: Branham/Newspaper Sales.

SPRINGFIELD

1 - LOCATION: Independent City in Fairfax County (In Washington DC-MD-VA MSA). E&P Map E-1. County Seat. Suburban Washington.

2 - TRANSPORTATION: Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines in Washington, DC.

3 - POPULATION:
Corp. City 80 Cen. 19,390; E&P 86 Est. 21,505
County 80 Cen. 596,901; E&P 86 Est. 714,709
MSA 80 Cen. 3,250,392; E&P 86 Est. 3,483,069
NDM-ABC: (80) 745,103

4 - HOUSEHOLDS:
City 80 Cen. 6,881; E&P 86 Est. 7,387
County 80 Cen. 205,166; E&P 86 Est. 257,125
MSA 80 Cen. 1,173,172; E&P 86 Est. 1,308,533
NDM-ABC: (80) 270,162

5 - BANKS	NUMBER	EST. DEP.
Comm.(MSA)	63	$13,000,000,000
Savings & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 498,228

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Gov't, Whol. & Ret. Trade; Servs.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Springfield Mall.
Neighborhood Shopping Centers-Bradick; Springfield Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Garfinckels; Woodward & Lothrop; Montgomery Ward; Penney's.
Discount Stores-K mart.
Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: FAIRFAX JOURNAL (m-mon to fri) 59,104; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., Journal

Newspapers, Springfield, VA 22159; Tel. (703)750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

STAUNTON

1 - LOCATION: Independent City connected with Augusta County. E&P Map D-2. County Seat. Trading center for three-county agricultural area. School center. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64; State Hwy. 254.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Chesapeake & Western (freight).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Virginia Trailways.
Airlines-Henson.

3 - POPULATION:
Corp. City 80 Cen. 21,857; E&P 86 Est. 21,991
CZ-ABC. (80) 32,268
RTZ-ABC. (80) 94,093
County 80 Cen. 53,732; E&P 86 Est. 56,826
City & RTZ-ABC. (80) 126,361

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,097; E&P 86 Est. 8,534
CZ-ABC. (80) 11,344
RTZ-ABC. (80) 32,634
County 80 Cen. 17,978; E&P 86 Est. 19,929
City & RTZ-ABC. (80) 43,978

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$271,164,000
Savings & Loan	2	$237,507,153

6 - PASSENGER AUTOS: County 40,680; City 14,268

7 - ELECTRIC METERS: Residence 25,000

8 - GAS METERS: Residence 8,171

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans., Commun. & Util. 1,377; Mfg. 1,021; Trade 2,092; Lumber & Furn. 500; Fibers & Textiles 4,380; Metal Prod. & Fabric 1,080; Mach. & Misc. Mfg. 3,330; Apparel 1,300; Food 510; Constr. 2,100; Fin., Ins., R.E. 487; Gov't 5,130.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Neutral, medium soft; fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Center-5 blocks on Beverly St.; 4 on Central Ave.; 2 on Augusta St.
Neighborhood Shopping Centers-1 block at Hays & W. Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Plaza, Rt. 11, South (Greenville Ave.) (30 acres); 3 blks. at Beverly & Grubert; 1 blk. at Churchville & Springhill; Chestnut Hills Shopping Center; Statler Square Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Terry Court(24)	NA	Terry Court Drug
Town & Country(3)	NA	K mart, Sears
Statler Sq.(16)		Roses, Eckerd
Staunton Plaza(31)	NA	JCPenney, Mont. Ward, Woolworth, Leggett
Chestnut Hills(5)	NA	Heck's, Kroger

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Montgomery Ward; JCPenney; Sears Surplus.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Peoples; SupeRx; Drug Fair; Medco; Eckerd; Rite Aid.
Chain Supermarkets-IGA, Kroger; Shop & Save; 7-Eleven; A&P; Food Lion.
Discount Stores-Heck's; K mart; Roses.
Other Chain Stores-Lowe's; Goodyear; Dollar General; Family Dollar; Western Auto; A&N; Sears (catalog); Moore's; Glassner Jewelers; Wise Discount; High's; Memory Lane Gifts; Super Dollar; University Tire Co.; Advance Auto.

14 - NEWSPAPERS: NEWS-LEADER (m-mon to sat) 17,394; (S) 21,308; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Grimes, Adv. Mgr., NEWS-LEADER, PO Box 59, Staunton, VA 24401; Tel. (703) 885-7281.
National Representative: Landon Associates.

STRASBURG

1 - LOCATION: Shenandoah County. E&P Map E-1. On U.S. Hwy. 11; State 55, I-81 and Junction I-66. Miscellaneous manufacturing center in agricultural region. 90 mi. W of Washington, DC; 130 mi. SW of Baltimore, MD. Serving Tri County area, Frederick, Warren, and Shenandoah Counties.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern; Conrail; Chessie.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 2,431; E&P 86 Est. 2,875
County 80 Cen. 27,559; E&P 86 Est. 29,163
NDM-ABC. (80) 116,357

4 - HOUSEHOLDS:
Corp. City 904; E&P 86 Est. 936
County 80 Cen. 10,035; E&P 86 Est. 11,101
NDM-ABC. (80) 41,906

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$478,207,000
Savings & Loan	5	$50,000,000

6 - PASSENGER AUTOS: Counties-Shenandoah 22,793; Warren 17,604; Frederick 28,836; Regional total 69,233.

7 - ELECTRIC METERS: Residence Est.-Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

8 - GAS METERS: 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 5,440; Apple Prods. 750; Rubber Prods. 933; Poultry 3,260; Auto Parts [illegible]; Brake Shoes 950; Sewing 900; Building [illegible] 425; Comm. Printing 300; Quarries 200; [illegible] Proc. 950; Light Bulbs 250; Records & Tapes 1,065; Travel Trailers & Mobile Homes 250; Furn. 350.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Winchester; Front Royal; Strasburg; Woodstock.
Neighborhood Shopping Centers-Mt. Jackson; Edinburg; New Market; Berryville; Boyce; Wardensville; Middletown; Stephens City.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Fri., Food Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Leggetts 2; JCPenney; Sears; Peebles; Nichols; K mart 2; Zayre; Rose's; Maxway.
Variety Stores-Newberry 2; McCrory 2; Ben Franklin; Kresge; Family Dollar.
Chain Drug Stores-Peoples 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.
Chain Supermarkets-Safeway 4; A&P 4; IGA 4; 7-Eleven 15; Acme; High's; Food Lion 3.
Other Chain Stores-Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 3; Goodrich; Advance; A&N 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowes; Lafayette; Radio Shack 2; Heck's.

14 - NEWSPAPERS: NORTHERN VIRGINIA DAILY (m) 14,589; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Rickard, Adv. Contact, NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657; Tel. (703) 465-5137.
National Representative: Landon Associates.

SUFFOLK

1 - LOCATION: Independent City (In Norfolk-Virginia Beach-Newport News VA-NC MSA). E&P Map F-3. 20 mi. SW of Norfolk, VA. On U.S. Hwys. 58, 460.

2 - TRANSPORTATION: Railroads-Atlantic Coast, Norfolk, Franklin and Danville; Norfolk & Western, Seaboard.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,621; E&P 86 Est. 48,737
CZ-ABC. (80) 47,621
RTZ-ABC. (80) 42,758
MSA 80 Cen. 1,160,051; E&P 86 Est. 1,269,842
City & RTZ-ABC. (80) 90,379

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,742; E&P 86 Est. 16,862
MSA 80 Cen. 385,929; E&P 86 Est. 439,778
CZ-ABC. (80) 15,742
RTZ-ABC. (80) 13,924
City & RTZ-ABC. (80) 29,666

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$86,000,000
Savings & Loan	2	$29,200,000

6 - PASSENGER AUTOS: City 29,992

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 1,835

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Peanut 2,370; Television Assembly 4,900; Lumber 465; Meat Pkg. 195; Tea & Coffee Prods. 260; Farm Mach. Mfg. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-73; Summer 77-95; Fall 41-62; Winter 39-47.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Suffolk Plaza(28)	NA	Mont. Ward, Ames, A&P
Suffolk West(19)	NA	Winn-Dixie, Drug Fair
Suffolk Shopping Ctr.	NA	Rose's

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Leggetts; Ames; B. Laderberg & Son.
Variety Stores-Woolworth; Rose's; Super Dollar; Dollar General.
Chain Drug Stores-Peoples; Revco; Drug Fair.
Chain Supermarkets-A&P; Belo 4; Safeway; Winn-Dixie; Farm Fresh; Food Lion.
Other Chain Stores-Goodyear; Kinney Shoes; Singer; Sherwin-Williams; Radio Shack; Western Auto; Eleanor Shops; Cato's; Fashion Sents; Pic 'N Pay.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,832; (S) 7,273; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437.
National Representative: Landon Associates.

VIRGINIA BEACH

See NORFOLK

WAYNESBORO

1 - LOCATION: Independent City connected with Augusta County. E&P Map D-2. Railroad junction and shipping center for industrial, agricultural and dairy area of E Augusta, N Nelson and W Albermarle Counties. 98 mi. W-NW of Richmond; 90 mi. N-NE of Roanoke. On U.S. Hwys. 250 and 340; I-64; State 254, 340, 624, 664, 795, 865.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Norfolk & Western; Belt (freight line).
Motor Freight Carriers-5.
Intercity Bus Lines-Virginia Trailways.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 15,329; E&P 86 Est. 15,339
CZ-ABC. (80) 23,159
RTZ-ABC. (80) 47,812
County 80 Cen. 53,732; E&P 86 Est. 56,826
City & RTZ-ABC. (80) 70,971
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,870; E&P 86 Est. 6,101
CZ-ABC. (80) 8,578
RTZ-ABC. (80) 16,383
County 80 Cen. 17,976; E&P 86 Est. 19,929
City & RTZ-ABC. (80) 24,961

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$89,884,000
Savings & Loan	2	$26,052,000
Credit Unions	6	$28,380,000

6 - PASSENGER AUTOS: County 40,680

7 - ELECTRIC METERS: Residence 6,600

8 - GAS METERS: Residence 6,425

9 - PRINCIPAL INDUSTRIES: Electronics, Chem. and Synthetics; Furn.; Textiles; Metalcraft, Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; Confectionery; No. of Wage Earners-over 9,000; annual payroll in excess of $165,000,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35; Summer av. temp. 75.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on Short St.; 1 on Market Ave.; 3 on Arch Ave., 1 on 11th St.; 6 blks. on Broad St.
Neighborhood Shopping Centers-3 blocks on Commerce Ave.; 2 on W. Main St.; 4 on W. Broad; 3 on E. Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waynesboro Center(22)	NA	Rose's, Peoples, Heck's, Food Lion

Principal Shopping Days-Thur., through Sat.
Stores Open Evenings-Mon. through Fri.; Shopping Centers, Food Stores & many others nightly.

13 - RETAIL OUTLETS: Department Stores-Leggetts; Cato's; Corner Hdwe.
Variety Stores-Rose's.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Standard; Kroger Sav-on; Peoples Service Drugs; Drug Fair.
Chain Supermarkets-A&P; Kroger Savon; IGA; Shop & Save; Food Lion.
Other Chain Stores-Western Auto; Advance; Jewel Box; Firestone; Goodyear; Goodrich; Sherwin-Williams; Sears; A&N; Grand Piano; Moores.

14 - NEWSPAPERS: NEWS-VIRGINIAN (e) 13,275; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Marty White, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Independent City connected with Frederick County. E&P Map E-1. County Seat. Manufacturing, shopping, fruit growing & packing, tourist, medical center. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, DC; 142 mi. from Richmond.

2 - TRANSPORTATION: Railroads-B&O; Chessie, N/W Freight only.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,217; E&P 86 Est. 21,053
CZ-ABC. (80) 20,217
Bal. in NDM-ABC. (80) 44,115
County 80 Cen. 34,150; E&P 86 Est. 36,474
Total CZ & Bal. in NDM-ABC. (80) 64,332
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,971; E&P 86 Est. 8,681
CZ-ABC. (80) 7,971
Bal. in NDM-ABC. (80) 14,981
County 80 Cen. 11,467; E&P 86 Est. 12,794
Total CZ & Bal. in NDM-ABC. (80) 22,952

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	7	$4,423,021,325
Savings & Loan	1	$583,843,438

6 - PASSENGER AUTOS: County 28,836

7 - ELECTRIC METERS: Residence City 9,926; County 15,200

8 - GAS METERS: Residence City & County 3,360

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. Serv. & Quarrying 330; Constr. 1,600; Textiles & Apparel 530; Food 990; Lumber & Furn. 670; Stone, Clay, Glass Prods. 1,420; Metal Prods. & Mach. 1,440; All Other Mfg. 15,400; Fin. 970; Gov't 2,320; Servs. 3,670 (County, 1981).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Area-10 blocks on 5 sts.; Downtown Pedestrian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berryville Pl.	NA	Nichols, Choice IGA
Ward Pl.(16)	NA	Mont. Ward, Kresge, Peoples Drug
Delco Plz.(8)	NA	Zayre, Dart Drug
Apple Valley Sq.(14)	NA	Heck's, Acme, Revco
Apple Blossom Mall(43)	NA	Leggetts, Sears JCPenney

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Department, Mon and Fri.; Food and Shpg. Ctrs., Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Leggetts; JCPenney; Montgomery Ward; Sears; K mart.
Variety Stores-McCrory; Kresge.
Discount Stores-Revco 4; Zayre; Nichols; K mart; Heck's; Family Dollar; Dollar Bargain; Dollar General.
Chain Drug Stores-Peoples 2; Drug Fair 2; Revco 4; Dart Drug.
Chain Supermarkets-A&P 2; Safeway; Choice IGA; Acme; Martins; Food Lion.
Other Chain Stores-Royal Jewelers; Kinney; A&N; Schewels; Firestone; Sherwin-Williams; Eleanor McPhail Paint; Goodyear; Lowes; Moores; Fashion Bug; Pic Way; Pic N'Pay; 84 Lumber; Alfred Neys; Zale Jewelers; Grand Piano.

14 - NEWSPAPERS: STAR (e) 20,917; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward P. Hourigan, Adv. Mgr., STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200.
National Representative: Landon Associates.

WOODBRIDGE

1 - LOCATION: Prince William County (In Washington, DC-MD-VA MSA). E&P Map E-2. Suburban residential and military center. In N Virginia, 30 mi. S of Washington, DC, 20 mi. N of Fredericksburg; on I-95.

2 - TRANSPORTATION: Railroads-Richmond, Fredericksburg & Potomac; Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Major national and international airlines at Washington, DC.

3 - POPULATION:
District 80 Cen. 14,867; E&P 86 Est. 17,685
NDM-ABC. (80) 107,632
County 80 Cen. 144,703; E&P 86 Est. 172,126
MSA 80 Cen. 3,250,392; E&P 86 Est. 3,483,069

4 - HOUSEHOLDS:
District 80 Cen. 4,700; E&P 86 Est. 5,603
NDM-ABC. (80) 31,442
County 80 Cen. 43,790; E&P 86 Est. 54,541
MSA 80 Cen. 1,173,172; E&P 86 Est. 1,308,533

5 - BANKS: N.A.

6 - PASSENGER AUTOS: County 118,179.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry Percentage of Wage Earners (80 Cen.)-Gov't 48%; Prof. & Tech. 20%; Clerical 20%; Crafts 20%; Servs. 11%; Industrial 10%; Farming 0.3%.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline; soft.

12 - RETAILING: Neighborhood Shopping Centers-Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza, Manassas Junction, Tackett's Mill, Potomac Mills, Prince William Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marumsco Plaza(50)	NA	Peebles, Giant Foods, Peoples Drugs
Gordon Plaza(20)	NA	Zayre, Basics, Dart
Manassas Mall(75)	NA	Mont Ward, Hecht's
Manaport(25)	NA	Dart Home
Manassas(41)	NA	Peebles, Drug Fair

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Peebles; Zayre; Leggetts; Montgomery Ward; Hecht Co.; K mart; Ames; Bradlees.
Chain Drug Stores-Dart; Peoples; Drug Fair.
Chain Supermarkets-Basics; Grand Union; A&P; Safeway; Giant Foods; Bon Food; Shoppers Food Whse.
Other Chain Stores-Goodyear; Merchants Tire; Market Tire; Harpers; Steven Windsor; Abbey Carpets; Hechingers; Lowe's; Hub Furniture; Sherwin-Williams; Hi-Gear; Radio Shack; Mattress Discounters; Rug Man; Waxie-Maxie; Scotts Lumber; Color Tile; Waccamaw Pottery; Luskins; IKEA; Coho.

14 - NEWSPAPERS: POTOMAC NEWS (e-mon to fri) 22,828; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Coleman, Adv. Dir., POTOMAC NEWS, 14010 Smoketown Rd., Woodbridge, VA 22192; Tel. (703) 670-8151.
National Representative: U.S. Suburban Press.

WASHINGTON SURVEYS

METROPOLITAN STATISTICAL AREAS

Bellingham-Whatcom County.
Bremerton-Kitsap County.
Olympia-Thurston County.
Richland-Kennewick-Pasco-Benton and Franklin Counties.
Spokane-Spokane County.
Yakima-Yakima County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Seattle-King and Snohomish Counties.
Tacoma-Pierce County.
Vancouver-Clark County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, OR-WA-Includes Portland, OR PMSA and Vancouver, WA PMSA.
Seattle-Tacoma-Includes Seattle PMSA and Tacoma PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	281	306	340
5-14 Years	679	618	690
15-24 Years	627	769	856
25-44 Years	808	1,231	1,371
45-64 Years	698	775	865
65 and Over	321	431	479
TOTAL	3,413	4,130	4,601

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Pasco-Kennewick-Richland	86	18	20.9

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	858	1,083	1,875
General Mdse.	1,604	2,170	3,022
Food	2,895	4,805	5,874
Automobiles	2,757	3,203	5,401
aasolineSStations	947	1,690	1,615
Apparel	611	972	1,343
Furniture	669	818	1,444
Eat-Drink Places	1,356	2,233	3,084
Drugs	536	796	1,002
TOTAL SALES	13,503	20,008	27,025

ABERDEEN

1 - LOCATION: Grays Harbor County. E&P Map A-2. On the Chehalis River, 50 mi W of Olympia. On U.S. Hwys. 12, 101.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.
Motor Freight Carrier-5.
Intercity Bus Lines-Washington Coast Lines; Grays Harbor Transit.
Airlines-San Juan.

3 - POPULATION:
Corp. City 80 Cen. 18,739; E&P 86 Est. 17,213
CZ-ABC. (80) 30,033
RTZ-ABC. (80) 46,089
County 80 Cen. 66,314; E&P 86 Est. 64,528
City & RTZ-ABC. (80) 76,122
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,539; E&P 86 Est. 6,842
CZ-ABC. (80) 11,886
RTZ-ABC. (80) 17,074
County 80 Cen. 25,181; E&P 86 Est. 25,655
City & RTZ-ABC. (80) 28,960

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$475,792,000
Savings & Loan	3	(Incl. above)

6 - PASSENGER AUTOS: County 29,549.

7 - ELECTRIC METERS: Residence 29,030.

8 - GAS METERS: Residence 2,400.

9 - PRINCIPAL INDUSTRIES: Lumber; Logging; Plywood; Fishing and Small Wood Working 7,120 Emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing.
Principal Pay Days-Sat. 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-85; Fall 50-75; Winter 30-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.; East Wishkah Mall (20 stores); South Shore Mall (55 Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; La Monts; K mart.
Variety Stores-Pay 'N Save.
Discount Stores-Pay Less; Ernst-Malmo.
Chain Drug Stores-Pay Less; Rexall 2; Pay 'N Save; The Medicine Shoppe.
Chain Supermarkets-Safeway 3; Thriftway; Swanson's 3; Shop Rite; Prairie Mkt.; Price Plus.
Other Chain Stores-Weisfield Jewelers; Coast-to-Coast; Discount Fabrics; Radio Shack 3; Sherwin-Williams; General Tire; Kinney Shoes 2; Mode O'Day; True Value Hdwe. 3; Sprouse-Reitz; F.T. Kluh; Hickory Farms; Squire Shop; Hallmark 3; House of Fabric; Maurices's; 7-Eleven 5; Tires Inc.; Sea Galley; Centerville; Hazel's Candies; Waldenbooks; Robinsons; Goodyear; Ace Hdwe. 3; Gallencamps; Fabricland; Zales; Kits Camera.

14 - NEWSPAPERS: WORLD (e) 17,516 (S) 17,381; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Duane Langeliners, Gen. Mgr., WORLD, 315 S. Michigan; PO Box 269, Aberdeen, WA 98520; Tel. (206) 532-4000.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: King County (In Seattle PMSA). E&P Map B-2. Located 25 mi. S of Seattle at the junction of S.R. 167 & S.R. 18 off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major airlines through Seattle Tacoma Airport.

3 - POPULATION:
Corp. City 80 Cen. 26,417; E&P 86 Est. 29,870
NDM-ABC. (80) 79,464
County 80 Cen. 1,269,749; E&P 86 Est. 1,372,476
PMSA 80 Cen. 1,606,765; E&P 86 Est. 1,759,980

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,396; E&P 86 Est. 12,817
County 80 Cen. 497,263; E&P 86 Est. 563,119
PMSA 80 Cen. 617,645; E&P 86 Est. 708,055
NDM-ABC. (80) 27,683

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$175,583,000
Commercial	8	$254,800,000

6 - PASSENGER AUTOS: County 810,463.

7 - ELECTRIC METERS: Residence (Est.) 12,500.

8 - GAS METERS: Residence (Est.) 8,000.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners and Av. Wkly. Wage-Aerospace(F.A.A.) 5,000 ($463); Gov't. (G.S.A) 800 ($441); Railway 400 ($551); Plastics 100 ($336); Dairy Products; Lumber; Shingles; Charcoal; Sheet Metal; Fiberglass Prods.; Fruit & Vegetable Packing; Farming; Aircraft Engines 6,500.
Principal Industrial Pay Days-1st and 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-72; Fall 47-60; Winter 38-47. First killing frost, Nov. 25; last killing frost, Mar. 15.

11 - TAP WATER: Medium, hard.

12 - RETAILING: Principal Shopping Center-Downtown Auburn.
Neighborhood Shopping Centers-Auburn North Ctr.; Forest Villa; Auburn Way South; Auburn Way North; Little Detroit of the West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sea Tac Mall(104)	8	Bon Marche, Lamonts, Sears, Mervyn's

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Mostly all.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin.
Chain Drug Stores-Skaggs; Pay 'N Save.
Chain Supermarkets-Safeway; Albertsons; Thriftway.
Other Chain Stores-Coast-to-Coast; 7-Eleven; Ernst.

14 - NEWSPAPERS: GLOBE NEWS (mon to fri.) 8,846; (S) 8,934; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Valley Newspapers, 600 S. Washington, PO Box 130; Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

BELLEVUE

1 - LOCATION: King County (In Seattle PMSA). E&P Map B-2. 6 mi. E of Seattle. E of Lake Washington, on I-405 (alternate to N-S I-5 which passes through Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Seattle Metro Transit.
Airlines-Alaska; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western; Pan American; Scandinavian; United; Western; TWA; Republic; Horizon Air (In Seattle).

3 - POPULATION:
Corp. City 80 Cen. 73,903; E&P 86 Est. 83,540
NDM-ABC. (80) 301,461
County 80 Cen. 1,269,749; E&P 86 Est. 1,372,476
PMSA 80 Cen. 1,606,765; E&P 86 Est. 1,759,980
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,871; E&P 86 Est. 33,119
NDM-ABC. (80) 105,528
County 80 Cen. 497,263; E&P 86 Est. 563,119
PMSA 80 Cen. 617,645; E&P 86 Est. 708,055

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$517,548,000
Savings & Loan	9	$324,280,000
Commercial	10	$234,073,000

6 - PASSENGER AUTOS: County 810,463.

7 - ELECTRIC METERS: East Side 138,000.

8 - GAS METERS: East Side 71,000.

9 - PRINCIPAL INDUSTRIES: Electronic Control Systems; Phototypesetting Equip.; Bldg. Materials; Trucks; Constr. Equip.; Soft Drinks; Food Prods.; Medical Electronics; Computer Software Developers; Aerospace Support Systems.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2; last killing frost, Mar. 20.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-8400 stores on East Side. Bel-Square; Bellevue Way & N.E. 8th (198); Crossroads-N.E. 8th & 156th N.E. (60); Totem Lake Exit 124 off 405, Kirkland (68); Factoria, I-90 & 405 (80); Overlake, 148th & N.E. 24th (55).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Square	NA	JCPenney, Fredrick & Nelson, Nordstrom, The Bon
Crossroads(60)	NA	Lamont's, Ernst Hdwe.
Totem Lake(68)	NA	Pay'N Save, Thrifty, Ernst Hdwe., Lamont's
Lake Hills	NA	QFC Grocery
Evergreen Vlg.(21)	NA	Pay'N Save, Safeway
Redmond Ctr.(21)	NA	QFC, Sears
Juanita Vlg.(11)	NA	Safeway
Sunset Village(20)	NA	Safeway, Fisher Drug
Eastgate Plaza	NA	Albertson's, Skaggs
Bear Creek(23)	NA	Pay'N Save, Safeway
Overlake(12)	NA	Pay Less
Factoria(4)	NA	Pay'N Save, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Nordstrom; Frederick and Nelson; Lamont's; Fred Meyer; Eddie Bauer; Loehmanns.

Chain Drug and Variety Stores-Pay 'N Save; Pay Less; Skaggs; Coast-to-Coast; Ernst Hardware; Fred Meyer; Bartells; Pay 'n Pak; K mart.
Chain Supermarkets-Albertson's; Safeway; Lucky; Thriftway; Thrifty; QFC; Mark-It Foods; Tradewell; Fred Meyer.
Other Chain Stores-Firestone; Goodyear; Big O Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Dunn Lumber; 7-Eleven; Dairy Queen; Shuck's Auto; Fisher Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Service Tire; Fabricland; Music West; Lee Myles Transmission; Capitol Tire; Malmo; Big Five; Sam's Tires.

14 - NEWSPAPERS: JOURNAL-AMERICAN (m) 26,831; (S) 27,333; Mar. 31, 1986 ABC.
Local Contact for Advertising, Market, and Merchandising Data: George Bean, Adv. Dir., JOURNAL-AMERICAN, PO Box 90130, Bellevue, WA 98009-0130; Tel. (206) 455-2222.
National Representative: Landon Associates.

BELLINGHAM

1 - LOCATION: Whatcom County (MSA). E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.
Airlines-San Juan, P.S.A.

3 - POPULATION:
Corp. City 80 Cen. 45,794; E&P 86 Est. 47,163
CZ-ABC: (80) 45,794
RTZ-ABC: (80) 60,907
County/MSA 80 Cen. 106,701; E&P 86 Est. 116,079
City & RTZ-ABC: (80) 106,701
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,440; E&P 86 Est. 17,773
CZ-ABC: (80) 18,440
RTZ-ABC: (80) 21,190
County/MSA 80 Cen. 39,630; E&P 86 Est. 45,188
City & RTZ-ABC: (80) 39,630

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$350,000,000
Mutual Savings	6	$140,000,000
Savings & Loan	7	$200,000,000

6 - PASSENGER AUTOS: County 59,480

7 - ELECTRIC METERS: Residence 27,810

8 - GAS METERS: Residence 10,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 5,500; Food & Kindred Prods. 1,450; Lumber & Wood Prods. 1,300; Printing & Pub. 250; Stone, Clay & Glass Prods. 310; Other Durable Goods 1,960; Other Non-Durable Goods 2,280; Forestry, Fishing, Mining & Misc. 570; Contract Constr. 1,300; Whol. & Ret. Trade 9,250; Fin., Ins. & R.E. 1,200; Servs. 6,800; Gov't 7,800; Educational Servs. 5,000; Other Gov't 2,590.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28; last killing frost, May 12.

11 - TAP WATER: Neutral, soft, filtered, chlorinated.

12 - RETAILING: Principal Shopping Center-23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.
Neighborhood Shopping Centers-12th & Harris; Meridian & Broadway; Northwest & E Maplewood; E Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall, College Pkwy.; Fountain District; Park Manor; Sunset Square; Town & Country; Fred Meyer; Meridian Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellingham Mall(27)	NA	
Fred Meyer(7)	NA	Fred Meyer, General Mdse.
Haggen Ctr.(6)	NA	N.W. Realty
Meridian Vlg.(22)	NA	House of Fabrics, Sizzler Steak House
Northwest Ctr.(17)	NA	Variety Store

Principal Shopping Days-Dept. Stores: Mon., Fri. and Sat.; Food Stores: Thur., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Golden Rule; Bon Marche; Fred Meyer; Payless; Nordstrom's Place Two; Jafco; J.K. Gill; Ernst Hardware.
Variety Stores-Woolworth; 88 Center; Sprouse-Reitz; Pay 'N Save.
Discount Stores-Yeager's; K mart.
Chain Supermarkets-Safeway Stores 2; Thriftway 5; Albertson's.
Other Chain Stores-Weisfield's Jewelry; Goodyear; Firestone; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast-to-Coast; Karl's; Jeanne Dale Fabrics; Hickory Farms; Discount Fabrics; Skipper's.

14 - NEWSPAPERS: HERALD (e) 21,527; (S) 24,711; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gerry Rhea, Adv. Dir., HERALD, 1155 State St.; PO Box 1277, Bellingham, WA 98225; Tel. (206) 676-2600.
National Representative: Gannett Media Sales.

BREMERTON

1 - LOCATION: Kitsap County (MSA). E&P Map B-2. On Puget Sound. 32 mi. from Tacoma. On Hwys. 3, 16.

2 - TRANSPORTATION: Railroads-Northern Pacific; Chicago, Milwaukee Train Ferry.
Motor Freight Carriers-5.
Intercity Bus Lines-Bremerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.
Water-Washington State Ferries (to Seattle).

3 - POPULATION:
Corp. City 80 Cen. 36,208; E&P 86 Est. 36,243
CZ-ABC: (80) 109,269
RTZ-ABC: (80) 44,057
County/MSA 80 Cen. 146,609; E&P 86 Est. 174,168
City & RTZ-ABC: (80) 153,326

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,067; E&P 86 Est. 14,457
CZ-ABC: (80) 39,313
RTZ-ABC: (80) 15,840
County/MSA 80 Cen. 52,591; E&P 86 Est. 65,559
City & RTZ-ABC: (80) 55,153

5 - BANKS	NUMBER	DEPOSITS
Commercial	36	$498,510,000
Savings	3	$19,880,000
Savings & Loan	16	$342,380,000

6 - PASSENGER AUTOS: County 82,266

7 - ELECTRIC METERS: 62,966

8 - GAS METERS: Residence 8,028

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Annual Payroll)-Shipbuilding-Repairing Puget Sound Naval Shipyard 11,500 ($375 million); Bangor/Trident Submarine Base, Civilian, 9,774 ($141.5 million); Naval Undersea Warfare Eng. Stn. (Keyport) 3,337 ($98 million).
Principal Pay Days-Alternate Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27; last killing frost, Mar. 28.

11 - TAP WATER: Natural, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pacific, 1 on First, 1 on Second, 2 on Burwell, 2 on Fourth, 2 on Fifth, 1 on Sixth, 2 on Park.
Neighborhood Shopping Centers-3 blocks on Callow; 3 on Silverdale Hwy.; 5 on E end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kitsap Mall(80)	12	The Bon, Sears, Lamonts
Sheridan Vlg.	2	Noah's, Shopnite
Perry Ave. Mall	3	Thriftway
Westgate	3	Arnold's Furn.
Value Giant	3	Albertson's, Value Giant, Payless N.W.
Oyster Bay Plaza	3	Thriftway, Pay Less, Smalley Drug
Kitsap Lk.	4	Ralph's, Shop-Rite
Wheaton Mall(12)	3	Ernst Hdwe., Safeway, Pay 'N Save
Westbay(7)	8	Mark-It Foods
South Park Vlg.(22)	10	Thriftway, Ben Franklin
Port Orchard Plz.(9)	8	Country Casuals, Safeway
Silverdale Vlg.	12	Shop-Rite
CK Mall-Silverdale	12	Mark-It Foods
Hi Point	9	Safeway, Sprouse-Reitz
Alexander	3	Picadilly, Smart Size, Color Tile
Ross Plaza	12	Ross Dress for Less
S.K. Mall	9	Albertson's, Ernst, Bremer's, Pay'N Save

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bremer's; JCPenney; Sears; The Bon; Lamont's; Ross Dress for Less.
Variety Stores-Woolworth; Sprouse-Reitz.
Discount Stores-Pay Less N.W. (Value Giant); K mart; Pay'N Save; Pay Less.
Chain Drug Stores-Thrifty 2; Rexall 2; Walgreens 4; Farrell's 3.
Chain Supermarkets-Safeway 4; Shop-Rite 4; Thriftway 2; IGA 6; Family Mkt.; Albertson's 2; Prairie Market.
Other Chain Stores-Coast-to-Coast; Firestone; Pay N' Pak; Raff's Shoes; Top Auto Supply; Radio Shack; Thurman Supply; Schuck's Auto Supply; Pacific Iron; Weisfield's Jewelry; Zale's; Ben Bridge; Track 'n Trail.

14 - NEWSPAPERS: SUN (e) 38,645; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Charles Kimble, Adv. Dir., SUN, 545 5th St., Bremerton, WA 98310; Tel. (206) 377-3711.
National Representative: Branham/Newspaper Sales.

CENTRALIA-CHEHALIS

1 - LOCATION: Lewis County. E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber, power production and agricultural center. Situated midway between Portland, OR and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Western Greyhound; Continental Pacific Trailways.

3 - POPULATION:
Corp. Cities 16,909; E&P 86 Est. 17,131
Centralia 80 Cen. 10,809; E&P 86 Est. 10,973
Chehalis 80 Cen. 6,100; E&P 86 Est. 6,158
CZ-ABC: (80) 20,237
RTZ-ABC: (80) 66,152
County 80 Cen. 55,279; E&P 86 Est. 59,989
City & RTZ-ABC: (80) 86,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,793; E&P 86 Est. 6,845
Centralia 80 Cen. 4,404; E&P 86 Est. 4,473
Chehalis 80 Cen. 2,389; E&P 86 Est. 2,372
CZ-ABC: (80) 8,055
RTZ-ABC: (80) 22,982
County 80 Cen. 20,369; E&P 86 Est. 23,308
City & RTZ-ABC: (80) 31,037

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$218,660,635
Savings & Loan	4	$301,332,158
Mutual Savings	1	$14,330,000

6 - PASSENGER AUTOS: County 30,049

7 - ELECTRIC METERS: Residence 23,108

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Logging, Lumber & Wood Prods. 2,500 ($330); Retail 3,393 ($156); Whol. 1,004 ($268); Servs. 2,169 ($171); Agric. 328 ($138); Gov't 3,171 ($289); Constr. 502 ($300); Other Mfg. 425 ($257); Trans., Commun. & Util. 696 ($370); Fin., Ins. & R.E. 512 ($215); Coal Mining 600 ($445); Food Proc. 426 ($273); Printing & Pub. 451 ($265); Power Generating 210 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7; last killing frost, Mar. 18.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Centralia: 7 blocks on Tower Av., 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.
Neighborhood Shopping Centers-3 blocks on S Market; 2 on S Gold; 4 bet. Chehalis and Centralia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(4)	1	C.C. Sooper
Yard Birds(9)	2	Bi-Lo Foods, Yard Birds
Lewis Co. Mall(24)	2	Sears, Pay Less
Sunbird(3)	2	Sunbird
Safeway(7)	1	Safeway, Giant T
K mart	2	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney.
Variety Stores-Ben Franklin; Bonanza; K mart.
Chain Drug Stores-Olympic Drug; Pay Less; Giant T.
Chain Supermarkets-Safeway 2; Fuller's 2; Prairie Mkt.; C.C. Sooper; U-Mark-It.
Other Chain Stores-Coast-to-Coast 3; Mode O'Day; Fashion Crossroads; Pittsburgh Paint; Radio Shack; House of Fabrics; Kinney Shoes; Goodyear; Les Schwab; Schoefeld's; Ace Hdwe.; True Value Hdwe. 4; Kit's Cameras.

14 - NEWSPAPERS: CHRONICLE (e) 14,883; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Hull, Adv. Dir., CHRONICLE, 321 N. Pearl, Centralia, WA 98531; Tel. (206) 736-3311.
National Representative: Branham/Newspaper Sales.

CLARKSTON, WA
See LEWISTON, ID

ELLENSBURG

1 - LOCATION: Kittitas County. E&P Map C-2. County Seat. Education center (Central Washington University). At junction of I-90, I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,752; E&P 86 Est. 10,902
County 80 Cen. 24,877; E&P 86 Est. 25,454

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,585; E&P 86 Est. 3,685
County 80 Cen. 9,496; E&P 86 Est. 9,822

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,149,409
Savings & Loan	2	$19,275,000

6 - PASSENGER AUTOS: County 11,850

7 - ELECTRIC METERS: Residence 4,236

8 - GAS METERS: Residence 1,258

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 200 ($325); Food Processing 90 ($200); Lumber 41 ($250); Central Washington U. 900 ($460).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 5; last killing frost, April 24.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks wide on 3 streets.
Shopping Center-Ellensburg; Central Bus. District.
Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Berry's; Bi-Mart; Woods Ace Hardware; Ranch & Home; True-Value.
Variety Stores-Bonanza 88¢; Sprouse-Reitz.
Chain Drug Stores-Ostrander's; Bi-Mart; Downtown Pharmacy.
Chain Supermarkets-Albertson's; Safeway; Thriftway 3; Meads Markets; Prairie Market.
Other Chain Stores-Sears; Coast-to-Coast; Mode O'Day; Maurice's.

14 - NEWSPAPERS: RECORD (e) 5,714; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Dir., RECORD, 4th & Main Sts.; PO Box 248, Ellensburg, WA 98926; Tel. (509) 925-1414.
National Representative: Branham/Newspaper Sales.

EVERETT

1 - LOCATION: Snohomish County. (In Seattle PMSA). E&P Map B-2. County Seat. Industrial Center. On Puget Sound. 28 mi. N of Seattle. On I-5. Deep water harbor.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Milwaukee Road.
Motor Freight Carriers-6.
Freight Steamship Lines-2.
Intercity Bus Lines-Snohomish County Public Transit; Everett Transit; Greyhound; Metropolitan.

3 - POPULATION:
Corp. City 80 Cen. 54,413; E&P 86 Est. 55,319
CZ-ABC: (80) 69,494
RTZ-ABC: (80) 312,274
County 80 Cen. 337,016; E&P 86 Est. 387,504
PMSA 80 Cen. 1,606,765; E&P 86 Est. 1,759,980
City & RTZ-ABC: (80) 381,768
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,358; E&P 86 Est. 23,428
CZ-ABC: (80) 28,133
RTZ-ABC: (80) 108,425
County 80 Cen. 120,382; E&P 86 Est. 144,336
PMSA 80 Cen. 617,645; E&P 86 Est. 708,055
City & RTZ-ABC: (80) 136,558

5 - BANKS	NUMBER	EST. DEP
Commercial	13	$1,425,600,000
Savings & Loan	17	$735,800,000

6 - PASSENGER AUTOS: County 220,376

7 - ELECTRIC METERS: Residence County 172,696

8 - GAS METERS: Residence County 17,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret./Whol. 27,400; Servs. 19,600; Gov't 18,300; Aircraft Mfg. 15,500; Constr. 6,600; Trans./Commun./Util. 6,000; Electronic Mfg. 4,500; Lumber 3,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13; last killing frost, Apr. 14.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-15 blocks on Colby and Rucker.
Neighborhood Shopping Centers-19th & Broadway; 49th & Hwy. 99 S.; Madison & Hwy. 99; View Ridge & Mukiteo Blvd.; 62nd & Hwy. 99 S.; S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(132)	11	Bon Marche, JCPenney, Nordstrom, Sears, Lamonts
Everett Mall(115)	5	Sears, Bon Marche, Frederick & Nelson
Frontier Vlg.(8)	5	Safeway
Lynnwood(100)	19	Pay Less, Jafco, Fred Meyer
James Vlg.(25)	11	Albertson's
Alderwood Plz.(16)	10	Pay 'N Save, Big 5 Sporting, Ernst, Haggens
College Plaza(8)	2	Pay Less, Jafco, Albertson's
Marysville Sq.(6)	6	Safeway, Sprouse-Reitz, Pay 'n Save
Mill Creek(11)	9	Albertson's, Pay 'n Save, Ernst Hdwe.
Smokey Point Mall(10)	7	Johnny's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.; Food & Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Bon Marche (Allied) 4; Sears 2; JCPenney 2; Frederick & Nelson; Nordstrom's; Lamonts; Marshall's; Mervyn's.
Discount Stores-Pay Less 3; K mart 3; Fred Meyer 2; Best.
Variety Stores-Bonanza; Sprouse-Reitz.
Chain Drug Stores-Pay N' Save 6; Bartell's 4; Payless 3; Giant T.
Chain Supermarkets-Safeway 10; Thriftway 3; Tradewell; Albertson's 5; Haggen's 2; Olson's 6; Market Place; Top Foods; Johnny's; 7-Eleven; Plain Pantry.
Other Chain Stores-Jewelry: J. Herbert Hall, Weisfield's, Ben Bridge, Friedlander & Sons, Burnett's; Shoes: Kinney, Florsheim, Thom McAn, Volume, Stride Rite, Leed's; Hardware: Ernst, Pay 'n Pak, Ace; Coast-to-Coast; Electronics: Silo, Judd 'n Black, Radio Shack; Furniture: RB Furn., Levitz, Bon, Underhills; Off-Price Specialty: Nordstrom's Rack, Ross, Shoe Works; Other Clothing Stores: Squire Shop, Jay Jacobs, Lerner's, Lane Bryant, Mode O'Day, Frederick's of Hollywood, Klopfensteins; Misc.: Firestone, Goodyear, Pittsburgh Paint, Sherwin-Williams, Tandy Leather, Hallmark, Hickory Farms, Kit's Camera, General Nutrition, Pier 1 Imports, Trident Imports, Musicland, Waldenbooks, B. Dalton Books, Big 5 Sporting Goods.

14 - NEWSPAPERS: HERALD (e) 56,037; (S) 57,727; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roger W. Christensen, V.P., Sales & Mktg., HERALD, PO Box 930, Everett, WA 98206; Tel. (206) 339-3003.
National Representative: Sawyer-Ferguson-Walker.

KELSO
See LONGVIEW

KENNEWICK
See PASCO

KENT

1 - LOCATION: King County. (In Seattle PMSA). E&P Map B-2. Located approx. 18 mi S of Seattle on S.R. 167, off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major Airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 23,152; E&P 86 Est. 27,158
NDM-ABC: (80) 96,770
County 80 Cen. 1,269,749; E&P 86 Est. 1,372,476
PMSA 80 Cen. 1,606,765; E&P 86 Est. 1,759,980

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,511; E&P 86 Est. 12,903
County 80 Cen. 497,263; E&P 86 Est. 563,119
PMSA 80 Cen. 617,645; E&P 86 Est. 708,055
NDM-ABC: (80) 33,228

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$199,400,000
Commercial	13	$259,712,000

6 - PASSENGER AUTOS: County 810,463

7 - ELECTRIC METERS: Residence (Est.) 12,500

8 - GAS METERS: Residence (Est.) 5,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 8,000 ($475); Electronics 1,000 ($325); Mfg. 500 ($320); Mfg. Phone Equip. 675 ($342); Furn. Mfg.; Clothing; Woodenware; Fishing Tackle; Crates; Metalware; Computer Equip.; Ceramics; Chemicals; Glass; Greenhouses; Farming.
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48. First killing frost, Nov. 25; last killing frost, Mar. 15.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Downtown Kent; East Hill Kent.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Benson Ctr.(15)	2	Ernst-Malmo
East Hill Ctr.(38)	2	
Kent Hill Plz.(15)	2	Sears
Sea Tac Mall(102)	12	Bon Marche, Sears, Mervyn's
South Center(124)	7	JCPenney, Nordstroms, Bon Marche

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-K mart.
Chain Drug Stores-Pay 'N Save; Pay Less; Giant.
Chain Supermarkets-Safeway; Albertson's; Johnny's; Stock Market.
Other Chain Stores-Firestone; Coast-to-Coast; Goodyear.

14 - NEWSPAPERS: NEWS JOURNAL (m) 11,691; (S) 11,281; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Adv. Dir., NEWS JOURNAL, 600 S. Washington; PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

LONGVIEW-KELSO

1 - LOCATION: Cowlitz County. E&P Map A-3. Industrial, trading ctr. On Columbia River, 50 mi. downstream from Portland, OR; 130 mi. S of Seattle. On U.S. Hwys. 4, I-5; State Hwy. 411.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern; Amtrak; Columbia & Cowlitz.
Motor Freight Carriers-15.
Intercity Bus Lines-Community-Urban Bus Serv.; Greyhound; Trailways; Air Porter; Transcontinental.
Freight Steamship Lines-23.
Air Taxi-Aero West.

3 - POPULATION:
Corp. Cities 80 Cen. 42,181; E&P 86 Est. 40,980
Kelso 80 Cen. 11,129; E&P 86 Est. 10,754
Longview 80 Cen. 31,052; E&P 86 Est. 30,226
CZ-ABC: (80) 48,099
RTZ-ABC: (80) 49,159
County 80 Cen. 79,548; E&P 86 Est. 79,968
City & RTZ-ABC: (80) 97,258
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,636; E&P 86 Est. 16,968
Kelso 80 Cen. 4,373; E&P 86 Est. 4,517
Longview 80 Cen. 12,263; E&P 86 Est. 12,451
CZ-ABC: (80) 18,636
RTZ-ABC: (80) 17,177
County 80 Cen. 29,516; E&P 86 Est. 31,044
City & RTZ-ABC: (80) 35,813

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$250,596,000
Savings & Loan	6	$185,250,000
Credit Unions	8	$260,387,000

6 - PASSENGER AUTOS: County 41,648

7 - ELECTRIC METERS: Residence County 37,049

8 - GAS METERS: Residence 2,057

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Other Mfg. 2,550 ($502); Lumber 4,000 ($496); Pulp & Paper 3,220 ($591).

10 - CLIMATE: Min. & Max. Temp.-Winter 36-51; Fall 46-67; Summer 50-75; Spring 38-55. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Commerce, downtown Longview, 135 units; 14th Ave. Plz., Longview, 20 units; 6 blocks on 15th, Longview, 42 units; 15 blocks on Ocean Beach, Longview, 242 units; 30th & Ocean Beach, Longview, 23 units; 6 blocks on Pacific Ave., Kelso, 60 units; Riverway Plz., Kelso, 16 units; Triangle Shpg. Ctr., Longview, 45 units.
Neighborhood Shopping Centers-48th & Ocean Beach, 5 units, Longview; Oregon Way, 6 blocks, 12 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kelso Three Rivers Mall(70)	NA	JCPenney, The Bon, The Emporium
Vancouver Mall (135)	36	JCPenney, Sears, Meir & Frank, Mervyn's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. & Food-Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; Sears; Montgomery Ward; JCPenney; Newberry; Bobs Mdse.; Fred Meyer.
Variety Stores-Woolworth; Tobiasons; Bonanza 88c; Ron's Emporium.

Discount Stores-Bob's; Pay-n-Pak; Volume Shoes.
Chain Drug Stores-Olympic; Pay 'N Save; Fred Meyer; Giant T; Thrifty.
Chain Supermarkets-Safeway 3; Shop & Kart 2; Marketplace; Fred Meyer; IGA.
Other Chain Stores-Weisfields; Firestone; Sherwin-Williams; Ernst Hdwe.; Gallenkamp; Zale's Jewelry; Jean Nicole; Kinney Shoes; Schuck's; Hallmark Cards 2; The Blade; Radio Shack 2; JoAnn's Fabrics; Fabricland; House of Fabrics.

14 - NEWSPAPERS: NEWS (e) 24,575; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Harold Luhn, Nat'l Adv. Mgr., NEWS, 11th & Douglas; PO Box 189, Longview, WA 98632; Tel. (206) 577-2500.
National Representatives: Landon Associates.

MOSES LAKE

1 - LOCATION: Grant County, E&P Map C-2.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-1.

3 - POPULATION:
Corp. City 80 Cen. 10,629; E&P 86 Est. 10,681
County 80 Cen. 48,522; E&P 86 Est. 52,194

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,807; E&P 86 Est. 3,753
County 80 Cen. 17,158; E&P 86 Est. 19,293

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$56,283,872
Savings & Loan	4	$18,368,294

6 - PASSENGER AUTOS: County 26,869

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners and (Av. Wkly. Wage)-Food Prods. 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp. Jan.-20; July-91. First killing frost, Oct. 14; last killing frost, Apr. 14. Growing season (frost free) approx. 165 days.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Third Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant County Mall(12)	NA	Pay N' Save, Safeway,
Penn Plaza(5)	NA	
Vista Village	1	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Pay Less; Professional Ctr. Phcy.; Pay 'N Save.
Chain Supermarkets-Safeway; Excell; Buttreys.
Other Chain Stores-Sears (catalog); Coast-to-Coast; Goodyear; Radio Shack.

14 - NEWSPAPERS: COLUMBIA BASIN HERALD (e-mon to fri) 7,324; sworn Jan. 3, 1985.
Local Contact for Advertising and Merchandising Data: Joe Grimes, Adv. Dir., COLUMBIA BASIN HERALD, 813 W. 3rd Ave.; PO Box 910, Moses Lake, WA 98837; Tel. (509) 765-4561.
National Representative: None.

MOUNT VERNON

1 - LOCATION: Skagit County, E&P Map B-1, County Seat. 63 mi. N of Seattle. Two harbors on Puget Sound; 10 & 19 mi. from Mount Vernon. On U.S. Hwys. 20, I-5.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,009; E&P 86 Est. 15,285
County 80 Cen. 64,138; E&P 86 Est. 72,273
NDM-ABC. (80) 24,472

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,203; E&P 86 Est. 5,968
County 80 Cen. 24,472; E&P 86 Est. 28,924
NDM-ABC. (80) 24,472

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$407,560,514
Savings & Loan	6	$432,821,732

6 - PASSENGER AUTOS: County 40,727

7 - ELECTRIC METERS: Residence County 30,020

8 - GAS METERS: Residence County 8,000

9 - PRINCIPAL INDUSTRIES: County-Agric.; Constr.; Forestry, Fishing & Mining; Trans. & Util.; Whol. & Ret.; Servs.; Gov't; Fin., Ins. & R.E.; Mfg.; Total Employed 27,340.
Principal Pay Days-Fri., 1st, 10th, 15th, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62; Summer 50-75; Fall 38-51; Winter 33-60. First killing frost Sept. 25; last killing frost, May 10.

11 - TAP WATER: Neutral med. soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-First St., Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mt. Vernon Ctr.(18)	NA	Safeway, Sprouse-Reitz, Giant T
Mt. Vernon Mall(30)	NA	Pay Less, Emporium JCPenney
Riverside Plz.(8)	NA	Falks 10
Skagit Valley Mall(24)	NA	Sears, Ernst, Pay 'N Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Emporium; Golden Rule; Northern Sales;
Variety Stores-Ernst.
Chain Drug Stores-Pay 'N Save; Payless; Giant T.
Chain Supermarkets-Thrifty Foods; Market Place; Safeway; Prairie Market; Family Grocer; AG; Today's Market.
Other Chain Stores-Western Auto; Firestone; Radio Shack; Pay 'N Pak; Hickory Farms; Goodyear; Coast-to-Coast; Singer; Fabricland; Zale's; Thurmand Industries; Al's Auto; Schuck's Auto Supply.

14 - NEWSPAPERS: SKAGIT VALLEY HERALD (e) 16,334; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Thomas, Adv. Dir., or Leighton Wood, Pub., SKAGIT VALLEY HERALD, 1000 E. College Way; PO Box 578, Mount Vernon, WA 98273; Tel. (206) 424-3251.
National Representative: Landon Associates.

OLYMPIA

1 - LOCATION: Thurston County (MSA), E&P Map A-2, State Capital, County Seat. Fort Lewis U.S. Army Base. At extreme S end of Puget Sound on navigable waters. 30 mi. SW of Tacoma; 60 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern; Amtrak.
Intercity Bus Lines-Greyhound; Trailways; Capital Aeroporter; Intercity Transit; Compass Tours; Voyagers USA.
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 27,447; E&P 86 Est. 28,792
CZ-ABC: (80) 48,092
RTZ-ABC: (80) 103,458
County/MSA 80 Cen. 124,264; E&P 86 Est. 148,458
City & RTZ-ABC: (80) 151,550

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,669; E&P 86 Est. 12,679
CZ-ABC: (80) 19,820
RTZ-ABC: (80) 36,806
County/MSA 80 Cen. 46,375; E&P 86 Est. 58,037
City & RTZ-ABC: (80) 56,626

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$184,804,031
Savings & Loan	4	$2,898,532,854

6 - PASSENGER AUTOS: County 82,848

7 - ELECTRIC METERS: Residence County 65,547

8 - GAS METERS: Residence 11,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Gov't 14,047 ($398); Trade & Servs. 17,163 ($227); Mfg. 2,815 ($405); Fin., Ins., & R.E. 1,931 ($285); Constr. 2,091 ($379); Trans. & Public Util. 1,227 ($445); Agric., Forestry & Fishing 996 ($210).
Principal Pay Days-10th & 25th of month; last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 26-96; Winter 0-73; First killing frost, Sept. 29; last killing frost, May 12.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yardbirds(5)	1	
South Sound(80)	3	Sears, Safeway, Ernst, Woolworth, Place II, Pay 'N Save, Mervyn's
Tanglewide(9)	5	Shop-Rite Mkt.
Westside(13)	1	Peterson's Mkt., Top Auto, Olympic Drugs
Lacey(15)	3	Albertson's, K mart, House of Values
Tumwater(10)	2	Safeway, Bailey's, Sprouse-Reitz
Southgate(6)	2	Southgate Rexall, Shop-Rite
Capital Village(14)	2	Safeway, Ernst, Pay 'N Save
Black Lake Vlg.(3)	6	Silo
Capital Mall(104)	2	Bon, JCPenney, Frederick & Nelson, Lamont's

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Thur., Fri., Sat.
Stores Open Evenings-Dept. and food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Mervyn's; Bon; Place II; Frederick & Nelson; Lamont's.
Variety Stores-G.O. Guy; Meredith's; Woolworth; Sprouse-Reitz.
Discount Stores-Yardbirds; K mart.
Chain Drug Stores-Gillette & Guffey 2; Rexall 2; Pay 'N Save 2; Bailey 2; Yardbirds; House of Values; Medicine Shoppe; Ralph's Rx Super Saver; Olympic.
Chain Supermarkets-Safeway 5; Albertson's; Thriftway; Prairie Mkt.; Mark & Pak 2; Shop-Rite 3; Marketplace 2.
Other Chain Stores-Auto Supplies: Bilo, Grand Auto, Firestone, Schucks; Shoes: Leeds, Kinney, Bonnie's Stride Right, Thom McAn, Red Wing; Women's Apparel: Casual Corner, The Limited; Other: Ernst Hardware 2; Malmo Nursery 2; Radio Shack 4; Hickory Farms 2; Jay Jacobs 2.

14 - NEWSPAPERS: OLYMPIAN (e) 27,061; (S) 29,664; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Carlson, Adv. Dir. OLYMPIAN, 1268 4th Ave. E; PO Box 407, Olympia, WA 98507; Tel. (206) 754-5400.
National Representative: Gannett Media Sales.

PASCO-KENNEWICK-RICHLAND

1 - LOCATION: Pasco in Franklin County; Kennewick-Richland in Benton County. (In Richland-Kennewick-Pasco MSA), E&P Map C-3. Pasco is Franklin County Seat. In SE part of State, 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland OR; Kennewick (Benton Co.); 2 mi. SW of Pasco, Richland (Benton Co.). Center of Hanford Works Project; 9 mi. NW of Kennewick. On U.S. Hwys. 12, 395; State Hwys. 14, 240.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern; Amtrak.
Motor Freight Carriers-9.
Airlines-Horizon; Western; Alaska; PSA.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 86,400; E&P 86 Est. 84,765
Pasco 80 Cen. 18,425; E&P 86 Est. 18,403
Kennewick 80 Cen. 34,397; E&P 86 Est. 34,389
Richland 80 Cen. 33,578; E&P 86 Est. 31,973
CZ-ABC: (80) 98,863
RTZ-ABC: (80) 48,752
Counties/MSA 80 Cen. 144,469; E&P 86 Est. 149,657
Franklin 80 Cen. 35,025; E&P 86 Est. 35,853
Benton 80 Cen. 109,444; E&P 86 Est. 113,804
City & RTZ-ABC: (80) 147,615

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 31,958; E&P 86 Est. 33,156
Pasco 80 Cen. 6,666; E&P 86 Est. 7,062
Kennewick 80 Cen. 12,885; E&P 86 Est. 13,865
Richland 80 Cen. 12,407; E&P 86 Est. 12,229
CZ-ABC. (80) 34,997
RTZ-ABC. (80) 16,920
Counties/MSA 80 Cen. 50,963; E&P 86 Est. 55,200
Franklin 80 Cen. 11,985; E&P 86 Est. 12,853
Benton 80 Cen. 38,978; E&P 86 Est. 42,347
City & RTZ-ABC: (80) 51,917

5 - BANKS	NUMBER	DEPOSITS
Commercial	23	$421,000,000
Savings & Loan	16	$289,000,000

6 - PASSENGER AUTOS: Counties: Benton 56,964; Franklin 23,958

7 - ELECTRIC METERS: Residence: Franklin County, Benton County 60,285

8 - GAS METERS: Residence: Pasco, Kennewick, Richland 5,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Total Wage)-Food Prods. 2,000 ($190); Printing 300 ($250); Dept. of Energy 18,000 ($350); Stone, Clay 100 ($280); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pasco Downtown	0	Sears, Pay Less, Youngs
Court Street(19)	2	Giant T, Hancock Fabrics, Albertson's, Price Chopper
Highland Center(23)	3	Pay Less, Pay 'N Pak, Albertson's, Safeway, Ernst, Pay 'n Save
Tri-Cities Ctr.	5	K mart, Price Chopper, Hancock Fabrics, Jafco
Columbia Center(63)	5	Bon Marche, Ernst, Pay 'N Save, JCPenney, Safeway, Woolworth
Richland Downtown		Pay Less, Bell Furn., Albertson's
Richland Uptown	1	Buttrey-Osco, Men's Wear, Dawson-Richards, Price Chopper
Washington Plz.	NA	Ernst, Safeway, Pay'N Save

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri.; Food-Nightly; Kennewick stores also open Mon.

13 - RETAIL OUTLETS: Department Stores-Carls; Sears; JCPenney; Bon Marche; Woolworth; Young's; Dawson Richards; Bell Furn.; Bunch-Finnigan; David's Shoes; Lantors; Washington Hdwe.; Kennewick Furn.; Deraneleau's; Ennis Drexel Furn.; Self-Service Furn.; Griggs Furn.; Les Schwab.
Discount Stores-Grigg's Self Service; K mart; Jafco; Fred Meyer.
Chain Drug Stores-Thrifty; Rexall 5; Pay Less 3; Fred Meyer; Crescent; Pay 'N Save 4; Giant T 2; Osco 4.
Chain Supermarkets-Price Chopper 4; Safeway 5; IGA 2; Albertson's 4; Lucky Dollar; Rosauer's; Ware Mart; Buttrey 4.
Other Chain Stores-Firestone; Weisfield's; Goodyear; Radio Shack; 7-Eleven 18; True Value Hdwe. 2.

14 - NEWSPAPERS: TRI-CITY HERALD (m) 33,019; (S) 35,823; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack Kelly, Mktg. Dir., TRI-CITY HERALD, PO Box 2608, Pasco, WA 99302; Tel. (509) 586-2121.
National Representative: Landon Associates.

PORT ANGELES

1 - LOCATION: Clallam County, E&P Map A-1, County Seat. 80 mi. NW of Seattle; gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Clallam Transit.
Motor Freight Carriers-11.
Steamship Lines-Black Ball ferry to Victoria, B.C. (passengers and freight).
Airline-San Juan (scheduled and charter).

3 - POPULATION:
Corp. City 80 Cen. 17,311; E&P 86 Est. 14,857
CZ-ABC: (80) 17,311
RTZ-ABC: (80) 34,337
County 80 Cen. 51,648; E&P 86 Est. 52,168
City & RTZ-ABC: (80) 51,648

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,937; E&P 86 Est. 5,977
CZ-ABC: (80) 6,937
RTZ-ABC: (80) 13,059
County 80 Cen. 19,996; E&P 86 Est. 21,100
City & RTZ-ABC: (80) 19,996

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$203,265,255
Savings & Loan	3	$223,910,819
Credit Unions	2	$7,456,592

6 - PASSENGER AUTOS: County 26,074

7 - ELECTRIC METERS: Residence: City 8,500; County 18,639

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fishenes 184; Constr. 510; Mfg. 2,918; Whol. Trade 281; Ret. Trade 2,793; Trans. & Public Util. 846; Trades 3,000; Fin., Ins., R.E. 471; Other 2,782; Total Emp. 13,785.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Lincoln St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
Neighborhood Shopping Areas-Sixth and Lincoln; E. First St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Plaza	3	Sprouse-Reitz, Pay Less, Safeway
Town of Sequim	15	Shop-Rite Ben Franklin

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Lamont's; JCPenney.
Discount Stores-Pay'N Save; Pay Less; Swain's.
Variety Stores-Bonanza 88.
Chain Drug Stores-Pay'N Save; Pay Less.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Mark-It Foods.
Other Chain Stores-Sears (catalog); Kaufman-Miller; Weisfield; Coast-to-Coast; Mode O'Day; Goodyear; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto; Ben Franklin; Kit's Cameras; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,093; (S) 13,215; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Blumhagen, Sales Dir., NEWS, 503 W. 1st; PO Box 1330, Port Angeles, WA 98362; Tel. (206) 452-2345.
National Representative: Landon Associates.

PULLMAN

1 - LOCATION: Whitman County. E&P Map D-3. Business & agricultural center. University education; 80 mi. SE of Spokane and 310 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Pullman Transit System.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 23,579; E&P 86 Est. 23,360
County 80 Cen. 40,103; E&P 86 Est. 40,242

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,859; E&P 86 Est. 6,834
County 80 Cen. 12,532; E&P 86 Est. 13,797

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$52,050,100
Commercial	3	$65,061,002

6 - PASSENGER AUTOS: County 15,599

7 - ELECTRIC METERS: Residence 8,040

8 - GAS METERS: Residence 2,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 3,704 ($310); Constr. 582 ($220); Mfg. 218 ($200); Gov't 3,905 ($251); Services 1,066 ($156); Trans., Commun. & Util. 272 ($311); Ret. Trade 1,539 ($148)
Principal Industrial Pay Days-1st, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 53-81; Fall 40-59; Winter 22-32. First killing frost, Sept. 26; last killing frost, Apr. 29.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 6 on Paradise St.; 15 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wheatland Ctr.	1	Sprouse-Reitz, Safeway, Payless
Palouse Empire Mall(64)	8	The Bon, JCPenney, Pay'N Save, Lamonts
Moscow Mall(25)	10	Sears, Giant T. Safeway

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-Radio Shack.
Variety Stores-Fonks.
Chain Drug Stores-White; Corner (IDL).
Chain Supermarkets-IGA; Warehouse Foods; Rosauer's; Safeway.
Other Chain Stores-Edward D. Jones.

14 - NEWSPAPERS: NEWS (e-mon to fri; m-sat) 8,828; Sept. 30, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Sandra Haarsager, Gen. Mgr., NEWS, E. 205 & Main, Pullman, WA 99163; Tel. (509) 334-7434.
National Representative: Landon Associates.

RENTON

1 - LOCATION: King County (In Seattle PMSA). E&P Map B-2. Located approx. 12 mi. S of Seattle at the junction of I-405 & S.R. 167 off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound; Trailways (In Seattle).
Airlines-Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,612; E&P 86 Est. 33,947
NDM-ABC: (80) 103,984
County 80 Cen. 1,269,749; E&P 86 Est. 1,372,476
PMSA 80 Cen. 1,606,765; E&P 86 Est. 1,759,980

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,586; E&P 86 Est. 9,673
County 80 Cen. 497,263; E&P 86 Est. 563,119
PMSA 80 Cen. 617,645; E&P 86 Est. 708,055
NDM-ABC: (80) 39,015

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$259,600,000
Commercial	15	$358,000,000

6 - PASSENGER AUTOS: County 810,463

7 - ELECTRIC METERS: Residence (Est.) 15,000

8 - GAS METERS: Residence (Est.) 7,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 10,800 ($475); Foundry 500 ($358); Electronics 1,000 ($325); Mfg. 500 ($320); R.R. (N.A.); Clay & Steel Prods. (N.A.); Timber (N.A.).
Principal Industrial Pay Days-1st, 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48; First killing frost, Nov. 25; last killing frost, Mar. 15.

11 - TAP WATER: Medium.

12 - RETAILING: Neighborhood Shopping Centers-Downtown Renton. Fairwood Ctr.; Cascade Vista; Renton Ctr.; Renton Highlands; Renton Village.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Southcenter Mall(124)	4	Bon Marche, Frederick & Nelson, JCPenney, Nordstrom
Factoria Sq. Mall(34)	6	Lamonts, Pay 'N Save, Ernst

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Most until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-K mart.
Variety Stores-Ernst Hdwe.
Chain Drug Stores-A&H; Pay 'N Save; Pay Less; Barte 11; Skaggs.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Holiday; U-Mark-It; Johnny's.
Other Chain Stores-Pay'N Pak; Ward; Pic-A-Dilly.

14 - NEWSPAPERS: RECORD CHRONICLE (m) 9,572; (S) 9,678; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Adv. Dir., Valley Newspapers, 600 S. Washington; PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

RICHLAND

See PASCO

SEATTLE

1 - LOCATION: King County (PMSA). E&P Map B-2. County Seat. On Puget Sound and W shore of Lake Washington. 172 mi. N of Portland, OR; San Francisco, CA 885 mi.; Los Angeles CA, 1,203 mi.; W of Spokane 276 mi.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-125.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Domestic: Air Cal, Alaska, American, Cascade, Continental, Delta, Eastern, Frontier, Horizon, Northwest, PSA, Pan Am, Reeve, Republic, TWA, United, Western; Foreign: Air BC, British, Finnair, JAL, Mexicana, Pacific Western, SAS, Thai; Commuter: San Juan, Harbor, Empire Airways, Astoria, Charter-Flight Intl, Hawaiian, Marinair, Sun Country, Total Air; Cargo: 10 operators.

3 - POPULATION:
Corp. City 80 Cen. 493,846; E&P 86 Est. 479,933
NDM-ABC: (80) 1,355,320
County 80 Cen. 1,269,749; E&P 86 Est. 1,372,476
PMSA 80 Cen. 1,606,765; E&P 86 Est. 1,759,980
Demographic information available from The Seattle Times & The Post Intelligencer. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 219,469; E&P 86 Est. 223,425
NDM-ABC: (80) 527,910
County 80 Cen. 497,263; E&P 86 Est. 563,119
PMSA 80 Cen. 617,645; E&P 86 Est. 708,055

5 - BANKS	NUMBER	DEPOSITS
Commercial	26	N.A.
Savings	6	N.A.
Savings & Loan	25	N.A.

6 - PASSENGER AUTOS: County 810,463

7 - ELECTRIC METERS: Residence 268,995

8 - GAS METERS: Residence County 181,000; Seattle 100,747

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 152,781 ($538); Trans. 76,160 ($643); Food Prods. 9,626 ($448); Lumber 9,471 ($474); Mach. 6,529 ($468); Whol. Trade 55,107 ($465); Ret. Trade 143,257 ($225); Servs. 164,173 ($292); Fin., Ins., R.E. 58,715 ($393); Trans. & Public Util. 51,025 ($532); Constr. 36,798 ($436).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-52; Summer 51-70; Fall 51-68; Winter 36-46; First killing frost, Nov. 25; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Downtown Shopping Area-3 blocks from University to Pine on First, through Sixth Aves.
Neighborhood Shopping Districts-Lake City (NE 125th St. & Lake City Way NE); Bunen (SW 152nd St. & 1st Ave. S.); Ballard (NW Market St. & Leary Way NW); Roosevelt (Roosevelt Way NE & NE 65th St.); Magnolia Village (33rd Ave. W & W McGraw St.); Uptown (Queen Anne Ave. N & W Mercer St.); Broadway (Broadway Ave. E. bet. E. Olive St. & E. Roy St.); Alaska Junction (California Ave. SW & SW Alaska St.); University District (University Way NE & NE 45th St.); Greenwood (Greenwood Ave. N & N 85th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall (135)	17	The Bon, Lamonts, JCPenney, Sears
Aurora Vlg.(80)	11	Frederick & Nelson, Lucky, Nordstrom, JCPenney
Bellevue Sq.(200)	8	The Bon, Frederick & Nelson, Nordstrom, JCPenney
Crossroads Mall(83)	12	Lamonts, Lucky, Nordstrom Place Two
Factoria Sq.(59)	11	Lamonts, Safeway
Forest Pk.(60)	9	Albertson's, Lamonts
Northgate Mall(130)	6	The Bon, Lamonts, Nordstrom, JCPenney
Renton (65)	9	JCPenney, Sears
SeaTac Mall(102)	14	The Bon, Lamonts, Mervyns, Nordstrom Place Two, Sears
Southcenter(127)	12	The Bon, Frederick & Nelson, Lucky Nordstrom, JCPenney
Totem Lake(70)	11	Lamonts, Thrifty
Univ. Vlg.(69)	4	Lamonts, QFC
Westwood Vlg.(42)	7	Lamonts, Lucky

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.- Mon. & Fri.; Supermkts., Discount-Every eve. ex. Sun.; Major shopping centers: Mon. through Fri. until 9, Sat. until 6, Sunday until 5.

13 - RETAIL OUTLETS: Department Stores-The Bon 8; Frederick & Nelson 5; Lamonts 10; Nordstrom 9; JCPenney 11; Sears 7.
Discount Stores-Gen. Merchandise-Fred Meyer 11; Jafco 6; K mart 8.
Variety Stores-Meredith 5; Sprouse-Reitz 3; Wigwam 8; Woolworth 3.
Chain Drug Stores-Bartell 27; G.O. Guy 8; Fred Meyer 11; Pay Less 11; Pay 'n Save 33; Thrifty 3.
Chain Supermarkets-Albertson's 34; IGA 7; Lucky 25; Prairie Market 19; QFC 21; Safeway 70; Thriftway 14; Tradewell 20.

14 - NEWSPAPERS: JOURNAL OF COMMERCE (m) 6,552; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Jim Preston, Adv. Dir., JOURNAL OF COMMERCE, 83 Columbia St., Seattle, WA 98104; Tel. (206) 622-8272.
National Representative: None.
POST-INTELLIGENCER (m-mon to fri) 202,305; (m-sat) 168,979; TIMES (e-mon to fri) 230,509; (m-sat) 224,690; (S) 490,105; Mar. 31, 1986 ABC.
Local Contact for Advertising And Merchandising Data: Joseph E. Manion, V.P.-Adv., TIMES, Fairview Ave. N. & John; PO Box 70, Seattle, WA 98111; Tel. (206) 464-2435.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPOKANE

1 - LOCATION: Spokane County (MSA). E&P Map D-2. County Seat. Wholesale; distributing and shipping ctr. 350 mi. from Portland, OR; 275 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific.
Motor Freight Carriers-35.
Intercity Bus Lines-Western Greyhound; Okanogan Valley; Spokane Transit System; Empire Lines; Charter Lines.
Airlines-United; Northwest; Frontier; Big Sky; Western; Pacific; SW; Alaska.

3 - POPULATION:
Corp. City 80 Cen. 171,300; E&P 86 Est. 162,711
CZ-ABC: (80) 277,766
RTZ-ABC: (80) 451,222
County/MSA 80 Cen. 341,835; E&P 86 Est. 358,426
City & RTZ-ABC: (80) 728,988

4 - HOUSEHOLDS:
Corp. City 80 Cen. 70,916; E&P 86 Est. 71,182
CZ-ABC: (80) 108,313
RTZ-ABC: (80) 157,583
County/MSA 80 Cen. 128,403; E&P 86 Est. 140,890
City & RTZ-ABC: (80) 265,896

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$3,653,690,916
Mutual Savings	2	$655,118,403
Savings & Loan	4	$487,491,509

6 - PASSENGER AUTOS: County 189,506

7 - ELECTRIC METERS: Residence 133,536

8 - GAS METERS: Residence 41,467

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $416)-Constr. 4,300; Mfg. 16,900; Trans., Commun. & Util. 7,100; Whol. & Ret. 32,400; Fin., Ins., etc. 7,700; Services 29,600; Misc. 500; Gov't 22,600; Light Metals; Meat Packing; Bldg. Mats.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost, Oct. 14; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Riverside Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 6 on Spokane Falls Blvd.
Major Shopping Centers-Northtown (62 stores); Shadle Center (38 stores); University City (33 stores); Franklin Park Mall (23 stores).
Neighborhood Shopping Centers: Dishman (27 stores); East Sprague (343 stores); Garland (33 stores); Hillyard (35 stores); Millwood (11 stores); Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores); Opportunity (19 stores); South Perry (11 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Argonne Vlg.(15)	NA	Albertson's
Dishman Sq.(7)	NA	Fabricland, Outdoor Sportsman
East Town(11)	NA	K mart, Albertson's
Fairwood Ctr.(40)	NA	Albertson's
Five Mile(25)	NA	Rosauer's, Drug Fair
Franklin Park Mall(23)	NA	Mont. Ward
Heritage Vlg.(12)	NA	Rosauer's
K mart, Eastown (11)	NA	K mart

K mart Plz.(10)	NA	K mart
Lincoln Heights(27)	NA	Safeway
Lincoln Sq.(8)	NA	Rosauer's
Manito(12)	NA	Lamonts, Safeway
Mission Vlg.(15)	NA	Jax Thrift
Northtown(62)	NA	Albertson's, Sears Safeway,
Opportunity(19)	NA	Pay 'N Save
River Ridge(7)	NA	Rosauer's
Shadle Ctr.(38)	NA	JCPenney, Safeway, Newberry, Lamonts
Town & Country (10)	NA	Safeway, T&C Drugs
University City(62)	NA	JCPenney, Newberry, Rosauer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.: Mon., Fri.; Food: nightly.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; Montgomery Ward; Sears 2; JCPenney 3; The Crescent 3; Nordstrom; Lamonts 2.
Variety Stores-Woolworth; Newberry 3.
Discount Stores-Fred Meyer 2; K mart 3; Two Swabbies 2; Giant; Jafco 2.
Chain Drug Stores-Skaggs 4; Thrifty; Pay 'N Save 4; Super Save; Miller & Felt.
Chain Supermarkets-Safeway 12; Rosauer's 12; Albertson's 6.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams; General Paint; Mode O'Day; Anita Shops; Leed's (shoes); House of Fabrics; Thom McAn; Lerner's; Burt's (shoes); Weisfield's (jewelry); Zale's; Kinney; Gallenkamps.

14 - NEWSPAPERS: SPOKESMAN-REVIEW (m) 80,375; CHRONICLE (e) 38,628; (m-sat) 126,218; SPOKESMAN-REVIEW (S) 135,233; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: W. Duane Harter, Nat'l. Sales Mgr., SPOKESMAN-REVIEW & SPOKANE CHRONICLE, Review Tower, W 999 Riverside, PO Box 2160, Spokane, WA 99210, Tel. (509) 459-5005.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SUNNYSIDE

1 - LOCATION: Yakima County (MSA). E&P Map C-3.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Airlines-Yakima Municipal Airport, 35 mi. from Sunnyside.

3 - POPULATION:
Corp. City 80 Cen. 9,225; E&P 86 Est. 9,702
County/MSA 80 Cen. 172,508; E&P 86 Est. 182,020

4 - HOUSEHOLDS:
City 80 Cen. 3,138; E&P 86 Est. 3,336
County/MSA 80 Cen. 61,341; E&P 86 Est. 67,614

5 - BANKS	NUMBER	EST. DEP.
Commerical	3	N.A.
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 90,963

7 - ELECTRIC METERS: 2,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plastics; Fruit/Vegetable Packing (seasonal); Farming; Winery (new industry).
Principal Industrial Pay Day-Weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 30-80; Winter 0-60.

11 - TAP WATER: City has five wells.

12 - RETAILING: Principal Shopping Center-Downtown.
Neighborhood Shopping Center-Eastway Shopping Center.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid Valley Mall	NA	Payless, Rosauers
Tri Cities Columbia Center(80)	50	Totem Sales, Falks ID, Sprouse-Reitz
Valley Mall(60) (Yakima)	40	JCPenney, Giffens

Principal Shopping Days-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Totem Sales.
Discount Stores-Bonanza 88.
Chain Drug Stores-Rosauers; Payless.
Chain Supermarkets-Safeway; Rosauers; Meads.
Other Chain Stores-Sears (catalog); Coast-to-Coast; True Value; Sprouse-Reitz.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,231; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Tom Lanctot, Pub., NEWS, PO Box 878, 520 S. 7th St., Sunnyside, WA 98944; Tel. (509) 837-4500.
National Representative: None.

TACOMA

1 - LOCATION: Pierce County (PMSA). E&P Map B-2. County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.
Motor Freight Carriers-Over 100 (trucking).
Freight Steamship Lines-21 general cargo/not specialized.
Intercity Bus Lines-Greyhound; Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma; Canada Trailways.
Airlines-Northwest; United; Western; Pan Am; Alaska; Japan; Air Canada; Eastern; Continental; American; Air Cal; British Airways; CP Air; Delta; Mexicana; Republic; Scandinavian; TWA; PSA.

3 - POPULATION:
Corp. City 80 Cen. 158,501; E&P 86 Est. 159,611
CZ-ABC. (80) 315,489
RTZ-ABC. (80) 530,790
County/PMSA 80 Cen. 485,643; E&P 86 Est. 530,647
City & RTZ-ABC. (80) 846,279

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 63,405; E&P 86 Est. 66,820
CZ-ABC (80) 121,007
RTZ-ABC. (80) 182,846
County/PMSA 80 Cen. 174,232; E&P 86 Est. 199,728
City & RTZ-ABC. (80) 303,853

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$2,048,050,000
Savings & Loan Savings	7	$989,076,000
Credit Union		$274,701,000

6 - PASSENGER AUTOS: County 260,760

7 - ELECTRIC METERS: County 220,283

8 - GAS METERS: County 64,460

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 2,100; Lumber & Wood Prods. 4,400; Furn. & Fixts. 500; Paper Prods. 1,600; Chem. Prods. 700; Primary Metals 1,000; Fab. Metals/Mach. 3,900; Trans. Equip. 1,200; Other Mfg. 5,900; Constr. 7,600; Trans. & Util. 7,700; Whol. & Ret. Trade 39,800; Fin., Ins. & R.E. 8,100; Servs. 39,200; Fed. Gov't 9,800; State & Local Gov't 26,400.
Principal Pay Days-Fri.; 1st and 15th; Last working day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost, Nov. 2; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, very soft mountain river water; stand-by aquifer well supply, relatively hard, not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Broadway Plaza and 4 blocks on Pacific Ave.; Tacoma Mall (150 stores under cover); Lakewood Villa Plaza (54 stores).

Neighborhood Shopping Centers-Pacific Commons; Rainier Place; Bi-Lo; Capital Mall; Olympia; Cascade Plz.; College Ctr.; Center Plz.; Century Sq.; Edgewood Sq.; Federal Way; Fife Square; Fife Valley Mart; Fred Meyer-Hi-Ho; Fred Meyer-Pacific; Fred Meyers-Stevens; Fred Meyer-Lakewood; Green Firs; Highland Hill; James Ctr.; K mart Plz.; Lakewood Colonial Ctr.; Meridian Place; Olympic Vlg.; Pacific Ctr.; Pt. Fosdick Sq.; Sea-Tac Mall; Sea-Tac Vlg.; 72nd St. Sq.; Southcenter; Southsound Mall; Lacey; So. Hill; So. Tacoma Vlg.; Spanaway Park; Tacoma Mall; Tacoma Vista; 38th St. Mall; Thunderbird; Twin Lakes; University Place Ctr.; University Park II; University Vlg.; Valley Plz.; Village Sq.; Villa Plz.; Westgate; The Willows; 6th Ave. Plz.; Narrows Plz.; Narrows Place; Plaza West; Seatac Plz.; Pacific Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Plz.	NA	Woolworth
Lakewood Colonial Ctr.(43)	10	Ethan Allen, Pay Less
Southcenter(127)	24	The Bon, Frederick & Nelson, JCPenney, Pay 'n Save
Sea Tac Mall	12	Sears, Mervyn's, Lamonts, The Bon
Tacoma Mall(150)	5	JCPenney, Sears, Thriftway, Bon, Nordstrom
Villa Plaza(50)	7	Frederick & Nelson, JCPenney, Thriftco, Pay 'N Save, Ernst, Safeway
Puyallup(17)	7	JCPenney, Elvins, Mont. Ward, Safeway

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept. & specialty stores-Mon., Thur., Fri.; Food, larger stores-every evening.

13 - RETAIL OUTLETS: Department Stores-Mervyns; Frederick & Nelson; Sears; JCPenney; The Bon; Montgomery Ward; Nordstrom; Elvin's.
Discount Stores-Dahnken; B&I; K mart; Fred Meyer; Best; Ross; Clothestime; Costco; Silo; Price Savers.
Variety Stores-Woolworth.
Chain Drug Stores-Fred Meyer 4; Giant T 3; H&P; Harold Meyer; Mark-It Pharmacy; Pay Less 4; Pay 'N Save 8; Sav-on 2; Stowell's 2; Drug Emporium; Medicine Shoppe 2; Albertson's 3.
Chain Supermarkets-Albertson 3; Stock Market; Hoagy's Corner 8; Fred Meyer 4; Lively Mkt. 3; Bi-Lo 4; Manleys; Piggly Wiggly 7; Safeway 19; Thriftco; 7-Eleven 45; Shop-Rite 6; Mega Foods 2; Thriftway 8.
Other Chain Stores-Mrs. Field's; Shucks; Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Radio Shack; Paulson's; Ernst; Lerner; Bernie's; Leeds; Dutch Boy; Gallenkamp; Bottoms; Gordon's Shoeland; Coast-to-Coast; Fabricland; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Color-Tile; Standard Brands; Schoenfelds.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 107,678; (S) 119,150; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Julie Sarff, Research and Promotion, NEWS TRIBUNE, 1950 S. State St.; PO Box 11000, Tacoma, WA 98411, Tel. (206) 597-8562.
National Representative: Sawyer-Ferguson-Walker.

VANCOUVER

1 - LOCATION: Clark County (PMSA). E&P Map A-3. County Seat. Shipping lumber, paper products, aluminum; diversified light manufacturing and electronics. On the Columbia River, 8 mi. N of Portland, OR.

2 - TRANSPORTATION: Railroads-Freight: Burlington Northern; Union Pacific. Passenger: Amtrak.
Motor Freight Carriers-150.
Intercity Bus Lines-Vancouver-Portland; Greyhound; Trailways.
Airlines-Portland Airport; United; Northwest; Alaska; Western; Continental; Eastern; Republic; Horizon Air; Delta; American; Air Cal; PSA; TWA; Hawaiian Airlines; Sun World Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,834; E&P 86 Est. 38,436
NDM-ABC. (80) 192,227
County/PMSA 80 Cen. 192,227; E&P 86 Est. 209,963
Demographic Information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,808; E&P 86 Est. 17,838
NDM-ABC. (80) 68,750
County/PMSA 80 Cen. 68,750; E&P 86 Est. 78,543

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 116,319

7 - ELECTRIC METERS: Residence County 81,266

8 - GAS METERS: Residence County 6,002

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners (Av. Wkly. Wage)-Constr. 2,419 ($682); Mfg. 12,314 ($407); Trans., Commun. & Util. 1,923 ($447); Whol. & Ret. Trade 11,097 ($440); Fin., Ins. & R.E. 2,024 ($274); Servs. 8,625 ($288).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 21; last killing frost, May 2.

11 - TAP WATER: Medium, fluoridated.

12 - RETAILING: Principal Shopping Center-Vancouver Mall located 5 miles Northeast of Vancouver on I-205.
Neighborhood Shopping Centers-N.E. 52 St.; E. Fourth Plain Blvd.; E. Mill Plain & N.E. 120 Ave.; N.E. 164 Ave. & N.E. 1 St.; N.E. Gher Rd.; W. Fourth Plain Blvd.; Mill Plain & McArthur; N.E. 81 & Hazel Dell Ave.; S.E. Mill Plain Blvd.; Grand Blvd.; N.E. Hwy. 99; Fourth Plain Blvd. & 117 Ave.; 3021 Fourth Plain Blvd.; N.E. Thurston Way; 135th & Mill Plain Blvd.; N.E. 78 St. & Hwy. 99; E. Mill Plain Blvd.; Hwy. 99 & I-205; N.E. 78th St. & N.E. Hazel Dell Ave.; N.E. 99th St. & N.E. Hazel Dell Ave.; Garrison & Mill Plain Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jantzen Beach	3	Payless, Mont. Ward, Frederick & Nelson, Place 2, K mart, Toys R Us

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Retail: Mon.-Fri; Food and Discount: daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Frederick & Nelson; Sears; Meier & Frank; Nordstroms; Place II; Mervyn's.
Discount Stores: K mart.
Variety Stores-Coast-to-Coast; Boyd's 88, Ctr.; Newberry.
Chain Drug Stores-Fred Meyer Drugs 3; Pay Less 2; Hi-School Phcy. 5.
Chain Supermarkets-Albertson's 2; Fred Meyer 3; Minit Mart 22; Plaid Pantry 8; Safeway 7; 7-Eleven 9; Thriftway (United Grocers) 10; Dick & Steve's 4.
Other Chain Stores-Goodrich; Fuller; Sherwin-Williams (paint); Goodyear; Western Auto; Shoe Source; Kinney Shoes; AT&T Phone Ctr.; Firestone; Lerners; Squire Shop; Petries; JJ Jeans; Zale's; Schuck's; Toys R Us; Garden Way; Pay 'N Pak; Les Schwab; Hickory Farms; Radio Shack; Color Tile; Nelsen Tire; General Nutrition; Buster Brown; Casual Corner; B. Dalton; Endicott Shoes; Fashion Conspiracy; Florsheim Shoes; Foxmoor Casuals; Fredericks of Hollywood; Gallenkamps; The Gap; Gordon's Jewelers; J.K. Gill; Jean Machine; Jeans West; K.G. Men's Store; Kay Jewelers; Leed's; Motherhood Maternity; Naturalizer; See's; Spencer Gifts; Stride Rite; Susie Casuals; Thom McAn; Van Duyn's; Video Concepts; Waldenbooks; Weisfields; Women's World.

14 - NEWSPAPERS: COLUMBIAN (e-mon to fri) 46,964; (S) 52,335; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John McDonagh, Ret. Adv. Mgr. COLUMBIAN, PO Box 180, Vancouver, WA 98666; Tel. (206) 694-3391.
National Representative: None.

WALLA WALLA

1 - LOCATION: Walla Walla County. E&P Map D-3. County Seat. Retail and wholesale agric. ctr. serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi. from Portland OR; 271 mi. from Seattle.

2 - TRANSPORTATION: Railroad-Freight via Union Pacific and Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Valley Transit; Northwest Greyhound.
Airlines-Horizon Airways (commuter service); Mountain Air and Martin Aviation (charter, sales, flight instruction, air ambulance).
Barge Service-Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

3 - POPULATION:
Corp. City 80 Cen. 25,618; E&P 86 Est. 26,357
CZ-ABC. (80) 35,808
RTZ-ABC. (80) 26,417
County 80 Cen. 47,435; E&P 86 Est. 49,816
City & RTZ-ABC. (80) 62,225

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,703; E&P 86 Est. 10,369
CZ-ABC. (80) 13,110
RTZ-ABC. (80) 9,639
County 80 Cen. 16,975; E&P 86 Est. 18,854
City & RTZ-ABC. (80) 22,749

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$507,000,000
Savings & Loan	4	(Incl. above)
Mutual Savings	1	(Incl. above)

6 - PASSENGER AUTOS: County 21,889

7 - ELECTRIC METERS: Residence 18,000

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fisheries N.A.; Contract Constr. 450; Food Processing 4,160; Trans., Comm. and Util. 920; Schools/Hospitals 4,670; Gov't 4,170; Whol. & Ret. 3,730.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62 Summer 63-89; Fall 45-64; Winter 27-39. First killing frost, Oct. 28; last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 3 on Alder St.; 3 on Rose St., 7 on Second St.; 2 on First St.; 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.
Neighborhood Shopping Centers-3 mi. on E. Isaacs from White St. to City Limits; 1 on S. 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Wallula Hwy.; 1 on Plz. Way between 9th & Village Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Shopping	1	Safeway, Sprouse-Reitz Bi-Mart, M&R Drug
Eastgate	2	Fleenor's, K mart, Radio Shack
Eastgate Mall	2	Albertson's, Pay Less Hatfield's, Schuck's Wendy's
Southgate	1	Fleenor's, Southgate Drug
Big Y	2	Wade's Thriftway, Foxy, Flowers Central Phcy.
Oregon Stateline	6	Grigg's, Danielson's Food Warehouse

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Banks Fri.; Food stores; EG Mall.

13 - RETAIL OUTLETS: Department Stores-The Bon; Sears; JCPenney; Hatfields; Country Store.
Discount Stores: K mart; Bi-Mart.
Variety Stores-Bonanza 88; Spouse Rietz.
Drug Stores-Eastgate; Southgate; Pay Less; Professional Pharmacy; M&R; Green & Jackson; Tallman; Book Nook.
Chain Supermarkets-Fleenor's 2; Safeway 3; Price's Sentry; Albertson's; Wade's Thriftway; Danielsons Food Warehouse; Food 4 Less; Jackpot 2.
Other Chain Stores-Shoes: Volume; Kinney; Women's Wear; Jay Jacobs, The Closet; Appliance & Hdwe.: Pay 'N Pak, Boyer Electric, Radio Shack; Auto: Checker, Twin W Motor Supply, Walla Motor Supply, Goodyear, Automotive Wholesalers, Schuck's; Paint: Pittsburgh, Sherwin-Williams; Boats: Pete's Marina, Nixon's; Others: Book Nook, Fabricland, Hancock Fabrics, W.P. Fuller, Mark's Hallmark, Sunset Sports Center, Courtesy TV & Appliance, P.D.Q. Mkt.(food/gas).

14 - NEWSPAPERS: UNION-BULLETIN (e-mon to fri) 15,556; (S) 16,024; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Gifford, Adv. Mgr., UNION-BULLETIN, 1st & Poplar, Walla Walla, WA 99362; Tel. (509) 525-3300.
National Representative: Branham/Newspaper Sales.

WENATCHEE

1 - LOCATION: Chelan County, E&P Map C-2. County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97 (Okanogan-Cariboo Trail). 165 mi. W of Spokane; 138 mi. E of Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak (passenger).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 17,257; E&P 86 Est. 18,618
CZ-ABC: (80) 32,811
RTZ-ABC: (80) 113,579
County 80 Cen. 45,061; E&P 86 Est. 50,598
City & RTZ-ABC: (80) 146,390

Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,125; E&P 86 Est. 6,942
CZ-ABC: (80) 12,765
RTZ-ABC: (80) 41,540
County 80 Cen. 17,792; E&P 86 Est. 20,873
City & RTZ-ABC: (80) 54,305

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$296,700,000
Savings & Loan	3	$189,604,100
Credit Unions	10	$12,513,500

6 - PASSENGER AUTOS: County 28,889

7 - ELECTRIC METERS: Residence County 21,852

8 - GAS METERS: Residence 3,540

9 - PRINCIPAL INDUSTRIES: (Chelan-Douglas Counties): Industry, No. Wage Earners-Mfg., incl. Primary Metals Proc. 3,060; Contract Constr. 2,570; Trans., Commun. & Util. 850; Whol. & Ret. Trade 7,320; Fin., Ins. & R.E. 940; Servs. 4,460; Gov't 4,590; Total Civilian Work Force 36,420.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15; last killing frost, Apr. 21.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown, 5 blocks on Wenatchee Ave.; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fridays; Valley North and Wenatchee Valley Malls-Mon. through Fri.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Lamonts; JCPenney.
Discount Stores-Stan's Merry Mart; Sav-Mart; K mart; Stanley's.
Variety Stores-Bonanza.
Chain Drug Stores-PayLess; Buttrey Drugs.
Chain Supermarkets-Safeway 2; Albertson's; Buttrey's; Fleenor's; Gordons; Top.
Other Chain Stores-Mode O'Day; Firestone; House of Fabrics; Fabricland; Weisfield Jewelers; Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'N Pak; Top Auto; Zale's Jewelers; Schuck's Auto Parts; Squire Men's Shops; DJ's Sound City; Kinney Shoes; Allen Jewelry; Cost-Cutter Toys; Ernst Home Center; Thurman Supplies; Computerland.

14 - NEWSPAPERS: WORLD (e-mon to fri) 27,362; (S) 30,326; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Skip Mussen, Adv. Dir., WORLD, 14 N. Mission St.; PO Box 1511, Wenatchee, WA 98801; Tel. (509) 663-5161.
National Representative: Branham/Newspaper Sales.

YAKIMA

1 - LOCATION: Yakima County (MSA), E&P Map C-3. County Seat. Shipping center for Yakima irrigated valley. Wholesale center for central part of State. 201 mi. from Spokane; 145 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

2 - TRANSPORTATION: Railroads-Burlington (freight); Union Pacific (freight).
Airlines-Horizon; PSA.
Motor Freight Carriers-7.
Intercity Bus Lines-Western Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,826; E&P 86 Est. 50,199
CZ-ABC: (80) 82,625
Bal. in NDM-ABC: (80) 89,883
County/MSA 80 Cen. 172,508; E&P 86 Est. 182,020
Total NDM-ABC: (80) 172,508

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,160; E&P 86 Est. 20,679
CZ-ABC: (80) 32,294
Bal. in NDM-ABC: (80) 29,047
County/MSA 80 Cen. 61,341; E&P 86 Est. 67,614
Total NDM-ABC: (80) 61,341

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$435,000,000
Savings	2	N.A.
Savings & Loan	5	$446,336,487

6 - PASSENGER AUTOS: County 90,963

7 - ELECTRIC METERS: Residence 23,289

8 - GAS METERS: Residence 9,975

9 - PRINCIPAL INDUSTRIES: Manufacturing 218 firms; 7,805 (av. mo. employed); $1,408 (av. mo. wage).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 50-90; Fall 34-86; Winter -10-46. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, semi-hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Yakima Ave.; 2 on Third St.; S 1st & Old Town Road (Valley Mall); Yakima Downtown Mall (65 stores).
Neighborhood Shopping Centers-Fifty-sixth & Summitview; Ninth & Summitview; Sixteenth and Nob Hill; Westpark; 1 mi on Fruitvale Blvd., Glenwood; Southgate; Sixteenth and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton, 37th & Tieton; Meadowbrook at 72nd & Nob Hill.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Department-Mon. through Fri.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Sears; Montgomery Ward; Nordstrom's; Lamonts; Bon Marche.
Discount Stores-Bi-Mart 2; Fred Meyer; Pay 'N Pak; K mart; Ernst; Giant T; Falks ID.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Pay Less 2; Thrifty 2; Giant T; Bi-Mart; Fred Meyer; Medicine Mart; Wray's.
Chain Supermarkets-Albertson's Food Center 2; Safeway 11; Thriftway 5; Serv-U 2; Buttrey's; Associated Grocers 2; Super Duper 2; Wrays; Roseaur's; Harvest Foods; Family Grocery.
Other Chain Stores-Firestone; Mode O'Day; Weisfield's; Gallenkamp; Kinney; Leeds; Hickory Farms; Hardy Shoes; Jay Jacobs; Thom McAn; Self Service Furniture; Penguin Electric; Zale's; Volume Shoes; B. Dalton; Radio Shack.

14 - NEWSPAPERS: HERALD-REPUBLIC (all day) 39,111; (S) 41,908; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Pat Carey, Adv. Dir., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.
National Representative: Landon Associates.

WEST VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charleston-Kanawha and Putnam Counties.
Cumberland, MD-WV-Allegany County, MD and Mineral County, WV
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Parkersburg-Marietta, WV-OH-Wood County, WV and Washington County, OH.
Steubenville-Weirton, OH-WV-Jefferson County, OH; Brooke and Hancock Counties, WV.
Wheeling, WV-OH-OH and Marshall Counties, WV; Belmont County, OH.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	138	146	144
5-14 Years	336	310	305
15-24 Years	301	347	341
25-44 Years	383	513	505
45-64 Years	392	396	389
65 and Over	194	238	234
TOTAL	1,744	1,950	1,918

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	388	437	667
General Mdse.	776	1,008	1,238
Food	1,335	1,968	2,121
Automobiles	1,265	1,322	1,966
Gasoline Stations	493	709	598
Apparel	238	329	401
Furniture	260	274	427
Eat-Drink Places	352	523	637
Drugs	175	270	300
TOTAL SALES	5,676	7,521	8,989

BECKLEY

1 - LOCATION: Raleigh County, E&P Map B-4. 276 mi. S of Pittsburgh; 333 mi. W of Washington, DC; 266 mi. E of Cincinnati, OH.

2 - TRANSPORTATION: Railroads-C&O; Norfolk & Western.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Christman Air, Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 20,492; E&P 86 Est. 18,625
NDM-ABC: (80) 268,724
County 80 Cen. 86,821; E&P 86 Est. 87,420
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164; E&P 86 Est. 7,837
NDM-ABC: (80) 92,373
County 80 Cen. 30,154; E&P 86 Est. 31,729

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$627,422,668

6 - PASSENGER AUTOS: County 55,673

7 - ELECTRIC METERS: Residence 9,327

8 - GAS METERS: Residence 9,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,884 ($451).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4; last killing frost, May 7.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Main, 1 on Heber, 3 on Neville St.
Neighborhood Shopping Center-East Beckley; By-Pass; Valley Drive; Skelton By-Pass Plaza; Bradley; Lester Sq. in Sophia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
By-Pass Plz.(12)	3	Revco, Hills
Beckley Plz.(23)	3	Acme Mkt., K mart
Raleigh Mall(43)	3	Murphy, Mont. Ward, Stone & Thomas, Kroger
Town & Country Plaza(9)	1	Foodland, Heck's
Crossroads Mall(70)	4	Sears, JCPenney, Leggetts
Lester(14)	6	Kroger, Artley, Family Dollar

Principal Shopping Days-Food: Wed., Thur. Department Stores: Sat., Sun.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores-Fri., Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; Hill's; Sears; Leggetts; Heck's 4; Stone & Thomas.
Variety Stores-G.C. Murphy.
Discount Stores-K mart; Heck's 2; Hills; McCrory.
Chain Drug Stores-Rite Aid 2; Rexall; SupeRx 4; Health Cross 2; Thompson; Revco 2.
Chain Supermarkets-Kroger 5; Acme; Carolina 6; Pic Pac 2; Foodland.
Other Chain Stores-Ladies: H. & M.; Pic-Way Shoes; Silver Brand; Famas 3; Lilly Crown Jewelers 3; Artleys; Nation Wise Auto.

14 - NEWSPAPERS: REGISTER/HERALD (m) 33,350; (S) 34,827; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank D. Wood, Adv. Dir., REGISTER/HERALD, PO Drawer P&R, Beckley, WV 25802; Tel. (304) 255-4400.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BLUEFIELD, WV-VA

1 - LOCATION: Mercer County, WV; Tazewell County, VA. E&P Map B-4. Extreme southern part of the state extending into Virginia. 102 mi. from Charleston via West Virginia Tpke.; 103 mi. from Roanoke. On U.S. Hwys. 19, 21, 52, 460; State Hwy. 85; I-77.

2 - TRANSPORTATION: Railroads-Norfolk and Western.
Motor Freight Carriers-8.
Intercity Bus Lines-Tri-City; Greyhound; Trailways.
Airlines-Christman.

3 - POPULATION:
Corp. City 80 Cen. 16,060; E&P 86 Est. 14,873
NDM-ABC: (80) 225,692
Counties 80 Cen. 124,453; E&P 86 Est. 126,106
Mercer County 80 Cen. 73,942; E&P 86 Est. 74,753
Tazewell County 80 Cen. 50,511; E&P 86 Est. 51,353

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,170; E&P 86 Est. 5,989
NDM-ABC: (80) 76,755
Counties 80 Cen. 42,360; E&P 86 Est. 46,129

Mercer County 80 Cen. 26,494; E&P 86 Est. 28,070
Tazewell County 80 Cen. 15,866; E&P 86 Est. 18,059

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$688,800,000
Savings & Loan	4	$25,000,000

6 - PASSENGER AUTOS: Counties: Mercer 47,800; Tazewell 31,494.

7 - ELECTRIC METERS: Residence 26,144.

8 - GAS METERS: Residence 8,330.

9 - PRINCIPAL INDUSTRIES: Food Mfg.; Furn.; Mining Machinery.
Principal Pay Days-1st, 15th, Fri.

10 - CLIMATE: Average Temp.-Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept 29; last killing frost, May 12.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers-One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluefield Plaza(12)	1	Kroger, K mart
Blue Prince(11)	3	Hill's Dept., Murphy
Mercer Mall(53)	2	Sears, JCPenney, Stone & Thomas, Mont. Ward, Leggett
West Gate(9)	2	Acme

Principal Shopping Days-Department Stores: Mon., Fri., Sat.; Food: Wed. through Sat.
Stores Open Evenings-Food nightly; others Mon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Leggetts; Stone & Thomas; Sears.
Variety Stores-G.C. Murphy; Ben Franklin.
Discount Stores-A-Mart; Hills; Ammar Bros.; Heck's; K mart; Rose's 2.
Chain Drug Stores-Bi Rite; Rexall 3; Rite Aid; Walgreens; SupeRx; Southside 2; Thrift; Revco; Eckerd.
Chain Supermarkets-Kroger 4; Deskin's 6; Acme 4; Warden's 2; IGA 3.
Other Chain Stores-Firestone; Singer Co.; H&M (shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.

14 - NEWSPAPERS: TELEGRAPH (m) 27,516; (S) 31,314; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Lew Spence, Adv. Dir., TELEGRAPH, 412 Bland St., Bluefield, WV 24701; Tel. (304) 327-6171.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Kanawha County (MSA). E&P Map A-3 & B-3. State Capitol. County Seat. Wholesale distribution, financial, medical and education center; federal offices, insurance; transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 358 mi. from Washington; 215 mi. from Pittsburgh; 171 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61; Northern terminus of WV Tpke.; Junction of I-64, I-77 & I-79.

2 - TRANSPORTATION: Railroads-Chessie System; Amtrak; Conrail.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; KRT (local).
Airlines-USAir; United; Christman; Piedmont; ComAir; Atlantic SouthEast.

3 - POPULATION:
Corp. City 80 Cen. 63,968; E&P 86 Est. 57,630
NDM-ABC: (80) 522,062
County 80 Cen. 231,414; E&P 86 Est. 226,407
MSA 80 Cen. 269,595; E&P 86 Est. 267,875
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,438; E&P 86 Est. 25,133
NDM-ABC: (80) 186,368
County 80 Cen. 86,446; E&P 86 Est. 88,032
MSA 80 Cen. 99,418; E&P 86 Est. 102,772

5 - BANKS	NUMBER	DEPOSITS
Commercial	33	$1,811,877,000
Savings & Loan	15	$319,818,000

6 - PASSENGER AUTOS: County 159,552

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: City Res. 19,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,971 ($620); Metal Fab. 1,225 ($588); Coal Mining 3,334 ($588); Contract Constr. 3,871 ($422); Gov't 18,883 ($323); Health Servs. 8,748 ($386); Servs. 19,838 ($304); Whol./Ret. 24,247 ($266).
Principal Pay Days-Thur., Fri.; 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft in city, varies outside; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia; 4 on Quarrier; 5 on Lee St.; 1 on Washington St.; 1 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
Neighborhood Shopping Centers-West Side (W. Washington St.) (24 Stores); East End (E. Washington St.) (10 Stores); St. Albans (Main Street) (12 Stores); South Charleston (16 Stores); Dunbar (7 Stores); Marmet (18 Stores); Spring Hill (12 Stores); Nitro (13 Stores); Belle (6 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Center Mall(100)		Sears, JCPenney, Mont. Ward, Kaufmann's
West St. Albans	8	Heck's, Pick-Pac, Value City
Kanawha Mall(70)	4	Hill's, Kroger, SupeRx, Stone & Thomas, Murphy Mart
St. Albans(30)	10	K mart, Kroger, Watson's
Dunbar Vlg.(20)	7	Murphy's Mart, Kroger, Kelly & Cohen
Southside Expressway	2	Heck's
Plaza East(12)	1	Hecks, Rex
Patrick St. Plaza	2	K mart, Lowe's, Hills, Big Bear
K mart	4	K mart
Putnam Vlg.(33)	20	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Drug & Food: Mon. through Sat.; All on Mon.; Some: Fri.; Discount: 7 days.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Montgomery Ward; Stone & Thomas; Sears; JCPenney; O.J. Morrison; McClung & Morgan; Charleston.
Discount Stores-Heck's; K mart; Murphy's Mart; Hills.
Variety Stores-McCrory; Ben Franklin; Family Dollar.
Chain Drug Stores-Revco 5; Rite Aid 21; SupeRx; Medicine Shop 2; K mart 2; Kroger.
Chain Supermarkets-Big Bear; Fas-Chek; Kroger; Shop-A-Minit; Super Valu; Foodland; 7-Eleven; Key Markets; IGA; Pic-Pac; Go-Mart.
Other Chain Stores-Shoes: Butler, Edison Bros., Kinney, Endicott-Johnson, John Lee, Pic-Way Shoe World, Shoe Show; Women's Ready to Wear: Embees, Woman's World, Sidney's, Artley's, Fashion Bug, Brooks, Deb Shop, Lane Bryant, Furniture: Valu City, Ethan Allen, La-Z-Boy; Rubber Goods: Goodyear, Firestone, Tire America; Men's Wear: Silver Brand; Jewelers: Cliffords, LeRoy's, Kay, McCormick, Lilly's Crown; Electronics: Circuit City, Rex, The Appliance Store; Auto Accessories: Nationwise, Auto Works.

14 - NEWSPAPERS: GAZETTE (m) 55,040; MAIL (e) 53,450; GAZETTE-MAIL (S) 108,747; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William E. Birt, Natl. Adv./Co-op Mgr., GAZETTE/MAIL, 1001 Virginia St. E., Charleston, WV 25301; Tel. (304) 348-5140.
National Representative: Sawyer-Ferguson-Walker.

CLARKSBURG

1 - LOCATION: Harrison County. E&P Map B-2. County Seat. On U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, D.C., 276 mi. from Cincinnati, OH and 140 mi. from Pittsburgh, PA.

2 - TRANSPORTATION: Railroads-Chessie System.
Motor Freight Carriers-15.
Intercity Bus Lines-Central WV Transit Authority; Interstate; Greyhound.
Air Lines-Crown; Calgon.

3 - POPULATION:
Corp. City 80 Cen. 22,371; E&P 86 Est. 20,212
CZ-ABC: (80) 36,509
RTZ-ABC: (80) 141,106
County 80 Cen. 77,710; E&P 86 Est. 78,553
City & RTZ-ABC: (80) 177,615

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,053; E&P 86 Est. 8,990
CZ-ABC: (80) 14,513
RTZ-ABC: (80) 48,585
County 80 Cen. 28,434; E&P 86 Est. 30,011
City & RTZ-ABC: (80) 63,098

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$483,708,000

6 - PASSENGER AUTOS: County 52,473

7 - ELECTRIC METERS: Residence 27,521

8 - GAS METERS: Residence 37,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 3,404; Coal 1,741; Chem. 2,000; Aircraft Parts 300; Natural Gas 1,500; Heavy Mach. 685.
Principal Pay Days-Fri.; 15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29; last killing frost, May 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main and Pike Sts.
Neighborhood Shopping Centers-Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastpointe	NA	K mart, Aaron's, Kroger, Emily's
Hills Plaza(7)	2	David Weis, Hills
Holiday Plaza(4)	2	Heck's
Rosebud Plaza(3)	1	Heck's
Bridgeport(8)	3	
Meadowbrook Mall	3	JCPenney, Mont. Ward, Murphy's Mart, Bonton, Stone & Thomas
Valley Hills(5)	3	Super Dollar
Middletown Mall (40)	18	Sears, Lowe's, Stone & Thomas, Hess
Tygart Valley Mall(2)	18	Murphy's Mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Stone & Thomas; Sears; Hess; Bonton.
Variety Stores-McCrory's; Stripe Discount.
Discount Stores-Heck's; Hill's; Murphy's Mart; Gee Bee; David Weis; K mart.
Chain Drug Stores-Rexall; Walgreens; Rite Aid; Revco.
Chain Supermarkets-Kroger; Foodland; Shop'n Save.
Furniture-Fan Fare; Jack's Friendly; Rose's; Frank's; Custom Carpet; Mike DeMaria.

14 - NEWSPAPERS: EXPONENT (m-tues to sat) 8,047; TELEGRAM (e) 17,961; EXPONENT-TELEGRAM (S) 29,481; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jack L. Smith, Adv. Mgr., EXPONENT and TELEGRAM, 324-326 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ELKINS

1 - LOCATION: Randolph County. E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2 - TRANSPORTATION: Railroads-B&O; W. MD.
Airlines-USAir connection.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,536; E&P 86 Est. 8,277
CZ-ABC: (80) 8,536
RTZ-ABC: (80) 30,626
County 80 Cen. 28,734; E&P 86 Est. 29,979
City & RTZ-ABC: (80) 39,162

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,146; E&P 86 Est. 3,005
CZ-ABC: (80) 3,146
RTZ-ABC: (80) 10,201
County 80 Cen. 9,692; E&P 86 Est. 10,548
City & RTZ-ABC: (80) 13,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$30,715,405
Savings & Loan	1	$1,685,579

6 - PASSENGER AUTOS: County 19,613

7 - ELECTRIC METERS: Residence 3,562

8 - GAS METERS: Residence 3,418

9 - PRINCIPAL INDUSTRIES: Brick and Tile Plaing; Mill Prods.; Furn.; Limestone and Limestone Prods.; Foundry Prods.; W. MD R.R. Shops; Shoe Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike; Tygart Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elkins Plaza(12)	NA	Rite Aid, Foodland
Tygarts Valley Mall(5)	NA	A&P, Revco, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food nightly; all on Fri.; Plaza on Sunday.

13 - RETAIL OUTLETS: Department Stores-K mart; Smart Shop.
Variety Store-G.C. Murphy.
Discount Store-Heck's.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-[illegible]roger; Key; Hi-Lo; Super Dollar.

14 - NEWSPAPERS: INTER-MOUNTAIN (e) 10,852; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Paula Harris, Adv. Dir., INTER-MOUNTAIN, PO Box 1339, Elkins, WV 26241; Tel. (304) 636-2121.
National Representative: Landon Associates.

FAIRMONT

1 - LOCATION: Marion County. E&P Map B-2. County Seat. Coal mining, manufacturing. Fairmont State College. Major highway hub. US 250, 19; I-79; State 73. 88 mi. S of Pittsburgh, PA; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2 - TRANSPORTATION: Railroads-Chessie System; Monongahela.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 23,863; E&P 86 Est. 21,481
CZ-ABC: (80) 33,090
RTZ-ABC: (80) 50,325
County 80 Cen. 65,789; E&P 86 Est. 65,800
City & RTZ-ABC: (80) 83,415

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,727; E&P 86 Est. 9,244
CZ-ABC: (80) 13,115
RTZ-ABC: (80) 17,633
County 80 Cen. 24,409; E&P 86 Est. 25,475
City & RTZ-ABC: (80) 30,748

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$522,697,000
Savings & Loan	2	$98,900,000

6 - PASSENGER AUTOS: County 44,359

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: Residence 8,628

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 3,802; Fluorescent Lamps 1,100; Mach. & Equip. Mfg. 1,028; Mining Equip. Mfg. 700; Fab. Metal Prods. 485; Electric 619; Rolled Aluminum Prods. 300; Corrugated Fiber Containers 265; Can & Glass Labels 130; Gift Distribution Ctr. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Area-7 blocks on Adams St.
Neighborhood Shopping Centers-East Side on Merchant St.; Country Club Rd.; Bellview Blvd.; Marion Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(4)	NA	
Middletown Mall(74)	3	Sears, Gee Bee, Stone & Thomas, Hess
Tygart Valley(6)	3	Murphy's Mart
12th St.	NA	Radio Shack, Revco, Shop 'N Save
Meadowbrook	13	Bon-Ton, Mont. Ward, JCPenney, Stone & Thomas

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon.; Food and shopping centers Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Stone & Thomas; Sears.
Variety Stores-McCrory; Murphy's Mart; Gee Bee.
Discount Stores-Revco; Hill's; Heck's; Dollar General; Dollar Bargain.
Chain Drug Stores-Revco 3; Rite Aid; Mason's; Thrift; Clove's.
Chain Supermarkets-Foodland 3; Pitrolo's 3; Kroger; Shop 'n Save; Warehouse Grocery; A&P.
Other Chain Stores-Kinney; Goodrich; Montgomery Ward; Pic Way; Carriage Shop; Giant Shoe; Stone & Thomas; Bressler's; Teek's; Shoe World; The Unlimited; Hickory Farms; Lerner's; Fashion Bug; Maunz; Casual Corner; Bauer; Brown; Lowes; Gordon Jewelry; Chess King; Pettrey's; Jack's Friendly Furn.

14 - NEWSPAPERS: TIMES-WEST VIRGINIAN (m) 14,636; (S) 15,966; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Hatting, Adv. Mgr., TIMES-WEST VIRGINIAN, PO Box 1472, Fairmont, WV 26554; Tel. (304) 363-5000.
National Representative: Thomson Newspapers.

HUNTINGTON

1 - LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH MSA). E&P Map A-3. Seat of Cabell County. Industrial, wholesale, and shipping center. 255 mi. from Pittsburgh, PA; 163 mi. from Cincinnati, OH. On U.S. Hwys. 52, 60; State 2, 4, 7, 10; I-64.

2 - TRANSPORTATION: Railroads-CSX; B&O; N&W.
Motor Freight Carriers-30.
Intercity Bus Lines-TTA; Greyhound.
Airlines-USAir; Piedmont; ComAir; Wright.

3 - POPULATION:
Corp. City 80 Cen. 63,684; E&P 86 Est. 56,817
CZ-ABC: (80) 125,194
RTZ-ABC: (80) 208,921
Counties 80 Cen. 152,856; E&P 86 Est. 153,752
Cabell County 80 Cen. 106,835; E&P 86 Est. 106,473
Wayne County 80 Cen. 46,021; E&P 86 Est. 47,279
MSA 80 Cen. 336,410; E&P 86 Est. 336,300
City & RTZ-ABC: (80) 334,115
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,496; E&P 86 Est. 23,913
CZ-ABC: (80) 47,444
RTZ-ABC: (80) 71,786
Counties 80 Cen. 55,866; E&P 86 Est. 58,523
Cabell County 80 Cen. 40,218; E&P 86 Est. 41,746
Wayne County 80 Cen. 15,648; E&P 86 Est. 16,777
MSA 80 Cen. 119,007; E&P 86 Est. 124,068
City & RTZ-ABC: (80) 119,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$829,014,000

6 - PASSENGER AUTOS: Counties: Cabell 70,621; Wayne 22,657

7 - ELECTRIC METERS: Cabell 45,700; Wayne 17,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage-$399)-Metals 7,700; Glass & Stone 1,700; Apparel 1,100; Chem. 1,000.
Principal Industrial Pay Days-Fri., 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44. First killing frost, O.t. 20; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ceredo Plz.(14)	12	Harts, Big Bear
Eastern Heights(12)	6	Thrift, Mack's, Tradewell
Fairfield Plz.(8)	2	Heck's, Big Bear
East Hills Mall(12)	9	Kelly & Cohen
Westland Plaza(6)	5	Big Lots, Thrift, Heck's
Pea Ridge(20)	9	K mart, Kroger
Huntington Mall (125)	10	JCPenney, Lazarus, Stone & Thomas, Sears

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Wed., Sun.
Stores Open Evenings-All until 9:30 P.M.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; JCPenney; Lazarus; Sears.
Variety Stores-McCrory; Green's.
Discount Stores-Heck's 5; Hills 3; K mart 3; Hart's 4.
Chain Drug Stores-Thrift 3; Rite-Aid 2; Revco 2.
Chain Supermarkets-Kroger 4; Big Bear 3; Tradewell 8; Foodland 3; Foodfair 4.

14 - NEWSPAPERS: HERALD-DISPATCH (m) 42,098; (S) 48,555; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dwight McKenzie, Adv. Dir., THE HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 526-2820.
National Representative: Gannett Media Sales.

KEYSER

1 - LOCATION: Mineral County (In Cumberland, MD-WV MSA). E&P Map C-2. County Seat. On E bank of Potomac River, 24 mi. SW of Cumberland, MD, U.S. Hwys. 50, 220; WV Hwy. 28; 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Western Md.
Intercity Bus Lines-Mt. State Bus; Greyhound; Emery; Potomac Transit Authority.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 6,569; E&P 86 Est. 6,065
MSA 80 Cen. 107,782; E&P 86 Est. 105,602
County 80 Cen. 27,234; E&P 86 Est. 27,768
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,496; E&P 86 Est. 2,361
MSA 80 Cen. 39,107; E&P 86 Est. 40,045
County 80 Cen. 9,438; E&P 86 Est. 10,067

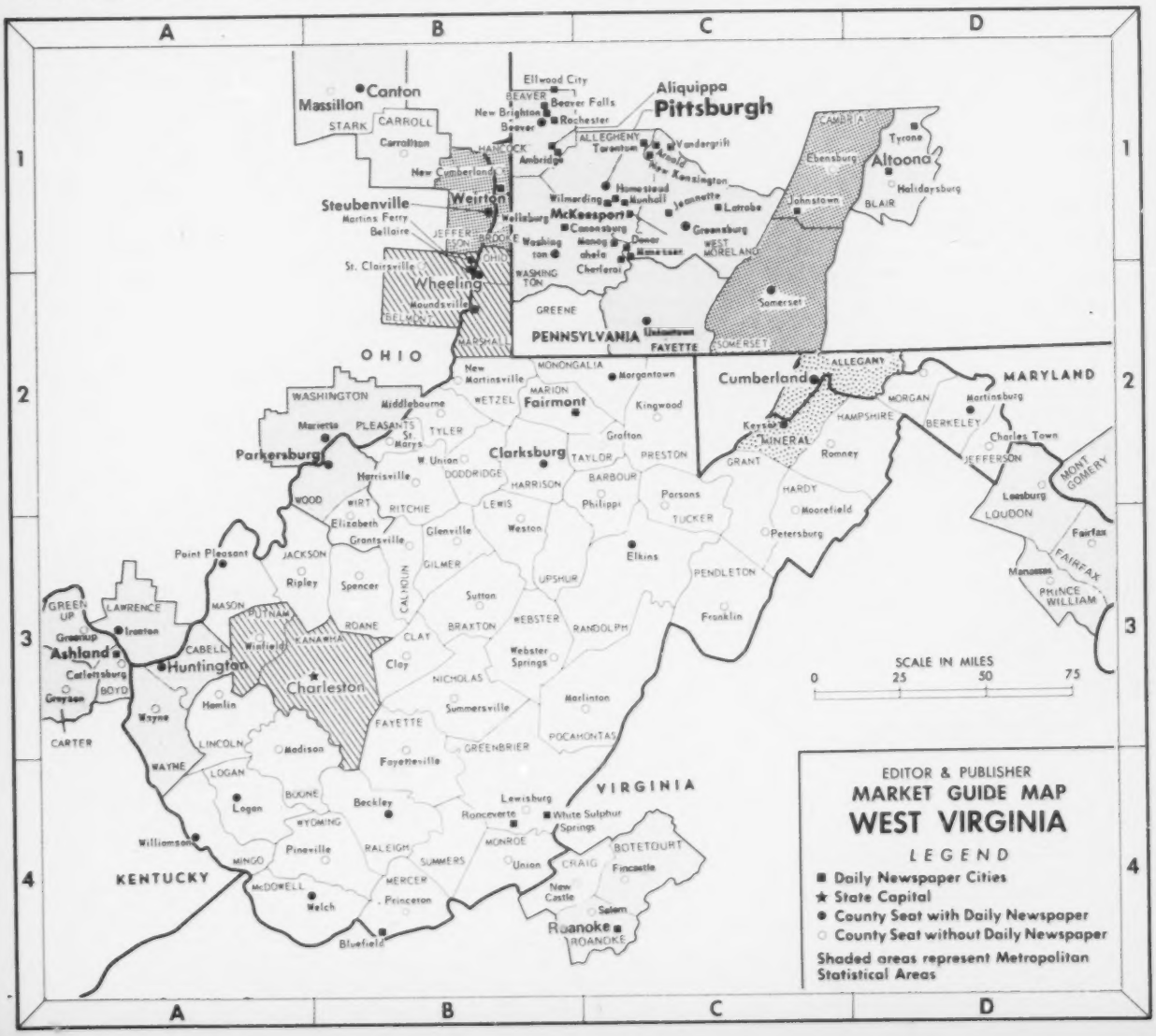
5 - BANKS	NUMBER	DEPOSITS
Savings	2	$89,834,000

6 - PASSENGER AUTOS: County 19,751.

7 - ELECTRIC METERS: Residence 4,521.

8 - GAS METERS: Residence (RTZ) 4,125.

9 - PRINCIPAL INDUSTRIES: Railroad Shop; Pulp and Paper; Women's Wear; Farm Mach.; Ballistics & Plastics; Sports Equip.; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel; Machine Shop; Printing Plant.



Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 58-85; Fall 30-57; Winter 17-41. First killing frost Oct.; last killing frost May.

11 - TAP WATER: Hard to soft.

12 - RETAILING: Principal Shopping Area-3 blocks each on Main & Armstrong Sts.
Neighborhood Shopping Centers-West Piedmont, S. Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: Variety Stores-Murphy, Heck's.
Chain Drug Stores-Revco; People's; Rite-Aid.
Chain Supermarkets-A&P; Dishong's 3; Foodland, IGA 2; Brownings.
Other Chain Stores-Wolf Furniture; Western Auto; Sears; Montgomery Ward; J.S. Raub's Shoes; Burton's Men's Shop; Charles Store; Shoe World; Dollar General Store 2.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 5,955; (m-sat) 6,250; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (301) 786-4488.
National Representatives: American Newspaper Representatives.

LEWISBURG-RONCEVERTE-WHITE SULPHUR SPRINGS

1 - LOCATION: Greenbrier County. E&P Map B-4. U.S. Hwys. 60, 219 & I-64; State Hwy. 3, 12, 20, 39, 63.

2 - TRANSPORTATION: Railroads-C&O.
Airlines-Piedmont; U.S. Air; Air Atlanta; Henson.
Intercity Bus Line-Greyhound; Mountain Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 8,748; E&P 86 Est. 9,214
Lewisburg 80 Cen. 3,065; E&P 86 Est. 3,220
Ronceverte 80 Cen. 2,312; E&P 86 Est. 2,373
White S. Springs 80 Cen. 3,371; E&P 86 Est. 3,621
County 80 Cen. 37,665; E&P 86 Est. 38,554

4 - HOUSEHOLDS:
Cities 80 Cen. 3,415; E&P 86 Est. 3,623
Lewisburg 80 Cen. 1,240; E&P 86 Est. 1,317
Ronceverte 80 Cen. 849; E&P 86 Est. 879
White S. Springs 80 Cen. 1,326; E&P 86 Est. 1,427
County 80 Cen. 13,535; E&P 86 Est. 14,492

5 - BANKS	NUMBER	DEPOSITS
National	3	$30,808,397
State	1	Incl. above

6 - PASSENGER AUTOS: County 27,711.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (County)-Agric.; Constr.; Mfg.; Trans.; Commun. and Other Public Util.; Whol. & Ret.; Resort Hotels.

10 - CLIMATE: Av. An. Temp. 54; Av. Jan. 28; Av. June 74.

11 - TAP WATER: Alkaline, soft; some iron & sulfur content.

12 - RETAILING: Downtown-3 Department Stores and approx. 25 Antique & Specialty Shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Oaks(11)	3	Kroger
Fairlea Mall(20)	2	Heck's, Stone & Thomas

13 - RETAIL OUTLETS: Department Stores-Leggett's; Federated; Stone & Thomas; Yarid's.
Discount Stores-Aides; Heck's.
Chain Drug Stores-Rite Aid 2; Eckerd.
Chain Supermarkets-Kroger's 2; IGA 2.

14 - NEWSPAPERS: WEST VIRGINIA DAILY NEWS (e-mon to fri) 6,226; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Pub./Adv. Mgr., WEST VIRGINIA NEWS, 200 S. Court St.; Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.
National Representative: General Advertising Service.

LOGAN

1 - LOCATION: Logan County. E&P Map A-4. On Guyandotte River, 65 mi. from Charleston; 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10, and Corridor "G" Interstate Highway.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Consolidated Trailways; connecting with Greyhound at Huntington, Charleston, and Bluefield.

3 - POPULATION:
Corp. City 80 Cen. 3,029; E&P 86 Est. 2,704
CZ-ABC: (80) 3,029
RTZ-ABC: (80) 47,650
County 80 Cen. 50,679; E&P 86 Est. 50,820
City & RTZ-ABC: (80) 50,679
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,254; E&P 86 Est. 1,187
CZ-ABC: (80) 1,254
RTZ-ABC: (80) 15,143
County 80 Cen. 16,397; E&P 86 Est. 17,192
City & RTZ-ABC: (80) 16,397

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$180,000,000
Savings & Loan	2	$19,372,256

6 - PASSENGER AUTOS: County 28,349.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 400 ($200); Mining Equip. 700 ($250); Coal Mining 6,000 ($400); Clothing Mfg. 140 ($200); Heavy Mach. 145 ($275); Printing 65 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ellis Addn.	1	Bi-Rite
Man	10	Hensley Furn.
West Logan	2	Bi-Rite
K City	31	Cherry Tree
Huff Junction	10	McNelly's, Cooks
Midway Plaza	9	Kroger, Heck's, Wenders
Monitor Mall	4	Super S, Pizza Hut

Principal Shopping Days-Fri., Sat., Sun., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Logan Mercantile; Collins; McCormick's; Watson's; Sayer Bros.; Raymond's, Crown's.
Discount Stores-Super S, "K" City; Revco; Dollar General Store; EJ's; C&W Discount Furn.; Heck's.
Variety Stores-G.C. Murphy 2.
Chain Drug Stores-Rite-Aid 2; Aracoma; Jack Prof. Pharmacy; Revco 2.
Chain Supermarkets-A&P; Kroger, Bi-Rite 4; IGA Markets 6; AG Grocers 8; Pic N' Pac 3; AJ's 3; Island Creek Produce; Clay Bros. 2.
Other Chain Stores-Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Sears; Crown Jewelers; B&L Furn.; Murphy's; Silver Brand Clothes; Southern Auto; Weiners; Samsons; Lewis, Steel's; Wenders; Anderson Wholesale; B&B Loans.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,250; (S) 11,252; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard Osborne, Adv. Mgr., BANNER, 435 Stratton St.; PO Box 720, Logan, WV 25601; Tel. (304) 752-6950.
National Representative: Landon Associates.

MARTINSBURG

1 - LOCATION: Berkeley County. E&P Map D-2. County Seat. Trading and manufacturing center of three-county NE neck of WV, bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45, I-81.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Amtrak.
Intercity Bus Lines-Pan Tran.
Motor Freight Carriers-5.
Airlines-Air Shenandoah (charter); Val Air (charter).

3 - POPULATION:
Corp. City 80 Cen. 13,063; E&P 86 Est. 11,677
CZ-ABC: (80) 13,063
RTZ-ABC: (80) 74,725
County 80 Cen. 46,775; E&P 86 Est. 51,916
City & RTZ-ABC: (80) 87,788
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,303; E&P 86 Est. 4,833
CZ-ABC: (80) 5,303
RTZ-ABC: (80) 24,925
County 80 Cen. 16,432; E&P 86 Est. 19,036
City & RTZ-ABC: (80) 30,228

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$406,926,536

6 - PASSENGER AUTOS: County 39,331.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-V.A. Hospital 1,273; R.R. 111; Telephone Dist. & Service 171; Air National Guard 208; Glass Works 669; Explosives 354; Wood Veneer 110; Automotive Parts Dist. 1,093; I.R.S. Computer Center 421; Daily Newspaper 169; Fruit Proc. 800 (Seasonal); Clothing Mfg. 425; Bread Prods. 230; Util. 136; Cement Prods. 227; Explosives Containers 65; Boxes & Containers 58; Limestone Prods. 109; Bathtub & Shower Enclosures 50; Hosiery 172; Wire Control Cables 395 (1984).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11 - TAP WATER: Very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on N. & S. Queen and intersecting streets, W. King St. and E. Moler Ave.; 12 store outlet mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Martinsburg Plaza(6)	NA	Barnhart's, Drug Fair
Berkeley Plz.(30)	NA	JCPenney, Kinney, Sherwin-Williams
Nichols Discount City	NA	Weis, K mart, Nichols Discount
Charles Town Plaza(17)	NA	Foodland, Heck's

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.: Mon.-Fri.; Food and Shopping Centers: nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Eyerly's; Nichols Discount City; Hecks; Sears (catalog); McCrory.
Discount Stores-Nichol's; Hecks 2; K mart.
Chain Drug Stores-Peoples 2; Drug Fair; Widmann.
Chain Supermarkets-Acme-American 2; Martins; Weis.

14 - NEWSPAPERS: JOURNAL (e) 21,277; Sept. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David C. Butler, Adv. Dir.; Edw. W. Kruger, Gen. Mgr., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931.
National Representative: Landon Associates.

MORGANTOWN

1 - LOCATION: Monongalia County. E&P Map C-2. County Seat. Educational (WV Univ.), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh; 225 mi. from Washington. On Monongahela River.

2 - TRANSPORTATION: Railroads-B&O; Monongahela.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Monongalia County Transit System.
Airlines-Colgan Allegheny.

3 - POPULATION:
Corp. City 80 Cen. 27,605; E&P 86 Est. 25,472
CZ-ABC: (80) 48,025
RTZ-ABC: (80) 64,282
County 80 Cen. 75,024; E&P 86 Est. 79,689
City & RTZ-ABC: (80) 112,307

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,628; E&P 86 Est. 9,207
CZ-ABC: (80) 17,777
RTZ-ABC: (80) 22,109
County 80 Cen. 27,100; E&P 86 Est. 29,925
City & RTZ-ABC: (80) 39,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$234,482,000
Savings & Loan	4	18,000,000

6 - PASSENGER AUTOS: County 43,021.

7 - ELECTRIC METERS: Residence 23,000.

8 - GAS METERS: Residence 13,206.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. & Research 8,161; Coal 3,268; Metal & Metal Prods. 1,790; Glass 861; Public Service 796; Bldg. Contractors 477; Clothing & Textiles 325.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13; last killing frost, May 1.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers-Holland Ave & Dunkard Ave.; Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd.; Heck's; Sabraton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mountaineer(50)	2	JCPenney, Mont. Ward, Murphy's, Giant Eagle
Middletown	22	Sears, Watsons, Gee Bee, Thorofare
Morgantown Pl.(6)	3	Thorofare, Hill's
Suncrest Plz.(7)	2	Thrift Drug
Westover	1	Foodland, Heck's, Shop 'N Save
Sabraton	1	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food & Chain Stores: Every evening. Independent Stores: Mon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; David Weis; Hills; Heck's; Lowe's; JCPenney.
Variety Stores-G.C. Murphy; Murphy's Mart.
Discount Stores-Revco 3; Thrift Drug 2; Rite Aid 3; Heck's; Hills; Greys.
Chain Drug Stores-Thrift 2; Revco 3; Rite Aid 3; SuperRx; Thrift 2.
Chain Supermarkets-Thorofare 2; Foodland 2; Kroger 2; Dairy Mart 7; Shop 'N Save; Giant Eagle; Super Dollar.
Other Chain Stores-Kinney; Rogers Jewelry; Petry's (shoes); Sears (catalog); Firestone; Crane's Clothing; Sherwin-Williams; House of Cards; Giant Shoemart; Pic-Way Shoes; Bauer Home Supplies; Goodyear; Georgian Gallerie; Associated Hdwe.; Fashion Bug; JoAnn Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book; De Roy Jewelers; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; Hickory Farms; 84 Lumber Co.

14 - NEWSPAPERS: DOMINION-POST (m) 20,313; (S) 27,436; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James D. Hoffman, Gen. Mgr.; DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.
National Representative: Landon Associates.

MOUNDSVILLE

1 - LOCATION: Marshall County (In Wheeling WV-OH MSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State 2, 88, and Ohio Rt. 7.

2 - TRANSPORTATION: Railroads-B&O.
Motor Freight Carriers-15.
Water Transportation-Deep water docks.
Intercity Bus Lines-Greyhound; Cooperative Transit.

3 - POPULATION:
Corp. City 80 Cen. 12,419; E&P 86 Est. 10,843
County 80 Cen. 41,608; E&P 86 Est. 41,081
MSA 80 Cen. 185,566; E&P 86 Est. 184,641

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,511; E&P 86 Est. 4,047
County 80 Cen. 14,344; E&P 86 Est. 14,804
MSA 80 Cen. 67,532; E&P 86 Est. 69,919

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$37,647,443
Commercial	2	$100,085,000

6 - PASSENGER AUTOS: County 22,484.

7 - ELECTRIC METERS: Residence 12,301.

8 - GAS METERS: Residence 3,989.

9 - PRINCIPAL INDUSTRIES: Glassware; Coal Mining; Elect. Conduit and Cable; In County Chem. Plants, Salt Chlorine Prods.; Aniline and other basic Chem.; Polyurethane Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Second, Jefferson, 7th & Lafayette; three Shpg. Ctrs. in city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moundsville Shopping Plz (15)	NA	Kroger, McCrory, Heck's
Murphy Mart(3)	NA	Murphy, Giant Eagle

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy; McCrory.
Chain Drug Stores-Rite Aid; Myers; SupeRx; Revco.
Chain Supermarkets-State Food 4; A&P; Foodland; Kroger; Giant Eagle.
Other Chain Stores-Sears (catalog); Montgomery Ward; Reichart.

14 - NEWSPAPERS: ECHO (e) 4,820; (m-sat) 6,250; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave.; PO Box 369; Moundsville, WV 26041; Tel. (304) 845-2660.
National Representative: None.

PARKERSBURG

1 - LOCATION: Wood County (In Parkersburg-Marietta, WV-OH MSA). E&P Map B-2. County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47. I-77.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.
Airlines-USAir; Delta.

3 - POPULATION:
Corp. City 80 Cen. 39,967; E&P 86 Est. 35,827
CZ-ABC. (80) 70,793
RTZ-ABC. (80) 127,861
County 80 Cen. 93,648; E&P 86 Est. 94,454
MSA 80 Cen. 157,914; E&P 86 Est. 160,175
City & RTZ-ABC. (80) 198,654
Demographic Information available from Parkersburg Chamber of Commerce.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,873; E&P 86 Est. 15,061
CZ-ABC. (80) 26,787
RTZ-ABC. (80) 43,731
County 80 Cen. 33,822; E&P 86 Est. 35,523
MSA 80 Cen. 56,100; E&P 86 Est. 59,465
City & RTZ-ABC. (80) 70,518

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$81,880,000
Savings & Loan	4	$4,822,800

6 - PASSENGER AUTOS: County 64,758

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Aluminum; Chem.; Glass; Insulation; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Central Mall(101)	NA	JCPenney, Sears, Stone & Thomas, G.C.Murphy
Park(10)	NA	Dollar General, Harts, Sherwin-Williams
Southgate(10)	NA	Dollar General

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Food Daily, Grand Central Mall 7 days.
Stores Open Sunday-Mall, Food Stores.

13 - RETAIL OUTLETS: Department Stores-Dils Bros.; JCPenney; Montgomery Ward; Sears; Stone & Thomas.
Discount Stores-K mart; Hills; Heck's; Harts.
Variety Stores-McCrory's; Murphy; Dollar General; Family Dollar.
Chain Drug Stores-Thrift; Revco; SuperRx; Nelson; Nancarrow; Rite Aid.
Chain Supermarkets-Kroger 3; Big Bear 2; 7-Eleven; IGA; Hickory Farms; Foodland; Mr. Moneysworth.
Other Chain Stores-Fashion Bug; Merle Norman; Lerner; Singer; Kinney; Radio Shack.

14 - NEWSPAPERS: NEWS (m) 21,116; SENTINEL (e) 15,261; NEWS (S) 40,224; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: W. Edward Hofmann, Adv. Dir., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.
National Representative: Landon Associates.

POINT PLEASANT

1 - LOCATION: Mason County. E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2 - TRANSPORTATION: Railroads-B&O; Conrail. **Intercity Bus Lines**-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,682; E&P 86 Est. 5,080
County 80 Cen. 27,045; E&P 86 Est. 27,174

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,174; E&P 86 Est. 1,996
County 80 Cen. 9,400; E&P 86 Est. 9,902

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$162,000,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 16,729

7 - ELECTRIC METERS: Residence 2,680

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Iron castings; Chem. Prods.; Mining Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Downtown Shopping Centers-3 blocks on Main; Colonial Plz.; Heck's Plz.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy.
Discount Stores-Heck's.
Chain Drug Stores-Rite Aid; Fruth.
Chain Supermarkets-Johnson's; Foodland.
Other Chain Stores-Firestone; Western Auto; Goodyear; Hardman's Home Ctr.; Fashion Tree; Solo; Super America; Almeda's; Dairy Queen; Shoney's; Pleaser's; Mister Donut; Gino's; Domino's; Bowincal's; Kentucky Fried Chicken.

14 - NEWSPAPERS: REGISTER (e) 5,816; Publisher's Statement, Aug. 15, 1986.
Local Contact for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St., Point Pleasant, WV 25550; Tel. (304) 675-1333.
National Representative: Branham/Newspaper Sales.

RONCEVERTE
See LEWISBURG

WEIRTON

1 - LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV MSA). E&P Map B-1. E of Ohio River, 4 mi. SE of New Cumberland.

2 - TRANSPORTATION: Railroads-Conrail. **Intercity Bus Lines**-Greyhound; Trailways; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 25,371; E&P 86 Est. 23,376
CZ-ABC. (80) 25,371
RTZ-ABC. (80) 58,893
Counties 80 Cen. 71,535; E&P 86 Est. 69,678
Brooke County 80 Cen. 31,117; E&P 86 Est. 30,191
Hancock County 80 Cen. 40,418; E&P 86 Est. 39,487
MSA 80 Cen. 163,099; E&P 86 Est. 158,332
City & RTZ-ABC. (80) 84,264
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,117; E&P 86 Est. 8,662
CZ-ABC. (80) 9,117
RTZ-ABC. (80) 19,854
Counties 80 Cen. 24,872; E&P 86 Est. 25,211
Brooke County 80 Cen. 10,619; E&P 86 Est. 10,717
Hancock County 80 Cen. 14,253; E&P 86 Est. 14,494
MSA 80 Cen. 57,577; E&P 86 Est. 58,228
City & RTZ-ABC. (80) 28,971

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$214,312,811
Savings & Loan	2	$114,352,533

6 - PASSENGER AUTOS: Brooke 17,038; Hancock 26,351

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: Steel; Tin Cans; Chem.; R.R. Shops; Coal Mining; Metal Fab. and Coating; Salt Mfg.; Shelving; Trucking and Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 40-100; Fall 8-96; Winter -3-65. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 Blocks on Main St., Weirton Shopping Plz. 18 Stores; K-Mart Plz. 11 Stores.
Neighborhood Shopping Centers-Weirton Heights, 2 blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Steuben Mall(70)	10	Sears, JCPenney, Kaufman, Hill's
Hollywood(8)	5	Kroger, SuperRx, K mart
Tri-State Mall(10)	15	Hart's, Big Bear
Premier	7	Fisher Bros
Kusic	1	Thrift Drug
K mart Plz.	6	K mart, Kroger, SupeRx

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.; Shopping Plz. daily until 9 p.m. and Sun.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; Kaufman's; JCPenney.
Discount Stores-Jim's of Weirton; Pic-Way Shoe Mart; Fisher's Big Wheel; K mart.
Variety Store-Murphy.
Chain Drug Stores-Thrift 2; SuperRx; Anile Pharmacy 2; Penn-Way.
Chain Supermarkets-Kroger 2; Convenient Market; A&P.
Other Chain Stores-Western Auto; Genuine Parts; Jean's Frocks; Goodyear; Nationwise; Radio Shack; Sherwin-Williams; Big & Small Lots; Family Dollar.

14 - NEWSPAPERS: DAILY TIMES (e) 7,640; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ted S. Staszak, Pub., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0606.
National Representative: Thomson Newspapers.

WELCH

1 - LOCATION: McDowell County. E&P Map A-4. County Seat. Coal mining center. 36 mi. W of Bluefield; 129 mi. S of Charleston, WV. On U.S. Hwy. 52.

2 - TRANSPORTATION: Railroads-N&W. **Intercity Bus Lines**-Trailways; Intercity County Price.

3 - POPULATION:
Corp. City 80 Cen. 3,885; E&P 86 Est. 3,514
County 80 Cen. 49,889; E&P 86 Est. 46,662

4 - HOUSEHOLDS:
City 80 Cen. 1,528; E&P 86 Est. 1,472
County 80 Cen. 16,034; E&P 86 Est. 15,643

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$90,000,000

6 - PASSENGER AUTOS: County 25,899

7 - ELECTRIC METERS: Residence 2,400

8 - GAS METERS: City 1,200

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 10,517 ($300).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Wise Fashions; Collins; Watsons; Sears (catalog).
Variety Stores-Murphy.
Discount Stores-Super S; Buddy's; Magic Mart.
Chain Supermarkets-Goodsons; Deskins.
Chain Drug Stores-Buddy's; Rite Aid.
Other Chain Stores-Giant Dollar; H&M Shoe; Goodrich; Credit Dept.; Thrifty Shops; Shoe Mart; Family Shoes; Welch Hdwe.; Howard; Best Furn.; Heileg-Meyers.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,740; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3144.
National Representative: General Advertising Service.

WHEELING

1 - LOCATION: Ohio County (WV-OH MSA). E&P Maps B-1, B-2. Industrial and Commercial center on Ohio River. Northern part of State. On U.S. Hwys. 40, 250; State 2, 88; I-70.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Nichel Plate (freight only).
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Continental Trailways; Ohio Valley Regional Bus Authority; Reynolds Transportation.

3 - POPULATION:
Corp. City 80 Cen. 43,070; E&P 86 Est. 40,528
CZ-ABC. (80) 92,987
In Ohio. (80) 25,416
In WV. (80) 67,571
RTZ-ABC. (80) 186,342
County 80 Cen. 61,389; E&P 86 Est. 60,075
MSA 80 Cen. 185,566; E&P 86 Est. 184,641
City & RTZ-ABC. (80) 279,329

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,087; E&P 86 Est. 16,968
CZ-ABC. (80) 36,213
In Ohio. (80) 10,090
In WV. (80) 26,123
RTZ-ABC. (80) 63,975
County 80 Cen. 22,938; E&P 86 Est. 23,536
MSA 80 Cen. 67,532; E&P 86 Est. 69,919
City & RTZ-ABC. (80) 100,188

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$475,889,000

6 - PASSENGER AUTOS: County 36,219

7 - ELECTRIC METERS: 23,862

8 - GAS METERS: 16,360

9 - PRINCIPAL INDUSTRIES: Steel; Foundry & Machine; Glass; Proprietary Medicines; Chem.; Toys; Tooth Paste Tubes; Food Prods.; Elect. Equip.; Enamel Ware; Stone, Clay & Aluminum Prods.; Clothing; Bearings; Corrugated Boxes; R.R. Shops; Coal Mines; Oil; Natural Gas; Tobacco; Television and Radio Broadcasting.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Warwood Plaza (Ben Franklin, Kroger); Grove Shopping Center (Elm Terrace Supermarket, Stone & Thomas, Rite Aid); Ohio Valley Mall; Elm Grove Crossing.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Grove Crossings	NA	Riesbeck's, Food Mart, Heck's, Gray Drug
Elm Terr. Plz (8)	NA	Ben Franklin
Warwood Ctr (7)	NA	Kroger, Heck's, Ben Franklin
Ohio Valley Mall(80)	NA	Sears, JCPenney, K mart, Kaufmanns
Benwood Plaza	NA	Hills, Rinks, Kroger

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas, Horne's, Kaufman's; Sears.
Discount Stores-Bernie Glenns; Commercial Sales; Hart's Family Center; Hecks; Rinks; Hills; K mart.
Variety Stores-Murphy's; Murphy Mart.
Chain Drug Stores-SupeRx; Revco; Rite Aid 3; Gray Drug.
Chain Supermarkets-Kroger 7; Foodland 4; A&P; Convenient Food Marts 10; Farm Fresh Store 23; Ross 4; Shop 'n Save; Hart's (Big Bear); Giant Eagle.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 24,157; (m-sat) 46,858; NEWS-REGISTER (e-mon to fri) 25,610; (S) 54,368; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert H. Diehl, Adv. Dir., INTELLIGENCER and NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 233-0100.
National Representative: Landon Associates.

WHITE SULPHUR SPRINGS

See LEWISBURG

WILLIAMSON

1 - LOCATION: Mingo County. E&P Map A-4. Coal mining center on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2 - TRANSPORTATION: Railroads-N. & W.
Motor Freight Carriers-5.
Intercity Bus Lines-Consolidated Trailways.
Air Travel-County Airport-3000' runway.

3 - POPULATION:
Corp. City 80 Cen. 5,219; E&P 86 Est. 4,540
NDM-ABC: (80) 137,869
County 80 Cen. 37,336; E&P 86 Est. 37,867

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,023; E&P 86 Est. 1,880
NDM-ABC: (80) 44,153
County 80 Cen. 11,876; E&P 86 Est. 12,615

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$166,702,485

6 - PASSENGER AUTOS: County 21,274

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Railroad Ctr.; Gas; 5 Machine Armature Plants; Lumber.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Alkaline, varies.

12 - RETAILING: Shopping Centers-Appalachia Plz. (7 Stores-Piggly Wiggly, Magic Mart); Maloneys; South Side Mall (28 stores).
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Cox; Watson's; Dawahares; Cantee's.
Variety Stores-G.C. Murphy; R.H. Hobbs; K mart.
Chain Drug Stores-Rite Aid; Hurley 3; Sargent; Strosniders; SupeRx.
Chain Supermarkets-Piggly Wiggly 3; A&P; Kroger; Pic Pac; IGA.
Discount Stores-Magic Mart; Maloney's; Williamson Sundry Store; Super Dollar.
Other Chain Stores-Sears; JCPenney; Brooks; Fashion Bug; Artleys; Radio Shack; Gen Nutrition; Regis Hair; Kinney Shoes; C&H Rauch; Pic 'N Pay Shoes.

14 - NEWSPAPERS: NEWS (e) 11,895; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Retina Cassell, Adv. Mgr., NEWS, PO Box 1660, Williamson, WV 25661; Tel. (304) 235-4242.
National Representative: General Advertising Service.

WISCONSIN SURVEYS

METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh-Neenah-Calumet, Outagamie and Winnebago Counties.
Duluth, MN-WI-St. Louis County, MN; Douglas County, WI.
Eau Claire-Eau Claire and Chippewa Counties.
Green Bay-Brown County.
Janesville-Beloit-Rock County.
La Crosse-La Crosse County.
Madison-Dane County.
Minneapolis-St. Paul, MN-WI-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI.
Sheboygan-Sheboygan County.
Wausau-Marathon County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Kenosha-Kenosha County.
Milwaukee-Milwaukee, Ozaukee, Washington, Waukesha Counties.
Racine-Racine County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.
Milwaukee-Racine-Includes Milwaukee PMSA and Racine PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1988	1987
Under 5 Years	382	347	356
5-14 Years	906	737	755
15-24 Years	771	916	938
25-44 Years	977	1,252	1,280
45-64 Years	881	889	906
65 and Over	471	564	577
TOTAL	4,418	4,705	4,812

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	985	1,022	1,836
General Mdse.	1,929	2,409	3,479
Food	3,084	4,478	5,674
Automobiles	3,033	3,432	6,002
Gasoline Stations	1,250	2,111	2,091
Apparel	560	832	1,193
Furniture	682	842	1,542
Eat-Drink Places	1,524	2,167	3,102
Drugs	382	546	712
TOTAL SALES	14,930	20,554	28,604

ANTIGO

1 - LOCATION: Langlade County. E&P Map C-3. County Seat. Dairy, agricultural & recreation area. Miscellaneous small manufacturing 270 mi. NW of Chicago; 185 mi. NW of Milwaukee; 80 mi. NW of Green Bay; 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.
Motor Freight Carriers-3.
Intercity Bus Lines-Inter-County.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,653; E&P 86 Est. 8,273
County 80 Cen. 19,978; E&P 86 Est. 20,142

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344; E&P 86 Est. 2,50[illegible]
County 80 Cen. 7,060; E&P 86 Est. 7,469

5 - BANKS	NUMBER	DEPOSITS
Prod. Credit (Farm Loans)	2	$28,000,000
Commercial	2	$61,000,000
Savings & Loan	1	$41,000,000
Credit Unions	1	$23,500,000

6 - PASSENGER AUTOS: County 8,759

7 - ELECTRIC METERS: County 10,042

8 - GAS METERS: Residence 3,160

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Working 241 ($180), Leather 103 ($150); Steel & Metal 168 ($300); Food & Bev. 197 ($170); Gov't 846 ($185).
Principal Pay Days-5th, 20th; 1st, 15th; Some Sats.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Area-15 blocks on five sts.; shpg. and recreation development N. side of Antigo.
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings: Almost all Fri.; some every night (including stores on Hwy. 45 N., Schultz's Dept. Store).
Stores Open Sundays-Food Stores; Schultz's and several downtown stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog).
Discount Stores-Mills Fleet Farm.
Variety Stores-Woolworth; Spurgeon; Snyder's.
Chain Supermarkets-Red Owl; IGA Foodliner; Antigo Big Food Saver Store; Lee's Antigo Super Valu.

14 - NEWSPAPERS: JOURNAL (e) 6,757; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Bill Williams, Adv. Mgr., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (715) 623-4191.
National Representative: None.

APPLETON-NEENAH-MENASHA

1 - LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. 105 mi. N of Milwaukee, 185 mi. N of Chicago, IL. On U.S. Hwys 10 & 41; State 47, 76, 114, 125.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line; Chicago; Milwaukee; St. Paul & Pacific (Freight Only).
Motor Freight Carriers-8.
Intercity Bus Lines-Appleton & Intercity; Valley Transit; Greyhound; Wis./Michigan Trailways.
Airlines-Republic; United Express; Midwest Express.

3 - POPULATION:
Corp. Cities 80 Cen. 97,032; E&P 86 Est. 95,156
Appleton 80 Cen. 58,913; E&P 86 Est. 60,332
Neenah 80 Cen. 23,272; E&P 86 Est. 23,827
Menasha 80 Cen. 12,307; E&P 86 Est. 10,997
CZ-ABC: (80) 141,228
RTZ-ABC: (80) 126,684
Outagamie Co. 128,726; E&P 86 Est. 135,524
Winnebago Co. 80 Cen. 131,732; E&P 86 Est. 135,125
MSA 80 Cen. 291,325; E&P 86 Est. 304,495
City & RTZ-ABC: (80) 267,912
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 38,052; E&P 86 Est. 35,198
Appleton 80 Cen. 19,314; E&P 86 Est. 22,522
Neenah 80 Cen. 9,222; E&P 86 Est. 8,624
Menasha 80 Cen. 9,516; E&P 86 Est. 5,052
CZ-ABC: (80) 49,798
RTZ-ABC: (80) 40,845
Outagamie Co. 80 Cen. 42,728; E&P 86 Est. 46,917
Winnebago Co. 80 Cen. 46,892; E&P 86 Est. 49,951
MSA 80 Cen. 99,314; E&P 86 Est. 107,934
City & RTZ-ABC: (80) 90,643

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$964,640,219
Savings & Loan	10	$482,412,000

6 - PASSENGER AUTOS: Outgamie Co. 70,318; Winnabago Co. 68,731

7 - ELECTRIC METERS: Residence 64,154

8 - GAS METERS: Residence 43,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied Prods. 17,800 ($259); Non-Elect. Mach. 6,700 ($243); Primary Metal 2,200 ($237); Elect. Mach. 2,900 ($200); Printing & Pub. 4,000 ($211); Food and Kindred Prods. 4,000 ($173).
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-89; Summer 49-94; Fall 0-94; Winter 21-below 25. First killing frost, Oct. 25; last killing frost, May 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on College Ave.; 6 on Oneida St.; 6 on Appleton St.; 2 on Superior St.; 2 on Morrison St.; 2 on Walnut St.; 2 on State St.; 1 on Richmond St.
Neighborhood Shopping Centers-Wisconsin Ave., 20 blocks from Morrison to Badger Ave.; 4 at Wisconsin at Oneida; 4 at Wisconsin at Richmond; 2 at Wisconsin at Badger at Northland at Richmond 1/2 mi. City; 41 E College Ave.; Walter Ave.; S Lawe St.; Kimberly; Grand Chute.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Fair(25)	3	Mike's Towne & Country, Kohl's
Fox Point(16)	9	Kresge, Pick 'N Save
Northland Plaza(7)	3	Shopko, Kohl's, Cub Foods
Sunset Plaza	6	Gordy's
Fox River Mall(99)	6	Prange's, Sears, JCPenney, Target

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Prange's; JCPenney 2; Sears; Gimbels; Kohl's.
Discount Stores-Prange Way; K mart 2; Shopko 3; Target.
Variety Stores-S.S. Kresge.
Chain Drug Stores-Walgreens; Ford 4; Appleton Phcy. 2; Morton's 4.
Chain Supermarkets-Cub; Sav-U-Foods 3; Towne & Country 3; Park and Mkt. 4; Super Valu 5; Sentry 3; Austin's; Kohl's 2; Pick 'N Save 2; Red Owl.
Other Chain Stores-Fanny Farmer 2; Neumode Hosiery; Singer Co.; Firestone; Goodyear; Montgomery Ward; Gallenkamp's 2; Nobil; Thom McAn; Ready-to-Wear; Coast-to-Coast 2; Gamble's; So-Fro Fabrics; Ace Hdwe.; True Value 2; Menard's; Kindt; Wickes; Waldenbooks; Payless; Radio Shack.

14 - NEWSPAPERS: POST-CRESCENT (e) 52,089; (S) 63,298; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roy Valitchka, Adv. Sales Mgr., POST-CRESCENT, PO Box 59, Appleton, WI 54912; Tel: (414) 733-4411.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ASHLAND

1 - LOCATION: Ashland County. E&P Map B-2. County Seat. On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior, 70 mi. E of Duluth. On U.S. Hwy. 2; State 13 & 63.

2 - TRANSPORTATION: Railroads-Soo Line; Burlington-Northern.

3 - POPULATION:
Corp. City 80 Cen. 9,115; E&P 86 Est. 9,246
County 80 Cen. 16,783; E&P 86 Est. 17,722

4 - HOUSEHOLDS:
City 80 Cen. 3,710; E&P 86 Est. 3,196
County 80 Cen. 6,103; E&P 86 Est. 6,785

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$99,913,000
Savings & Loan	1	$74,000,000

6 - PASSENGER AUTOS: County 6,746

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Prods. 375; Paper Prods. 230; Printing Forms 27; Wood Prods. 206; Garment Firms 250; Whol. 117; Util. 248; Dairy Prods. 12.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Pamida.
Variety Stores-Woolworth; McCrory.
Chain Supermarkets-Super Valu; IGA; Hunt's; Holiday Village.

14 - NEWSPAPERS: PRESS (m) 8,283; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Byron Johnson, Gen. Mgr., PRESS, 122 W. Third St., Ashland, WI 54806; Tel. (715) 682-2313.
National Representative: Papert Companies.

BARABOO

1 - LOCATION: Sauk County. E&P Map C-5. County Seat. On Baraboo River, 12 mi. from WI Dells; 40 mi. from Madison; on U.S. Hwys. 12, 33; 5 mi. S of I-90 & I-94.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,081; E&P 86 Est. 8,068
County 80 Cen. 43,469; E&P 86 Est. 45,774

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,720; E&P 86 Est. 3,117
County 80 Cen. 15,510; E&P 86 Est. 17,098

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,541,000
Savings & Loan	1	$57,219,955

6 - PASSENGER AUTOS: County 22,444

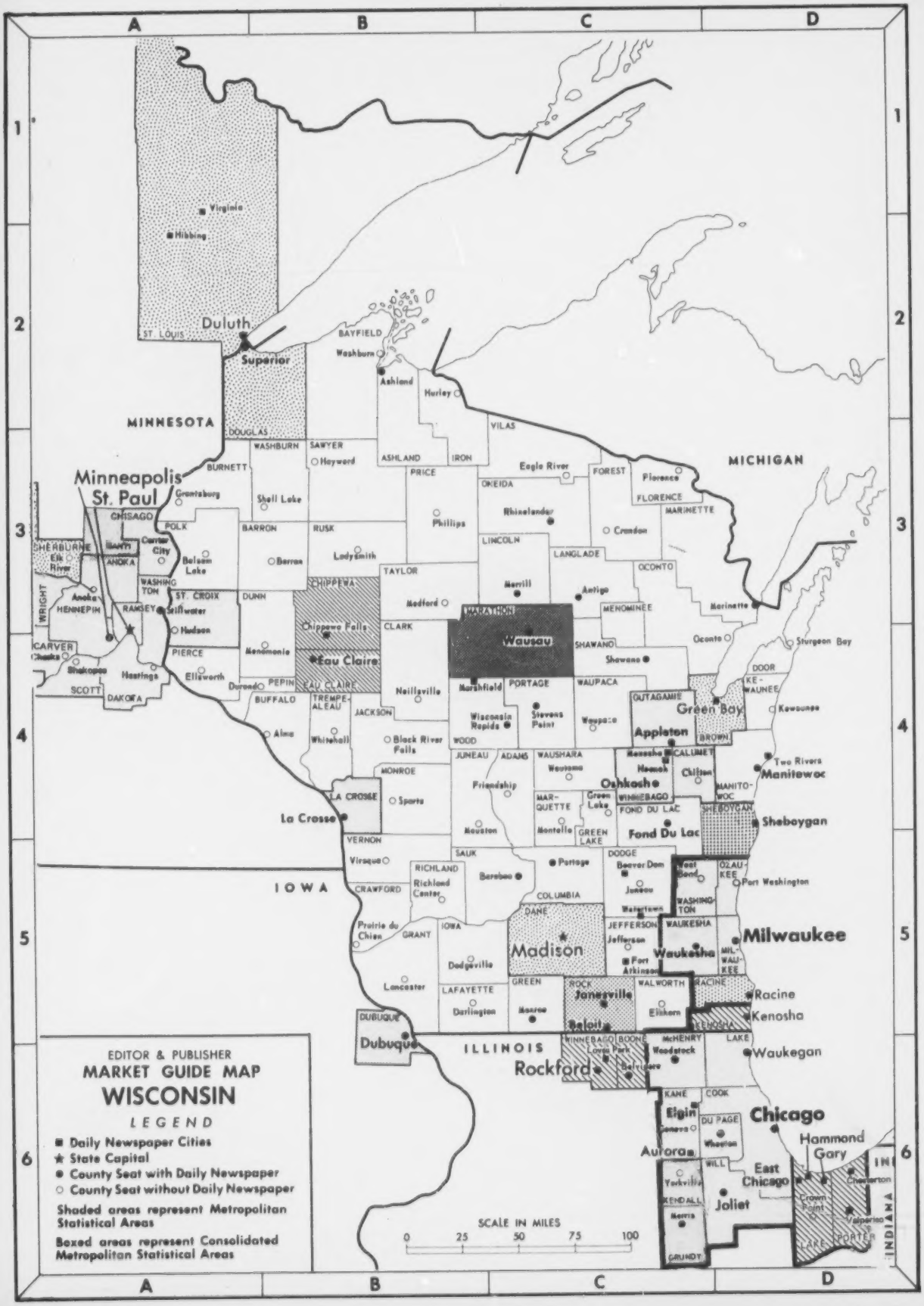
7 - ELECTRIC METERS: Residence 3,216

8 - GAS METERS: Residence 1,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 900; Recreation Furn. 60; Transformers 100; Coils 300; Can Mfg. 40; Munitions 400; Timers 200; Tents 25; Printing 150; Car Jacks 150.

10 - CLIMATE: First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Acid, hard; fluoridated.



EDITOR & PUBLISHER

MARKET GUIDE MAP

WISCONSIN

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food & Dept.: Thur.; Food: evenings ex. Sat., Sun.; 20 others on Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Coast-to-Coast; Spurgeons; Isenberg's; Farm & Fleet.
Discount Stores-Ritz Outlet; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-IGA 2.

14 - NEWSPAPERS: NEWS-REPUBLIC (m) 5,181; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Orlene Grant, Adv. Mgr., NEWS-REPUBLIC, 219 1st Street, Baraboo, WI 53913; Tel. (608) 356-4808.
National Representative: None.

BEAVER DAM

1 - LOCATION: Dodge County, E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee, 35 mi. from Madison. On U.S. Hwy. 151; State Hwy. 33.

2 - TRANSPORTATION: Railroads-Wisconsin & Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,149; E&P 86 Est. 13,775
County 80 Cen. 74,747; E&P 86 Est. 76,974

4 - HOUSEHOLDS:
City 80 Cen. 6,479; E&P 86 Est. 5,248
County 80 Cen. 24,750; E&P 86 Est. 26,677

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$187,000,000
Savings & Loan	2	$38,082,000

6 - PASSENGER AUTOS: County 35,461

7 - ELECTRIC METERS: Residence 6,181

8 - GAS METERS: Residence 4,701

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Constr. 1,262 ($358); Metal Mfg. 3,990 ($355); Food Prods. 2,003 ($269); Wood Prods. 344 ($286); Shoes 400 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 40-96; Fall 20-72; Winter 20-40.

11 - TAP WATER: Soft. Water treatment & iron removal plant; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Mall(32)	1	Herbergers, JCPenney, Copps, Lewis Drug, Wal-Mart
Park Plz. Mall(10)	1	Piggly Wiggly, Mont. Ward, ShopKo

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Sundays-Food, Drug and Dept.; Beaver Mall; ShopKo.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Copps; Fleet Farm; Herbergers; Spurgeons.
Variety Stores-ShopKo; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Lauer's; Shop-Rite; Super Valu; Sentry; United Foods.
Other Chain Stores-Elliots Model; Lewis Drug; Desmonds; Musicland; Tradehome Shoes; Wardrobe; Kinney Shoes; Radio Shack; Waldenbooks; Zale's; Copper Rivet; Kay Bee Toys; Stevensons; Sterling Optical; Regis Hairstylists.

14 - NEWSPAPERS: DAILY CITIZEN (e) 9,824; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Angela Otts, Adv. Mgr. DAILY CITIZEN, 805 Park Ave., Beaver Dam, WI 53916; Tel. (414) 887-0321.
National Representative: None.

BELOIT, WI-SOUTH BELOIT-ROCKTON, IL

1 - LOCATION: Beloit in Rock County, WI. South Beloit and Rockton in Winnebago County, IL (In Janesville-Beloit MSA). E&P Map C-5. Educational center. On the banks of Rock River. 50 mi. S of Madison; 18 mi. N of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. I-19 & 51; WI Hwys. 13, 15, 21; IL Hwys. 2, 75, 190.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee & Pacific; Chicago & North Western.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound: Peoria-Rockford.
Airlines-Republic; Mississippi Valley Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 41,600; E&P 86 Est. 40,505
Beloit 80 Cen. 35,207; E&P 86 Est. 33,810
So. Beloit 80 Cen. 4,088; E&P 86 Est. 4,253
Rockton 80 Cen. 2,313; E&P 86 Est. 2,442
Counties 80 Cen. 380,304; E&P 86 Est. 392,547
Rock (WI)/MSA 80 Cen. 139,420; E&P 86 Est. 140,084
Winnebago (IL) 80 Cen. 250,884; E&P 86 Est. 252,463
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 15,242; E&P 86 Est. 15,382
Beloit 80 Cen. 12,785; E&P 86 Est. 12,686
South Beloit 80 Cen. 1,575; E&P 86 Est. 1,738
Rockton 80 Cen. 882; E&P 86 Est. 958
Counties 80 Cen. 138,445; E&P 86 Est. 145,436
Rock (WI)/MSA 80 Cen. 49,037; E&P 86 Est. 51,540
Winnebago (IL) 89,408; E&P 86 Est. 93,896

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$89,395,638
Savings	1	$17,187,378
Savings & Loan	3	$19,828,026

6 - PASSENGER AUTOS: Counties: Rock 71,035; Winnebago 165,424

7 - ELECTRIC METERS: Residence 18,006

8 - GAS METERS: Residence 14,039

9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Diesel Eng. 2,900; Paper Mach. 3,300; Radiators, Motors (Elect.) 1,141; Shoes 1,200; 25 Mfg. employment 9,183.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 70-95; Fall 50-70; Winter 5-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas-6 blocks on Grand Ave.; 4 on State St.; 3 on Broad St.; 3 on Pleasant St.; 1 on 4th St.; on Cranston Rd.; Food Fair Ctr.
Regional Shopping Centers-Beloit Plz., 38 Stores at Riverside Dr. & Henry Ave.
Neighborhood Shopping Centers-1 block at Park & White; 1 at Grand & 8th; 1 at Brooks & St. Lawrence; 2 at Liberty & Madison Rd.; 1 at W. Grand & Town Line; 1 at Wisconsin & Woodward.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beloit Plz.(41)		JCPenney, Sears, Weise
Westgate(3)	NA	Woodman
Prairie Ave (2)	NA	K mart, Sentry

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Food: Nightly; Others: Mon., Fri. & Sun.; Beloit Plz., Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McNeany; Stewart's; Sears; Weise.
Variety Stores-Woolworth.
Discount Stores-Jupiter; K mart.
Chain Drug Stores-Walgreens; May's.
Chain Supermarkets-Eagle Foods 2; Fox 2; Crystal 3; Woodman's; Kohl's; Sentry.
Other Chain Stores-Singer Co.; Firestone; Leath (furn.); Montgomery Ward; Diane Shop; Nobil Shoes; Neumode; Father & Son Shoes; Schiff Shoes; Goodyear.

14 - NEWSPAPERS: NEWS (e) 16,318; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: John Munson, Adv. Dir., NEWS, 149 State St., Beloit, WI 53511; Tel. (608) 365-8811.
National Representative: Landon Associates.

CHIPPEWA FALLS

1 - LOCATION: Chippewa County (In Eau Claire MSA). E&P Map B-3. On Chippewa River, near Lake Wissota. 92 mi. N of LaCrosse; 90 miles E of Minneapolis/St. Paul, MN; 10 mi. N of Eau Claire. In the NW part of the State. On U.S. Hwy. 53, State-WI Hwys. 29, 124, 178.

2 - TRANSPORTATION: Railroads-CM St., P&P, Soo and C St. PM&O (C&NW).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Motor, North Central, B.U.S. City Bus with service to and from Eau Claire, Wi.
Airlines-Chicago Air; Gibson Aviation.

3 - POPULATION:
Corp. City 80 Cen. 11,845; E&P 86 Est. 11,586
CZ-ABC: (80) 12,270
RTZ-ABC: (80) 44,044
County 80 Cen. 51,702; E&P 86 Est. 54,741
MSA 80 Cen. 130,507; E&P 86 Est. 142,495
City & RTZ-ABC: (80) 56,314
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,515; E&P 86 Est. 4,284
CZ-ABC: (80) 4,433
RTZ-ABC: (80) 14,321
County 80 Cen. 17,262; E&P 86 Est. 18,872
MSA 80 Cen. 44,592; E&P 86 Est. 50,699
City & RTZ-ABC: (80) 18,754

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$140,000,000
Savings & Loan	2	$48,000,000
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: County 23,459

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 1,500

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners & (Av. Wkly. Wage)-Computer Mfg. N.A. ($400); Shoes 495 ($200); Plastics 600 ($225); Wood Wkg. 95 ($200); Plastics Extrusion Mach. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 52-89; Fall 17-92; Winter -26-54. First killing frost, Sept. 28; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Bridge St.; Wissota Vlg. Shpg. Ctr., 7 stores. Chippewa Mall Anchor Stores; Prange Way; Super Valu; ShopKo.
Principal Shopping Days-Dept. Stores: Thur., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Farm & Fleet; Spurgeon's; PrangeWay; ShopKo.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Medicine Shop; Snyder.
Chain Supermarkets-Super Valu; Red Owl; IGA; Red & White.

14 - NEWSPAPERS: HERALD-TELEGRAM (e) 9,082; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter Pritchard, Adv. Mgr., HERALD-TELEGRAM, 321 Frenette Dr., Chippewa Falls, WI 54729; Tel. (715) 723-5515.
National Representative: Papert Companies.

EAU CLAIRE

1 - LOCATION: Chippewa and Eau Claire Counties (MSA). E&P Map B-4. 90 mi. E of St. Paul, MN; 225 mi. NW of Milwaukee. Junction Eau Claire and Chippewa Rivers. On U.S. Hwys. I-94, 12, 53; State Hwys. 37, 85, 93.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-2 lines, 10 buses per day. Northland Greyhound; Wis. Northern.
Airlines Serving City-Chicago Air; Republic.

3 - POPULATION:
Corp. City 80 Cen. 51,509; E&P 86 Est. 56,883
CZ-ABC: (80) 60,004
RTZ-ABC: (80) 174,049
Counties/MSA 80 Cen. 130,507; E&P 86 Est. 142,495
Chippewa 80 Cen. 51,702; E&P 86 Est. 54,741
Eau Claire 80 Cen. 78,805; E&P 86 Est. 87,754
City & RTZ-ABC: (80) 234,053

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,359; E&P 86 Est. 20,948
CZ-ABC: (80) 21,348
RTZ-ABC: (80) 58,367
Counties/MSA 80 Cen. 44,592; E&P 86 Est. 50,699
Chippewa 80 Cen. 17,262; E&P 86 Est. 18,872
Eau Claire 80 Cen. 27,330; E&P 86 Est. 31,827
City & RTZ-ABC: (80) 79,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$850,000,000
Savings & Loan	4	$348,000,000
Credit Unions	5	$70,000,000

6 - PASSENGER AUTOS: Counties: Chippewa Falls 23,459; Eau Claire 38,927

7 - ELECTRIC METERS: Residence 22,040

8 - GAS METERS: Residence 91,250

9 - PRINCIPAL INDUSTRIES: Tire Plant; Paper Mill; Machine Shops; Computer Co.; Printing & Publishing. Total 9,200 Wage Earners ($478 wkly. average).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on 3 sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(1)	2	K mart
Putnam Heights(6)	3	Thriftway, True Value, Ben Franklin
Gateway(6)	2	Snyder Drug
Star Plz.(6)	2	Roy's Liquor
London Sq.(60)	3	Sears, Prange
ShopKo(8)	3	ShopKo
Oakwood Mall(100)	6	Target

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon., Thur.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Samuelson's; Sears; JCPenney; H.C. Prange.
Variety Stores-Woolworth.
Discount Stores-K mart; Prange-Way; ShopKo; Target.
Chain Drug stores-Walgreens; Snyder.
Chain Supermarkets-Randalls.
Other Chain Stores-Leath Furn.; Kinney Shoes; Kelly Furn.; Mautz Paint; Steveson's; Northwest Fabric.

14 - NEWSPAPERS: LEADER-TELEGRAM (e-mon to fri) 35,401; (wknd) 39,006; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Merryfield, Adv. Dir., LEADER-TELEGRAM, 701 S. Farwell St., Eau Claire, WI 54701; Tel. (715) 834-3471.
National Representative: Branham/Newspaper Sales.

FOND DU LAC

1 - LOCATION: Fond du Lac County, E&P Map C-4. County seat. 64 mi. N of Milwaukee; 157 mi. N of Chicago, IL; 70 mi. NE of Madison; 70 mi. S of Green Bay. On U.S. Hwys. 41, 45, 151; State Hwys. 23, 55, 175.

2 - TRANSPORTATION: Railroads-C&NW; Soo Line.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound, Wisconsin Coach; American Trailways.
Airline-County-owned Class 3 commercial airport.

3 - POPULATION:
Corp. City 80 Cen. 35,863; E&P 86 Est. 35,744
CZ-ABC: (80) 39,707
RTZ-ABC: (80) 111,967
County 80 Cen. 88,952; E&P 86 Est. 90,989
City & RTZ-ABC: (80) 151,674
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,098; E&P 86 Est. 13,298
CZ-ABC: (80) 14,424
RTZ-ABC: (80) 35,883
County 80 Cen. 29,867; E&P 86 Est. 31,959
City & RTZ-ABC: (80) 50,307

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$613,949,944
Savings & Loan		(incl. above)

6 - PASSENGER AUTOS: 45,127

7 - ELECTRIC METERS: Residence 25,886

8 - GAS METERS: Residence 16,725

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 1,000; Outboard Motors 3,700; Railroad Shops 650; Leather Tanning 360; Textile & Apparel 140; Auto Parts 600.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-74; Fall 42-55; Winter 14-30. First killing frost, Oct. 4; last killing frost, May 7.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Mall(39)	NA	Kohl's, Prange, JCPenney
Forest Plz.(16)	NA	K mart, Sears
Southtown(17)	NA	Country Store
Downtown(60)	NA	Kohl's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Forest Mall and Southtown-Mon. through Sat.; Downtown-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; H.C. Prange; JCPenney.

Chain Drug Stores-Osco; Walgreens.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-ShopKo; Prange; Fleet Farm; K mart; Kohl's.
Chain Supermarkets-Piggly Wiggly; Sentry; Super Valu; Kohl's; Pick N Save; Red Owl.
Other Chain Stores-Firestone; Goodyear; Holiday; Leath Furniture; Northwest Fabrics; Pay-Less Shoes; Sherwin-Williams; Schiff Shoes; Singer Co.; Radio Shack.

14 - NEWSPAPERS: REPORTER (e) 19,785; (S) 20,475; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bekki Lapine, Adv. Sales Mgr., REPORTER, 33 W. 2nd St., Fond du Lac, WI 54935; Tel. (414) 922-4600.
National Representative: Thomson Newspapers.

FORT ATKINSON

1 - LOCATION: Jefferson County. E&P Map C-5. Shopping and industrial center. 50 mi. from Milwaukee; 35 mi. from Madison; 112 mi. from Chicago, IL. On U.S. Hwy. 12; State Hwys. 26, 89, 106.

2 - TRANSPORTATION: Railroads-Chicago & North Western (freight).
Motor Freight Carriers-Yerges Trucking Co.; Fort Transportation; Allard; RS Transport; Blackhawk Express; Badger Truck and Trailer.

3 - POPULATION:
Corp. City 80 Cen. 9,785; E&P 86 Est. 9,803
County 80 Cen. 66,152; E&P 86 Est. 67,478

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,703; E&P 86 Est. 3,729
County 80 Cen. 22,264; E&P 86 Est. 23,717

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$115,613,560
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 32,724

7 - ELECTRIC METERS: Residence 3,781

8 - GAS METERS: Residence 3,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 405; Meat Proc. 465; Veg. Canning, Seasonal 350; Fish Bait 65; Frozen Foods 310; Movable Storage 150; Pub. 220; Metal Salvage 115; Educational Materials 250; Textiles 100; Machine Shop; Dairy Equip. 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51. First killing frost, Oct. 16; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-14 blocks on six sts.
Neighborhood Shopping Centers-Madison Ave.; Whitewater Ave.; S. Main St.; Janesville Ave.
Nearby Shopping Centers-Old Fort (Sentry, The Pharmacy, Coast-to-Coast).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Chain Drug Stores-Walgreens; The Pharmacy.
Chain Supermarkets-Sentry Food; DeWitt (Roundy's); Piggly Wiggly.
Other Chain Stores-K mart; Badger Paint; Goodyear; Coast-to-Coast; Hardware Hank; Radio Shack; Payless Shoes; ShopKo.

14 - NEWSPAPERS: DAILY JEFFERSON COUNTY UNION (e-mon to fri) 8,209; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Charles Frandson, Mktg. Mgr., DAILY JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538; Tel. (414) 563-5551.
National Representative: None.

GREEN BAY

1 - LOCATION: Brown County MSA. E&P Map D-4. County Seat. Situated on Fox River at southern end of Green Bay, NE part of state, 115 mi. N. of Milwaukee; 200 mi. N. of Chicago, IL; 275 mi. E. of Minneapolis, MN. Whol. & retail trading area; port of entry. Shipping ctr. On I-43, U.S. Hwy. 41; State Hwys. 29, 32, 54, 57, 172.

2 - TRANSPORTATION: Railroads-(freight only on all railroads) Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Green Bay & Western; Kewaunee & Green Bay & Winona Div. of G.B. & Western.
Motor Freight Carriers-49.
Freight Steamship Lines-24.
Intercity Bus Lines-Central Greyhound; Seymour, Wisconsin-Michigan.
Airlines-Republic; United; Air Wisconsin; Midstate; American; Chicago Air.

3 - POPULATION:
Corp. City 80 Cen. 87,899; E&P 86 Est. 87,157
CZ-ABC: (80) 140,399
RTZ-ABC: (80) 135,278
County/MSA 80 Cen. 175,280; E&P 86 Est. 185,104
City & RTZ-ABC: (80) 275,677
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,488; E&P 86 Est. 34,367
County/MSA 80 Cen. 59,908; E&P 86 Est. 65,762
CZ-ABC. (80) 49,611
RTZ-ABC: (80) 45,139
City & RTZ-ABC: (80) 94,750

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$878,954,657
Savings & Loan	6	$563,416,959

6 - PASSENGER AUTOS: County 93,073

7 - ELECTRIC METERS: Residence 39,401

8 - GAS METERS: Residence 32,301

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Prods. 11,100; Food & Prods. 4,600; Nonelectrical Mach. 3,900; Trans., Commun., and Public Util. 6,000; Lumber & Wood (Incl. Furn. & Fixt.) 790; Primary & Fabricated Metals 1,000; Av. Wkly. Wage of all production workers-$483.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-81; Fall 40-59; Winter 11-25. First killing frost, Oct. 2; last killing frost, May 9.

11 - TAP WATER: Alkaline, hard, from Lake Michigan; fluoridated.

12 - RETAILING: Principal Shopping Areas-3 blocks on N. Washington St.; 1 on E. Walnut St.; 3 on N. Adams St.; Port Plaza Mall, corner N. Washington and Cedar Sts.
Neighborhood Shopping Centers-Four blocks on Broadway; 2 on W Walnut St.; 1 on Dousman St.; 2 on Main St.; 4 on University.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beacon(18)	3	Ann
Marquette(7)	1	Sure Way, Ben Franklin
Colonial Vlg.(6)	2	Sure Way
Plaza (26)	3	Lindy's, Sears, Prange-Way
Bay Park Sq.(48)	6	Mont. Ward, Shopko, Kohl's Dept. Store
Lombardi	5	Kohl's Foods, Osco
East Town(20)	5	K mart, White Store, Kohl's Dept. Store, Prange-Way, Cub Foods

Additional Shopping Centers (No. of Stores)-Bay (10); Fort Howard (6); St. Agnes (8); ShopKo East (4); Westgate (17); ShopKo West (3); Vernon Court (10); Bellevue Plaza (9).
Principal Shopping Days-Sun., Mon., Sat.
Stores Open Evenings-All stores-Mon., Fri.; Food-Mon. through Sun.; Shopping Centers Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; Montgomery Ward; Sears; JCPenney; The White Store; Boston Store; Kohl's.
Discount Stores-ShopKo 4; K mart 2; Prange-Way 3.
Variety Stores-Kresge; Ben Franklin; Ann.
Chain Drug Stores-Osco 2; Snyder 3.
Chain Supermarkets-Red Owl 3; Sure Way 10; Piggly Wiggly; Super Ron's 2; Sentry 3; Kohl's; Lindy's 3; Cub Foods 2.
Other Chain Stores-Kinney Shoes; Pay Less Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile; Abbey Carpet; Menard Lumber; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Waldenbooks 2; Midas Mufflers; Kindy Optical 2; Zale's; Pittsburgh Paints; Radio Shack; Kay-Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops; Regis Beauty Salon; Baker Shoes; Richman Brothers; Thom McAn 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition; Hurrah; B. Dalton Booksellers 2; Toys R Us; Just Pants; The Gap; The Limited; Maurice's; Jean Nicole; Best Catalog; Foxmoor; Team Electronics; Benetton; Musicland.

14 - NEWSPAPERS: NEWS-CHRONICLE (m) 12,218; sworn Sept. 30, 1985.
Local Contact for Advertising & Merchandising Data: Jerold McGrath, Gen. Mgr., NEWS-CHRONICLE, 133 S. Monroe, PO Box 2467, Green Bay, WI 54306; Tel. (414) 432-2941.
National Representative: Landon Associates.
PRESS-GAZETTE (e) 55,153; (S) 74,663; Mar. 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Yuenger, Adv. Dir., PRESS-GAZETTE, 435 E. Walnut; PO Box 19430, Green Bay, WI 54307-9430; Tel. (414) 435-4411.
National Representative: Gannett Media Sales.

JANESVILLE

1 - LOCATION: Rock County (In Janesville-Beloit MSA). E&P Map C-5. County Seat. Wholesale center. 105 mi. NW of Chicago, IL; 65 mi. SW of Milwaukee; 35 mi. N. of Rockford, IL; 40 mi. S. of Madison. On U.S. Hwys. 14, 51; I-90; State Hwys. 11, 26.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Wisconsin & Calumet.
Motor Freight Carriers-15.
Intercity Bus Lines-Peoria-Rockford; Alco; Greyhound; Trailways; Van Galder Charter.
Airlines-Passenger, air freight, helicopter, charter service available.

3 - POPULATION:
Corp. City 80 Cen. 51,071; E&P 86 Est. 52,574
CZ-ABC. (80) 51,071
RTZ-ABC. (80) 164,382
County/MSA 80 Cen. 139,420; E&P 86 Est. 140,084
City & RTZ-ABC. (80) 215,453

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,363; E&P 86 Est. 19,556
CZ-ABC. (80) 18,491
RTZ-ABC: (80) 56,627
County/MSA 80 Cen. 49,037; E&P 86 Est. 51,540
City & RTZ-ABC: (80) 75,118

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$382,402,296
Savings & Loan	4	$129,282,962

6 - PASSENGER AUTOS: County 71,035

7 - ELECTRIC METERS: Residence 19,984

8 - GAS METERS: Residence 17,079

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Assembly 7,000; Pen & Pencil 350; Auto Trans. 475; Food 150; Electronics 350; Engineering 550; Textiles/Mill Products 495. Av. Wkly. Wage, April 1984, $627.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 44-102; Fall -12-89; Winter -20-24. First killing frost, Oct. 30; last killing frost, May 23.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Janesville Mall, 75 stores; 32 block downtown area with 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blackhawk Vlg.(8)	1	K mart
Creston Pk.(8)	1	Video Village
Janesville Mall(75)	2	JCPenney, Bergner's, Gentz' County Mkt.
Memorial Plz.(9)	2	
Sunnyside(7)	2	Piggly Wiggly
Fairview Mall(13)	2	Fairview
Janesville Plz.(16)	2	Color Tile

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner's; Kohl's; Menard's.
Discount Stores-K mart 2; Holiday; Farm & Fleet; ShopKo.
Chain Drug Stores-Walgreens; Rexall 3; Thrift; Union Prescription; Family Drug 2.
Chain Supermarkets-Sentry 2; Piggly Wiggly; Woodman; Super Valu; Stop-N-Go 5; Kohl's; Gentz 2.
Other Chain Stores-Ace Hardware; Barefoot Sports; Rundell's; Brooks; Buddy Squirrel; Ben Franklin 2; Claire's Boutique; Card Cage; Co-op Records; Computerland; Color Tile; Champion Auto; Osterman Jewelry; Elliott's; Eye Glass Place; Flowerama; Forbes-Meagher; Firestone Tire; F & F Tire; Fannie May Homemade Candies; General Nutrition Center; Goodyear Tire; Hallmark; Haack Cycle; Hanover Shoes; Hamlin Jewelry; Leath Furn.; Marling Lumber; Maurice's; Merle Norman; Musicland; Midwest Vision Center; Marianne's; Maling's; Mautz Paint; Nobil Shoe; Northwest Fabrics; Perle Vision Center; PicWay Shoes; Radio Shack; Siker's; J.J. Smith's; Saxer's; Superamerica; Sherwin-Williams; Shoe-Tique; Rupert; Cornelius; Silver Dollar; Team Electronics; Trinket Tree; True Value Hardware; Waldenbooks; Wicks 'N Sticks; Wisconsin Office Supply; Wolohan's; Woolworth.

14 - NEWSPAPERS: GAZETTE (e) 30,825; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE, One S. Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311.
National Representative: Landon Associates.

KENOSHA

1 - LOCATION: Kenosha County (PMSA). E&P Map D-5. County Seat. On Lake Michigan, 35 miles S of Milwaukee and 65 miles N of Chicago, IL.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Intercity Bus Lines-Greyhound; Wis. Coach Lines.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 77,685; E&P 86 Est. 75,368
CZ-ABC. (80) 81,022
RTZ-ABC: (80) 42,115
County/PMSA 80 Cen. 123,137; E&P 86 Est. 124,095
City & RTZ-ABC: (80) 123,137
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,964; E&P 86 Est. 26,807
CZ-ABC. (80) 29,020
RTZ-ABC. (80) 14,044
County/PMSA 80 Cen. 43,064; E&P 86 Est. 45,032
City & RTZ-ABC: (80) 43,064

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$350,000,000
Savings & Comm.	4	$595,000,000

6 - PASSENGER AUTOS: County 58,322

7 - ELECTRIC METERS: Residence 40,600

8 - GAS METERS: Residence 31,496

9 - PRINCIPAL INDUSTRIES: Automobiles; Brass, Copper & Alloy Prods.; Textiles; Musical Instruments; Cranberry Proc.; Mechanical Tools; Wire Rope; Plumbing Fixtures; Fire Fighting Equip.; Commercial Fertilizer; Industrial Tools; Dies; Jigs & Fixtures; Castings; Structural Steel Prods.; Equip. for Dairy & Food Proc. Industries; Power Drives & Elect. Units & Spec. Mach. 14,300; Wage Earners Av. Wkly. Wage-$517. University of Wisconsin 5,241; Carthage College 1,117; Gateway Technical Institute 5,345.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown (6th Ave., 56th St., 57th St., 58th St.); Uptown (22nd Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pershing Plz.(14)	NA	Kohl's, Sears
Town & Country(11)	NA	Ace Hdwe., Piggly Wiggly
Villa Capri(18)	NA	Sentry, Ben Franklin
Sun Plz.	NA	Sun Foods
Gateway Plz.	NA	Kohl's, K mart
Sunnyside	NA	Piggly Wiggly, Sentry
Greenwood Plz.	NA	Walgreens, Super Valu
Factory Outlet Ctr.(30)	NA	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Shopping Ctrs.-every evening.

13 - RETAIL OUTLETS: Department Stores-Barden's; Leader; Sears.
Discount Stores-K mart; ShopKo.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens 2; Thrift; Union; General 2.
Chain Supermarkets-Super-Valu; Piggly Wiggly 3; Kohl's 3; Sentry 4; Sun Foods; Pick 'n Save.
Other Chain Stores-Goodyear; Firestone; Kinney Shoe Kicks; Fanny Farmer; Pay Less Shoes; Neumode; 1 Hour Martinizing 2; So-Fro Fabrics; Glidden Paint; Abbey Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 29,892; (S) 30,706; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Misureli, Dir. of Sales, NEWS, 715 58th St., Kenosha, WI 53140; Tel. (414) 657-1000.
National Representative: Branham/Newspaper Sales.

LA CROSSE

1 - LOCATION: La Crosse County (MSA). E&P Map B-4. County Seat. State Office Building. Regional center for retail, manufacturing, medicine, education, agriculture, wholesale distribution. On Mississippi River, 271 mi. NW of Chicago, IL; 154 mi. SE of Minneapolis, MN; 135 mi. NW of Madison, WI. U.S. Hwys. I-90, 14, 16, 53, 61; State Hwys. 33, 35.

River Front-On Mississippi River-9 ft. Gov't maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Bridges crossing from La Crosse to Minnesota.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak; Soo Lines.
Motor Freight Carriers-23.
Intercity Bus Lines-Greyhound; Hiawatha Coaches; Scenic Trails; Municipal Transit Corp.
Airlines-Midstate; Air Wisconsin; Republic; Chicago Air.

3 - POPULATION:
Corp. City 80 Cen. 48,347; E&P 86 Est. 46,631
CZ-ABC: (80) 71,008
RTZ-ABC: (80) 162,988
County/MSA 80 Cen. 91,056; E&P 86 Est. 98,442
City & RTZ-ABC: (80) 233,996
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,085; E&P 86 Est. 18,350
CZ-ABC: (80) 25,830
RTZ-ABC: (80) 56,149
County/MSA 80 Cen. 32,017; E&P 86 Est. 36,215
City & RTZ-ABC: (80) 81,979

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$816,608,000
Savings & Loan	2	$626,298,000

6 - PASSENGER AUTOS: County 45,074

7 - ELECTRIC METERS: Residence 20,814

8 - GAS METERS: Residence 11,772

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 5,600; Nondurable Goods 4,100; Contract Constr. 1,020; Trans., Elect., Gas Servs. 1,830; Trade-Whol. and Ret. 12,300; Fin., Ins., R.E. 1,150; Servs. & Misc. 12,500; Gov't-Local, State, Federal 7,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-90; Summer 42-91; Fall 25-58; Winter 0-22. First killing frost, Oct. 7; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Centers-4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeview Plz.(20)	4	ShopKo
Caledonia St.(12)	3	Ben Franklin
Ctr. Q(7)	2	Rexall
K mart Plz.	3	K mart
Vlg.(32)	3	Woolworth, IGA
Ctr. 90(11)	6	IGA, Woolworth
Menard Plz.(2)	4	Menard's, IGA
Shelby Mall(25)	5	ShopKo, Walgreens, Ace Hardware
Valley View Mall(87)	5	Dayton's, Sears, JCPenney, Herberger's

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Mon. & Thur.: Grocery Mon. through Sun.; Malls open evenings, Mon.-Fri., Sun.
Stores Open Sundays-Drug, Food, Discount, Major malls.

13 - RETAIL OUTLETS: Department Stores-Dayton's; Herberger's; Sears; JCPenney.
Discount Stores-K mart 2; ShopKo 2; Farm & Fleet; Menard's.
Variety Stores-Woolworth 2; Ben Franklin 3.
Chain Drug Stores-Major (Rexall); Walgreens; Osco; Degen-Berglund 2; Hilton's; Osco 2.
Chain Supermarkets-Super Valu; Copps; Gateway IGA 16; Kwik Trips 8; Roundy's; Cub Foods.
Other Chain Stores-Brooks 2; Fanny Farmer; Hallmark; Leath's Furn.; Maurice's; Firestone; Goodyear; Sherwin-Williams; Pittsburgh Paint; B. Dalton; Barker's Shoes; Berman Buckskin; Braun's; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor Casuals; Goodman Jewelers; Jean Nichole; Jo-Ann Fabrics; Kinney; Lerner's; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seiferts; Shirt Works; Team Electronics; Thom McAn; Wicks 'N Sticks; Northwest Fabrics; Sound Idea; Sound World; Ace Hardware; The Dahl House 2; Buddy Squirrel's Nut Shop; Hal's; Two Plus Two Pet Parade; Zale's; Kaybee Toy & Hobby; Motherhood Maternity; St. Paul Clothiers; Stevenson's; Ace Hardware; Super America; Scandinavian Design.

14 - NEWSPAPERS: TRIBUNE (e) 34,820; (S) 37,422; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Donald R. Johnson, Adv. Dir., TRIBUNE, 401 N. Third St., La Crosse, WI 54601; Tel. (608) 782-9710.
National Representative: Branham/Newspaper Sales.

MADISON

1 - LOCATION: Dane County (MSA). E&P Map C-5. State Capital. County Seat. 77 mi. W of Milwaukee; 146 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 151. On State Hwys. 30, 113; I-90, I-94.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo/Milwaukee; Wisconsin & Calumet.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Badger Coach; Madison Trailways; Van Galder; Alco.
Airlines-Northwest; Air Wisconsin; Ozark; Republic; Frontier; United; American Eagle; Chicago Air; Midwest Express.

3 - POPULATION:
Corp. City 80 Cen. 170,616; E&P 86 Est. 167,144
CZ-ABC: (80) 209,065
RTZ-ABC: (80) 397,006
County/MSA 80 Cen. 323,545; E&P 86 Est. 340,979
City & RTZ-ABC: (80) 606,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 69,543; E&P 86 Est. 66,698
CZ-ABC: (80) 82,828
RTZ-ABC: (80) 137,235
County/MSA 80 Cen. 120,601; E&P 86 Est. 131,353
City & RTZ-ABC: (80) 220,063

5 - BANKS	NUMBER	DEPOSITS
Commercial	61	N.A.
Savings & Loan	39	N.A.

6 - PASSENGER AUTOS: County 181,996

7 - ELECTRIC METERS: Residence 103,402 (1985)

8 - GAS METERS: Residence 72,483 (1985)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 20,400; Constr. 5,900; Trans. & Commun. 6,400; Whol. & Ret. 40,200; Fin., Ins. and R.E. 16,000; Serv. & Misc. 40,800; Gov't 58,600.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 52-100; Winter 18-39. First killing frost, Sept. 22; last killing frost, Apr. 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown surrounding State Capitol Building and on State Street (275 units).
Neighborhood Shopping Centers-Shorwood on University; Monroe St.; Sherman & Aberg; Cottage Grove Rd.; Gammon Rd.; Odana Rd.; Monona Drive; University Hills; West Beltline Hwy.; Mineral Point Rd.; Northport Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Towne(110)	6	Gimbels, Sears, JCPenney, Prange
Factory Outlet Mall(32)	7	Brandwagon, Price Mart
Heritage Sq.(14)	5	
High Point Ctr.(13)	9	Cub, ShopKo, Kohl's Dept.
Hilldale(47)	4	Gimbels, Sentry, Walgreens
Hiakoma Plz.(20)	4	Ben Franklin, Kohl's
South Towne Mall(29)	6	Kohl's Dept., ShopKo
Walnut Grove(12)	3	
Westgate(73)	5	Bormann's, Kohl's Food, Walgreens
West Towne(79)	8	Sears, JCPenney, Prange

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Dept., Discount and Shopping Malls 10 am to 9 pm. Sun., noon to 5 pm. Every evening, holidays.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Sears 2; Emporium 3; Yost's 3; Gimbels 2; H. C. Prange 2; Kohl's 3.
Discount Stores-K mart 3; Prange-Way 4; ShopKo 3.
Variety Stores-Woolworth; Kresge; Ben Franklin; McCrory.
Chain Drug Stores-Walgreens 20; Prescription Phcy. 4; Thrift 2; Gerhardt 2; Bergmann 3; Consumers 3; Shopko 3.
Chain Supermarkets-Kohl's 8; Sentry 7; Woodmans 2; Cub; Food Country 2; Sav-U Food Warehouse 2; IGA 3.
Other Chain Stores-Men's Clothing: Richman's 2, Redwood & Ross, Silverman's 2, The Hub 3, Baskin, Brandwagon 2, Bormann's 7, Dizon 2, Rundells 2; Women's Clothing: Brooks, Lerner, Casual Corner, County Seat, Foxmoor, Id Boutique, The Limited, Hit or Miss, Land's End, Marshall's, Copper Rivet, Brady's, Zehere, T.J. Maxx, Furniture: Leath's 2, American TV; Auto Supply: Firestone 2, Goodyear 2, Goodrich; Audio: Radio Shack 7, Team, Musicland, American TV, TV Clinic, Appliance Mart.

14 - NEWSPAPERS: WISCONSIN STATE JOURNAL (m) 77,559; CAPITAL TIMES (e) 28,658; STATE JOURNAL (S) 144,847; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Rohr, Gen. Adv. Mgr., Madison Newspapers, Inc., 1901 Fish Hatchery Rd.; PO Box 8056, Madison, WI 53713; Tel. (608) 252-6200.
National Representative: Branham/Newspaper Sales.

MANITOWOC-TWO RIVERS

1 - LOCATION: Manitowoc County. E&P Map D-4. County Seat. On W. shore of Lake Michigan. 86 mi. N of Milwaukee. Two Rivers is 4 mi. N of Manitowoc, also on lake shore.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Alliance.

3 - POPULATION:
Corp. Cities 80 Cen. 45,901; E&P 86 Est. 45,726
Manitowoc 80 Cen. 32,547; E&P 86 Est. 32,347
Two Rivers 80 Cen. 13,354; E&P 86 Est. 13,379
CZ-ABC: (80) 49,741
RTZ-ABC: (80) 58,575
County 80 Cen. 82,918; E&P 86 Est. 84,344
City & RTZ-ABC: (80) 108,316
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,421; E&P 86 Est. 17,511
Manitowoc 80 Cen. 12,769; E&P 86 Est. 12,583
Two Rivers 80 Cen. 5,652; E&P 86 Est. 4,928
CZ-ABC: (80) 18,421
RTZ-ABC: (80) 18,284
County 80 Cen. 28,525; E&P 86 Est. 30,104
City & RTZ-ABC: (80) 36,705

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$554,686,000
Savings & Loan	4	$135,000,000

6 - PASSENGER AUTOS: County 41,157

7 - ELECTRIC METERS: Residence 21,808; Manitowoc 13,639; Two Rivers 8,923

8 - GAS METERS: Residence 16,254; Manitowoc 10,435; Two Rivers 3,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Aluminum N.A.; Furniture Mfg. N.A.; Heavy Mach. N.A.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Monthly Temp.-Dec.-Feb. 17; Mar.-May 41; June-Aug. 67; Sept.-Nov. 47. Av. annual precipitation 30 in. First killing frost, Oct. 23; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
Shopping Centers-Park Plaza on Hwy. 151, 6 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars, 12 stores; Riverview Savings Center on 22nd & Lincoln Ave., Two-Rivers, 4 stores; ShopKo Plaza on Hwy. 151, 12 stores; Edgewater Plaza on Magnolia Ave., 16 stores.
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-K mart; Schuette Bros.; JCPenney; Sears; Schroeder Bros.; ShopKo; Pranges; Prange-Way.
Variety Stores-Fleet Farm; Woolworth; Evan's.
Chain Drug Stores-Rexall 2; Osco; Synder.
Chain Supermarkets-Red Owl 2; Piggly Wiggly; Sentry 2; Super Value 2; Copps; IGA Warehouse.

14 - NEWSPAPERS: HERALD-TIMES-REPORTER (e) 16,604; (S) 16,488; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Tryon, Natl. Adv. Mgr., HERALD-TIMES-REPORTER, 902 Franklin St., Manitowoc, WI 54220; Tel. (414) 684-4433.
National Representative: Thomson Newspapers.

MARINETTE

1 - LOCATION: Marinette County. E&P Map D-3. County Seat. Retail and industrial center in NE part of state, on MI State line. 160 mi. N of Milwaukee; 300 mi. E of Minneapolis. On U.S. Hwy. 41; State Hwys. 64, M35.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Escanaba & Lake Superior; Soo Line (Milwaukee Road).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound.
Airlines-Alliance.

3 - POPULATION:
Corp. City 80 Cen. 11,965; E&P 86 Est. 11,187
CZ-ABC: (80) 11,965
RTZ-ABC: (80) 65,129
County 80 Cen. 39,314; E&P 86 Est. 40,579
City & RTZ-ABC: (80) 77,094

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,685; E&P 86 Est. 3,064
CZ-ABC: (80) 4,685
RTZ-ABC: (80) 22,810
County 80 Cen. 14,131; E&P 86 Est. 15,253
City & RTZ-ABC: (80) 27,495

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$119,346,171
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: County 19,100

7 - ELECTRIC METERS: Residence 5,553

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: (Marinette-Menominee-Peshtigo) Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 1,700 ($500); Lumber and Prods. 450 ($275); Elect. and Nonelect. Metals 1,700 ($250); Marine and Chem. 1,860 ($400); Gloves 75 ($250); Food 300 ($250).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4; last killing frost, May 15.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St. and 3 on Hall Ave. from Interstate Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
M&M Plz.(14)	NA	McCrory, Super Valu
Pine Tree Mall(38)	NA	JCPenney, Sears, Prange

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Lauermans; Sears; JCPenney; Bell Store; H.C. Prange.
Variety Stores-McCrory; K mart.
Chain Drug Stores-Osco; Snyder.
Chain Supermarkets-Red Owl; Piggly Wiggly; Neimann; Jack's 2; Angelis; County Market; Baker Don's.
Other Chain Stores-Kinney; Goodyear; Firestone; Zale's; Gap; Athlete's Foot; Team Electronics; Radio Shack; So-Fro Fabrics; Seifert's; Stewarts; Bostwicks/ Stevensons; The Id; Galaxie of Sound; Coach-House Gifts; Hallmark; GNC; Claires Boutique; B. Dalton.

14 - NEWSPAPERS: EAGLE-STAR (e) 9,381; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., EAGLE-STAR, 1809-27 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative: Landon Associates.

MARSHFIELD

1 - LOCATION: Wood County. E&P Map B-4. 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10; State 13, 97.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Minneapolis, St. Paul & Sault Ste. Marie; Chicago, St. Paul & Omaha.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Wisconsin Michigan Coach Lines-American Coachlines.

3 - POPULATION:
Corp. City 80 Cen. 18,290; E&P 86 Est. 20,011
CZ-ABC: (80) 18,290
RTZ-ABC: (80) 69,012
County 80 Cen. 72,799; E&P 86 Est. 77,489
City & RTZ-ABC: (80) 87,302

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,943; E&P 86 Est. 7,748
CZ-ABC: (80) 6,794
RTZ-ABC: (80) 22,333
County 80 Cen. 25,067; E&P 86 Est. 27,864
City & RTZ-ABC: (80) 29,127

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$153,200,000
Savings & Loan	3	$58,429,000

6 - PASSENGER AUTOS: County 36,669

7 - ELECTRIC METERS: Residence 9,163

8 - GAS METERS: Residence 4,631

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prods. 1,117 ($370); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Prods. 41 ($151); Furn. & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 56-94; Fall 18-42; Winter -38-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; Northway Mall.
Principal Shopping Days-Mon., Thur., Fri.
Stores Evenings-Fri., Mall daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; H.C. Prange; Sears.
Variety Stores-McCrory.
Discount Stores-ShopKo; K mart; Fleet Farm.
Chain Drug Stores-Wing Snyder; Rexall.
Chain Supermarkets-IGA 2; Super Valu; Red & White 2.
Other Chain Stores-Jerrold; St. Clair-Page; Coast-to-Coast; Sherwin-Williams; Northwest Fabrics; Seifert's; Stevensons; Fabric Ctrs. of America; Tradehome Shoes; Sarco; Thom McAn; Regis; The Barbers; Id; Musicland; Dartmouth; B. Dalton.

14 - NEWSPAPERS: NEWS-HERALD (e) 15,534; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Tom Mayer, Bus. Mgr., or Teresa O'Connell, Adv. Dir., NEWS-HERALD, 111 W. 3rd; PO Box 70, Marshfield, WI 54449; Tel. (715) 384-3131.
National Representative: Branham/Newspaper Sales.

MENASHA

See APPLETON

MILWAUKEE

1 - LOCATION: Milwaukee County (PMSA), E&P Map D-5, County Seat. 68 mi. N of Chicago, IL on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-94, I-43; State Hwys. 15, 24, 30, 32, 36, 38, 42, 57, 59, 75, 100, 145, 181, 190. Great Lakes port.

2 - TRANSPORTATION: Railroads-Amtrak; Chicago & Northwestern; Soo Line.
Motor Freight Carriers-180.
Intercity Bus Lines-Badger; Royal Coach; Greyhound; Wisconsin Coach; Trailways.
Airlines-Republic; United; Eastern; Ozark; Northwest Orient; Air Wisconsin; Midwest Express; Alliance; ComAir; TWA; American; Midstate Frontier; Continental; American Eagle; United.
Deep Sea Port City-St. Lawrence Seaway.

3 - POPULATION:
Corp. City 80 Cen. 636,236; E&P 86 Est. 619,668
NDM-ABC: (80) 1,397,020
RTZ-ABC: (80) 698,891
Total NDM & RTZ-ABC: (80) 2,095,911
County 80 Cen. 964,998; E&P 86 Est. 960,787
PMSA 80 Cen. 1,397,143; E&P 86 Est. 1,408,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 241,818; E&P 86 Est. 247,399
County 80 Cen. 363,653; E&P 86 Est. 376,440
NDM-ABC: (80) 500,684
RTZ-ABC: (80) 239,740
Total NDM & RTZ-ABC: (80) 740,424
PMSA 80 Cen. 500,684; E&P 86 Est. 524,672

5 - BANKS	NUMBER	DEPOSITS
Commercial	75	$13,000,000,000
Savings & Loan	133	$8,700,000,000

6 - PASSENGER AUTOS: County 436,402

7 - ELECTRIC METERS: Residence PMSA 482,192

8 - GAS METERS: Residence PMSA 302,899

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Nonelect. Mach. 44,600 ($529); Elect. Mach. 28,400 ($495); Fabricated Metals 20,800 ($471); Food 13,200 ($426); Trans. Equip. 9,300 ($645); Primary Metals 7,200 ($411); Printing & Pub. 15,900 ($482).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-80; Fall 40-60; Winter 11-30. First killing frost, mid October; last killing frost, end of April.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Wisconsin Ave. (Downtown).
Regional Shopping Areas-Downtown; West Allis; 29 neighborhood shopping centers and areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Grand Ave.(168)	NA	Boston Store, Marshall Field
Southgate(59)	NA	Gimbels
Bay Shore(74)	NA	Boston Store, Sears
Capitol Ct.(110)	NA	Target, Boston Store
Mayfair(121)	NA	Marshall Field, Gimbels
Packard Plz.(19)	NA	Gimbels, JCPenney
Loomis Ctr.(27)	NA	Kohl's
Brookfield Sq.(75)	NA	Marshall Field, JCPenney, Boston Store, Sears
Southridge(130)	NA	JCPenney, Boston Store, Sears, Kohl's Dept. Store
Northridge(140)	NA	Boston Store, Sears, Marshall Field, JCPenney
Brown Port(40)	NA	A&P, Avco
Burnham Plz.(19)	NA	Ben Franklin
Country Fair	NA	K mart
Mitchell Ctr.	NA	
Glen Bay(6)	NA	Firestone
Hampton(21)	NA	
Howard Ave.	NA	Marquette Phcy.
Juneau Vlg.(11)	NA	
Lisbon Ct.	NA	Kohl's
Midcity(10)	NA	Walgreens, Ben Franklin
Mitchell Pk.(14)	NA	Walgreens, Woolworth
Old Grove(15)	NA	Ben Franklin
Port Bender(10)	NA	Brass Bell Ltd., Village Hardware
76 Mill Road(25)	NA	Walgreens
Silver Spring	NA	
Times Sq.(23)	NA	Ben Franklin

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown-Mon. through Fri.; Shopping Centers-Mon. through Fri., some Sat.
Stores Open Sunday-Major shopping centers, discount, dept. stores and some food.
Food Chains-Mon. through Sat.; some Sun; some 24 hr.

13 - RETAIL OUTLETS: Department Stores-Boston Store 3; Gimbels 3; Sears 6; JCPenney 5; Goldmann's; Marshall Field 4.
Discount Stores-Kohl's 13; Target 7; K mart 11; Spheeris Merchandise; Zayre 4; T.J. Maxx 3.
Variety Stores-Ben Franklin 9; Woolworth 13; Drews; Winkies; Schultz's 6.
Chain Drug Stores-Walgreens 46; Rexall 2; Union Prescriptions 12; Court 3; Laabs 2; Drug Fair 3; Phillips 6; Snyder 2; Serv-U 13.
Chain Supermarkets-Shop-Rite 19; Pick N' Save 17; Kohl's 36; Sentry 28; Cub 3; Sav-U 5; Sun 2; Piggly Wiggly; AG Stores 200; Other Ind. 39.
Other Chain Stores-Men's Clothing: Brills, Johnnie Walkers, Richman Bros., Berman-Bach, Redwood & Ross; Women's Clothing: Lerner Shops, Stuart's, Hixon's, Lane Bryant, Casual Corner, Chudik, The Limited, Loehmann's, Marshall's, Chapmans, Designer Depot; Shoes: Famous Footwear, Athlete's Foot, Pay Less, Red Cross, Warehouse, Hecker, Florsheim, Priebe, Naturalizer, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Maling, Thom McAn; Candy: Chocolate House, Fanny Farmer, Quality; Auto Supply: Whitlock, Firestone, Goodyear, Goodrich; Furniture: Steinhafel, Colders, Kunzelmann-Esser, Carriage House.

14 - NEWSPAPERS: SENTINEL (m) 188,359; JOURNAL (e) 294,502; JOURNAL (S) 514,549; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Walter Just, Gen. Adv. Mgr., JOURNAL-SENTINEL, PO Box 661, Milwaukee, WI 53201; Tel. (414) 224-2472.
National Representative: Million Market Newspapers.

MONROE

1 - LOCATION: Green County, E&P Map C-5, County Seat. 25 mi. N. of Freeport, IL, 40 mi. W. of Janesville, WI; 45 mi. S. of Madison, WI. On State Hwys. 11, 59, 69, 81.

2 - TRANSPORTATION: Railroads-Chicago, Madison Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 10,027; E&P 86 Est. 10,721
County 80 Cen. 30,012; E&P 86 Est. 31,563

4 - HOUSEHOLDS:
City 80 Cen. 4,364; E&P 86 Est. 4,504
County 80 Cen. 10,759; E&P 86 Est. 11,813

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,854,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 14,961

7 - ELECTRIC METERS: Residence 11,196

8 - GAS METERS: Residence 2,474

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-94; Summer 42-96; Fall -7-46; Winter -4-56.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-West Mall, 22 Stores.
Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Beckers Leader.
Discount Stores-Valu-Village; K mart; Bauman Ace Hardware; Farm & Fleet; Wal-Mart.
Variety Stores-McClellan's.
Chain Supermarkets-IGA; Sentry; Pick-N-Save.

14 - NEWSPAPERS: TIMES (e) 7,744; sworn Sept. 27, 1985.
Local Contact for Advertising and Merchandising Data: James D. Bruce, Adv. Mgr., TIMES, 1065 4th Ave. W.; PO box 230, Monroe, WI 53566; Tel. (608) 328-4202.
National Representative: Papert Companies.

NEENAH

See APPLETON

OSHKOSH

1 - LOCATION: Winnebago County (In Appleton-Oshkosh-Neenah MSA), E&P Map C-4, County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee; 170 air mi. from Chicago, IL; West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41, 45; State Hwys. 21, 26, 44, 110, 175.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan Trailways.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 49,678; E&P 86 Est. 48,047
CZ-ABC: (80) 60,003
RTZ-ABC: (80) 150,152
County 80 Cen. 131,732; E&P 86 Est. 135,125
MSA 80 Cen. 291,325; E&P 86 Est. 304,495
City & RTZ-ABC: (80) 210,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,623; E&P 86 Est. 18,158
CZ-ABC: (80) 21,481
RTZ-ABC: (80) 53,211
County 80 Cen. 46,892; E&P 86 Est. 49,951
MSA 80 Cen. 99,314; E&P 86 Est. 107,934
City and RTZ-ABC: (80) 74,692

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$382,598,000
Savings & Loan	4	$152,864,000

6 - PASSENGER AUTOS: County 68,731

7 - ELECTRIC METERS: Residence 25,684

8 - GAS METERS: Residence 20,896

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 1,550; Furn. & Fixt. 240; Stone, Clay & Glass 240; Prof. & Scientific 180; Primary Metals 1,260; Fab. Metal Prods. 530; Non-Elect. Mach. 2,300; Misc. Mfg 240; Chem. 250; Pub. 3,100; Non-Durable Goods 210; Contract Constr. 1,660; Trans. & Util. 1,990; Gov't 8,700; Servs. & Misc. 10,500.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15; last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Koeller Center(20)	4	Prange Way, Shopko, Copps Food
K mart Plaza	3	K mart
Lake Aire(10)	NA	Carlson's, Kitz & Pfeil Hdwe.
Park Plz.(61)		Prange, Sears
Sawyer Ctr.(10)	2	Prescott's Shop-Rite, F.W. Mueller Drugs
Menards Plz.(6)	4	Menard's

Principal Shopping Days-Department Stores-Mon., Fri., Sat., Sun.; Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri., Mon.; K mart, Shopko, Prangeway and Park Plaza, Mon. through Fri.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; H.C. Prange; JCPenney.
Discount Stores-K mart; Shopko; Prangeway; Fleet Farm.
Variety Stores-Banner.
Chain Drug Stores-Schultz; Walgreens; Coe 3; Union Pharmacy.
Chain Supermarkets-Carlson's Super Valu 2; Piggly Wiggly 2; Copps IGA; Sentry; County Market; Warehouse Foods; Prescott's Shop Rite.
Other Chain Stores-Thom McAn; Kay-Bee Toys; Chess King; Computerland; Seifert's; Athlete's Foot; Sherwin-Williams; W G & R Furniture; The Barbers; Cross Country; Kinney Shoes; Klein Dickert; Dartmouth; Hallmark Shop 2; Foxmoor; Hal's Sportswear; Hot Sam; Bee Frank; Kindy Optical; Zale's Jewelers; Maurice's; Moto-Photo; Northwest Fabrics; Radio Shack 2; Naturalizer Shoes; Regis Hair Stylists; Waldenbooks; General Nutrition Center; Marianne's; Menard's; Brooks; Pearle Vision; Fanny Farmer; Fashion Bug; One Photo Two; Vanity; Page Jewelers; Hal's; All-Car; DMS Auto Parts. (All within Corp. City limits).

14 - NEWSPAPERS: NORTHWESTERN (e) 26,405; (S) 27,889; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John F. Skoglind, Natl. Adv. Mgr., NORTHWESTERN, 224 State St.; PO Box 2926, Oshkosh WI 54901; Tel. (414) 235-7700.
National Representative: Papert Companies.

PORTAGE

1 - LOCATION: Columbia County, E&P Map C-5, County Seat. Light Manufacturing and Agricultural Center. 38 mi. from Madison; 170 mi. from Chicago; U.S. 51, 16; State 33.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee; St. Paul & Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,896; E&P 86 Est. 8,015
County 80 Cen. 43,222; E&P 86 Est. 45,651
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,154; E&P 86 Est. 3,090
County 80 Cen. 15,534; E&P 86 Est. 17,194

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 22,562

7 - ELECTRIC METERS: Residence 3,044

8 - GAS METERS: Residence 1,331

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dairy Food Proc. 180 (N.A.); Hosiery 200 ($160); Plastics 245 ($175); Batteries 200 ($185).
Principal Industrial Pay Days-Every Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-15 blocks on 4 Sts.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moore's Family Center	3	Ben Franklin, Burnstad's
Northridge Plz.	2	Piggly Wiggly, Value Village, Spurgeon's
K mart	2	K mart

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Value Village; Ben Franklin; Montgomery Ward; Sears (catalog).
Variety Stores-Schultz Bros.
Discount Stores-Great Surplus; K mart.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Burnstad's; Piggly Wiggly; Pierce's.
Other Chain Stores-Pries Apparel; Famous Footwear; Hardware Hank; True Value Hardware; Our Own Hardware; Radio Shack; Thom McAn.

14 - NEWSPAPERS: REGISTER (m) 7,094; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Bill Berenz, Adv. Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (608) 742-2111.
National Representative: Papert Companies.

RACINE

1 - LOCATION: Racine County (PMSA). E&P Map D-5. 25 mi. S of Milwaukee, 65 mi. N of Chicago, IL.

2 - TRANSPORTATION: Railroads-Chicago/Milwaukee; Amtrak.
Motor Freight Carriers-14.
Intercity Bus Lines-Wisconsin Coach Lines; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 85,725; E&P 86 Est. 79,937
CZ-ABC: (80) 132,532
RTZ-ABC (80) 40,600
County/PMSA 80 Cen. 173,132; E&P 86 Est. 175,229
City & RTZ-ABC: (80) 173,132
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,744; E&P 86 Est. 30,693
CZ-ABC: (80) 46,586
RTZ-ABC: (80) 12,832
County/PMSA 80 Cen. 59,418; E&P 86 Est. 62,877
City & RTZ-ABC: (80) 59,418

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$584,856,000
Savings & Loan	8	$361,812,000

6 - PASSENGER AUTOS: County 83,603

7 - ELECTRIC METERS: Residence City 31,287

8 - GAS METERS: Residence City 43,081

9 - PRINCIPAL INDUSTRIES: Type of Industry, Percentage of Wage Earners-Mfg. 32%; Whol./Ret. 15.3%; Servs. 12.6%; Gov't 10.6%; Agric. 1.7%; Constr. 2.6%; Trans. 2.6%; Financial 2.6%; Misc. 12.6%.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 42-93; Fall 10-85; Winter -12-65. First killing frost, Oct. 24; last killing frost, May 11.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Areas-4 blocks on Main St.; 4 on Sixth St.
Neighborhood Shopping Centers-4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave. (West Racine); 3 blocks on Douglas (North Side); 3 on Lathrop Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shorecrest(6)	NA	Piggly Wiggly
Westgate Mall(20)	NA	ShopKo, Randalls Foods
K mart Complex	NA	K mart
Durand Complex-Zayre	NA	Zayre, Sav U Foods
Western Village(13)	NA	
Regency Mall(5)	NA	Pranges, JCPenney, Boston Store, Sears, Target
Greenridge(6)	NA	Piggly Wiggly
Spring Bay Complex(6)	NA	Kohl's Food
Pioneer Village(8)	NA	
Crossroads(3)	NA	Kohl's Dept.
Rapids		Zayre

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon.-Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Boston Store; Pranges; Kohl's.
Discount Stores-Zayre 2; ShopKo; Target; K mart.
Variety Stores-S.S. Nelson 2.
Chain Drug Stores-Walgreens 3; Red Cross 3; Rexall; Professional Phcy. 3; Roechen's 2.
Chain Supermarkets-Open Pantry 8; PDQ 3; Roundy's & Red Bell; Piggly Wiggly 4; Sentry Food 2; Kohl's 3; Convenient Food Marts 3; Sav U Foods; White Hen Pantry; Randalls.
Other Chain Stores-Auto Supplies: Goodrich, Midwest Tire & Auto, Western Tire & Auto 2; Shoes: Kinney 2, Airstep/Footstep, Baker, Father & Son, Footlocker, Gallenkamp, Hanover, Hot Line, Stride Rite, Thom McAn; Apparel: Chess King, Park Lane Hosiery, County Seat, The Gap, Just Pants, Brauns, Brooks Fashions, Casual Corner, Foxmoor, Jean Nicole, Lerner, The Limited; Books: B. Dalton, Waldenbooks; Confections: Fanny Farmer, Bresslers 33 Flavors, Buddy Squirrel Nut Shop, Original Cookie Co., Quality Candy, Avors; Paint: Pittsburgh, Sherwin-Williams; Misc.: Neumode, Richman, Adelman's 2, Martinizing 3, Olivetti, Cards Such, The Gift Box, Things Remembered, Tivoli Imports, Camelot Music, Radio Shack, Merle Norman, Cutlery World, Jo Ann Fabrics, Kay Bee Toy & Hobby, Wicks 'N Sticks, Berman's Leather Experts.

14 - NEWSPAPERS: JOURNAL-TIMES (e) 35,663; (S) 38,029; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roman Dymersri, Retail Sales Mgr., JOURNAL-TIMES, 212 4th St., Racine, WI 53403; Tel. (414) 634-3322.
National Representative: Branham/Newspaper Sales.

RHINELANDER

1 - LOCATION: Oneida County, E&P Map C-3, County Seat. Vacation resort. In Central NE part of State. 60 mi. from N Wausau. On U.S. Hwy. 8; State Hwys. 17, 47.

2 - TRANSPORTATION:
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Green Bay.
Airlines-Air Wisconsin; Republic Exp.

3 - POPULATION:
Corp. City 80 Cen. 7,873; E&P 86 Est. 6,935
County 80 Cen. 31,216; E&P 86 Est. 32,479

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,020; E&P 86 Est. 2,696
County 80 Cen. 11,426; E&P 86 Est. 12,397

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$106,275,000
Savings & Loan	2	$356,600,000
Credit Union	1	NA

6 - PASSENGER AUTOS: County 15,281

7 - ELECTRIC METERS: District 16,248

8 - GAS METERS: District 4,982

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mfg. 800 (N.A.); Package Ptg. 190 ($225); Cement Prods. 32 ($180); Potato Prods. 120 ($175); Souvenirs and Novelties (seasonal) 64 ($135); Soft Drink Bottler 50 ($200); Wood Prods. 130 ($210); Cutting Tools 400 ($215).
Principal Pay Days-Every Other Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 8 sts. Two Shopping Centers.
Neighborhood Shopping Centers-Lincoln; N. Stevens; Sunrise Plaza; Oneida Mall.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Some Fri., some 6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Campbell; DeByle's; Wickes; Shultz Bros.; Ben Franklin; K mart.
Variety Stores-Woolworth; Happiness Shop; Winslow; Super America.
Chain Drug Stores-Snyder.
Chain Supermarkets-Foodlane; Trig's; Cirilli's; Ray's Castle Foods.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 7,193; sworn Sept. 30,1985.
Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub./Adv. Dir., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.
National Representative: Scripps League Newspapers.

SHAWANO

1 - LOCATION: Shawano County, E&P Map C-4, County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake, 40 mi. from Green Bay; 60 mi. from Wausau; 45 mi. from Appleton. On Hwys. 22, 29, 47, 55.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo; Terminal Truck.
Intercity Bus Lines-Green Bay-Wausau; Cross State; Northern; Wis.-Mich. Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,013; E&P 86 Est. 7,242
CZ-ABC: (80) 7,013
Bal. in NDM-ABC: (80) 28,610
County 80 Cen. 35,928; E&P 86 Est. 37,462
Total NDM-ABC: (80) 35,623
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,787; E&P 86 Est. 2,559
County 80 Cen. 12,347; E&P 86 Est. 13,439
CZ-ABC: (80) 2,787
Bal. in NDM-ABC: (80) 9,167
Total NDM-ABC: (80) 11,954

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$155,185,000
Savings & Loan	2	NA

6 - PASSENGER AUTOS: County 17,033

7 - ELECTRIC METERS: Residence 3,608

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. Lumber; Wood Working; Paper; Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Gloves; Garments; Printing; Electric Foundry.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 50-85; Fall 35-60; Winter -10-35.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(6 Stores-Schultz Family Ctr.); Downtown business district.
Principal Shopping Days-Wed.; Fri., Sat.
Stores Open Evenings: Fri.

13 - RETAIL OUTLETS: Department Stores-Chaimson's; JCPenney; Spurgeon's; Schultz Family; Farm & Home.
Chain Supermarkets-Red Owl; Super Valu; T&C; Pick 'N Save Warehouse.
Other Chain Stores-Gamble's; Sears; Coast-to-Coast.

14 - NEWSPAPERS: LEADER (e) 7,486; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Henn, Adv. Dir., LEADER, 1464 E. Green Bay St., Shawano, WI 54166; Tel. (715) 526-2121.
National Representative: None.

SHEBOYGAN

1 - LOCATION: Sheboygan County (MSA). E&P Map D-4, County Seat. On W bank of Lake Michigan, 57 mi. N of Milwaukee; 135 mi. N of Chicago. On I-43, Wisconsin Hwys. 23, 28, 32, 42.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-26.
Freight-1 Dock Warehouse; 2 Harbor Docks.
Intercity Bus Lines-Greyhound; Sheboygan City.
Airlines-At County Memorial Airport; Chaplin's.

3 - POPULATION:
Corp. City 80 Cen. 48,085; E&P 86 Est. 47,949
CZ-ABC: (80) 58,951
RTZ-ABC: (80) 101,103
County/MSA 80 Cen. 100,935; E&P 86 Est. 104,081
City & RTZ-ABC. (80) 160,054
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,510; E&P 86 Est. 18,644
CZ-ABC: (80) 22,011
RTZ-ABC: (80) 31,938
County/MSA 80 Cen. 35,484; E&P 86 Est. 38,201
City & RTZ-ABC: (80) 53,949

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$860,988,000
Savings & Loan	8	$606,476,594

6 - PASSENGER AUTOS: County 52,486

7 - ELECTRIC METERS: Residence 27,840

8 - GAS METERS: Residence 26,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Prods. 1,160; Furn. 1,540; Stone, Clay & Glass 835; Prim. Metal Prods. 1,310; Fab. Metal Prods. 4,893; Mach. 4,100; Other Durable Goods 2,600; Food Prods. 1,910; Textiles & Apparel 670; Paper Prods. 531; Printing & Pub. 515; Chem. & Plastic Prods. 1,450; Leather Prods. 730; Constr. 2,009; Trans. Util. 1,376; Whol. & Ret. Trade 8,575; Fin., Ins. & R.E. 1,920; Servs. 7,400; Gov't 5,900; Other Non-Farm Workers 7,553. Total Labor Force 56,977.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S. 12th St.
Neighborhood Shopping Centers-2 blocks on N. 8 St. between Lincoln and Bluff Ave.; 2 between Martin & North Ave. on N. 15th St. Mixed, including new & used cars on Calumet Dr. & N. 13th St. One mile on Union Ave. from S. 12 St. to Hwy. 141; Indiana Ave. from S. 8 to S. 17 St.; 2 blocks on County Trunk EE; 1 block on County Truck J.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Memorial Mall (40)	2	Kohl's, Sears, JCPenney
Memorial Plz.(6)	2	Prange-Way
North Gate(15)	1	Coast-to-Coast
Plaza 8(56)	NA	Prange, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food nightly; Sunday.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; JCPenney; Sears; Kohl's; Menard's; Wickes.
Discount Stores-K mart; Prange-Way.
Variety Stores-Evans 3.
Chain Drug Stores-Roenitz 5; Walgreens 2; Union Prescription; Grube Phcy. 2; South High Rexall 2.
Chain Supermarkets-Piggly Wiggly 3; Bensman Park 2; Open Pantry 2; Park & Save; Sav-U; Q-Mart 7; Sentry; Zimmerman's Red Owl.
Other Chain Stores-Firestone; Continental Baking; Blunt; Ellis & Loewi; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; Ross Business Machines; NAPP Office Products; IBM; Household Finance; Sherwin-Williams; B.C. Ziegler Co.; R.W. Baird; Beneficial Finance; Edward D. Jones & Co.; I.M. Simon Co.; Associates Financial Services; Goodyear; Hallmark; Maurice; Musicland; Payless Shoe Source; Mode-O-Day; Jean Nicole; General Nutrition Centers; Page Jewelers; Bridal Village; So-Fro Fabrics; Sheboygan Acceptance Corp.; Waldenbooks; Wisconsin Finance; Coast-to-Coast Hdw.; Radio Shack; Fleet Feet; Neet Feet; Baubles Bangles & Skins; DuBois Formal Wear; Brookes Co.; Below The Belt; Kindy Optical; Building Center; Ace Hardware; Siefert's; Brooks; Foxmoor; Shabree Keepsake Jewelers; Menard Bldg. Ctr.; Brunette's; Richardson's; Ebenreiter; Kindt Trilling; True Value; Major Appliance Dealers: Capelle's, Tag's, Quality Appliance, R.P. Jost, Machtig's; Major Furniture Stores: Kaat's, Kuechle Co., Dekker's, BitterNewmann, Buehler's, Cobble Peg Shop, Fale's, Hometown Furn., Korner Decor, Robert's Furn., Wisc. Bedding.

14 - NEWSPAPERS: PRESS (e) 29,524; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Richter, Gen. Adv. Mgr., PRESS, 632 Center Ave., Sheboygan, WI 53081; Tel. (414) 457-7711.
National Representative: Landon Associates.

STEVENS POINT

1 - LOCATION: Portage County, E&P Map C-4, County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis, MN. Junction point of U.S. Hwys. 10, 51; State Hwy. 66.

2 - TRANSPORTATION: Railroads-Soo Line; Green Bay & Western.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; American Coach Lines; Huettl.
Airlines-Republic; Midstate; Air Chicago; Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 22,970; E&P 86 Est. 20,461
County 80 Cen. 57,420; E&P 86 Est. 57,968

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,560; E&P 86 Est. 6,715
County 80 Cen. 18,313; E&P 86 Est. 19,250

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$383,226,736
Savings & Loan	2	$1,914,978,681

6 - PASSENGER AUTOS: County 26,615

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. & Millwork 1,320 ($200); Paper & Pulp 1,049 ($400); Potato & Vegetable Proc. 1,917 ($225); Trans. Public Util. 650 ($350); Sports Equip. & Plastics 300 ($275); Food 978 ($210); Fin., Ins., Real Estate 2,465 ($2,000); College 1,135 ($350).

10 - CLIMATE: Av. Temp.-July 71; Jan. 15. First killing frost, Oct. 1; last killing frost, May 28.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main; 2 on Strongs Ave.; 2 on Second St.; 1 on Water St.
Neighborhood Shopping Centers-(Location), No. of stores-Southside Shpg. Ctr. (Division at Church), 10; Northpoint Shopping Center (Division St. North), 11; Southside Discount Center (Church St. South), 9; East Side Shopping Center (Park Ridge Dr.), 20; Downtown Mall.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Fri., Tues.; Food & Discount-every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; ShopKo; Fleet Farm; Sears.
Chain Drug Stores-Osco; Shopko; K mart; Snyder.
Variety Stores-K mart.
Chain Supermarkets-IGA 3; Super Value 2; Piggly Wiggly 2; Thrifty; Copps Food Center; Warehouse Foods; Westgate; Jerry's Parkway.
Other Chain Stores Sherwin-Williams; Seifert's (women's); Tradehome (shoes); Northern Auto Supply; Wolohan Bldg. Supplies; All-Car; Northwest Fabrics.

14 - NEWSPAPERS: JOURNAL (e) 13,777; sworn Sept. 26, 1985.
Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Adv. Dir., JOURNAL, 1200 Third St., Stevens Point, WI 54481; Tel. (715) 344-6100.
National Representative: Branham/Newspaper Sales.

SUPERIOR

1 - LOCATION: Douglas County (In Duluth, MN-WI MSA), E&P Map A-2, County Seat. At head of Great Lakes. Two bridges connect Superior, WI & Duluth, MN. On U.S. Hwys. 2, 53; State Hwys. 13, 35, 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort; taconite and coal shipping.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo; Chicago & North Western; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.
Motor Freight Carriers-11.
Intercity Bus Lines-Duluth-Superior; Northland Greyhound; Wisconsin Northern.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,571; E&P 86 Est. 27,584
County 80 Cen. 44,421; E&P 86 Est. 43,847
MSA 80 Cen. 266,650; E&P 86 Est. 250,401

4 - HOUSEHOLDS:
City 80 Cen. 11,500; E&P 86 Est. 9,412
County 80 Cen. 16,467; E&P 86 Est. 16,928
MSA 80 Cen. 97,949; E&P 86 Est. 95,628

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$198,511,090
Savings & Loan	1	$37,138,570

6 - PASSENGER AUTOS: County 19,042

7 - ELECTRIC METERS: Residence 11,147

8 - GAS METERS: Residence 7,902

9 - PRINCIPAL INDUSTRIES: (Duluth & Superior area) Industry (Av. Wkly. Wage)-Lumber & Wood Prods. ($498); Elect. Mach. ($429); Mach. Shop ($471); Trans. Equip. ($678); Petro & Ref. ($635); Gen'l Constr. ($525); Trans. ($520); Railway Shops ($540); Trucking & Warehousing ($500).
Principal Industrial Pay Days-1st & 15th; 5th & 20th; Fri. & Sat.

10 - CLIMATE: Av. yearly temp. 40 degrees; Summer Av. 65 degrees; Precipitation 27.47 in.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Tower Ave.; 6 on Belknap (15th St.) St.
Neighborhood Shopping Centers-3 blocks at E. 5th & 22nd Ave.; 3 at Tower & N. 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E. 2nd St.; 2 at Belknap & Elm.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belknap Plaza(19)	NA	North Star Drug, Red Owl
Mariner Mall(50)	NA	Prange, JCPenney, Prange-Way
Midtown Plaza	NA	K mart, Piggly Wiggly

Stores Open Evenings-Thur., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart; Prange; Prange-Way.
Chain Drug Stores-Allouez; East End Drug 2; Walgreens; Rexall.
Variety Stores-Woolworth; Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Country Market; Super One.
Other Chain Stores-Sears (catalog); Gamble's; Firestone; Maurice's; Kinney; Trade Home; Hardware Hank; True Value Hdwe.; Air Step Shoes; B. Dalton; Braun's; Brook's Fashions; Foxmoor; Lerner's; Radio Shack; Gordon Jewelers; Pay Less Shoes; Crown Auto; OK Auto.

14 - NEWSPAPERS: TELEGRAM (e) 13,399; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Richard Crawford, Adv. Dir., TELEGRAM, 1226 Ogden Ave., Superior, WI 54880; Tel. (715) 394-4411.
National Representative. Papert Companies.

TWO RIVERS

See MANITOWOC

WATERTOWN

1 - LOCATION: Dodge and Jefferson Counties, E&P Map C-5. 45 mi. W of Milwaukee, U.S. Hwy 16. Misc. light mfg.; shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

2 - TRANSPORTATION: Railroads-C.M.; St. Paul & P. main line; Chicago & Northwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Wis./Mich. Trailways.
Airport-Municipal.

3 - POPULATION:
Corp. City 80 Cen. 18,113; E&P 86 Est. 18,977
Counties 80 Cen. 140,899; E&P 86 Est. 144,452
Dodge 80 Cen. 74,747; E&P 86 Est. 76,974
Jefferson 80 Cen. 66,152; E&P 86 Est. 67,478

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,174; E&P 86 Est. 6,497
Counties 80 Cen. 47,014; E&P 86 Est. 50,394
Dodge Co. 80 Cen. 24,750; E&P 86 Est. 26,677
Jefferson Co. 80 Cen. 22,264; E&P 86 Est. 23,717

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$118,975,000
Savings & Loan	2	$86,300,000

6 - PASSENGER AUTOS: Counties: Dodge 36,461; Jefferson 32,724

7 - ELECTRIC METERS: Residence 7,268

8 - GAS METERS: Residence 5,658

9 - PRINCIPAL INDUSTRIES: Industry-Evaporating Equip.; Rubber Prods.; Coin Handling Mach.; Counting and Measuring Mach.; Plastic Containers; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Mattresses.
Principal Industrial Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on Church St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Chas. Fischer's; Shopko; Kohl's.
Chain Supermarkets-Piggly Wiggly; United Foods; Kohl's; Pick 'N Save.
Other Chain Stores-Elliott's; Farm & Fleet; Coast-to-Coast; River Valley Co-op; Kusel's; Ray's Shoes; Ben Franklin; Walgreens; JoAnn Fabrics; Pay Less Shoes.

14 - NEWSPAPERS: TIMES (e) 10,050; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: James M. Clifford, Assoc. Pub. & Gen. Mgr., TIMES, 113-115 W. Main St.; PO Box 140, Watertown, WI 53094-0140; Tel. (414) 261-4949.
National Representative. Papert Companies.

WAUKESHA

1 - LOCATION: Waukesha County (In Milwaukee PMSA), E&P Map C-5, County Seat. Agricultural & residential center. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State Hwys. 59, 164.

2 - TRANSPORTATION: Railroads-CMSt P&P; C&NW; Soo Line.
Intercity Bus Lines-Northland; Greyhound; Cardinal; Wisc. Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 50,365; E&P 86 Est. 51,800
CZ-ABC: (80) 50,365
Bal. in NDM-ABC: (80) 108,007
County 80 Cen. 280,326; E&P 86 Est. 290,532
PMSA 80 Cen. 1,397,143; E&P 86 Est. 1,408,377
Total NDM-ABC: (80) 158,372

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,660; E&P 86 Est. 18,837
CZ-ABC: (80) 17,644
Bal. in NDM-ABC: (80) 33,481
County 80 Cen. 88,552; E&P 86 Est. 95,847
PMSA 80 Cen. 500,684; E&P 86 Est. 524,672
Total NDM-ABC: (80) 51,125

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$354,519,398

6 - PASSENGER AUTOS: County 155,235

7 - ELECTRIC METERS: Residence 16,550

8 - GAS METERS: Residence 10,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookfield Sq.	6	Sears, JCPenney, Boston Store
Fox Run(15)	NA	Ben Franklin, Sentry Foods, John's True Value
Westbrook(30)	NA	Kohl's Dept., Super Valu
Moreland Plaza(12)	NA	Red Owl Mkt.
Mayfair Mall(114)	12	Gimbels, Marshall Field

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Johnson Hill's; Kohl's.
Discount Stores-K mart; Target.
Variety Stores-Ben Franklin; Schultz Bros.
Chain Drug Stores-Walgreens; Pill-N-Puff; Sentry Drug.
Chain Supermarkets-Sentry 2; SuperValu 3; Kohl's; Town & Country 2; Pick 'N Save.

14 - NEWSPAPERS: FREEMAN (e) 22,446; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Douglas Farrell, Adv. Mgr., FREEMAN, 200 Park Pl.; PO Box 7, Waukesha, WI 53187; Tel. (414) 542-2501.
National Representative: Thomson Newspapers.

WAUSAU

1 - LOCATION: Marathon County (MSA), E&P Map C-4. On Wisconsin River. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis and 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area, diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy. 51; State Hwys. 52, 29.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee, St. Paul & Pacific; Chicago & North Western.
Motor Freight Carriers-19 Interstate.
Intercity Bus Lines-Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.
Airlines-Republic; Chicago Air; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 32,426; E&P 86 Est. 30,268
CZ-ABC: (80) 52,770
RTZ-ABC: (80) 90,790
County/MSA 80 Cen. 111,270; E&P 86 Est. 113,432
City & RTZ-ABC: (80) 143,560

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,423; E&P 86 Est. 12,357
CZ-ABC: (80) 19,724
RTZ-ABC: (80) 29,430
County/MSA 80 Cen. 37,703; E&P 86 Est. 40,145
City & RTZ-ABC: (80) 49,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$545,675,000
Savings & Loan	3	$226,177,000

6 - PASSENGER AUTOS: County 53,726

7 - ELECTRIC METERS: City 38,771

8 - GAS METERS: City 23,725

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Goods 1,043 ($278); Paper 2,904 ($416); Chem. 81 ($436); Stone & Glass Prods. 461 ($320); Food & Beverages 1,610 ($250); Printing 239 ($229); Lumber & Wood 3,005 ($267); Homes 1,805 ($307).
Principal Industrial Pay Days-5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4; last killing frost, May 19.

11 - TAP WATER: Acid, hard.

12 - RETAILING: Neighborhood Shopping Areas-Wausau: West Side; Wausau Center Mall; N. Third Ave.; S. Third Ave.; Hwy. 29 West Menard South Side; Shopko; Grand Ave.; Rothschild: NE Side N. Sixth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(4)	NA	County Market
Grand Ave.(7)	NA	Ben Franklin, True Valu Hdwe.
Riverside(11)	NA	Prange Way
ShopKo Plz.(7)	7	ShopKo, Radio Shack
Wausau Mall(47)	NA	Prange Way, Sears, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.: Mon., Fri.; Food: every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; H.C. Prange; K mart 2; Prange-Way; Shopko.
Chain Drug Stores-Walgreens.
Chain Supermarkets-IGA 2; Super Valu 2; Red Owl 4; Village Pantry 3; County Market.
Other Chain Stores-Fanny Farmer Candy; Firestone; Goodyear; Hoffer (Paints & Glass); Kinney; Farm & Home Supply; St. Clair's; Sherwin-Williams; Singer Co.; Fleet Farm; Tradehome; U.S. Royal Tires 2; Midas; Foxmoor; Hot Sam; The Limited; Modas; Baker's Shoes; Berman's; Brauns; Buddy Squirrel; Camelot Music; GNC; Regis Hairstylists; Fabric Centers of America; County Seat; 16 Plus; Things Remembered; Kay Bee Toys.

14 - NEWSPAPERS: HERALD (e) 24,628; (S) 23,532; March 30, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard J. Barrett, Adv. Dir., HERALD, PO Box 1286; 800 Scott St., Wausau, WI 54401; Tel. (715) 842-2101.
National Representative: Gannett Media Sales.

WISCONSIN RAPIDS

1 - LOCATION: Wood County, E&P Map C-4. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 34, 54 & 73.

2 - TRANSPORTATION: Railroads-Soo/Milwaukee Line; CMSt P&P; C&NW; GB&W.
Motor Freight Carriers-7.
Intercity Bus Lines-American Coach Lines.

3 - POPULATION:
Corp. City 80 Cen. 17,995; E&P 86 Est. 17,536
CZ-ABC: (80) 30,608
RTZ-ABC: (80) 25,591
County 80 Cen. 72,799; E&P 86 Est. 77,489
City & RTZ-ABC: (80) 56,199

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,988; E&P 86 Est. 7,029
CZ-ABC: (80) 11,064
RTZ-ABC: (80) 8,308
County 80 Cen. 25,067; E&P 86 Est. 27,864
City & RTZ-ABC: (80) 19,372

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$196,846,189
S&L/Credit Unions	10	$132,264,006

6 - PASSENGER AUTOS: County 36,669

7 - ELECTRIC METERS: Residence 10,119

8 - GAS METERS: Residence 7,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coated and Fine Papers 5,700 ($525); Appliances 500 ($315); Chem. 80

($575); Warehousing 35 ($350); Trucking 300 ($475); Potato Proc. 1,075 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 38-95; Fall 5-75; Winter -25-40.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Port Edwards	4	J & K Foods
The Mall at Shopko Plz.(7)		Aspen Tree, Endicott-Johnson Shoe, Midstate Travel, Fashion Bug
Town & Country(6)	2	True Value, Goodwill, Leath, Snyder
Southtown	2	Ace Hdwe., Sears, Bob's Castle Foods
Rapids Mall(45)	NA	Prange's, JCPenney

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Fri.; Some Thur. & Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Johnson-Hill; JCPenney; Coast-to-Coast; Prange's.
Variety Stores-Snyder Drug; Daly Drug.
Discount Stores-ShopKo; Holiday.
Chain Drug Stores-John E. Daly; Major Rexall; Church's 2; Union Prescription.
Chain Supermarkets-IGA 4; Red & White; Foodland 2; Bob's Castle Foods; Copps; County Market.
Other Chain Stores-Maurice's, Radio Shack; Galaxie of Sound; So-Fro Fabrics; Foxmoor Fashions; Winslows; General Nutrition; B. Dalton; Braun's; T Shirts Plus; Fashion Bug; Endicott-Johnson.

14 - NEWSPAPERS: TRIBUNE (e) 13,285; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mary "Casey" Martin, Adv. Dir., TRIBUNE, 220 1st Ave., Wisconsin Rapids, WI 54494; Tel. (715) 423-7200.
National Representative: Branham/Newspaper Sales.

WYOMING SURVEYS

METROPOLITAN STATISTICAL AREA

Casper-Natrona County.
Cheyenne-Laramie County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1987
Under 5 Years	28	45	51
5-14 Years	71	77	87
15-24 Years	58	94	106
25-44 Years	78	142	160
45-64 Years	67	76	85
65 and Over	30	37	42
TOTAL	332	471	531

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr	148	198	305
General Mdse	135	189	234
Food	314	520	674
Automobiles	344	488	731
Gasoline Stations	214	399	339
Apparel	79	136	168
Furniture	68	93	146
Eat-Drink Places	146	278	341
Drugs	48	91	102
TOTAL SALES	1,654	2,819	3,347

CASPER

1 - LOCATION: Natrona County (MSA), E&P Map C-2. 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State 220, I-25.

2 - TRANSPORTATION: Railroads-BN; C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Wyo. Trans., Continental Trailways; Greyhound.
Airlines-Western; Frontier; United; Big Sky; Pioneer; Centennial.

3 - POPULATION:
Corp. City 80 Cen. 51,016; E&P 86 Est. 53,470
CZ-ABC: (80) 55,490
RTZ-ABC: (80) 136,011
County/MSA 80 Cen. 71,856; E&P 86 Est. 78,437
City & RTZ-ABC: (80) 191,501
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,874; E&P 86 Est. 20,085
CZ-ABC: (80) 20,518
RTZ-ABC: (80) 45,621
County/MSA 80 Cen. 25,841; E&P 86 Est. 29,416
City & RTZ-ABC: (80) 66,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$754,421,602
Savings & Loan	3	$452,545,445

6 - PASSENGER AUTOS: County 46,032

7 - ELECTRIC METERS: Residence 27,087

8 - GAS METERS: Residence 22,556

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 5,100 ($534); Constr. 2,400 ($419); Mfg. 1,300 ($496); Trans., Comm., Util. 2,200 ($422); Whol./Ret. 3,600 ($340); Fin., Ins., R.E. 1,700 ($316); Servs. 5,600 ($302); Gov't 6,500.

10 - CLIMATE: Mean monthly temps.: Jan. 22; July 71.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly Plz.(13)	2	Buttrey, Pay N Pak
Hilltop(28)	2	Albertson's
K mart Ctr.	2	K mart, IGA
Mountain Plaza(10)	5	K mart, Buttrey
Plaza East(10)	3	La Belles, Safeway
Sunrise(18)	3	Town & Country
Westridge(11)	2	Albertson's
East Ridge Mall(92)	6	Sears, JCPenney, The Bon, Target

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Mon to Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The Bon.
Discount Stores-K mart; Target; La Belles.
Variety Stores-Woolworth.
Chain Drug Stores-Merit; Bi-Rite.
Chain Supermarkets-Albertson's 2; Safeway 3; Buttrey 2; Smith's Food King; IGA; Woodward's.
Other Chain Stores-Firestone; Goodrich; Goodyear; Radio Shack; Zale's; Singer; Our Own Hardware; Pay 'N Pak; Coast-to-Coast; Fred Schmid.

14 - NEWSPAPERS: STAR-TRIBUNE (m) 37,309; (S) 41,040; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David J. Mertz, Mktg. Dir., STAR-TRIBUNE, 170 Star La.; PO Box 80, Casper, WY 82602; (307) 266-0500.
National Representative: Branham/Newspaper Sales.

CHEYENNE

1 - LOCATION: Laramie County. E&P Map D-3. State Capital and County Seat. 100 mi. N of Denver. On I-80, 25 and Yellowstone Hwys.

2 - TRANSPORTATION: Railroads-Union Pacific; C&S; Burlington.
Airlines-Rocky Mountain; Aspen.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,283; E&P 86 Est. 49,340
CZ-ABC: (80) 51,343
RTZ-ABC: (80) 75,265
County 80 Cen. 68,649; E&P 86 Est. 73,574
City & RTZ-ABC: (80) 126,608
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,239; E&P 86 Est. 19,797
CZ-ABC: (80) 19,059
RTZ-ABC: (80) 27,522
County 80 Cen. 25,292; E&P 86 Est. 28,338
City & RTZ-ABC: (80) 46,581

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$332,252,000
Savings & Loan	6	$289,500,000

6 - PASSENGER AUTOS: County 49,364

7 - ELECTRIC METERS: Residence 29,050

8 - GAS METERS: Residence 23,691

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Constr. 1,950; Mfg. 1,600; Trans. & Util. 4,200; Whol. Trade 1,100; Ret. Trade 5,700; Fin., Ins., R.E. 1,500; Servs. 4,400; Fed. Gov't 2,200; Local Gov't 6,400.

10 - CLIMATE: Av. Temp.: Jan. 37; July 83.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier Mall(80)	5	Sears, Zale's, Joslins
Cole(29)	2	Cole's, Safeway
Town & Country(4)	5	Town & Country, Safeway
Pershing Sq.(3)	2	Mont. Ward
Cheyenne Plz.(35)	6	Albertson's, Pay 'n Save Drug
K mart(2)	3	K mart, Pay 'N Pak
Melton(6)	6	Osco Drug
Westgate(9)	7	McDonalds, K mart

Stores Open Evenings-Shopping Centers every evening and Sun.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Fowler's; JCPenney; Sears; Joslins.
Discount Stores-K mart; Gibson's; Target.
Chain Drug Stores-Gibson's; Roedel 5; Mountain View Phcy.; Wood House 2; Osco; Pay 'n Save.
Chain Supermarkets-Safeway 4; Food 4 Less; Albertson's; Mini Mart 7; Buttrey 2; Dan's County Mkt.
Other Chain Stores-Fashion Bar; Ernst Home Ctr.; Western Ranchman Outfitters.

14 - NEWSPAPERS: WYOMING EAGLE (m) 8,766; WYOMING STATE TRIBUNE (e) 10,778; WYOMING TRIBUNE-EAGLE (S) 20,311; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 702 W. Lincolnway, Cheyenne, WY 82001; Tel. (307) 634-3361.
National Representative: Branham/Newspaper Sales.

GILLETTE

1 - LOCATION: Campbell County, E&P Map C-1, County Seat. Open pit mining, oil wells, raising sheep & cattle, agriculture, grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90; State Hwy. 59.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Aspen Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,134; E&P 86 Est. 17,719
County 80 Cen. 24,367; E&P 86 Est. 38,098

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,231; E&P 86 Est. 6,252
County 80 Cen. 8,006; E&P 86 Est. 13,077

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$311,044,384
Savings & Loan	2	$22,550,988

6 - PASSENGER AUTOS: County 19,741

7 - ELECTRIC METERS: Residence 7,552

8 - GAS METERS: 4,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Coal Mining 5,429 ($634); Retail 3,061 ($134); Constr. 1,810 ($425); Services with agric., forestry and fisheries 3,382 ($171); Trans., Commun. & Util. 880; Whol. Trade 110 ($502); Fin., Ins. & R.E. 420 ($450); Mfg. 180 ($301). **Principal Industrial Pay Days**-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-3 blocks on Gillette Ave.
Neighborhood Shopping Centers-Deckers Food Center; Southview; Holiday Plz.; 1001 Plz.; Camel Plz.; Downtown Gillette; McCann Ctr.; Powder Basin Ctr.; Lakeway Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camel Plaza(19)	NA	C.R. Anthony, Buttrey
Holiday Plaza(6)	NA	Dairy Queen, IGA
Powder Basin(21)	NA	Albertson's, Alco, Pamida

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.
Discount Stores-Pamida; Alco; K mart; Buttrey.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-Buttrey (Div. of Jewel Tea); Mini-Mart; 7-Eleven; Tiger Discounter (IGA); Decker's; Albertson's; Common Cents.
Other Chain Stores-Firestone; Coast-to-Coast; Farmers Co-op; Sears (catalog) (automotive store); Hdwe. Hank; Goodyear; Corral West Ranchwear; Fashion Crossroads; Maurice's; Edward's Optical.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri; S) 8,071; sworn Oct. 2, 1985.
Local Contact for Advertising and Merchandising Data: M. Nannette Benson, Adv. Mgr., NEWS-RECORD, 1201 West 2nd St.; PO Box 3006, Gillette, WY 82716; Tel. (307) 682-9306.
National Representative: None.

LARAMIE

1 - LOCATION: Albany County, E&P Map C-3, County Seat. 134 mi. from Denver, CO; 49 mi. W of Cheyenne, WY. On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado; Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Union Pacific; Greyhound.
Airlines-Laramie Aviation; Rocky Mtn. Airways; Centennial.

3 - POPULATION:
Corp. City 80 Cen. 24,410; E&P 86 Est. 26,426
CZ-ABC: (80) 24,410
RTZ-ABC: (80) 16,068
County 80 Cen. 29,062; E&P 86 Est. 31,056
City & RTZ-ABC: (80) 40,478
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,943; E&P 86 Est. 8,913
CZ-ABC: (80) 8,943
RTZ-ABC: (80) 5,763
County 80 Cen. 10,639; E&P 86 Est. 11,539
City & RTZ-ABC: (80) 14,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$186,981,000
Savings & Loan	3	$63,506,532

6 - PASSENGER AUTOS: County 18,232

7 - ELECTRIC METERS: Residence 12,397

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Constr. 49; Cement Mfg. 100; Gov't. 225; Lumber Mfg. 60; Log Home Mfg. 36; Home Constr. Mfg. 89; U.P.R.R. 400; Univ. of Wyo. 2,255.

10 - CLIMATE: Min. & max. temp.-Jan. 25; July 76; Mean Annual prcptn. 11 in; Mean Annual snowfall 41 in; last killing frost May 29.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
600 N. 3rd	NA	Safeway, Pay-N-Save, K mart, True Value
15th & Spring Creek(3)	NA	Albertson's Super Mkt, Osco
Campus Mall(4)	1	Independent Records, Varsity Sports
Odd Fellows	1	Center Pharm.
30th Grand	4	Buttrey's, Alco, Payless Shoes

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Gibson's; Osco; Alco; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Safeway; Albertson's; Ideal; Buttrey's.

14 - NEWSPAPERS: DAILY BOOMERANG (m-tues to sat) 7,688; (S) 7,845; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., DAILY BOOMERANG, 314 S. 4th St., Laramie, WY 82070; Tel. (307) 742-2176.
National Representative: Branham/Newspaper Sales.

RAWLINS

1 - LOCATION: Carbon County. E&P Map C-3. County Seat. 148 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 240 mi. N of Denver; 117 mi. S of Casper. On I-80 & U.S. 287.

2 - TRANSPORTATION: Railroads-Union Pacific main line (freight distribution only.)
Motor Freight Carriers-4.
Intercity Bus Lines-Overland Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,547; E&P 86 Est. 10,376
County 80 Cen. 21,896; E&P 86 Est. 20,924
CZ-ABC: (80) 11,547
RTZ-ABC: (80) 14,687
City & RTZ-ABC: (80) 26,234

4 - HOUSEHOLDS:
City 80 Cen. 3,892; E&P 86 Est. 3,410
County 80 Cen. 7,475; E&P 86 Est. 7,472
CZ-ABC: (80) 3,892
RTZ-ABC: (80) 4,988
City & RTZ-ABC: (80) 8,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,192,000
Savings & Loan	1	$50,843,000

6 - PASSENGER AUTOS: County 10,765

7 - ELECTRIC METERS: County-Commercial, Residential 6,402.

8 - GAS METERS: Residential & Commercial 3,260

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Union Pacific R.R.; Oil Refining; Lumbering; Coal Mining; Constr.; Mfg.; Trans., Comm., & Util.; Whol. & Ret. Trade; Fin., Ins., & R.E.; Agric., Forestry & Fisheries; Public Admin.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-76; Summer 40-92; Fall 12-75; Winter 11-41. First killing frost, Sept. 22; last killing frost, June 8.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gamble's; Sears (catalog); Karl's; Anthony's.
Variety Stores-True Value; Corral West Ranchwear; B & H Sports.
Discount Stores-Pamida; Alco-Duckwall.
Chain Drug Stores-Bi-Rite 4; Hi-Way Merit.
Chain Supermarkets-City Market; Sav-on.

14 - NEWSPAPERS: TIMES (m-tues to sat) 3,883; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Mark Helwick, Adv. Mgr., TIMES, 6th & Buffalo Sts.; PO Box 370, Rawlins, WY 82301; Tel. (307) 324-3411.
National Representative: Branham/Newspaper Sales.

RIVERTON

1 - LOCATION: Fremont County. E&P Map B-2. Mining, milling, manufacturing, agricultural, dairy, meat packing, oil and gas. West central portion of state. 123 mi. W of Casper on U.S. Hwy. 26 and state hwys. 789 and 135.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Zanetti; Burlington Trailways; PC.
Airlines-Centennial; Trans-Colorado.

3 - POPULATION:
Corp. City 80 Cen. 9,247; E&P 86 Est. 8,029
County 80 Cen. 40,251; E&P 86 Est. 38,385
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,427; E&P 86 Est. 3,037
County 80 Cen. 13,294; E&P 86 Est. 13,238

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	5	$169,590,927

6 - PASSENGER AUTOS: County 19,823

7 - ELECTRIC METERS: Residence 4,759

8 - GAS METERS: Residence 4,387

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry & Fisheries 92 ($206.71); Mining 991 ($520.33); Constr. 922 ($387.33); Mfg. 582 ($309.08); Trans., Comm., & Util. 687 ($387.68); Whol. Trade 452 ($325.37); Ret. Trade 2,524 ($185.54); Fin., Ins., & R.E. 415 ($356.29); Servs. 4,745 ($299.37); Public Administration 725 ($331.87).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 45-99; Fall 20-75; Winter -46-55. First killing frost, Sept. 16; last killing frost, May 12.

11 - TAP WATER: Artesian, very soft, pure.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverton Mall(6)	1	Safeway, K mart
N. Federal(6)	1	Woodward's, IGA, Bi-Rite Drug
West Main	1	Smith's, Alco

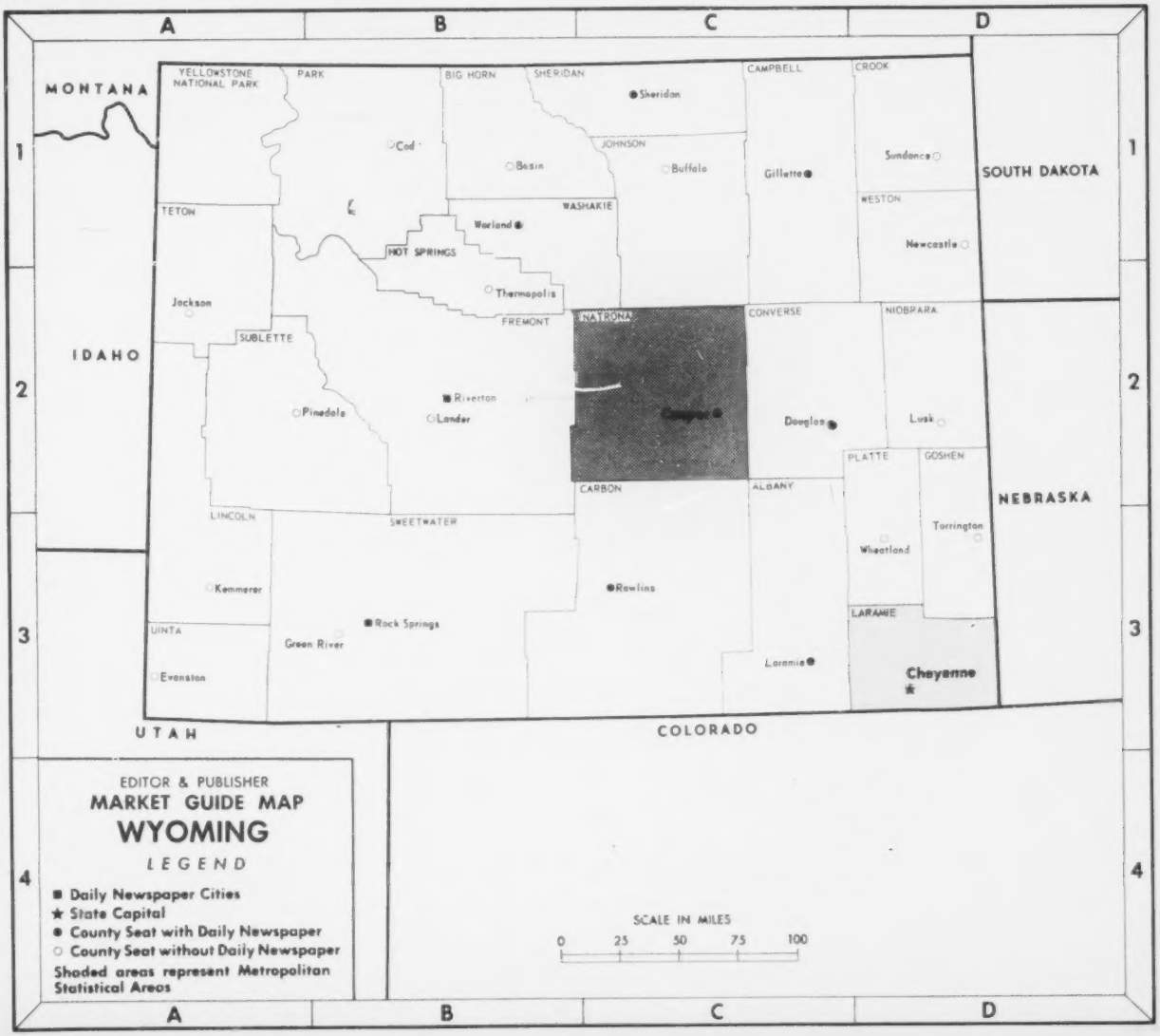
Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-All Grocery, Drug and Convenience Stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony.
Variety/Discount Stores-Woolworth's; K mart; Alco.
Chain Drug Stores-Bi-Rite; Safeway.
Chain Supermarkets-Safeway; Woodward's; IGA; Smith's.
Other Chain Stores-Aldrich Lumber; Big A Auto Parts; Champion Auto Stores; Coast-to-Coast; Diamond Lumber; JB's Big Boy; Kline's; Linton's Big R; McDonald's; Maurice; Maverick Country Stores; Mini Mart; NAPA Motor Parts, Inc.; Pizza Hut; Riverton Builders Mart; Sears (catalog); Taco John's; Taco Time; Valley Motor Supply; Wendy's.

14 - NEWSPAPERS: RANGER (e-mon to fri) 6,732; sworn Oct. 1, 1985.
Local Contact for Advertising and Merchandising Data: Robert A. Peck, Pub. RANGER, 421 E. Main, Riverton, WY 82501-0993; Tel. (307) 856-2244.
National Representative: Branham/Newspaper Sales.

ROCK SPRINGS

1 - LOCATION: Sweetwater County. E&P Map B-3. Retail center for 5-county area; bituminous coal and trona (sodium carbonate) mining area; oil & gas. Shipping center for sheep and cattle. Chevron Fertilizer Plant. Wholesale center. 190 mi. E of Salt Lake City, UT; 350 mi. W of Denver, CO. On I-80 (U.S. 30) and U.S. 187; on State 430 & 1908.



EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

SCALE IN MILES
0 25 50 75 100

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Jackson.
Airlines-Commuter: Trans-Colorado; Skywest; Flightaire, Inc; Pioneer

3 - POPULATION:
Corp. City 80 Cen. 19,458; E&P 86 Est. 18,467
CZ-ABC: (80) 19,458
RTZ-ABC: (80) 71,312
County 80 Cen. 41,723; E&P 86 Est. 44,684
City & RTZ-ABC: (80) 90,770

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,031; E&P 86 Est. 6,976
CZ-ABC: (80) 7,031
RTZ-ABC: (80) 23,764
County 80 Cen. 14,052; E&P 86 Est. 15,729
City & RTZ-ABC: (80) 30,795

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$346,682,991
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 24,263

7 - ELECTRIC METERS: Residence 11,872

8 - GAS METERS: Residence 9,548

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 5,812 ($671); Constr. 3,384 ($408); Mfg. 404 ($466); Trans., Commun. and Util. 1,534 ($537); Whol. and Ret. Trade 3,889 ($189-422); Fin., Ins. and R.E. 433 ($353); Agric., Forestry, Fisheries 4,242 ($278); Public Administrations 765 ($315).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-69; Summer 44-94; Fall 18-72; Winter 7-33. First killing frost, Sept. 28; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft in Spring to very hard in Fall and Winter; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Springs Plaza(38)	NA	Thrifty Drug, Sunset Sports, Anthony's, Albertson's
White Mountain (50)	NA	JCPenney, Ernst, K mart, Herbergers, Woolworth

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Herberger's; JCPenney; Sunset Sports; Anthony's.
Variety Stores-Woolworth; Sprouse-Reitz; K mart; Ernst.
Discount Stores-Pamida; Thrifty.
Chain Drug Stores-Thrifty; Osco; Del's Bi-Rite; Ernst; College Hill Drug.
Chain Supermarkets-Safeway; Ben's; City Market; Albertson's.
Other Chain Stores-Coast-to-Coast; Yellow Front; Radio Shack; Montgomery Ward; Sears; Kinney Shoes; Lerner; Gallenkamps; Maurice's; Work Wearhouse; Zale's; Schuback's; So-Fro Fabrics; General Nutrition Center; Circus World.

14 - NEWSPAPERS: ROCKET-MINER (m-tues to sat) 7,323; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Helen Pulos, Bus. Mgr., ROCKET-MINER, 215 D St.; PO Box 98, Rock Springs, WY 82901; Tel. (307) 362-3736.
National Representative: None.

SHERIDAN

1 - LOCATION: Sheridan County. E&P Map C-1. County Seat. Agricultural, mining, tourism center. Sheridan College. 25 mi. from Montana state line; 135 mi. SE of Billings, MT; 151 mi. N of Casper. On U.S. Hwys. 87, 14, I-90.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Aspen Airways; Pioneer; Falcon Flight; Big Horn Airways.

3 - POPULATION:
Corp. City 80 Cen. 15,146; E&P 86 Est. 17,061
CZ-ABC: (80) 15,146
RTZ-ABC: (80) 16,602
County 80 Cen. 25,048; E&P 86 Est. 28,695
City & RTZ-ABC: (80) 31,748
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,053; E&P 86 Est. 6,687
CZ-ABC: (80) 6,053
RTZ-ABC: (80) 5,753
County 80 Cen. 9,321; E&P 86 Est. 11,252
City & RTZ-ABC: (80) 11,806

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$238,448,000
Savings & Loan	2	$111,721,645

6 - PASSENGER AUTOS: County 15,500

7 - ELECTRIC METERS: Residence 10,004

8 - GAS METERS: Residence 5,382

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Constr. 200 ($500); Sawmills 100 ($225); Coal 253 ($350); VA Hospital 514 ($410).

10 - CLIMATE: Min. & Max. Temp.-Spring 11-91; Summer 31-100; Fall 04-95; Winter -21-59.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Area-5 blocks downtown on Main St.
Neighborhood Shopping Center-Sugarland Village (13 units).
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart, Pamida, Yellow Front until 9; Corral West until 8pm; Woolworth.
Stores Open Sunday Woolworth, Corral West 12-5pm.

13 - RETAIL OUTLETS: Department Stores-Stevens Fryberger; Conrad's; JCPenney; Montgomery Ward; Sears.
Variety Stores-Woolworth.
Discount Stores-Yellow Front; K mart; Pamida.
Chain Drug Stores-Rexall; Buttrey.
Chain Supermarkets-Safeway; I.G.A.; Boyd's 3; Buttreys.
Other Chain Stores-Coast-to-Coast; Sweet Briar; Fashion Crossroads; Maurice's.

14 - NEWSPAPERS: PRESS (e) 6,396; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Milton B. Chilcott, Pub., PRESS, 144 Grinnell; PO Box 2006, Sheridan, WY 82801; Tel. (307) 672-2431.
National Representative: Landon Associates.

WORLAND

1 - LOCATION: Washakie County. E&P Map B-1. County Seat. 165 mi. from Billings, MT; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16 and 20.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Airlines-Centennial.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,391; E&P 86 Est. 6,870
CZ-ABC: (80) 6,391
RTZ-ABC: (80) 16,344
County 80 Cen. 9,496; E&P 86 Est. 10,211
City & RTZ-ABC: (80) 22,735
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,309; E&P 86 Est. 2,405
CZ-ABC: (80) 2,309
RTZ-ABC: (80) 5,852
County 80 Cen. 3,275; E&P 86 Est. 3,649
City & RTZ-ABC: (80) 8,161

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$113,689,000
Savings & Loan	2	$19,749,000

6 - PASSENGER AUTOS: County 5,258

7 - ELECTRIC METERS: Residence 4,156

8 - GAS METERS: Residence 2,875

9 - PRINCIPAL INDUSTRIES: Industry-Refinery; Sugar; Bentonite; Beverages; Agric.
Principal Industrial Pay Days-5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12; last killing frost, Apr. 18.

11 - TAP WATER: Artesian well, hard, flouridated.

12 - RETAILING: Principal Shopping Center-Big Horn Ave.
Neighborhood Shopping Centers-10th and Bonine; 11th and Charles.
Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Gamble's; JCPenney; Hart's; Pamida; Linton's; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Supermarkets-IGA; Wea.

14 - NEWSPAPERS: NORTHERN WYOMING DAILY NEWS (m-tues to sat) 4,324; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Doug Cottet, Adv. Mgr., NORTHERN WYOMING DAILY NEWS, 723 Robertson Ave., Worland, WY 82401; Tel. (307) 347-3241.
National Representative: Branham/Newspaper Sales.

PUERTO RICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Aguadilla-Aguada, Aguadilla, Isabela and Moca Municipios.
Arecibo-Arecibo, Camuy, Hatillo and Quebradillas Municipios.
Mayaguez-Anasco, Cabo Rojo, Hormigueros, Mayaguez and San German Municipios.
Ponce-Juana Diaz and Ponce Municipios.

PRIMARY METROPOLITAN STATISTICAL AREAS

Caguas-Aguas Buenas, Caguas, Cayey, Cidra, Gurabo and San Lorenzo Municipios.
San Juan-Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja Municipios.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

San Juan-Caguas-Includes Caguas PMSA and San Juan PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1987
Under 5 Years	318	311	N.A.
5-14 Years	673	725	N.A.
15-24 Years	525	669	N.A.
25-44 Years	613	824	N.A.
45-64 Years	406	468	N.A.
65 and Over	177	191	N.A.
TOTAL	2,712	3,188	N.A.

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1987 Est.
Bldg. Mat./Hdwr.	N.A.	N.A.	N.A.
General Mdse.	N.A.	N.A.	N.A.
Food	N.A.	N.A.	N.A.
Automobiles	N.A.	N.A.	N.A.
Gasoline Stations	N.A.	N.A.	N.A.
Apparel	N.A.	N.A.	N.A.
Furniture	N.A.	N.A.	N.A.
Eat-Drink Places	N.A.	N.A.	N.A.
Drugs	N.A.	N.A.	N.A.
TOTAL	N.A.	N.A.	N.A.

SAN JUAN

1 - LOCATION: San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y., and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W. and bet. 18 and 18 30' N. Bounded N by the Atlantic Ocean, S by the Caribbean Sea, W by the Mona Passage, and E by the Viegues Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.
The City of San Juan is the center of the San Juan PMSA, the commercial, industrial, and transportation center of the island.

2 - TRANSPORTATION: Motor Freight Carriers-In San Juan-358; In Puerto Rico-1,698.
Bus Lines-Puerto Rico Motor Coach; Travel Service; Borinquen Tour; Will Rey, Inc; Pronto Seeing Tour; Contact of Puerto Rico; Puerto Rico Sight Seeing; Grayline; Limousine Service Group (bet. Isla Verde Airport and Condado Hotel Area).
Also Government Operated-Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon, Guaynabo, Trujillo Alto, Catano, Carolina.).
Air Transportation-American; Capitol; Delta; Eastern; Pan American; BWIA; Iberia; Avianca; Mexicana; Dominicana; Quisquellana; Air France; ALM (Dutch Antillean Airlines); Viasa; Windward Islands International; Lufthansa; American.
Local Airlines-Antilles Air Boats; Air Best; Dorado Wings; Pan Island; Vieques Air Link; Prinair; Saint Thomas Tax Air; Trans Commuter Air Lines; Caribbean Islands Air Services; Helicopter Service; Puerto Rico Air; Crown Air.
Steamship Companies-26.

3 - POPULATION:
San Juan City 80 Cen. 434,849
CZ-ABC: (80) 982,179
RTZ-ABC: (80) 307,230
City & RTZ-ABC: (80) 1,289,409
Commonwealth 80 Cen. 3,196,520
Aguadilla MSA 80 Cen. 152,793
Arecibo MSA 80 Cen. 160,336
Caguas PMSA 80 Cen. 265,854
Mayaguez MSA 80 Cen. 200,424
Ponce MSA 80 Cen. 232,551
San Juan PMSA 80 Cen. 1,509,406
All Municipios in Puerto Rico (80 Census)
Adjuntas 18,786
Aguada 31,567
Aguadilla 54,606
Aguas Buenas 22,429
Aibonito 22,167
Anasco 23,274
Arecibo 86,766
Arroyo 17,014
Barceloneta 18,942
Barranquitas 21,639
Bayamon 196,206
Cabo Rojo 34,045
Caguas 117,959
Camuy 24,884
Canovanas 31,880
Carolina 165,954
Catano 26,243
Cayey 41,099
Ceiba 14,944
Ciales 16,211
Cidra 28,365
Coamo 30,822
Comerico 18,212
Corozal 28,221
Culebra 1,265
Dorado 25,511
Fajardo 32,087
Florida 7,232
Guanica 18,799
Guayama 40,183
Guayanilla 21,050
Guaynabo 80,742
Gurabo 23,574
Hatillo 28,958
Hormigueros 14,030
Humacao 46,134
Isabela 37,435
Jayuay 14,722
Juana Diaz 43,505
Juncos 25,397
Lajas 21,236
Lares 26,743
Las Marias 8,747
Las Piedras 22,412
Loiza 20,867
Luquillo 14,895
Manati 36,562
Maricao 6,737
Maunabo 11,813
Mayaquez 96,193
Moco 29,185
Morovis 21,142
Naguabo 20,617
Naranjito 23,633
Orocovis 19,332
Patillas 17,774
Penuelas 19,116
Ponce 189,046
Quebradillas 19,728
Rincon 11,788
Rio Grande 34,283
Sabana Grande 20,207
Salinas 26,438
San German 32,922
San Juan 434,849
San Lorenzo 32,428
San Sebastian 35,690
Santa Isabel 19,854
Toa Alta 31,910
Toa Baja 78,246
Trujillo Alta 51,389
Utuado 34,505
Vega Alta 28,696
Vega Baja 47,115
Vieques 7,662
Villalba 20,734
Yabucoa 31,425
Yauco 37,742

Cities of 25,000 or more (80 Census)
Arecibo 48,779
Bayamon 185,087
Caguas 87,214
Carolina 147,835
Catano 26,243
Fajardo 26,928
Guaynabo 65,075
Mayaguez 82,968
Ponce 161,739
San Juan 424,600
Toa Baja 31,613
Trujillo Alta 41,141

4 - HOUSEHOLDS:
San Juan City 80 Cen. 152,266
Commonwealth 80 Cen. 989,753
CZ-ABC: (80) 285,635
RTZ-ABC: (80) 80,240
City & RTZ-ABC: (80) 365,875

5 - BANKS	NUMBER	DEPOSITS
Commercial Banks	22	N.A.
Savings & Loan	8	N.A.
Savings	NA	N.A.

NOTE: There are 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the USA and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since Banks that have their main offices in the USA do not disclose figures for local areas or branches.

6 - PASSENGER AUTOS: (Commonwealth) 925,552 (1980) San Juan 48,170 (1980).

7 - ELECTRIC METERS: Residence 232,114; Commonwealth 422,979.

8 - GAS METERS: Residence (City) 22,500

9 - PRINCIPAL INDUSTRIES: Agric.; Mining; Constr.; Food; Tobacco; Textile Mill Prods.; Apparel; Lumber & Wood Prods.; Furn. Fixt.; Paper Prods.; Printing & Pub.; Chem. & Allied Prods.; Petroleum & Coal Prods.; Rubber & Plastics; Leather Prods.; Stone, Clay & Glass Prods.; Primary Metals; Fab. Metal Prods.; Mach. (ex. elect.); Elect. Mach.; Trans. Equip.; Instruments; Misc. Mfg.; Trans. & Util.; Whol.; Ret.; Fin., Ins. & R.E.; Servs.

10 - CLIMATE: Av. Winter Temperature-75. Summer-79. Av. An. Rainfall 61 inches; fairly even distribution; heavier normally from May to Dec.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas. Old San Juan; principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).
On Santurce-Ponce de Leon Ave. from San Antonio Bridge to San Jorge St.; Jose de Diego Ave. from Ponce de Leon Ave. to the Minillas Govt. Center; Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St.; Roberto H. Todd from Del Carmen St. to Torres de La Vega Dr.; Ashford Ave. from Hermanos Behn Bridge to de Diego Ave.; Isla Verde in the area included between the Atlantic Ocean, Baldorioty Ave. and the Boundary line between San Juan and Carolina Municipio; Both sides of Loiza St. from Jose de Diego Ave. at Las Americas St. before Providencia St.
On Rio Piedras-Rio Piedras town principally on De Diego Robles; Brungbaugh; Arzuaaga; Georgetti; Vallejo Sts. and Ponce de Leon Ave. from Martin Pena Canal to F.D. Roosevelt Ave.; Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.
On Bayamon-Area bounded by Betances St.; W. side of Barbosa St.; Baldorioty St.; E. side of Degetau St.; S. side of Maceo St.; E. side of Palmar St.; W. side of Ferrer St.; W. side of T'io St.; S. side of Dr. Veve St.; E. side of Parque St.; Highway No. 2; Sanchez Lopez St.; N. side of Dr. Veve St. and Parque St.

Shopping Center/San Juan PMSA (Car Parking Spaces) -Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th Infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory 375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Berwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100; Plaza Carolina 5,000; Plaza Riohondo 4,000.

13 - RETAIL OUTLETS: Department Stores-(San Juan PMSA) International Dept. 6; New York Dept. 5; Gonzalez Padin 4; Velasco 2; La Colombina; La California; Infanzon; La Reina; K mart 3; JCPenney 2; Sears 7; Walgreens 14; Seedmans 2.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Moscoso 8; Walgreens 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.
Chain Supermarkets-Pueblo 18; Criollo 16; Amigo 6; Conchita 4; Casablanca 4; Econo 10; Selectos 8; Pueblo X-Tra 6; Grande 4; Centro Plaza 5.
Auto Supplies-Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2; Labra.
Other Chain Stores-Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; La Esquina Famosa 4; Franks 3; Martinez 2; D'Elegants Mens 5; Euromoda 2; Madison 4; Thom McAn 15; General Tire 6; JCPenney (catalog); Sears Whse.; Tecnicentros Mundiales 7; La Favorita 3; Kinney 5.

14 - NEWSPAPERS: EL MUNDO (Spanish) (m) 97,473; (S) 117,608; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Victor J. Falcon, Adv. Dir., EL MUNDO, PO Box 2408, San Juan, PR 00936.
National Representative: Branham International.

EL NUEVO DIA (Spanish) (m) 191,871; (S) 206,869; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Fernando Zegri, Jr., Adv. Mgr., EL NUEVO DIA, PO Box S-297, San Juan, PR 00902.
National Representative: S.S. Koppe & Co.

EL VOCERO DE PUERTO RICO (Spanish) (m-mon to fri) 211,470; (sat) 163,478; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Alfredo Arias, Adv. Mgr., EL VOCERO DE PUERTO RICO, PO Box 3831, Old San Juan, PR 00904.
National Representative: None.

STAR (English) (m) 36,536; (S) 39,688; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roberto Perez DeLeon, Adv. Mgr., STAR, PO Box 4187, San Juan, PR 00936; Tel. (809) 782-4200.
National Representative: Landon Associates.

EL REPORTERO (e-mon to sat.) 49,000 (Pub. statement 1985 latest information available).
Local Contact for Advertising and Merchandising Data: Adolfo Flores, Adv. Dir., EL REPORTERO, PO Box 4234, San Juan, PR 00905; Tel. (809) 721-2560.
National Representative: None.

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January 24—INAME Winter Meeting
March 14—Newspaper in Education Week Conference
April 4—ASNE Conference
May 2—ANPA Convention
May 9—ANPA Post-Convention Issue; ANPA Operations Management Conference Planning Issue; INFE Conference
May 16—INPA Conference
May 30—E&P Annual Linage Issue
June 6—ANPA Operations Management Conference
June 27—ICMA Conference
July 11—INAME Summer Meeting
July 25—E&P Annual Syndicate Directory
September 12—AP Managing Editors Conference
September 19—Western Newspaper Production Conference
September 26—NNA Convention
October 10—SNPA Conference
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SECTION III
Surveys of Daily Newspaper Cities

Communities in Canada where daily newspapers are published

Canadian Daily Newspaper Cities

Alberta	1
British Columbia	2
Manitoba	6
New Brunswick	7
Newfoundland	8
Nova Scotia	8
Ontario	9
Prince Edward Island	18
Quebec	19
Saskatchewan	20

Note: Tables showing Population, Income and Retail Sales for Canadian markets are on pages 78 & 151 in Section IV.

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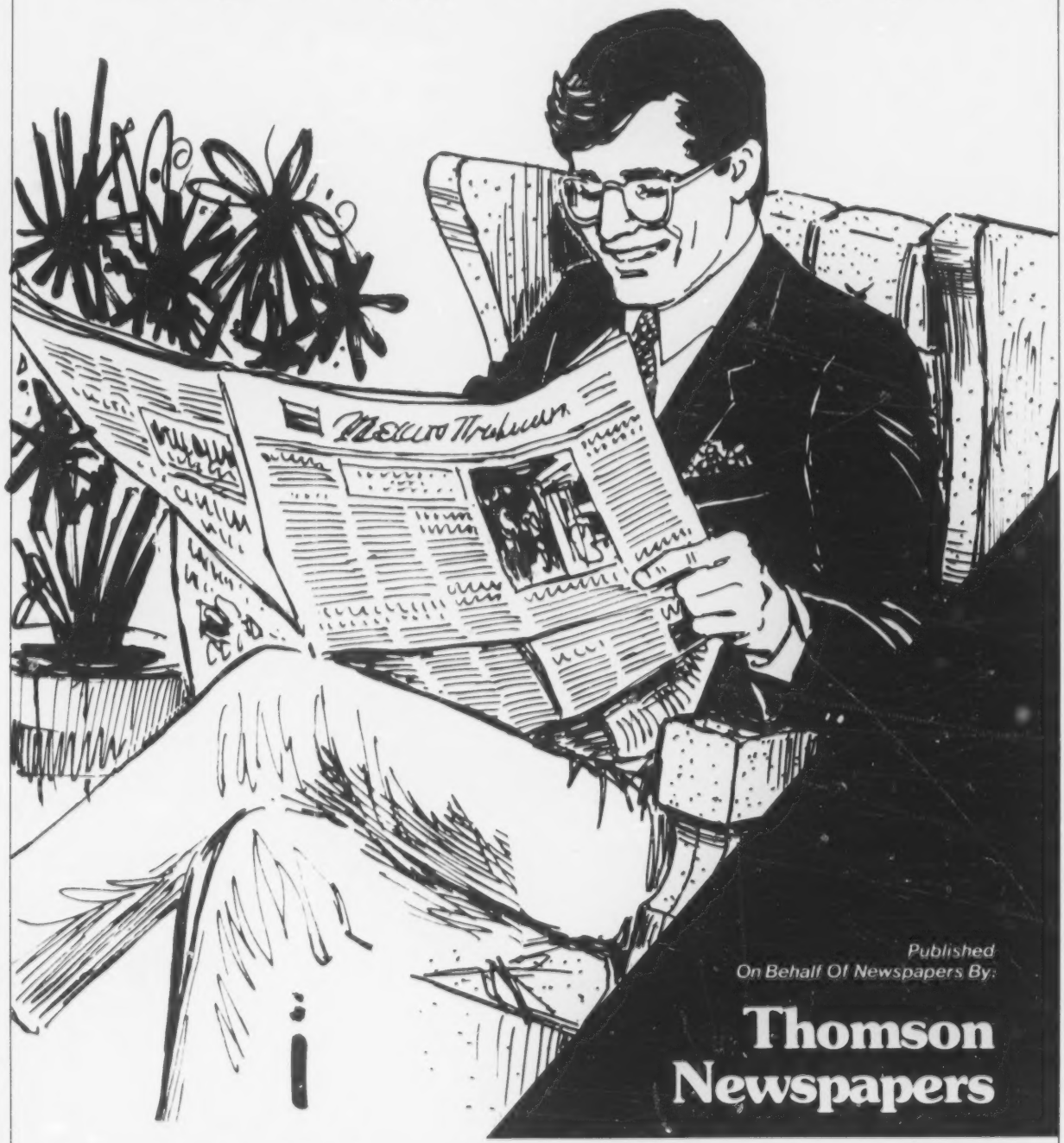

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SURVEYS OF CANADA

All cities and communities publishing newspapers daily in Canada

ALBERTA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	153	188	204
5-14 Years	350	354	384
15-24 Years	379	479	521
25-44 Years	500	695	757
45-64 Years	319	359	389
65 and Over	139	163	178
TOTAL	1,840	2,238	2,433

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse	561	2,602	2,832
Apparel	64	689	1,166
Furniture	98	289	765
Groceries	519	2,439	3,124
Lumber/Bldg. Mat.	49	89	68
Restaurants	103	1,115	1,080
Autos	424	3,107	4,428
Gasoline/Fuel Oil	246	776	760
Drugs	68	390	711
TOTAL SALES	2,675	13,617	16,981

Source: Census of Canada/Retail Trade

CALGARY, ALTA.

1 - LOCATION: Division 6. E&P Map B-3. Business and industrial center, distribution point. Agriculture, military center. 826 mi. W of Winnipeg; 620 mi. E of Vancouver; 201 mi. N of U.S. Border; 77 mi. E of Banff.

2 - TRANSPORTATION: Railroads-C.P.R.; C.N.R.; VIA.
Motor Freight Carriers-100.
Intercity Bus Lines-Greyhound; Cardinal Coach Lines; Brewster; Diversified; Pacific Western; Canadian Coachways; Red Arrow.
Airlines-Air Canada; C.P. Air; Western; Pacific Western; Time Airways; Wardair; Lufthansa; United; America West; Continental.

3 - POPULATION:
Corp. City/Met. Area 81 Cen. 592,743; E&P 86 Est. 649,331
CZ-ABC: (81) 592,743
RTZ-ABC: (81) 413,368
City & RTZ-ABC: (81) 1,006,111
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 212,466; E&P 86 Est. 249,437
Met. Area 81 Cen. 212,466; E&P 86 Est. 212,111
CZ-ABC: (81) 210,830
RTZ-ABC: (81) 137,090
City & RTZ-ABC: (81) 347,920

5 - BANKS	NUMBER	DEPOSITS
All Banks	9 (207 Br.)	N.A.

6 - PASSENGER AUTOS: Province 1,275,000

7 - ELECTRIC METERS: Residence 222,556

8 - GAS METERS: Residence 252,827

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 30,495 ($550); Constr. 33,075 ($630).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

11 - TAP WATER: Slightly alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores) Beddington Mall 133; Franklin Mall 40; Mt. Royal 20; Calgary North Hill 98; Calgary Market Mall 72; Chinook 200; Westbrook 50; Macleod Mall 25; Brentwood 70; Lake Bonavista 53; Marlborough Town Sq. 110; Northland Vlg. 35; Palliser Square 20; Southcentre 100; Trans Canada Mall 27; Richmond Sq. 35; Penny Lane 22; Toronto Dominion & Scotia Ctr. 130; Deerfoot Mall 95; Sunridge Mall 150; Willowpark Village 40; Deer Valley Mall 30.
Neighborhood Shopping Centers-Approximately 70 centers throughout Metropolitan Calgary.
Principal Shopping Days-Department and food stores-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri. Some stores open every evening. Most malls and major retailers open Sun.

13 - RETAIL OUTLETS: Department Stores-The Bay 5; Eatons 3; Simpsons-Sears 3; Woodwards 3; Woolco 6; K mart 4; Zellers 5; Calgary Co-op 12.
Variety Stores-Woolworth 4; Kresge; Metropolitan 2; Army and Navy; The Brick.
Chain Drug Stores-Boots 10; Shoppers Drug Mart 5; Pinder's 4; London 2; Mercury; Super Drug Mart 5.
Chain Supermarkets-Canada Safeway 32; IGA; Calgary Co-op 12; 7-Eleven 49; Macs 63; Loaf'n Jug 6; Allwest 6; Super Valu 5; Food City 6; Jay's 2; Red Rooster 4; Food For Less 2; Food Giant 2.
Other Chain Stores-Agnew-Surpass 5; Amantea; Bata 5; Gallenkamp 3; Checkmate 2; Sassy Straps 3; Lewis 5; Maher 2; Sterling 3; British Boot 2; Bourne Shoes 7; Arnold Churgin 3; Kinney 6; Roberts 3; Scholls; Spences 6; Fredella Shoe Boutique 6; Women's Wear; Mariposa 7; Smart Set 8; Ethos 5; Dalliards 5; Country Club Casuals; Dalmys 7; Daytons; Penningtons 3; Melanie's Dress Shops 2; Reitmans 9; Sweet 16 7; Tall Shop 2; Holt Renfrew 2; Hurtig Fairweather 7; Rickis 7; Silk-o-Lina 4; Marks and Spencer 3; Men's Wear; Thomas Jeffrey 2; Mr. Big 'n Tall 3; Mister Grant 2; Big Steel 8; Jack Fraser 6; Black Sheep Boutique Ltd. 2; McLeod Bros. 5; O'Connors; Tip Top 8; Jewelry; O.B. Allan 4; Breslauer & Warren 2; Craftsman 4; Ben Moss 7; Birks 6; Classic McKenzie 3; Mappins 8; Peoples 7; Sporting Goods; Collegiate Sports 2; Sportchek 2; Edie Bauer; Other; Thriftys 8; Saan 4; Kelly's Stereo 4; Radio Shack 17; Canadian Tire 4; Laura Secord Candy 8; Lighting Unlimited 3.

14 - NEWSPAPERS: CALGARY SUN (m-mon to fri) 73,616; (S) 86,706; Mar. 31, 1986 ABC.
Local Contact for Advertising & Merchandising Data: Donald Buzzee, Adv. Dir., CALGARY SUN, 2615-12 St. N.E., Calgary, AB T2E 7W9; Tel. (403) 250-4244.
National Representative: None.
HERALD (e-mon to thur & sat) 135,497; (m-fri) 183,193; (S) 111,338; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J.A. Muir, Adv. Dir., HERALD, 215 16th St., S.E., Calgary, AB T2P 0W8; Tel. (403) 235-7175.
National Representative: Southam Newspapers.

EDMONTON, ALTA.

1 - LOCATION: Division 11, E&P Map B-3. N Saskatchewan River. 300 mi. N of U.S. border; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National; Northern Alberta; Great Slave Lake; Alberta Resources; Via Rail.
Motor Freight Carriers-90; over 300 truck firms.
Intercity Bus Lines-Canadian Coachways; Greyhound; Western.
Airlines-Air Canada; CP Air; Northwest Orient; Western; Associated Helicopters; Wardair; Pacific Western; Jetair; Time Air; Northwest Territorial Airways Ltd.; Southern Frontier Airlines; Trans North Air; Wapiti Aviation; America West.

3 - POPULATION:
Corp. City 81 Cen. 532,246; E&P 86 Est. 544,915
Met. Area 81 Cen. 657,057; E&P 86 Est. 686,205
JOURNAL
CZ-ABC: (81) 593,695
RTZ-ABC: (81) 705,094
City & RTZ-ABC: (81) 1,298,789
SUN
NDM-ABC: (81) 683,622
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 198,391; E&P 86 Est. 216,841
Met. Area 81 Cen. N.A.; E&P 86 Est. 262,625
JOURNAL
CZ-ABC: (81) 213,867
RTZ-ABC: (81) 220,323
City & RTZ-ABC: (81) 434,190
SUN
NDM-ABC: (81) 240,469

5 - BANKS: Deposits-$22.7 Billion Total Aberta.

6 - PASSENGER AUTOS: Province 1,275,000

7 - ELECTRIC METERS: Residence 236,819

8 - GAS METERS: Residence Metro 255,622

9 - PRINCIPAL INDUSTRIES: (Av. Wkly. Wage)-Constr. ($639); Mfg. ($495); Trans. ($545); Fin. ($425).
Principal Pay Days-Fri. 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-85; Summer 33-92; Fall 14-68; Winter 31-50. First killing frost, Oct. 9; last killing frost May 4.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on 101 St.; 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.
Neighborhood Shopping Areas-South Edmonton; 99 St. to 109 St. on 82 Ave.; 82 Ave. to 85 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd.; 102 Ave. to 109 Ave. on 124th St.
Shopping Centers-Bonnie Doon Mall (90 units); Capilano Mall (48 units); Centennial Vlg. (85 units); McCauley Plz. (31 units); Meadowlark Park (70 units); Northwood (89 units); Southgate (132 units); Londonderry Mall (165 units); Westmount Mall (123 units); Edmonton Ctr. (117 units); Kingsway Garden Mall (150 units); Northtown Mall (45 units); Parkway Vlg. (30 units); Abbotsfield Mall (30 units); Millbourne Mall (45 units); Castle Downs Town Sq. (40 units); St. Albert Ctr. (63 units); Eastgate Mall (35 units); Heritage Mall (165 units); West Edmonton Mall (800 units).
Principal Shopping Days-Department stores: Thur. Fri., Sat.; Food: Thur., Fri. evenings, Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's 4; The Bay 6; Woodward's 5; Simpson-Sears 5; Zellers 7; Woolco 6; Woolworth; Kresge; Army & Navy 2; Macleods 2; K mart 3; Saveco 4; Bi-Way 4.
Chain Drug Stores-ARP 6; Baydala 7; IDA 16; Shoppers Drug Mart 13; Sprague 9; Rexall 24; Dispensaries Ltd. 7; Boots 7; London 5; Owl 6.
Chain Supermarkets-Safeway 37; IGA 10; Tomboy 5; Q-Mart 4; 7-Eleven 44; Mac's Convenient Foods 50; M&M 47; Red Rooster 14; Superstores 3; Food For Less 3.
Other Chain Stores-Shoes: Bata 7, Agnew-Surpass 12, Cedar 4, Dack's 2, Florsheim 2, Gallenkamp 2, Saan 10, Kinney 7, Fredelle 6, Scholl's 2, Lewis 6, Villager. Clothing: Sally, Burdines 2, Dalmy's 7, Thrifty's 11, Marks & Spencer 3, D'Allairds 7, Fairweather 9, Francine's 7, Giselle 4, Pennington's 3, Reitman's 10, Ricki's 12, Sweet Sixteen 3, Town & Country 4, Big Steel 8, Black Sheep 4, Jack Fraser 9, Tip Top 12, Work Wearhouse 6; Electronics: Radio Shack 22, Kelly's Stereo Mart, International Stereo 2, Mister Sound 7, A&A Records 11, Ikea 2, Leon's; Other: National Drapery; Cara Shops 8; Coles 17, McBain Camera 6; Birks 6; Beau Jangles 3; MacKenzies 5; Mappins 6; Peoples 13; General Paints 7; Cloverdale Paint 3; Tower Paint 2; Sherwin-Williams 5; General Paint 7; St. Clair 12; Glidden 2; Totem Lumber 2; Crown Marts; Hometown Stores 2; Revelstoke 3; Windsor Plywood 4; Beaver Lumber 2; Factory Carpet 3.

14 - NEWSPAPERS: JOURNAL (e-mon to thur; sat) 174,734; (e-fri) 214,149; (S) 154,435; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Clarence C. Heringer, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel (403) 429-5440.
National Representative: Southam Newspapers.
SUN (m-mon to fri) 84,516; (S) 115,862; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Black, Adv. Dir., SUN, 100-9405-50 St., Edmonton, Alberta T6B 2Y2; Tel. (403) 468-5111
National Representative: None.

FORT McMURRAY, ALTA.

1 - LOCATION: E&P Map B-4. Primary industry extraction and conversion of tar sands to crude oil. Located on Athabasca River 275 mi. NE of Edmonton. On Provincial Hwy. 63.

2 - TRANSPORTATION: Railroads-Northern Alberta.
Motor Freight Carriers-Grimshaw Byers; Yukon Freight; Hwy. 63 Transport; Alltrans; MacCoshan.
Intercity Bus Lines-Greyhound; Red Arrow.
Airlines-Pacific Western; Wapiti Aviation; Time Air.

3 - POPULATION:
Corp. City 81 Cen. 31,000; E&P 86 Est. 43,149

4 - HOUSEHOLDS:
City 81 Cen. 9,275; E&P 86 Est. 14,009

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.

6 - PASSENGER AUTOS: Province 1,275,000

7 - ELECTRIC METERS: Residence 11,377

8 - GAS METERS: Residence 9,077

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Oil Mining 7,048; Mfg. 244; Constr. 1,298; Commun. and Utilities 651; Ret./Whol. 1,713; Educ. 1,218; Gov't 968; Other 2,922. Av. Wkly. wage ($615).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av.-Spring 30; Summer 71; Fall 45; Winter -6. First killing frost, Sept. 1; last killing frost, May 15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Area-2 on Franklin Ave..
Neighborhood Shopping Centers-4.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Peter Pond Shopping Centre-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Zellers; The Brick; Fields; Canadian Tire.
Drug/Variety Stores-Shoppers Drug Mart 2; Plaza Drug Mart.
Chain Food Stores-Safeway; Super A; IGA.
Other Chain Stores-Simpson-Sears; National Tire; Shell; Red Rooster; Beaver Lumber; Revelstoke; Kinney Soes; Tip Top Taylors; Saan; People's Jewelers; O.B. Allan; Fairweather; Reitman's; Thriftys; Work Warehouse; Texas Star; Town & Country Furn.; Stereo People; Big K Music; Video Showplace; Davis Automotive; Safety Supply; Randy River; Agnew-Surpass; Frozani's; Marshall Wells; Boston Pizza; A & W; Dairy Queen; McDonald's; National Video; Coles Book Stores; Buns Master.

14 - NEWSPAPERS: TODAY (e-mon to thurs) 7,281; (e-fri) 8,831 Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Neil Sutcliffe, Adv. Mgr., TODAY, 9701 Franklin Ave.; PO Box 4008; Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186.
National Representative: None.

GRAND PRAIRIE, ALTA.

1 - LOCATION: Census Division No. 15. E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E of B.C. border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.); paved roads to N, E and W.

2 - TRANSPORTATION: Railroads-Northern Alberta; Alberta Resources.
Motor Freight Carriers-12.
Interprovincial Bus Lines-Greyhound.
Airline-Canadian Pacific; Time Air; Wapiti Aviation.

3 - POPULATION:
Corp. City 81 Cen. 24,263; E&P 86 Est. 28,242
CZ-ABC: (81) 24,263
RTZ-ABC: (81) 84,240
City & RTZ-ABC: (81) 108,503

4 - HOUSEHOLDS:
City 81 Cen. 8,083; E&P 86 Est. 9,976
CZ-ABC: (81) 7,985
RTZ-ABC: (81) 24,980
City & RTZ-ABC: (81) 32,965

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N.A.

6 - PASSENGER AUTOS: Province 1,275,000

7 - ELECTRIC METERS: Residence 5,150

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: North Canadian Forest Industries (plywood plant, lumber camps,

etc.); Cellulose; Pulp Mill; Grain Elevators; Feed & Seed Plants; Whol. Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Bottling Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Govt. Telephones; Elect.; Gas; Railway; Federal & Provincial Govt. Depts.; Constr. Firms; Concrete; Telecommunications; Sulphur; Higher Educ.; Aviation; Meat Packing; Natural Gas Plant; Regional Hospital.

10 - CLIMATE: Av. An. Temp.-36 F.; Min & Max Temp.-Min.-Jan. 9 F.; Max.-July 60 F. Av. mo. rainfall 10 in.; Av. mo. snowfall 69 in.; Total av. precip. 17 in.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 99 through 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., S. and N. of NAR tracks; Industrial Pk. at 100 Ave.-108 St.
Neighborhood Shopping Centers-Safeway Plz.; N. on Clairmont Road; Towne Ctr. Mall-Downtown Prairie Mall, 100 St., & 177 Ave.; Patterson Pl. Shopping Ctr. 84th Ave.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Co-op; Simpson-Sears; T. Eaton.
Variety Stores-Woolworth's; Metropolitan.
Other Chain Stores-Fields; Saan; St. Clair Shop; Singer Co.; Sweet 16; MacLeod's; National Home Furn.
Chain Supermarkets-Safeway; IGA; Alberta Grocers; Much More Stores.

14 - NEWSPAPERS: HERALD-TRIBUNE (e-mon to thur) 8,538; (e-fri) 11,250; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Allan R. Parsons, Adv. Mgr., HERALD-TRIBUNE, 10604-100th St., Grand Prairie, AB T8V 2M5; Tel. (403) 532-1110.
National Representative: None.

LETHBRIDGE, ALTA.

1 - LOCATION: Division 2, E&P Map B-3. 135 mi. S of Calgary and 66 mi. N of the U.S. border. On Provincial Hwy. 3 E and W (Trans-Alberta).

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-50.
Interprovincial Bus Lines-Greyhound.
Airlines-Time Airways.

3 - POPULATION:
Corp. City 81 Cen. 54,072; E&P 86 Est. 54,969
CZ-ABC: (81) 54,072
RTZ-ABC. (81) 104,170
City & RTZ-ABC: (81) 158,242

4 - HOUSEHOLDS:
City 81 Cen. 19,904; E&P 86 Est. 21,644
CZ-ABC: (81) 19,760
RTZ-ABC: (81) 31,865
City & RTZ-ABC: (81) 51,625

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Trust & Credit Unions	9	N.A.

6 - PASSENGER AUTOS: Province 1,275,000

7 - ELECTRIC METERS: Residence 19,580

8 - GAS METERS: Residence 20,203

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Food Proc.; Furn.; Metal Fab.; Rollers; Tanks; House Trailers; Comm. Trailers; Pre-fab. Homes; Drums; Boats; Cellular Radios; Cinder Blocks; Brewery; Macaroni; Farm Mach.; Oxygen Plant; Mfg. & Refining; Edible & Non-Edible Oils; Meat Packing & Dressing; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Flour Milling; Metal Door & Windows; Higher Educ.; Soft Drinks; Feed Plants; Bakeries; Dairy Prods.; Poly Bags; Clothing; Metal Fab.; Aluminum Architectural Prods.; Boilers & Pressure Vessels.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 15-20; Summer 5-32; Fall -17-20; Winter -15-11. First killing frost, Oct. 9; last killing frost, May 20.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S.; 4 on 13th St. N.
Neighborhood Shopping Centers-3rd Ave. & 13th St. S.; 9th Ave. & 15th St. S.; Holiday Vlg. on Mayor Magrath Dr.; on 16th Ave. S.; Norbridge, 24th St. at 7th Ave. N.; College Mall on Mayor Magrath Dr. at 20th Ave. S.; Centre Vlg., 13th St. and 2nd Ave. N.; Westminster, 5th Ave. and 13th St. N.; Lethbridge Ctr., 5th St. and 4th Ave. S.; South Plz., 16th Ave. and Mayor Magrath Dr.; Chinook Ctr., 13th Ave. N.; Park Meadow Mall, 23 St. & 18 Ave. N.; 100 Columbia Blvd. W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Vlg Mall(36)	NA	Simpson-Sears, Food Giant, MacLeods
College Mall(46)	NA	Woolco, Super Valu, Canadian Tire
Lethbridge Inn Plz.(26)	NA	7-Eleven
Lethbridge Ctr.	NA	Woodward's
South Plz.(15)	NA	Zeller's, Safeway
Chinook Ctr.(5)	NA	
Park Meadow(35)	NA	Safeway
West Vlg. Mall(1)	NA	Super Sam

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Woolco; Zeller's; Simpsons-Sears; MacLeod's; Woodward's.
Variety Stores-Woolworth; Saan; Kresge's; Field's; Canadian Tire.
Chain Supermarkets-Safeway 3; Super Valu; Woodward's; Valdi; Food Giant.

14 - NEWSPAPERS: HERALD (e) 27,131; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Len Sevick, Adv. Mgr., HERALD, 504 7th St., S. Lethbridge, AB T1J 3Z7; Tel. (403) 328-4411.
National Representative: Thomson Newspapers.

MEDICINE HAT, ALTA.

1 - LOCATION: Division 1, E&P Map B-3. Industrial trading ctr. for SE Alberta. On S branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Airlines-Time Airways.
Bus Lines-Greyhound.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 81 Cen. 40,380; E&P 86 Est. 43,514
CZ-ABC. (81) 40,380
RTZ-ABC. (81) 21,616
City & RTZ-ABC: (81) 61,996
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 14,901; E&P 86 Est. 17,161
CZ-ABC. (81) 14,730
RTZ-ABC: (81) 6,555
City & RTZ-ABC: (81) 21,285

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N.A.

6 - PASSENGER AUTOS: Province 1,275,000

7 - ELECTRIC METERS: Residence 16,808

8 - GAS METERS: Residence 14,037

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)- Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Constr. 1,200 ($200); Trans. 600 ($185); Whse. 300 ($130); Ret. 1,500 ($125); Fin. 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Servs. 2,000 ($145); Others 2,000 ($150); Industrial composite for firms employing 20 or more ($285).
Principal Industrial Pay Days-2nd and 4th Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, hard 140 ppm.

12 - RETAILING: Principal Shopping Center-5 blocks on 2nd and 3rd Sts.
Neighborhood Shopping Centers-4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist.; N Railway St.; Division Ave. bet. 6th & 7th Sts.; Crescent Hghts.; Dunmore Rd. SE; Southview Mall; Medicine Hat Mall.
Principal Shopping Days-Department Stores-Mon., Thur., Fri., Sat.; Food-Fri., Sat.; Food Lumber Outlets Sun. 11-4.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; K mart; The Bay.
Variety Stores-Woolworth; Kresge.
Chain Supermarkets-Safeway 3; Co-op; IGA 2; OK Economy; Red Owl 2.

14 - NEWSPAPERS: NEWS (e) 14,220; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Stuart M. Warne, Adv. Mgr., NEWS, 3257 Dunmore Rd. SE, Medicine Hat, AB T1A 7E6; Tel. (403) 527-1101.
National Representative: Southam Newspapers.

RED DEER, ALTA.

1 - LOCATION: E&P Map B-3. Midway between Calgary and Edmonton (95 mi.). Hub for the four Western Canadian Provinces; accessible to newly developing Canadian Northland, Alaska and NW U.S.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Bus Lines-Greyhound; Coachways; Red Arrow Express.
Motor Freight Carriers-40.

3 - POPULATION:
Corp. City 81 Cen. 46,393; E&P 86 Est. 55,195
CZ-ABC. (81) 46,393
RTZ-ABC: (81) 134,199
City & RTZ-ABC: (81) 180,592
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 16,168; E&P 86 Est. 20,494
CZ-ABC: (81) 16,050
RTZ-ABC: (81) 43,570
City & RTZ-ABC: (81) 59,620

5 - BANKS	NUMBER	DEPOSITS
Commercial	25	N.A.

6 - PASSENGER AUTOS: Province 1,275,000

7 - ELECTRIC METERS: Residence 19,700

8 - GAS METERS: Residence 19,858

9 - PRINCIPAL INDUSTRIES: Milk Condensery; Poultry Eviscerating & Creamery; Packing & Can Mfg.; Mfg. of Transformers; Bottling; Trailer Mfg.; Concrete; Auto Parts; Railroads; over 3,500 oil and gas wells; Brewery. Prov. Gov't 3,000; Alberta Gas Ethylene Mfg.; Pipeline Mfg.; Steel Mfg.

10 - CLIMATE: Av. Temp.-May to Sept. 54. First killing frost, Oct. 1; last killing frost, Mar. 31.

11 - TAP WATER: Filtered soft; [illegible]lated, reduced from 232 ppm to 70 ppm [illegible]ness.

12 - RETAILING: Principal Shopping Centers-On Gaetz Ave. & Ross St. Other shopping centers in West Park; Eastview & Ross St.; E. Parkland Shopping Mall (North Hill); Bower Place (Southhill).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bower Place(99)	NA	Woodwards, Eatons
Eastview(10)	NA	IGA, Eastview Supor Drug
Parkland Mall(100)	NA	Sears, Woolco
Safeway Plz. Ctr. (20)	NA	Co-op
Port-O-Call(8)	NA	Safeway, Western
Pines Shopping Plz.(10)	NA	Red Rooster

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Hudson's Bay; Simpson-Sears; Co-op; MacLeod's; Woolco; Merit; Woodwards.
Variety Stores-S.S. Kresge; London Drug; Zellers; Saan.
Discount Stores: Saveco.
Chain Stores-Safeway 2; IGA 2; Tom Boy; Co-op; Woodwards Food Floor; Collegiate Sports; The Brick; North Star Sports; Shoppers Drugmart; Boots; London Drugs.

14 - NEWSPAPERS: ADVOCATE (e) 23,459; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Grainger, Adv. Mgr., ADVOCATE, 2950 Bremner Ave.; PO Box 5200, Red Deer, AB T4N 5G3; Tel. (403) 343-2400.
National Representative: None.

BRITISH COLUMBIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	173	191	208
5-14 Years	422	397	430
15-24 Years	460	491	531
25-44 Years	676	831	996
45-64 Years	495	536	578
65 and Over	243	298	322
TOTAL	2,469	2,744	2,965

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse.	719	2,611	2,661
Apparel	122	584	777
Furniture	99	299	515
Groceries	904	3,104	4,057
Lumber/Bldg. Mat.	36	105	114
Restaurants	205	1,535	3,220
Autos	580	2,801	3,328
Gasoline/Fuel Oil	283	885	1,254
Drugs	124	596	638
TOTAL SALES	3,744	15,190	18,961

Source: Census of Canada/Retail Trade

CRANBROOK, B.C.

1 - LOCATION: E&P Map B-3. Located on Hwys. 3 & 95, 52 mi. N. of the Canadian-U.S. border, 90 mi. W. of the B.C.-Alta. border. Div. No. 1, Sub-div. 8. SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway center.

2 - TRANSPORTATION: Railroads-C.P.R.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 15,915; E&P 86 Est. 17,655
CZ-ABC: (81) 15,915
RTZ-ABC. (81) 37,808
City & RTZ-ABC: (81) 53,723

4 - HOUSEHOLDS:
City 81 Cen. 5,520; E&P 86 Est. 6,244
CZ-ABC: (81) 5,475
RTZ-ABC. (81) 12,650
City & RTZ-ABC: (81) 18,125

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 8,012

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Forestry; Coal Mining; Trans.; Gold, Silver & Lead Mining; Dairy, Trucking & Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown on Baker St., Tamarack Shopping Ctr., Cranbrook Mall.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TOWNSMAN (e-mon to fri) 4,421; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Carol Murray, Pub., TOWNSMAN, 822 Cranbrook St. N., Cranbrook, BC V1C 3R9; Tel. (604) 426-5201.
National Representative: None.

DAWSON CREEK, B.C.

1 - LOCATION: Peace River-Prince George Elect. Dist. (PC). E&P Map B-2. 800 mi. NE of Vancouver; 380 mi. NW of Edmonton, Alta. Major coal development underway, oil development, forestry, farming & agriculture. Mile Zero on Alaska Hwy.

2 - TRANSPORTATION: Railroads-Canadian National; British Columbia.
Motor Freight Carriers-11.
Airlines-Pacific Western; CPAir via Fort St. John; Various Charter Lines.

3 - POPULATION:
Corp. City 81 Cen. 11,373; E&P 86 Est. 11,936

4 - HOUSEHOLDS:
City 81 Cen. 4,095; E&P 86 Est. 4,332

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	7	N.A.

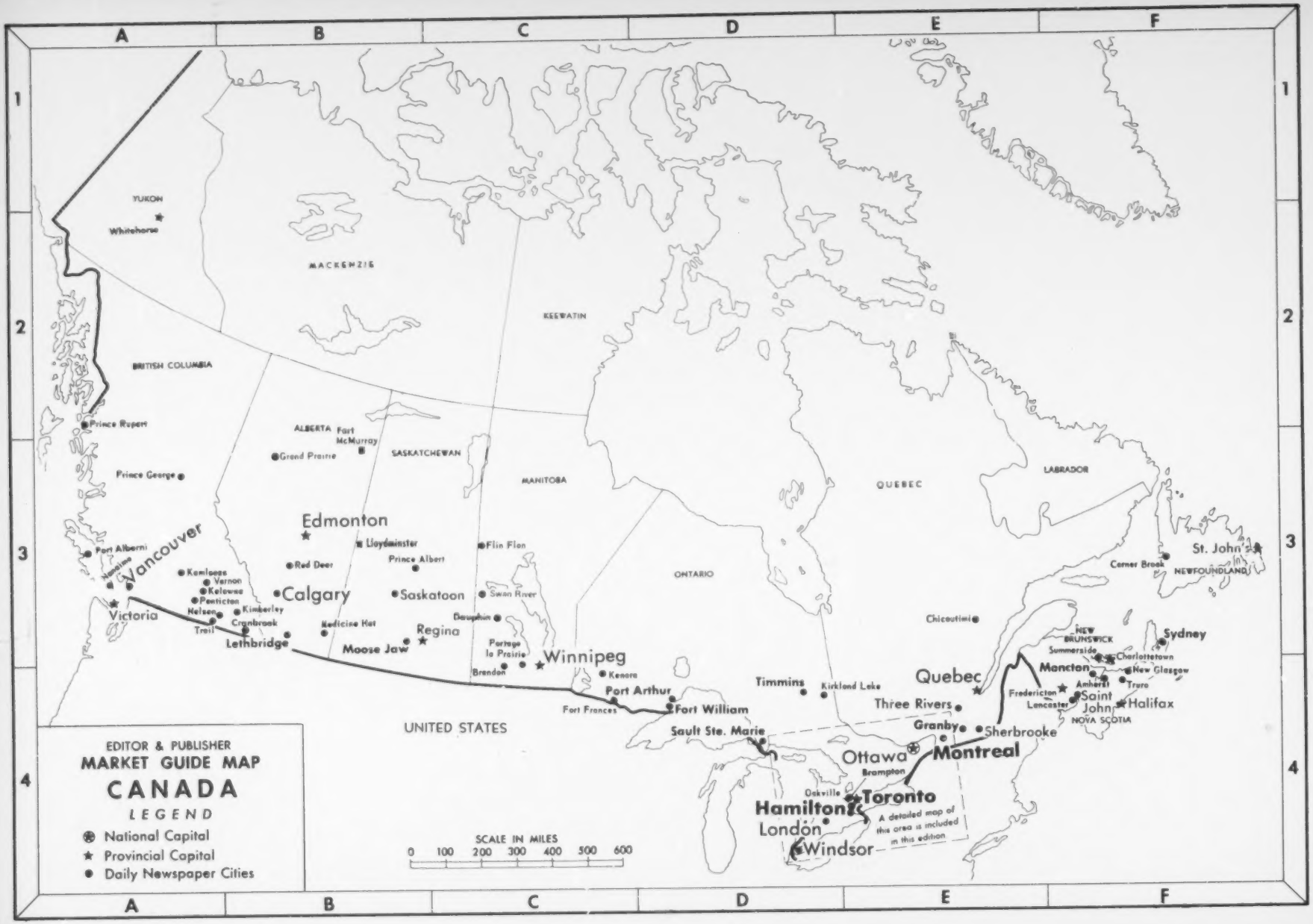
6 - PASSENGER AUTOS: City 6,436

7 - ELECTRIC METERS: Residence 4,383

8 - GAS METERS: Residence 4,210

9 - PRINCIPAL INDUSTRIES: Lumbering; Mining; Oil Development; Farming & Ranching; Agric.; Tourism; Trans.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Six-year Av. (Celsius)-Spring 1; Summer 14; Fall 3; Winter 13. Av. frost free days 74.


A
B
C
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1
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YUKON
Whitehorse
MACKENZIE
KEEWATIN
BRITISH COLUMBIA
Prince Rupert
ALBERTA
Fort McMurray
Grand Prairie
SASKATCHEWAN
MANITOBA
Prince George
QUEBEC
LABRADOR
Edmonton
Lloydminster
Flin Flon
Port Alberni
Nanaimo
Vancouver
Red Deer
Prince Albert
ONTARIO
Kamloops
Vernon
Kelowna
Penticton
Calgary
Saskatoon
Swan River
Nelson
Kimberley
Victoria
Cranbrook
Trail
Medicine Hat
Dauphin
Regina
Lethbridge
Moose Jaw
Portage la Prairie
Winnipeg
Brandon
Kenora
Port Arthur
Fort William
Fort Frances
Timmins
Kirkland Lake
Chicoutimi
Quebec
Three Rivers
Granby
Sherbrooke
Sault Ste. Marie
UNITED STATES
Ottawa
Montreal
Brampton
Oakville
Hamilton
Toronto
London
Windsor
A detailed map of this area is included in this edition
Corner Brook
NEWFOUNDLAND
St. John's
NEW BRUNSWICK
Summerside
Charlottetown
Sydney
Moncton
New Glasgow
Amherst
Truro
Fredericton
Lancaster
Saint John
Halifax
NOVA SCOTIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA
LEGEND
National Capital
Provincial Capital
Daily Newspaper Cities
SCALE IN MILES
0 100 200 300 400 500 600

11 - TAP WATER: Akaline, hard.

12 - RETAILING: Principal Shopping Center-Dawson Mall, 40 stores.
Neighborhood Shopping Centers-Dawson Co-op, Century Place mini mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Prairie Mall	80	Zeller's, Safeway
Fort St. John	50	Zeller's, Safeway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Zeller's; Co-op; MacLeod's.
Discount Stores-Woolworth; Kresge's; Saan; Fields.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Shoppers; IDA.
Chain Supermarkets-Safeway; Co-op.
Other Chain Stores-Reitmans; Sweet 16; Kelly's Stereos; Sears; Kit's Camera; Bumper to Bumper.

14 - NEWSPAPERS: PEACE RIVER BLOCK NEWS (e) 3,613; Publisher's Statement Mar. 10, 1986.
Local Contact for Advertising and Merchandising Data: Lois Armas, Pub., PEACE RIVER BLOCK NEWS, PO Box 180, Dawson Creek, BC V1G 4G6; Tel. (604) 782-4888.
National Representative: None.

FORT ST. JOHN, B.C.

1 - LOCATION: Peace River-Liard Regional District. E&P Map B-2. 45 mi. NW of Dawson Creek. Tourism, gas, logging, oil wells & diversified farming.

2 - TRANSPORTATION: Railroads-B.C.R.
Motor Freight Carriers-White Pass; Canadian Freightways.
Airlines-CPAir; (connecting point Edmonton, Whitehorse, Prince George, Vancouver).
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,891; E&P 86 Est. 18,725
CZ-ABC: (81) 13,891
RTZ-ABC: (81) 7,651
City & RTZ-ABC: (81) 21,542

4 - HOUSEHOLDS:
City 81 Cen. 4,642; E&P 86 Est. 6,309
CZ-ABC: (81) 4,590
RTZ-ABC: (81) 2,164
City & RTZ-ABC: (81) 6,754

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 6,271

7 - ELECTRIC METERS: City 6,430

8 - GAS METERS: 5,677

9 - PRINCIPAL INDUSTRIES: Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains; Honey.

10 - CLIMATE: Min. & Max. Temp. -40 to 40 C.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Totem Mall.
Neighborhood Shopping Centers-Northgate Mall; Co-op Shopping Ctr.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Central; The Bay; Co-op.
Discount Stores-Save-A-Lot.
Chain Drug Stores-People's Drug Mart; Shoppers Drug.
Chain Supermarkets-Overwaitea; IGA; Safeway.
Other Chain Stores-MacLeod's; Fields; Marshall Wells; Workwear World; Daines Western; Ming Loong.

14 - NEWSPAPERS: ALASKA HIGHWAY NEWS (e-mon to fri) 3,647; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Heinz Goldbach, Adv. Mgr., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.
National Representative: None.

KAMLOOPS, B.C.

1 - LOCATION: Division 6. E&P Map A-3. About 250 mi. NE of Vancouver, approximately same distance NW of Trail; 390 mi. W of Calgary.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian Natl. Railway.
Airlines-Pacific Western; Air BC.

3 - POPULATION:
Corp. City 81 Cen. 64,048; E&P 86 Est. 68,276
CZ-ABC: (81) 64,048
RTZ-ABC: (81) 37,935
City & RTZ-ABC: (81) 101,983

4 - HOUSEHOLDS:
City 81 Cen. 21,841; E&P 86 Est. 23,821
CZ-ABC: (81) 21,690
RTZ-ABC: (81) 12,435
City & RTZ-ABC: (81) 34,125

5 - BANKS	NUMBER	EST. DEP.
All Banks	10	N.A.

6 - PASSENGER AUTOS: City 26,608

7 - ELECTRIC METERS: Residence 10,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Employees-Lumbering (268 mills) 1,500; Railways (2) 1,259; Farming & Ranching 1,200; Gov't 1,000; Contractors (40) 400; Canning, Packing (seasonal) 300; Schools 250; Oil Refinery 125; Whol. Distr. (18) 115; Hop Kilns (picking etc.) 100; Natural Gas 100; Pulp Mill 450; Industrial & Commercial Payroll $48,000,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Town, soft. Trading area, fairly hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain and Department Stores-Women's Clothing 22; Men's Clothing 14; Appliance and Radio 28; Furniture 11; Drug 10; Grocery 67; Simpson-Sears; Hudson's Bay; T. Eaton; Safeway 2; Overwaitea; Super Valu 3; Woolworth; Copp's; Sweet 16; Buckerfield's; Singer Co.; Sally; Fashion First; Woodward's; Marshall Wells; Shoppers Drug Mart; Jack Fraser; People Credit Jewelers; Zeller's; Fields; Saan.

14 - NEWSPAPERS: NEWS (e-mon to fri) 21,387; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: M.L. Recchi, Adv. Mgr., NEWS, 63 W. Victoria St., Kamloops, BC V2C 6J6; Tel. (604) 372-2331.
National Representative: Southam Newspapers.

KELOWNA, B.C.

1 - LOCATION: Division 3. E&P Map A-3. On Okanagan Lake; 295 mi. E of Vancouver. In Central Okanagan Regional District.

2 - TRANSPORTATION: Railroads-C.P.; C.N.R.
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound.
Airlines-C.P.; Pacific Western; Time Air.

3 - POPULATION:
Corp. City 81 Cen. 59,196; E&P 86 Est. 65,202
CZ-ABC: (81) 46,890
RTZ-ABC: (81) 38,347
City & RTZ-ABC: (81) 85,237

4 - HOUSEHOLDS:
City 81 Cen. 22,310; E&P 86 Est. 25,116
CZ-ABC: (81) 17,588
RTZ-ABC: (81) 13,577
City & RTZ-ABC: (81) 31,165

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: City 40,059

7 - ELECTRIC METERS: 11,000

8 - GAS METERS: 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 2,000; Office & Clerical 1,200; Trans. 288; Constr. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

10 - CLIMATE: Daily mean temperature 47. Precipitation 12.35 in. annually.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Field's; Hudson's Bay; MacLeod's; Sears; Woolco.
Variety Stores-Woolworth; Metropolitan; Saan.
Chain Drug Stores-Rexall; Western; London Drug; Shoppers Drug Mart.
Chain Supermarkets-Safeway; Super Valu; IGA; Overwaitea.

14 - NEWSPAPERS: COURIER (e) 16,274; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Harding, Gen. Adv. Mgr., COURIER, 550 Doyle Ave., Kelowna, BC V1Y 7V1; Tel. (604) 762-4445.
National Representative: Thomson Newspapers.

KIMBERLEY, B.C.

1 - LOCATION: Division 3. E&P Map B-3. Hwy. 95. In East Kootenay Regional District.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western Airlines.

3 - POPULATION:
Corp. City 81 Cen. 7,375; E&P 86 Est. 7,432

4 - HOUSEHOLDS:
City 81 Cen. 2,744; E&P 86 Est. 2,824

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 3,286

7 - ELECTRIC METERS: Residence 2,701

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Mining; Fertilizer Plant 429; Trans., Commun., Util. 240; Pulp Mill 250.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Field's (catalog); Simpson.
Variety Stores-MacLeod's.
Chain Drug Stores-Rexall; Tamblyn.
Chain Supermarkets-Super Valu; Overwaitea.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 2,465; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: Carol Murray, Pub., BULLETIN, 335 Spokane St., Kimberley, BC V1A 1Y9; Tel. (604) 427-5333.
National Representative: None.

NANAIMO, B.C.

1 - LOCATION: Division 5. E&P Map A-3. 32 mi. W of Vancouver; 70 mi. N of Victoria; on Island Hwy. Center of wood pulp production area.

2 - TRANSPORTATION: Railroads-E&N; C.P.R. and B.C.; Ferries to Vancouver.
Interprovincial Bus Lines-Vancouver Island.

3 - POPULATION:
Corp. City 81 Cen. 47,069; E&P 86 Est. 52,901
CZ-ABC: (81) 47,069
RTZ-ABC: (81) 71,493
City & RTZ-ABC: (81) 118,562

4 - HOUSEHOLDS:
City 81 Cen. 17,739; E&P 86 Est. 20,291
CZ-ABC: (81) 17,555
RTZ-ABC: (81) 26,025
City & RTZ-ABC: (81) 43,580

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$149,000,000

6 - PASSENGER AUTOS: City 25,455

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 1,350

9 - PRINCIPAL INDUSTRIES: Lumber; Logging Mach.; Pulp; Shipbldg.; Fishing; Agric.; Tourism.

10 - CLIMATE: Min. & Max. Temp.-10-35.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Stores Open Evenings-Thur., Fri.; Woolco-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco; The Bay.
Chain Drug Stores-Shoppers Drug Mart 3; Central Drug 3; Nanaimo Pharmacy 2, Western.
Chain Supermarkets-Safeway 2; Super Valu 2; Overwaitea; IGA.

14 - NEWSPAPERS: FREE PRESS (e) 9,641; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Pub./Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5; Tel. (604) 753-3451.
National Representative: Thomson Newspapers.

NELSON, B.C.

1 - LOCATION: West Kootenay Electoral District. E&P Map A-3. 450 mi. E of Vancouver; 400 mi. W of Calgary. On West Arm of Kootenay Lake. Near Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. 3.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Kaslo-Nelson; Airline Service.
Airlines-PWA.

3 - POPULATION:
Corp. City 81 Cen. 9,143; E&P 86 Est. 8,762
CZ-ABC: (81) 9,507
RTZ-ABC: (81) 46,757
City & RTZ-ABC: (81) 56,264

4 - HOUSEHOLDS:
City 81 Cen. 3,599; E&P 86 Est. 3,502
CZ-ABC: (81) 3,703
RTZ-ABC: (81) 16,987
City & RTZ-ABC: (81) 20,690

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: City 6,067

7 - ELECTRIC METERS: Residence 3,983

8 - GAS METERS: Residence 2,327

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Trans. 400 ($150); Lumber 900 ($175); Contracting 300 ($175); Mfg. 400 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts.
Neighborhood Shopping Centers-Fairview-Nelson Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Saan; MacLeod's.
Variety Stores-Woolworth.
Chain Supermarkets-Super-Valu; Safeway.

14 - NEWSPAPERS: NEWS (m-mon to fri) 5,896; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Steen O. Jorgenson, Pub., NEWS, 266 Baker St., Nelson, BC V1L 4H3; Tel. (604) 352-3552.
National Representative: None.

PENTICTON, B.C.

1 - LOCATION: Division 3. E&P Map A-3. On Lake Okanagan. 256 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western; Canadian Pacific Airways.

3 - POPULATION:
Corp. City 81 Cen. 23,181; E&P 86 Est. 24,384
CZ-ABC: (81) 24,043
RTZ-ABC: (81) 28,405
City & RTZ-ABC: (81) 52,448

4 - HOUSEHOLDS:
City 81 Cen. 9,143; E&P 86 Est. 10,052
CZ-ABC: (81) 9,676
RTZ-ABC: (81) 10,684
City & RTZ-ABC: (81) 20,360

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.

6 - PASSENGER AUTOS: City 16,636

7 - ELECTRIC METERS: 5,758

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry 312; Mfg. 420; Constr. 670; Trans. Storage 700; Mining 305; Fruit & Pkg. 1,984.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Sears (catalog); Woodward's; Woolco.
Variety Stores-Woolworth; Penticton 5.
Chain Drug Stores-Rexall 2; Shopper's Drug Mart.
Chain Supermarkets-Super-Valu 2; Canada Safeway; IGA; Shop Easy; Woodward's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,112; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: George Solomonides, Adv. Mgr., HERALD, 186 Nanaimo Ave. W., Penticton, BC V2A 1N4; Tel. (604) 492-4002.
National Representative: Thomson Newspapers.

PORT ALBERNI, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 50 mi. NW of Nanaimo on Hwy. 4 and 30 mi. from the E coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber manufacturing); Province's third largest deep-sea port with commercial fishery facilities.

2 - TRANSPORTATION: Railroad-Canadian Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Pacific Coach Lines Ltd.
Airline-Pacific Rim.

3 - POPULATION:
Corp. City 81 Cen. 19,892; E&P 86 Est. 19,114
CZ-ABC: (81) 19,892
RTZ-ABC: (81) 12,666
City & RTZ-ABC: (81) 32,558

4 - HOUSEHOLDS:
City 81 Cen. 6,864; E&P 86 Est. 6,728
CZ-ABC: (81) 6,815
RTZ-ABC: (81) 4,070
City & RT7-ABC: (81) 10,885

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 9,532

7 - ELECTRIC METERS: Residence 7,005

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Plywood & Lumber Mills; Logging; Fishing & Heavy Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Third Ave.; Port Alberni; Plz. Shopping Ctr. & Alberni Mall; 10th & Redford; Southgate Shopping Ctr.; Harbor Quay; Waterfront facility.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Woodward's; K mart; Simpson-Sears (catalog).
Chain Drug Stores-Shopper's Drug Mart; People's.
Chain Supermarkets-Safeway; Super-Valu; Woodward's.
Other Chain Stores-Color Your World; Alberni Co-op; Woolworth; Saan; Kelly's Stereo Mart; Radio Shack; Kit's Camera; People's Jewelers; Revelstoke Lumber; Copp Shoes; Reitman's; Bootlegger; Sweet 16; Windsor Plywoods.

14 - NEWSPAPERS: ALBERNI VALLEY TIMES (e-mon to fri) 7,230; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: N.E. Hannaford, Pub., ALBERNI VALLEY TIMES, 4918 Napier St.; PO Box 400, Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171.
National Representative: None.

PRINCE GEORGE, B.C.

1 - LOCATION: E&P Map A-3. 466 mi. N of Vancouver.

2 - TRANSPORTATION: Railroads-British Columbia; Canadian National.
Airlines-C.P.A.; P.W.A.; NTAir.
Bus Lines-Greyhound; Coachways.

3 - POPULATION:
Corp. City 81 Cen. 67,559; E&P 86 Est. 73,727
CZ-ABC: (81) 67,559
RTZ-ABC: (81) 60,181
City & RTZ-ABC: (81) 127,740
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 22,037; E&P 86 Est. 24,536
CZ-ABC: (81) 21,875
RTZ-ABC: (81) 18,260
City & RTZ-ABC: (81) 40,135

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	27	N.A.

6 - PASSENGER AUTOS: City 26,973

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Lumbering ($454); Trans.; Gov't; Pulp and Paper; Oil Refinery; Caustic Chem.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Sears; Woodward's; Woolco.
Variety Stores-Kresge; MacLeod's-Stedman's; Saan; Canadian Tire.
Chain Supermarkets-Safeway; Overwaitea 4; Woodward's.

14 - NEWSPAPERS: CITIZEN (e) 22,154; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, 150 Brunswick St.; PO Box 5700, Prince George, BC V2L 5K9; Tel. (604) 562-2441.
National Representative: None.

PRINCE RUPERT, B.C.

1 - LOCATION: Skeena-Queen Charlotte Regional District, E&P Map A-2. On Kaien Island. NW part of Hecate Strait, between mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian National Railway; 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2 - TRANSPORTATION: Railroads-Canadian National.
Motor Freight Carriers-3.
Passenger Steamship Lines-2.
Freight Steamship Lines-4.
Intercity Bus Lines-Watson Island; Far West.
Airlines-Canadian Pacific; B.C.; Alaska Coastal; North Coast Air Servs.; Trans Provincial.

3 - POPULATION:
Corp. City 81 Cen. 16,197; E&P 86 Est. 17,258
CZ-ABC: (81) 16,197
RTZ-ABC: (81) 6,443
City & RTZ-ABC: (81) 22,640

4 - HOUSEHOLDS:
City 81 Cen. 5,296; E&P 86 Est. 5,747
CZ-ABC: (81) 5,235
RTZ-ABC: (81) 1,665
City & RTZ-ABC: (81) 6,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 4,851

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fishing 2,500 (N.A.); Trans. 200 (N.A.); Pulp & Paper 1,000 ($400); Mfg. 300 (N.A.); Food 190 (N.A.); Gov't. 300 (N.A.); Gov't-Owned Paper Mill (N.A.).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-50; Summer 49-62; Fall 42-53. Winter 32-41. First killing frost, Oct. 1; last killing frost, May 7

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-Rupert Sq.; Third Ave.; Pride 'O' North Mall.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; Field's; MacLeod's.
Chain Supermarkets-Zellers; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway; Super Valu.
Other Chain Stores-Sears.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,758; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Iris M. Christison, Pub.; Mrs. Christal Keehn, Adv. Mgr., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781.
National Representative: None.

TRAIL, B.C.

1 - LOCATION: District of West Kootenay, E&P Map A-3. On the Columbia River. 10 mi. from International boundary, in section of district; 410 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Airline; City Transit Service.
Airlines-Pacific Western; Arrow.

3 - POPULATION:
Corp. City 81 Cen. 9,599; E&P 86 Est. 8,906
CZ-ABC: (81) 11,568
RTZ-ABC: (81) 27,386
City & RTZ-ABC: (81) 38,954

4 - HOUSEHOLDS:
City 81 Cen. 3,770; E&P 86 Est. 3,563
CZ-ABC: (81) 4,460
RTZ-ABC: (81) 9,350
City & RTZ-ABC: (81) 13,810

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 8,637

7 - ELECTRIC METERS: Residence 6,457

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining-Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg. Steel; Fertilizers; Chemicals; Hardware Specialties; Zinc (Die Castings & Extruded); Chain Saws; Employment 7,500.
Principal Industrial Pay Days-8th, 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on 3 streets (Waneta Plz.).
Neighborhood Shopping Centers-Rossland Ave. (2 blocks); E. Trail (3 blocks); Glenmerry (1 block).
Principal Shopping Days-Tues. through Sat.
Stores Open Evenings-Fri.
Stores Close-Most on Mon.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Simpson-Sears; Woolco.
Variety Stores-S.S. Kresge.
Chain Supermarkets-Super Valu; Safeway.
Other Chain Stores-Sally; MacLeod's; Sweet 16; Firestone.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,190; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ray Picco, Adv. Mgr., TIMES, 1163 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551.
National Representative: None.

VANCOUVER, B.C.

1 - LOCATION: Division 15, E&P Map A-3. On Burrard Inlet. Canada's largest Pacific seaport; direct access to ocean. Principal products handled: forest products, grain, potash, propane gas, sulphur, coal, flour and fish. 45.2 cargo tons. Harbor has 98 mi. water frontage; 49 sq. mi. deep-sea anchorage. Commercial metropolis for British Columbia and Yukon. Financial, distributing & University center. 31 mi. N of U.S. border; 140 mi. N of Seattle; 80 mi. from Victoria. Hwys. to Trans-Canada and U.S.

2 - TRANSPORTATION: Railroads-Terminus for Canadian National and Canadian Pacific. Terminus for Burlington Northern Inc. (serves Southern British Columbia en route to U.S.). British Columbia Railway; serves Northern and interior British Columbia.
Motor Freight Carriers-200.
Intercity Bus Lines-Greyhound; Pacific Stage; Continental Trailways; British Columbia Hydro; Kay's Trans.; SMT Coachlines; Sechelt Thunderbird Tours; Columbia Stage Lines; Gray Line; H & H; Maverick Coach; Sechelt; Squamish Coachlines; V & J Trans.; Vancouver Airline Limousines; Seabus (betw. Vanc. & N. Vanc.).
Airlines-Air Canada; Air B.C.; United; Canadian Pacific Japan; Quantas; Ocean Air (Port Alberni); Pacific Western; Western; Wardair Canada. Associated: Air France; British Airways; Alaska; Sabena; Lufthansa; NW Orient; Alitalia; KLM; Pan American; Air India; Irish Intl.; Swiss; Continental; Eastern; APSA Peruvian; El Al Israel; Iberian of Spain; Olympic Airways; Pakistan International; Philippine; Scandinavian; TAP Portuguese Airways; Trans International World Airways; Finn Air; Transavia Holland (charter only).
Steamship Lines-67.

3 - POPULATION:
Met. Area 81 Cen. 1,268,183; E&P 86 Est. 1,339,185
Corp. City 81 Cen. 414,281; E&P 86 Est. 406,396
CZ-ABC: (81) 820,526
RTZ-ABC: (81) 612,903
City & RTZ-ABC: (81) 1,433,429

4 - HOUSEHOLDS:
Met. Area 81 Cen. 476,755; E&P 86 Est. 523,783
City 81 Cen. 173,040; E&P 86 Est. 175,118
CZ-ABC: (81) 327,750
RTZ-ABC: (81) 205,720
City & RTZ-ABC: (81) 533,470

5 - BANKS	NUMBER	EST. DEP.
Savings	204(city) 370(metro)	N.A.
Commercial	4	N.A.
Savings & Loan	38	N.A.
Trust Companies	34(city) 41(metro)	N.A.
Credit Unions	47	N.A.

6 - PASSENGER AUTOS: City 196,419

7 - ELECTRIC METERS: Lower Mainland 586,110

8 - GAS METERS: Residence Lower Mainland 355,427

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Printing Industry 12,454 ($677); Mfg. 91,057 ($566); Constr. 35,365 ($509); Trans., Commun., & Other Util. 69,630 ($596); Trade 128,138 ($339); Fin., Ins., & R.E. 52,903 ($446); Servs. 208,062 ($367); Pub. Admin. 34,870 ($537); Industrial Aggregate 632,479 ($448).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-18; Summer 4-30; Fall 7-21; Winter 13-14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-Downtown Vancouver bounded by Hastings (N), Burrard (W), Hamilton (E) and Robson.
Major Retail Areas-Vancouver Proper-Pacific Ctr.; Oakridge Shpg. Ctr.; Harbour Ctr.; Kingsgate Mall; Champlain Mall; Royal Ctr.; Arbutus Village Sq.; Denmam Mall; Il Mercato.
North Shore-Park Royal; Capilano Mall; Westlynn Mall; Westview Shpg. Ctr.; Lonsdale Quay.
Burnaby/New Westminster-Metrotown Ctr.; Brentwood Mall; Lougheed Mall; Middlegate Ctr.; Westminster Mall; North Rd. Ctr.; Royal Sq.
Coquitlam Pt./Moody Maple Ridge-Coquitlam Ctr.; Westwood Mall; Sunwood Sq.; Haney Plz.; Pine Tree; Poco Plz.; Valley Fair Mall; Burquitlam Plz.; Como Lake; Haney Plz.
Richmond-Lansdowne Park; Richmond Sq.; Richmond Central; Richmond Ctr.; Richlea Sq.; Seafair.
Delta-Delta Shoppers Mall; Kennedy Hts.; Scott 72 Ctr.; Scottsdale Mall; Ladner Ctr.; Delta Fair; Sunshine Hills.
Surrey-Guildford Town Ctr.; Surrey Plz.; Panorama Ctr.; Guildford Market Sq.; Semiahmoo Ctr.; Riverside Hts.; Evergreen Mall; Newton Town Ctr.; Dell; Clover Sq.; Cedar Hill Plz.; Newton Plz.; Scott Town Plz.; King George Ctr.
Langley-Willowbrook Shpg. Ctr.; Langley Mall; Langfield Mall.

13 - RETAIL OUTLETS: Major Department Stores-Woodward's 10; The Bay 7; Eaton's 6; Sears 5.
Variety/Discount Department Stores-Field's 18; Zeller's 8; Marks & Spencer 7; K mart 5; Woolco 3; Woolworth 3; Army & Navy 2.
Chain Drug Stores-Pharmasave 41; Shopper's Drug Mart 29; Boots 17; London Drugs 17; People's 15; Woodward's 8; Owl 6; Regency 5; K mart 5; Garlane 4; Macdonald's 4; Circle 3.
Chain Supermarkets-Safeway 53; Super Valu 21; Woodward's Food Floor 7; Save-On-Foods 7; Overwaitea 6; Stong's 5; Produce City 4; IGA.

14 - NEWSPAPERS: PROVINCE (m-mon to fri) 170,600; (S) 215,258; Mar. 31, 1986 ABC.
SUN (e-mon to thur) 236,190; (e-fri) 287,228; (e-sat) 285,478; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Norman R. Weitzel, Adv. Dir., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 732-2431.
National Representative: Southam Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

VERNON, B.C.

1 - LOCATION: North Okanagan Regional District, E&P Map R-12. Fruit & vegetable processing, agriculture, lumber, stock-raising area; 71 mi. SE of Kamloops.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Central Coach; Greyhound.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 81 Cen. 19,987; E&P 86 Est. 21,868
CZ-ABC: (81) 27,271
RTZ-ABC: (81) 50,209
City & RTZ-ABC: (81) 77,480

4 - HOUSEHOLDS:
City 81 Cen. 7,827; E&P 86 Est. 8,732
CZ-ABC: (81) 10,115
RTZ-ABC: (81) 17,160
City & RTZ-ABC: (81) 27,275

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 18,131

7 - ELECTRIC METERS: City 4,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Proc. (dehydration and canning); Lumber Mills (sash & door); Farming: Fruit, Cattle, Sheep Raising, Dairying.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e) 8,496; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oldfield, Pub./Gen. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 6N8; Tel. (604) 545-0671.
National Representative: Thomson Newspapers.

VICTORIA, B.C.

1 - LOCATION: Vancouver Island, E&P Map A-3. Provincial Capital. Tourism, Oceanographic, Research center. Education and Cultural center. Lumbering, Small Fruits and Agriculture. Naval base and dockyard. Wholesale Center on S tip of Vancouver Island, 80 mi. from Vancouver and Seattle, WA.

2 - TRANSPORTATION: Railroads-Esquimalt & Nanaimo; Canadian National (freight).
Steamship Lines-4; also B.C. Steamship Ltd. Ferry to Seattle; Washington State Ferries to Anacortes; B.C. Government Ferries, Swartz Bay to Tsawwassen; Black Ball Ferries to Port Angeles, U.S.
Motor Freight Carriers-5.
Intercity Bus Lines-Vancouver Island Coach covering Vancouver Island.
Airlines-Air Canada; CP Air; Air B.C.; Pacific Western; Burrard Air; Otter Air; Wardair.

3 - POPULATION:
Corp. City 81 Cen. 64,379; E&P 86 Est. 64,367
Met. Area 81 Cen. 233,481; E&P 86 Est. 242,746
Met. Area-ABC: (81) 233,481
Bal. in RTZ-ABC: (81) 145,794
Total Met. Area & RTZ-ABC: (81) 379,275

4 - HOUSEHOLDS:
City 81 Cen. 33,372; E&P 86 Est. 33,869
Met. Area 81 Cen. N.A.; E&P 86 Est. 102,022
Met. Area-ABC: (81) 94,980
Bal. in RTZ-ABC: (81) 53,500
Total Met. Area & RTZ-ABC: (81) 148,480

5 - BANKS	NUMBER	DEPOSITS
Commercial	72	N.A.
Trust & Loan	22	N.A.
Credit Unions	42	N.A.

6 - PASSENGER AUTOS: City 105,217

7 - ELECTRIC METERS: Residence 120,958

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 4,800 ($213); Trans. & Util. 3,800 ($204); Trade 6,600 ($151); Servs. 5,400 (N.A.); Industrial Composite 24,300 ($167).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-55; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4; last killing frost, Mar. 4.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Area-Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.
Neighborhood Shopping Centers-Major Shopping Ctrs.: Hillside Mall 120 stores; Mayfair Mall 100; Tillicum Mall 80; Town & Country 23; Can West
Stores Open Evenings-Many stores open 7 days a week; all stores open Wed., Thur., Fri., evening. Substantial Sun. opening.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K mart.
Chain Drug Stores-Shoppers 5; London; Pharmasque; People's; Boots.
Chain Supermarkets-Safeway; Low Cost Stores; Shop Easy; IGA; Oakcrest; Fairways; Thrifty's; 7-Eleven; Woodward's; Economart; Mac's Convenience Stores; Save-on-Foods.
Other Chain Stores-Aamco; A&B Sound; A&A Records; O.B. Allan Jewelers; Agnew-Surpass; Allied Radio Shack; Bata Shoe; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World; D'Allaird's Ltd.; Dalmy's; Discus Music World; Fairweather; Firestone; Jack Fraser; Footlocker; Great West Gold & Diamond Co.; Japan Camera Ctr.; Grassie's; Jordan's Victoria Ltd.; Kinney Shoes; Black's Cameras; Lords Shoes; Mappins Jewellers; Mariposa; Marks & Spencer; Miller's; Midas; Murray Goldman; The Nut House; Pennington's Large Size Shop; People's Jewelers; The Pop-Shoppe; Purdy Chocolates; Reitman's; Ricki's; Roots Natural Footwear; Saba Bros.; Sally Shops; Shirley K Maternity; Singer; Speedy Muffler King; Sterling Shoes; Superstar Athletic Footwear; Sweet Sixteen; Thrifty's; Thunderbird; Tip Top Tailors; Windsor Plywoods.

14 - NEWSPAPERS: TIMES-COLONIST (all day) 77,425; (S) 75,282; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: B.E. Hobbs, Adv. Dir., TIMES-COLONIST, 2621 Douglas St.; Box 300, Victoria, BC V8W 2N4; Tel. (604) 382-7211.
National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

MANITOBA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	82	77	82
5-14 Years	183	161	172
15-24 Years	194	190	203
25-44 Years	253	278	297
45-64 Years	202	198	212
65 and Over	107	122	131
TOTAL	1,021	1,026	1,097

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse	335	884	1,014
Apparel	52	176	300
Furniture	26	90	219
Groceries	281	1,031	1,554
Lumber/Bldg. Mat.	17	25	42
Restaurants	17	336	636
Autos	225	808	1,256
Gasoline/Fuel Oil	95	260	529
Drugs	40	141	209
TOTAL SALES	1,346	4,338	6,244

Source: Census of Canada/Retail Trade

BRANDON, MAN.

1 - LOCATION: Division 7, E&P Map C-4.

2 - TRANSPORTATION: Railroads-C.P., C.N.
Intercity Bus Lines-Greyhound; Manitoba Motor Transit; Grey Goose.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 36,242; E&P 86 Est. 39,755
CZ-ABC: (81) 36,242
RTZ-ABC: (81) 71,641
City & RTZ-ABC: (81) 107,883
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,619; E&P 86 Est. 15,638
CZ-ABC: (81) 13,455
RTZ-ABC: (81) 24,810
City & RTZ-ABC: (81) 38,265

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.

6 - PASSENGER AUTOS: City 19,684

7 - ELECTRIC METERS: Residence 9,210

8 - GAS METERS: 5,725

9 - PRINCIPAL INDUSTRIES: Metal Fab.; Chem. & Fertilizers; Elect. Components; Health Care; Railroads (4,400 employees); Meat & Poultry Proc.; Power Generating.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Brandon Shopping Mall-2 mi. S. of downtown-72 stores (open 9:30 a.m.-10:00 p.m.-Mon. through Sat.); Downtown area open Thur., Fri. evening. K mart Shopping Complex-1 mile W. of downtown (open 10:00 a.m. to 10:00 p.m.-Mon. through Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 a.m.-9:30 p.m. Mon. through Fri., 9:30 a.m.-6:00 p.m. Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shoppers Mall(24)	NA	Woolco, Allen-Brown Drug, Saan, Safeway
River Heights Gallery	NA NA	K mart Zellers, Eaton's, IGA, Shoppers Drug

Principal Shopping Days-Thur., Fri. (evening), Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Sears; Woolco; K mart; Zellers.
Variety Stores-Woolworth; Metropolitan; BiWay.
Chain Supermarkets-Safeway 2; Solo Stores; Econo-Mart; IGA 3; Economy; Other Grocery Stores 50.

Other Chain Stores-Maher; Reitmans; Gallenkamp; White Cross Drugs; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Dalmys; Irene Hill; Kinney Shoes; Drapery Shoppe; Jean Junction; Orange Julius; Coles Books; Kinsey Wool; Radio Shack; Pot Pouri; Astral Photo; Agnew-Surpass; Peoples Jewelers; Japan Camera.

14 - NEWSPAPERS: SUN (e-mon-thur, sat) 18,807; (e-fri) 22,725; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: E.W. Pow, Adv. Mgr., SUN, 501 Rosser Ave., Brandon, MB R7A 5Z6; Tel. (204) 727-2451.
National Representative: Southam Newspapers (Toronto and Montreal).

DAUPHIN, MAN.

1 - LOCATION: On E&P Map C-3. Approx. 210 mi. NW of Winnipeg; 90 mi. N of Brandon.

2 - TRANSPORTATION: Railroads-Canadian Natl.
Intercity Bus Lines-Grey Goose; Greyhound.
Airlines-Perimeter.

3 - POPULATION:
Corp. City 81 Cen. 8,971; E&P 86 Est. 9,240

4 - HOUSEHOLDS:
City 81 Cen. 3,546; E&P 86 Est. 3,813

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.

6 - PASSENGER AUTOS: 4,643

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-R.R. 383; Beverages 34; Hwy. 189; Telephone 71.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,138; sworn July, 1985.
Local Contact for Advertising and Merchandising Data: Robert Gilroy, Pub., BULLETIN, 120-1st Ave., Dauphin, MB R7N 1A5; Tel. (204) 638-4420.
National Representative: None.

FLIN FLON, MAN.

1 - LOCATION: Retailing, resort, mining and smelting center. E&P Map S-3.

2 - TRANSPORTATION: Intercity Bus Lines-Grey Goose.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 7,894; E&P 86 Est. 8,022

4 - HOUSEHOLDS:
City 81 Cen. 2,819; E&P 86 Est. 3,001

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: City 2,549

7 - ELECTRIC METERS: 3,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Smelting.

10 - CLIMATE: Min. & Max. Temp.-38, 84.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REMINDER (e-mon to fri) 3,975; sworn Aug. 1985.
Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St.; Box 727, Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.
National Representative: None.

PORTAGE LA PRAIRIE, MAN.

1 - LOCATION: Division 9, E&P Map C-4, 56 mi. W of Winnipeg on Hwys. 1, 4.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Interprovincial Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,086; E&P 86 Est. 14,372
CZ-ABC: (81) 13,086
RTZ-ABC: (81) 14,251
City & RTZ-ABC: (81) 27,337
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 4,634; E&P 86 Est. 5,331
CZ-ABC: (81) 4,600
RTZ-ABC: (81) 4,115
City & RTZ-ABC: (81) 8,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.

6 - PASSENGER AUTOS: City 7,062

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Flour Mills; General Farm Mach.; Clothing; Soup Plant; Pea Proc. & Intl. Shipping; Glassware Mfg.; Electric Cable Mfg.; Fishing Equip. Mfg.; Gov't. of Man. Servs.; Frozen Potato Chip Plant.

10 - CLIMATE: Min. & Max. Temp.: Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-40 store mall-Woolco & Safeway.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Stylerite; Canadian Tire; Federated Co-op; Woolco.
Variety Stores-Metropolitan; Saan.
Chain Supermarkets-Safeway; Co-op.

14 - NEWSPAPERS: THE DAILY GRAPHIC (e) 4,697; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: W. J. (Bill) Hamilton, Adv. Mgr., THE DAILY GRAPHIC, 1941 Saskatchewan Ave. W., Portage La Prairie, MB R1N 3B4; Tel. (204) 857-3427.
National Representative: None.

SWAN RIVER, MAN.

1-LOCATION: In Churchill Electoral District; E&P Map C-3. Manufacturing & agricultural area; about 300 mi. NW of Winnipeg; On Canadian Hwy. 10, 49, 83.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Grey Goose; Manitoba Motor Transit.

3 - POPULATION:
Corp. City 81 Cen. 3,782; E&P 86 Est. 4,031

4 - HOUSEHOLDS:
City 81 Cen. 1,458; E&P 86 Est. 1,612

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 2,236

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plywood Mfg.; Brick Mfg.; Farming (livestock, grain, dairy).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REPORT (e-mon to fri) 1,200; sworn Mar. 31, 1986.
Local Contact for Advertising and Merchandising Data: Wilfred or Dale-Marie Wiebach, Editors, REPORT, Main St.; Box 1629, Swan River, MB R0L 1Z0; Tel. (204) 734-2729.
National Representative: None.

WINNIPEG, MAN.

1 - LOCATION: Metropolitan Corp. of Greater Winnipeg. E&P Map C-4. Provincial Capital. At the junction of the Red and Assiniboine rivers, 60 mi. N of U.S. border. Largest wholesale and distribution center in western Canada; center of natural

market area between Head of Lakes and Rocky Mountains.

2 - TRANSPORTATION: Railroads-Canadian Pacific/Canadian National; VIA Rail.
Intercity Bus Lines-Beaver; Eagle; Greyhound; Grey Goose; Southern Bus Lines; Winnipeg Transit.
Airlines-Air Canada; CP Air; Northwest; Pacific Western; Frontier Air; Nordair; North Central.

3 - POPULATION:
Corp. City 81 Cen. 564,473; E&P 86 Est. 598,861
CZ-ABC: (81) 570,814
Bal. in NDM-ABC: (81) 196,245
Met. Area 81 Cen. 548,842; E&P 86 Est. 623,878
Total NDM-ARC: (81) 767,059

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 213,038; E&P 86 Est. 236,648
CZ-ABC: (81) 213,080
Bal. in NDM-ABC: (81) 61,065
Met. Area 81 Cen. N.A.; E&P 86 Est. 246,533
Total NDM-ABC: (81) 274,145

5 - BANKS	NUMBER	DEPOSITS
Commercial (193 Branches)	11	N.A.

6 - PASSENGER AUTOS: City 264,470

7 - ELECTRIC METERS: Residences-combined totals Wpg. Hydro/Man. Hydro: 238,968.

8 - GAS METERS: Residences 164,800 (total Greater Wpg. gas customers).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Whol. 18,400 ($388); Ret. 30,800 ($249); Fin., Ins. & R.E. 15,600 ($405); Service 86,300 ($385); Industrial Composite 129,000 ($396). Mfg. 39,200 ($418); Durable Goods 17,500 ($449); Non-durable Goods 21,700 ($393); Constr. 6,300 ($475); Trans. and Commun. 25,400 ($530).
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Mean Daily (Celsius)-Jan. 19.3; Apr. 3.4; Jul. 19.6; Oct. 6.1. Max. Temp. 40.6; Min.-45. First killing frost, Sept. 22; last killing frost, May 23.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centre-11 blocks on Portage Ave.; 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza: Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River W. Park; Selkirk Ave.; Garden City Sq.; St. Vital Shopping Centre; Kildonan Place; Park W. Mall; Eaton Place; Forest Park Mall; Shops of Winnipeg Sq.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.; Food: Thur., Fri.; Shopping centers: every evening.

13 - RETAIL OUTLETS: Department Stores-Eaton's 4; Hudson's Bay 4; Simpson-Sears 3.
Discount Stores-BiWay 7; K mart 5; Woolco 5; Zellers 7.
Variety Stores-Woolworth; S.S. Kresge; Metropolitan.
Chain Drug Stores-Boots 3; ARP 5; Howies 2; Metro 15; Shoppers 12; Nieman 7; Woolco 5; Price Watchers 15.

Chain Supermarkets-Dominion 3; Economart 7; IGA 13; Loblaw's 2; Canada Safeway 31; Penner 2; Tom Boy 4, Family Fare 10; Super Valu 5.

Other Chain Stores-Agnew-Surpass 4; Birk's 5; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 7; Steen & Wright; Holt-Renfrew; D'Allairds 5; Gray's Apparel 2; Bata Shoe 5; Bowring's 2; Radio Shack 14; Reitman's 6; MacLeod's 3; Canadian Tire 7; Firestone 3; Pennington's 6; Fairweather 5; Goodyear 5; Clifford's 4; Consumers Distributing 9; B.F. Goodrich 2; Color Your World 4.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 176,122; (m-sat) 241,033; (S) 152,029 Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: R.W. Churchward, Adv. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1; Tel. (204) 943-9331.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.
SUN (m-mon to fri) 43,412; (S) 52,075; Mar. 31, 1986. ABC

Local Contact for Advertising and Merchandising Data: Chery. Hunt, Adv. Mgr., SUN, 1700 Church Ave., Winnipeg, MB R2X 3A2; Tel. (204) 694-2022.
National Representative: None.

NEW BRUNSWICK SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	58	53	56
5-14 Years	135	120	126
15-24 Years	138	137	144
25-44 Years	167	194	204
45-64 Years	118	122	127
65 and Over	61	70	74
TOTAL	677	696	731

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse.	158	456	562
Apparel	29	125	184
Furniture	22	52	102
Groceries	197	667	820
Lumber/Bldg. Mat.	19	19	24
Restaurants	8	196	412
Autos	150	553	911
Gasoline/Fuel Oil	78	266	357
Drugs	22	112	158
TOTAL SALES	851	2,772	3,850

Source: Census of Canada/Retail Trade

FREDERICTON, N.B.

1 - LOCATION: York County, E&P Map F-4. Provincial Capital, County Seat. Location of Federal Government Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Divison Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area, lumber and pulpwood industries. Important wholesale distributing point. Situated on navigable river 65 mi. from year round seaport; 561 mi. from Montreal; 783 mi. from Gander, Newfoundland on Trans-Canadian Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-8.
Intercity Bus Lines-SMT (Eastern).
Airlines-Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 43,723; E&P 86 Est. 42,723
CZ-ABC: (81) 46,983
RTZ-ABC: (81) 67,156
City & RTZ-ABC: (81) 114,139

4 - HOUSEHOLDS:
City 81 Cen. 16,067; E&P 86 Est. 16,779
CZ-ABC: (81) 16,685
RTZ-ABC: (81) 20,715
City & RTZ-ABC: (81) 37,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	21	N.A.
Finance & Trust	9	N.A.

6 - PASSENGER AUTOS: Province 269,000

7 - ELECTRIC METERS: City 18,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. wkly. wage N.A.)-Footwear 150; Millwork 200; Printing 200; Creamery 70; Food Proc. 115; Brick & Concrete Prods. 115. Gov't Offices and Educational Institutions (combined) 2,450.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 60-90; Fall 40-65; Winter-10-30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Downtown Shopping Center-4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on S. Side; Union & Bridge Sts.; Brookside Dr. & Sunset Dr.; in section of city across 3/4 mile-wide river on North Side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fredericton Mall	NA	Zeller's, Sobeys, Metropolitan
K mart Plz.	NA	K mart, Mr. Grocer
Devon Park	NA	Save Easy Mkt.
Oromocto Mall	10	Woolworth, Save Easy Mkt.
Regent Mall	NA	Woolco, Dominion
Brookside Mall	NA	K mart

Principal Shopping Days-Thur., Fri.
Stores Close-N.A.

13 - RETAIL OUTLETS: Department Stores-Creaghan; Levine's; Neill's; Sears; Zellers; Metropolitan; K mart; Woolco.
Chain Supermarkets-Dominion 2; Sobeys 4; Red & White 2; Save Easy 3.
Chain Drug Stores-Ross 3; Shoppers 2; Devon Pharmacy 2; Lawtons.
Other Chain Stores-Canadian Tire; Western Tire.

14 - NEWSPAPERS: GLEANER (e) 28,135; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2; Tel. (506) 452-6671.
National Representative: Media Marketing.

MONCTON, N.B.

1 - LOCATION: Westmorland County, E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway.

2 - TRANSPORTATION: Railroads-Canada National.
Motor Freight Carriers-31.
Intercity Bus Lines-S.M.T. (Eastern).
Airlines-Air-Canada; Canadian Pacific; Atlantair Ltd.

3 - POPULATION:
Corp. City 81 Cen. 54,743; E&P 86 Est. 54,261
CZ-ABC: (81) 78,161
RTZ-ABC: (81) 224,110
City & RTZ-ABC: (81) 302,271

4 - HOUSEHOLDS:
City 81 Cen. 19,402; E&P 86 Est. 20,578
CZ-ABC: (81) 26,265
RTZ-ABC: (81) 63,400
City & RTZ-ABC: (81) 89,665

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	30	N.A.

6 - PASSENGER AUTOS: Province 269,000

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Regional HQ. C.N.R. (Offices & Shps.) 6,000 Emp., Payroll $24 million an.; Mfg. 2,342 Emp., Payroll approx. $17 million an.; Approx. 400 smaller industries.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28; last killing frost, May 23.

11 - TAP WATER: Acidic, very soft.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 4 shpg. malls: Highfield Sq., Champlain Pl. Shpg. Mall, Riverview Mall, Moncton Mall.
Neighborhood Shopping Centers-St. George St., Mountain Rd.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Sears; Lounsbury's; Creaghan's.
Variety Stores-Woolco; Metropolitan; Zeller's; K mart.
Chain Drug Stores-Good Neighbor 3; Shoppers 4; Lawton's.
Chain Supermarkets-Sobey's 4; Save-Easy 3; Mountain Way 3; Dewares 3; Low Food; No Frills; Mr. Grocer; Nub.
Other Chain Stores-Goodrich; Peoples Jewelers; Agnew-Surpass; Dalmy's; Reitman's; Firestone; Lewis Shoes; Fifth Avenue Stores Ltd.; Canadian Tire; Birks; Marks & Spencer; Tip Top Tailors; Jack Frazer's; Town and Country; Suzy Sheer; Dominion Playworld; Jean Junction; Tower Jewellers; Direct Film; D'Allairds; Penningtons; Cole's Book Stores; Braemar; Fredelle's; Nortell's; Singer; Mona Liza; Smart Set; Thrifty's; Battah Shoe; Cara Tobacco; Consumers Distributing; Elk's; Gazebo; Krazy Tops; Merrils; Montreal Draperies; Pant City; Radioland; Cartier's; Abram's; Pantorama; Medjuck's; Sam the Record Man; Kelly's Stereo Mart; Big Steel; Fairweathers; Radio Shack; Building Supplies: Kent, Lockhart's.

14 - NEWSPAPERS: TIMES-TRANSCRIPT (e) 45,805; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES-TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3; Tel. (506) 853-9321.
National Representative: Associated Media Representatives.

SAINT JOHN, N.B.

1 - LOCATION: St. John County, E&P Map F-4, County Seat. National port; on Bay of Fundy at mouth of the St. John River. 482 mi. E of Montreal. Manufacturing and distribution center.

2 - TRANSPORTATION: Railroads-Canadian Pacific; VIA Rail.
Motor Freight Carriers-8.
Steamship Lines-15.
Airlines-Air Canada; Eastern Provincial.

3 - POPULATION:
Corp. City 81 Cen. 80,521; E&P 86 Est. 75,985
CZ-ABC: (81) 83,288
RTZ-ABC: (81) 613,115
Met. Area 81 Cen. 114,048; E&P 86 Est. 117,016
City & RTZ-ABC: (81) 696,403

4 - HOUSEHOLDS:
City 81 Cen. 27,665; E&P 86 Est. 27,860
CZ-ABC: (81) 28,085
RTZ-ABC: (81) 186,830
Met. Area 81 Cen. 30,900; E&P 86 Est. 40,101
City & RTZ-ABC: (81) 214,915

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	28	N.A.

6 - PASSENGER AUTOS: Province 269,000

7 - ELECTRIC METERS: Residence 28,382

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Drydock & Shipbuilding 921; Sugar Refinery 416; Oil Refinery 450; Pulp Mill 500; Newsprint Mill 550; Port of Saint John 1,500; Paint Brush Manufacturer 180; Newspaper 200; Tea Company 200; Breweries 300; Steel/Welding 400; Telecommunications 2,500; Hospitals (2) 2,900; University/Community College 310.

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Principal Pay Days-5th, 15th, 20th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-27; Summer 13-24; Fall 13-21; Winter 14-23. First killing frost, Oct. 11; last killing frost, May 11.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on King, Charlotte, Union Street (Uptown).
Neighborhood Shopping Centers-Lancaster; Haymarket Sq.; Loch Lomond Mall; Prince Edward Square; Parkway Mall; Manawagonish Road Mall; McAllister Pl.; Brunswick Sq.; Westmorland Pl.; Chesley Pl.; Market Sq. Complex.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Centers open every evening until 10 p.m. Sears-Wed., Thur., Fri. until 9:30; Mon., Tues., Sat., until 5:30 p.m.

13 - RETAIL OUTLETS: Department Stores-Calp's Limited; Sears; K mart 2; Woolco; Towers; Pascal-Emerson; Ideal Stores; Woolworth 2; Metropolitan; Zeller's 2.
Chain Supermarkets-Sobey's 7; Mr. Grocer; Save-Easy; IGA; Village Food Stores.
Other Chain Stores-Canadian Tire 2; Agnew-Surpass Shoes; Bata Shoe; Henry Birks; D'Allaird's; Dalmy's; Sally Shops; Tip-Top Tailors; Reitman's; Singer Co.; Martin Senour; International; Pennington's; Fairweather's; Big Steel; Gallenkamp; Firestone; Jack Fraser; People's Jewellers; B.F. Goodrich; Radio Shack; Tibbett's Paints; Maher Shoes; O.B. Allen Jewellers; Thrifty's; Smart Set; Radioland; Sam The Record Man; Colour Your World.
Chain Drug Stores-Shoppers; Lawton's; Drug City; Guardian.

14 - NEWSPAPERS: THE TELEGRAPH-JOURNAL (m-mon to fri) 32,727; THE EVENING TIMES-GLOBE (e-mon to fri) 32,480; (m-sat) 63,264; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward Thurlbeck, Adv. Mgr., THE TELEGRAPH-JOURNAL and THE EVENING TIMES-GLOBE, 210 Crown Street; PO Box 2350, Saint John, NB E2L 3V8; Tel. (506) 632-8888.
National Representatives: Cresmer, Woodward O'Mara & Ormsbee; Bardal, Gosbee & Associates

NEWFOUNDLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	58	49	50
5-14 Years	130	118	122
15-24 Years	115	114	118
25-44 Years	134	156	161
45-64 Years	84	87	90
65 and Over	37	44	45
TOTAL	558	568	586

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse.	159	414	448
Apparel	21	106	177
Furniture	8	40	80
Groceries	130	507	816
Lumber/Bldg. Mat.	61	5	40
Restaurants	8	160	169
Autos	96	331	585
Gasoline/Fuel Oil	39	190	260
Drugs	15	92	135
TOTAL SALES	599	2,009	2,905

Source: Census of Canada/Retail Trade

CORNER BROOK, NFLD.

1 - LOCATION: E&P Map F-3.

2 - TRANSPORTATION: Railroads-Canadian National.
Steamship Lines-6.
Airlines-Air Canada; Air Nova; LabAir; Sealand.
Intercity Bus Lines-CN Roadcruiser; Corner Brook Transit.

3 - POPULATION:
Corp. City 81 Cen. 24,339; E&P 86 Est. 23,503
CZ-ABC: (81) 24,748
RTZ-ABC: (81) 63,281
City & RTZ-ABC: (81) 88,029

4 - HOUSEHOLDS:
City 81 Cen. 6,745; E&P 86 Est. 7,108
CZ-ABC: (81) 6,825
RTZ-ABC: (81) 15,910
City & RTZ-ABC: (81) 22,735

5 - BANKS	NUMBER	DEPOSITS
Savings	7	NA

6 - PASSENGER AUTOS: Province 168,416

7 - ELECTRIC METERS: Residence 8,092

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Broadway; West Street; Millbrook and Corner Brook Plz.; Valley Mall.
Principal Shopping Days-Thur., Fri. and Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Co-op; Coleman's; K mart; Zellers; The Met.
Chain Drug Stores-Shoppers; Lawtons.
Chain Supermarkets-Sobeys; Dominion; IGA.
Discount Stores-Thrift Mart.

14 - NEWSPAPERS: WESTERN STAR (e) 11,123; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter Padbury, Adv. Mgr., WESTERN STAR, West St.; Box 460, Corner Brook, NF A2H 6E7; Tel. (709) 634-4348.
National Representative: Thomson Newspapers.

ST. JOHN'S, NFLD.

1 - LOCATION: E&P Map F-3. Easternmost point in Canada. Industrial center; Capital of Province.

2 - TRANSPORTATION: Railroads-C.N.R.
Motor Freight-20.
Intercity Bus Lines-St. John's; United; Fleet Line.
Airlines-Air Canada; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter; CP Air; Air Atlantic; Air Nova, NFLD.; LeMador Airway.

3 - POPULATION:
Corp. City 81 Cen. 83,770; E&P 86 Est. 81,545
CZ-ABC: (81) 83,770
RTZ-ABC: (81) 483,911
Met. Area 81 Cen. 154,820; E&P 86 Est. 167,157
City & RTZ-ABC: (81) 567,681

4 - HOUSEHOLDS:
City 81 Cen. 24,953; E&P 86 Est. 26,416
CZ-ABC: (81) 24,525
RTZ-ABC: (81) 123,895
Met. Area 81 Cen. N.A.; E&P 86 Est. 51,218
City & RTZ-ABC: (81) 148,420

5 - BANKS: 39 Branches, Deposits N.A.

6 - PASSENGER AUTOS: Province 168,416

7 - ELECTRIC METERS: Residence 144,884

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 14,300 ($293); Food & Beverages 8,200 ($213); Trade 13,000 ($208); Industrial Composite 58,700 ($296); Constr. 2,100 ($360); Ret. 9,500 ($185).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-49; Summer 50-65; Fall 33-43; Winter 6-46. First killing frost, Oct. 11; last killing frost, June 5.

11 - TAP WATER: Soft, neutral (lime added); not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Water St., LeMarchant Rd.; Churchill Park; Cornwall Ave.; Elizabeth Ave. E.; Elizabeth Ave. W.; Topsail Hwy.; Avalon Mall; Kenmount Rd.; K mart Plz.; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Bowrings; Ayres; Woolworth; Woolco; K mart; Zeller's; The Met.
Chain Supermarkets-Dominion 7; Cooper's Discount; The General 2; Consumers Co-op; Sobeys 5.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 39,436; (m-sat) 54,889; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.T. Keeping, Adv. Mgr., TELEGRAM, Columbus Drive; P.O. Box 5970, St. John's, NF A1C 5X7; Tel. (709) 364-6300.
National Representative: Thomson Newspapers.

NOVA SCOTIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	66	61	65
5-14 Years	158	138	147
15-24 Years	163	164	174
25-44 Years	208	236	250
45-64 Years	154	156	165
65 and Over	83	92	98
TOTAL	832	847	899

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse.	187	541	770
Apparel	47	165	283
Furniture	21	66	136
Groceries	246	924	1,389
Lumber/Bldg. Mat.	8	34	71
Restaurants	16	303	641
Autos	173	633	1,325
Gasoline/Fuel Oil	113	270	487
Drugs	27	149	305
TOTAL SALES	971	3,545	5,979

Source: Census of Canada/Retail Trade

AMHERST, N.S.

1 - LOCATION: Cumberland County. E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-1.
Intercity Bus Lines-S.M.T.; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 9,684; E&P 86 Est. 9,303
CZ-ABC: (81) 9,684
RTZ-ABC: (81) 33,492
City & RTZ-ABC: (81) 43,176

4 - HOUSEHOLDS:
City 81 Cen. 3,448; E&P 86 Est. 3,538
CZ-ABC: (81) 3,435
RTZ-ABC: (81) 11,025
City & RTZ-ABC: (81) 14,460

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 14,345

7 - ELECTRIC METERS: Residence 3,263

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Iron Mills; Structural Steel & Boilers; Clothing; Chemicals; Polyethelene; Galvanizing; Woodworking; Tanning Oils; Plastics; Aircraft Components; Reinforcing Steel; Dairy Prods.; Custom Mach.; Mobile Home Mfg.; Electronics; Chewing Gum.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Cumberland Mall (20 stores); Amherst Centre Mall (30 stores).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Margolians.
Variety Stores-Woolworth; Metropolitan; Zeller's; County Fair; K mart.
Chain Drug Stores-Rexall; Good Neighbor Drug Mart; Shoppers Drug Mart.
Chain Supermarkets-Save-Easy; Co-op Stores; Sobeys; IGA; Dominion.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,849; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
National Representative: None.

HALIFAX, N.S.

1 - LOCATION: Halifax County. E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 mi. E of Montreal.

2 - TRANSPORTATION: Railroads-C.N.; Dominion Atlantic.
Motor Freight Carriers-13.
Intercity Bus Lines-Acadian; DTS Buses Ltd.
Passenger Steamship Lines-5.
Freight Steamship Lines-Container 7; Freight 25.
Airlines-Canadian Pacific; Air Canada; Air Atlantic.

3 - POPULATION:
Corp. City 81 Cen. 114,594; E&P 86 Est. 114,478
Met. Area 81 Cen. 277,727; E&P 86 Est. 297,574
CHRONICLE-HERALD MAIL-STAR:
CZ-ABC: (81) 209,702
RTZ-ABC: (81) 467,652
City & RTZ-ABC: (81) 677,354
DAILY NEWS:
NDM-ABC: (81) 288,126

4 - HOUSEHOLDS:
City 81 Cen. 44,640; E&P 86 Est. 47,488
Met. Area 81 Cen. N.A. E&P 86 Est. 112,014
CHRONICLE-HERALD MAIL STAR:
CZ-ABC: (81) 74,325
RTZ-ABC: (81) 149,640
City & RTZ-ABC: (81) 223,965
DAILY NEWS:
NDM-ABC: (81) 97,295

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: County 140,281

7 - ELECTRIC METERS: City 105,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Metro Area-Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,700 ($306); Nondurable Goods 4,200 ($309); Constr. 2,900 ($364); Trans., Comm. & Util. 9,100 ($316); Trade 14,500 ($192); Fin., Ins. & R.E. 6,100 ($258); Servs. 9,000 ($155); Industrial Composite 48,500 ($243).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 0-20; Summer 9-28; Fall 2-14; Winter -8-8. First killing frost, Oct. 31; last killing frost, May 13.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Metro Area-Principal Shopping Areas-6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.
Neighborhood Shopping Centers-Capitol Plz. (8 stores); Capitol Vlg. Ctr. (7 stores); Clayton Park Plz. (5 stores); Green Street Plz. (3 stores); Shannon Plz. (8 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrinston Pl.(35)	NA	Colwell Bros., Import Bazaar
Bayers Road(80)	NA	Dominion, Zellers
Bedford Place(36)	NA	Towers, IGA
Clayton Park(12)	NA	Dominion
Dartmouth S.C.(12)	NA	Zellers, Dominion
Downsview Mall(16)	NA	Metropolitan, K mart
Halifax S.C.(74)	NA	Eatons, Kresges
Historic Prop.(31)	NA	
K mart Mall(15)	NA	K mart
Maritime Mall(32)	NA	
Micmac Mall(99)	NA	Simpson's, Eaton's
Penhorn Mall(85)	NA	Woolco, Sobeys, Sears
Quinpool Ctr.(20)	NA	Canadian Tire, Dominion
Sackville Town Centre(15)	NA	Dominion
Scotia Square(100)	NA	Woolco
Simpson's Mall(26)	NA	Simpson's, Sobeys
Spryfield Mall(21)	NA	Save-Easy, Metropolitan
Sunnyside(30)	NA	Zellers, Dominion
Woodlawn Mall(20)	NA	Save-Easy, Metropolitan

Stores Close-Sunday.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Robert Simpson; Woolco; Towers.
Variety Stores-Woolworth; Zellers 4; Metropolitan 6; Kresges.
Chain Drug Stores-Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers 7; Independents 40.
Chain Supermarkets-Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
Other Chain Stores-Men's: Tip Top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's,

Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K, Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata, Bonita, Maher, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewelry: Birk's, Peoples Jewelry, Charm Jewelry, G.C. Murphy, Mappins.

14 - NEWSPAPERS: THE CHRONICLE-HERALD (m) 80,187; THE MAIL-STAR (e) 59,428; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: F.E. Buckland, Adv. Mgr., THE CHRONICLE-HERALD and THE MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-2811.
National Representative: None.
THE DAILY NEWS (m) 19,856; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Bentley, Pub./Gen. Mgr., THE DAILY NEWS, PO Box 8330, Stn. A, Halifax, NS B3K 5M1; Tel. (902) 425-8170.
National Representative: Wanda McLaughlin.

NEW GLASGOW, N.S.

1 - LOCATION: Pictou County, E&P Map F-4. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

2 - TRANSPORTATION: Railroads-Canada National.
Motor Freight Carriers-3.
Intercity Bus Lines-Pictou Co. Transit; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 10,464; E&P 86 Est. 10,554
CZ-ABC: (81) 23,575
RTZ-ABC: (81) 26,775
City & RTZ-ABC: (81) 50,350

4 - HOUSEHOLDS:
City 81 Cen. 3,598; E&P 86 Est. 3,871
CZ-ABC: (81) 7,815
RTZ-ABC: (81) 8,180
City & RTZ-ABC: (81) 15,995

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	13	N.A.

6 - PASSENGER AUTOS: County 19,381

7 - ELECTRIC METERS: Residence 7,270

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Railway Cars & Parts; Heavy Mach. 2,100; Boilers & Mining Equip. 155; Bed Spring Mattresses 175; Paint N.A.; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Dairy 400; Casket Making N.A.; Coal Mining; Ship Building.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Provost and Archmedes Sts.
Neighborhood Shopping Centers-Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow; Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Malls-Mon. through Sat.; Other Stores-Wed. through Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; K mart; Woolco; Sears; Deal Rite; MTS; Stedman's.
Chain Drug Stores-Shoppers 2; Lawton's; Guardian; ARP 3.
Chain Supermarkets-Sobey's 4; Save Easy; IGA 2; Johnson & MacDonald 2; Red & White.
Other Chain Stores-Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Maher Shoes; Reitman's; Radio Shack; People's Jewelry; Sherwin-Williams; Lindor; Jack Frazer (men's).

14 - NEWSPAPERS: THE EVENING NEWS (e) 11,063; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., NEWS, 352 East River Road, New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.
National Representative: Thomson Newspapers.

SYDNEY, N.S.

1 - LOCATION: Cape Breton County, E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

2 - TRANSPORTATION: Railroads-Intercommunication; Sydney to Glace Bay-Sydney & Louisburg RR; Sydney to North Sydney, Sydney Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters-C.N.R.
Motor Freight Carriers-16.
Intercity Bus Lines-Acadian; Sydney & Whitney Pier; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; North Sydney; Cabot.
Airlines-Air-Canada; Eastern Provincial Airways.
Steamship Lines-12.

3 - POPULATION:
Corp. City 81 Cen. 29,444; E&P 86 Est. 29,031
CZ-ABC: (81) 36,708
RTZ-ABC: (81) 133,380
City & RTZ-ABC: (81) 170,088

4 - HOUSEHOLDS:
City 81 Cen. 9,444; E&P 86 Est. 9,943
CZ-ABC: (81) 11,371
RTZ-ABC: (81) 37,859
City & RTZ-ABC: (81) 49,230

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	33	N.A.

6 - PASSENGER AUTOS: County 44,588

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Ctr. of industrial area of Cape Breton; 12 miles from Sydney. Farming pop. of 169,865. Main industries: Steel Plant 2,000 employ.; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants. Coal 6,000 emp. Point Tupper: Power Plant, Oil Refinery, Pulp Mill 2,000 emp.; Raw & Refined Limestone; Component Homes Plant.

10 - CLIMATE: Min. & Max. Temp. Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Areas-Sydney: 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; Glace Bay: 4 on Main St.; 8 on Commercial St.; New Waterford: 6 Plummer L Ave. North Sydney: 10 on Commercial St.; 2 on Bowers St. Sydney Mines: 4 on Main St.; 1 on Fraser Ave.; Port Hawkesbury: 4 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(21)	NA	K mart, Dominion
Sydney(27)	NA	Zeller's, Sobey's
Woolco(15)	NA	Woolco, Sobey's
Glace Bay(20)	NA	Sobey's, Met.
North Sydney(25)	NA	Zeller's, Peoples, Sobey's
Mayflower(60)	NA	Woolco, Simpson's, Best For Less

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Plazas-daily.

13 - RETAIL OUTLETS: Department Stores-Oak Hall; Crowell's; Sears 4; Simpson's; Woolco; Kresge; Zellers.
Variety Stores-Woolworth 4; Metropolitan 3; People's 2; Zeller's; Woolco 2; Furn. 8.
Chain Supermarkets-IGA 4, F.N.S. 26; Sobeys 6; Shores 2; Eastern Co-op 3; Red & White 3; Cosmo Metro Raheys 3; Basic Foods 3; Best For Less 2; Lo Food 2.
Other Chain Stores-Canadian Tire; Agnew-Surpass; Woodhouse; Sally; Tip Top; Suzy Sheir; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Shoppers 3; Radio Shack; Kelly's Stereo; Reitmans 2; Singer Co.

14 - NEWSPAPERS: CAPE BRETON POST (e) 31,648; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Roger Brown, Adv. Mgr., CAPE BRETON POST, PO Box 1500, Sydney, NS B1P 6K6; Tel. (902) 564-5451.
National Representative: Thomson Newspapers.

TRURO, N.S.

1 - LOCATION: Colchester County, E&P Map F-4, County Seat. On Salmon River, 65 mi. from Halifax, 124 mi. from Moncton. On Hwys. running E, W & S. Railway & Hwy. hub.

2 - TRANSPORTATION: Railroads-Canadian National.
Motor Freight Carriers-17.
Intercity Bus Lines-Acadian Coach.
Airlines-Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3 - POPULATION:
Corp. City 81 Cen. 12,552; E&P 86 Est. 12,619
CZ-ABC: (81) 18,982
RTZ-ABC: (81) 39,242
City & RTZ-ABC: (81) 58,244

4 - HOUSEHOLDS:
City 81 Cen. 4,755; E&P 86 Est. 5,132
CZ-ABC: (81) 6,810
RTZ-ABC: (81) 12,320
City & RTZ-ABC: (81) 19,130

5 - BANKS: 12, Deposits N.A.

6 - PASSENGER AUTOS: County 3,962

7 - ELECTRIC METERS: Residence 5,744

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Bldg. Materials; Dairy Prods.; Railway.
Principal Industrial Pay Days-5th, 15th, 20th, 30th.

10 - CLIMATE: First killing frost, Sept. 15; last killing frost, May 31.

11 - TAP WATER: Acid, very soft; trace of fluorine.

12 - RETAILING: Principal Shopping Centers-Inglis and Prince Sts.; Fundy Trail Shopping Ctr. (15 stores); Truro Mall (30 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Margolian's; Walker's; K mart; Zeller's; People's.
Variety Stores-Woolworth; Metropolitan; Zeller's; Big Top; Bargain Harold's.
Chain Drug Stores-MacQuarries; Lawtons; Shoppers.
Chain Supermarkets-Sobey's; IGA; Save-Easy.
Other Chain Stores-Canadian Tire; Simpson-Sears; Handy Andy; Charm Jewelers; G.C. Murphy; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 8,638; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Pearson, Adv. Mgr., NEWS, 6 Louise St.; P.O. Box 220, Truro, NS B2N 5C3; Tel. (902) 893-9405.
National Representative: Thomson Newspapers.

ONTARIO SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	607	593	646
5-14 Years	1,467	1,294	1,405
15-24 Years	1,952	1,599	1,732
25-44 Years	2,267	2,529	2,745
45-64 Years	1,632	1,742	1,892
65 and Over	739	868	946
TOTAL	8,264	8,625	9,364

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse.	1,874	5,340	6,949
Apparel	739	2,084	3,022
Furniture	385	889	1,251
Groceries	2,831	10,206	13,255
Lumber/Bldg. Mat.	138	250	467
Restaurants	270	4,101	10,623
Autos	1,839	7,670	16,881
Gasoline/Fuel Oil	988	3,431	4,311
Drugs	316	1,392	2,464
TOTAL SALES	12,606	41,753	64,748

Source: Census of Canada/Retail Trade

BARRIE, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2, County Seat. Agricultural, light manufacturing, tourism; 60 mi. N of Toronto, on Ontario Hwys. 400, 11, 26-27, 93 (90 to Base Borden).

2 - TRANSPORTATION: Railroads-C.N.; C.P. (at Midhurst, 5 miles).
Intercity Bus Lines-Gray Coach; Greer Trans.
Motor Freight Carriers-10.
Airlines-Air Canada; American; C.P.A. (Toronto Airport 40 mi.).

3 - POPULATION:
Corp. City 81 Cen. 38,423; E&P 86 Est. 43,968
CZ-ABC: (81) 38,423
RTZ-ABC: (81) 70,797
City & RTZ-ABC: (81) 109,220
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,477; E&P 86 Est. 16,287
CZ-ABC: (81) 13,370
RTZ-ABC: (81) 22,455
City & RTZ-ABC: (81) 35,825

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$49,000,000

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Appliances 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Winter 9-54. First killing frost, Sept. 28; last killing frost, Apr. 21.

11 - TAP WATER: From artesian wells, alkaline, medium hard.

12 - RETAILING: Principal Shopping Areas-5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.
Neighborhood Shopping Centers-Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfield Mall(38)	NA	Miracle Food Mart
Wellington St.	NA	Woolworth
Georgian Mall(40)	NA	Sears, Dominion

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolworth; Tower; K mart; Sayvette; Walker's; Sears.
Chain Supermarkets-Loblaw's; Dominion; A&P; Power; K mart; Food City; IGA; Red & White; Super Save; Miracle Mart.
Other Chain Stores-Sally; Evangeline; Walkwel; Maher; Burroughs; Canadian Tire; Tamblyn; Adams; Laura Secord; Coward; Kerns; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

14 - NEWSPAPERS: EXAMINER (e) 13,412; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Woronka, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.
National Representative: Thomson Newspapers.

BELLEVILLE, ONT.

1 - LOCATION: Hastings County, E&P Maps E-4 & N-2, County Seat. Dairy and agricultural area; 115 mi. from Toronto; 235 mi. from Montreal. Wholesale shopping, manufacturing center on provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2 - TRANSPORTATION: Railroads-C.N.; C.P. Div. point & repair shops for C.N.R.
Motor Freight Carriers-6.
Intercity Bus Lines-Belleville Transit; Colonial Coach; Rathbun; Smith.

3 - POPULATION:
Corp. City 81 Cen. 34,881; E&P 86 Est. 35,240
CZ-ABC: (81) 34,881
RTZ-ABC: (81) 109,746
City & RTZ-ABC: (81) 144,627

4 - HOUSEHOLDS:
City 81 Cen. 13,400; E&P 86 Est. 14,274
CZ-ABC: (81) 13,285
RTZ-ABC: (81) 36,680
City & RTZ-ABC: (81) 49,965

5 - BANKS	NUMBER	EST. DEP.
Savings & Trust	15	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Total 13,203

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Metrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Cheese and Spices.
Principal Industrial Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24; last killing frost, May 16.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Front St.; 1 on Bridge St.; 1 on Victoria Ave., N. Front St.; Pinnacle St.
Neighborhood Shopping Centers-2 on Pinnacle St.; Belleville Plz., Dundas St.; Westgate Plz., Allied Towers, Trent Road; North Front St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Quinte Mall(65)	NA	Town & Country, Miracle Food, Sears, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; many Thur.

13 - RETAIL OUTLETS: Department Stores-Walker; Lipson's; Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers; K mart.
Variety Stores-Kresges; Woolworths.
Chain Drug Stores-Shopper's Drug Mart; Tamblyn's; IDA 6; Rexall 2; Guardian Drugs 2.
Chain Supermarkets-Loblaw's 2; Dominion; A&P 2; Food City; Miracle Food Mart.
Other Chain Stores-Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear: Jack Fraser's; Coles Books; Pulver's Ladies Wear; Laura Secord; 5th Avenue; Living Lighting; Young Canada.

14 - NEWSPAPERS: INTELLIGENCER (e) 17,512; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Rabe, Adv. Dir., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171.
National Representative: Thomson Newspapers.

BRAMPTON, ONT.

1 - LOCATION: Peel County. E&P Maps E-4 and M-2. 25 mi. NW of Toronto. Hwys. 10 & 7.

2 - TRANSPORTATION: Railroads-CNR; CPR; GO Trans.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray Coach.
Airlines-Toronto International Airport; 15 min. from downtown Brampton.

3 - POPULATION:
Corp. City 81 Cen. 149,030; E&P 86 Est. 204,781
CZ-ABC: (81) 149,030
RTZ-ABC: (81) 26,645
City & RTZ-ABC: (81) 175,675

4 - HOUSEHOLDS:
City 81 Cen. 44,055; E&P 86 Est. 64,158
CZ-ABC: (81) 43,950
RTZ-ABC: (81) 7,855
City & RTZ-ABC: (81) 51,805

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: 9,087

8 - GAS METERS: 4,200

9 - PRINCIPAL INDUSTRIES: Building Prods.; Packaging; Auto Mfg.; Roofing Supplies; Flowers; Commun. Equip.; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats; 10,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Winter 27-32; Summer 39-85.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brampton Mall(33)	NA	Steinberg's Mkt.
Brampton Ctr.(4)	NA	Dominion Store
Peel Vlg. Sq.(9)	NA	Shoppers Drug Mart, Dominion
Shoppers World(119)	NA	K mart, Canada Safeway, Simpsons
Bramalea City Ctr.(160)	NA	Hudson's Bay, Eaton's
Mississauga Sq. One(170)	NA	Sears, Woolco, Hudson's Bay
Centennial Mall(20)	NA	Zeller's, Dominion
Southgate Mall(20)	NA	Steadman's

13 - RETAIL OUTLETS: Department Stores-K mart; Towers; Eaton's; Simpson's; Zeller's; Hudson's Bay; Miracle Beaucoup.
Discount Stores-BiWay; Stripe Discount.
Chain Drug Stores-Boots; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Safeway; IGA; Loblaw's; Miracle Mart; Food City; Warehouse Foods.
Other Chain Stores-Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reitman's; Jack Fraser; Laura Secord; Maher; Agnew-Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage; Lighting Unlimited; Ostrander's; Stitsky's; Bonita Shoes; Aikenhead.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,229; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Fred McMann, Adv. Mgr., TIMES, 33 Queen St. W., Brampton, ON L6Y 1M1; Tel. (416) 451-2020.
National Representative: Thomson Newspapers.

BRANTFORD, ONT.

1 - LOCATION: Brant County. E&P Maps E-4, M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53, 403.

2 - TRANSPORTATION: Railroads-C.N.; Tor., Ham. & Buffalo.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Canada Coach; Public Utilities Comm.; Burley; United Trails.

3 - POPULATION:
Corp. City 81 Cen. 74,315; E&P 86 Est. 81,843
CZ-ABC: (81) 74,315
RTZ-ABC: (81) 106,012
City & RTZ-ABC: (81) 180,327

4 - HOUSEHOLDS:
City 81 Cen. 26,631; E&P 86 Est. 31,000
CZ-ABC: (81) 26,545
RTZ-ABC: (81) 35,055
City & RTZ-ABC: (81) 61,600

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	17	N.A.
Trust Co's.	11	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 24,700

8 - GAS METERS: Residence 20,700

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Farm Mach.; Refrigeration; Automotive; Textiles; Durables 10,300; Non-Durables 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Eaton Market Sq.; Brantford Mall; Lynden Park Mall; Mohawk Plz.; Towers; Colborne Sq.; Fairview; Morrell Street Plz.; Pleasant Plz.; St. Paul Plz.; Greenbrier Plz.; Dunsdon Plz.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Eaton Market Sq.; Brantford and Lynden Park Malls and Towers Mon.-Sat. All others Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Right House; Zeller's; Woolco 2; Towers; K mart; Sears.
Chain Drug Stores-SupeRx; Shoppers'; Boots; Towers; Woolco; K mart.
Chain Supermarkets-Dominion; IGA; Food City; Calbecks 5; Gordon-Guscott Super Save; Loblaws; Miracle Mart; Vickerman's; Valdi's; No Frills.
Other Chain Stores-Reitman's 3; Agnew-Surpass 4; Maher's; Cole's Book Store; People's Jewellers; Pennington's; Elk's; Belinda and Brother 3; A & A Records; Black's Camera; Laura Secord 3; Muntz Stereo; Fotomat 2; Jean Junction; St. Clair Paint; Beaver Lumber; Cashway; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind.; Firestone 2; Goodyear; Uniroyal; Gallenkamp Shoes; Radio Shack 2; Jack Fraser; Japan Camera; BiWay 2.

14 - NEWSPAPERS: EXPOSITOR (e) 32,493; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Gaul, Pub., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.
National Representative: Southam Newspapers.

BROCKVILLE, ONT.

1 - LOCATION: Leeds County. E&P Maps E-4, O-2. On St. Lawrence River. 208 mi. E of Toronto; 125 mi. W of Montreal; 70 mi. S of Ottawa. Queen's Hwys. 2, 29, 401.

2 - TRANSPORTATION: Intercity Bus Lines-Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.

3 - POPULATION:
Corp. City 81 Cen. 19,896; E&P 86 Est. 20,370
CZ-ABC: (81) 19,896
RTZ-ABC. (81) 62,256
City & RTZ-ABC. (81) 82,152
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 7,729; E&P 86 Est. 8,347
CZ-ABC: (81) 7,695
RTZ-ABC. (81) 20,870
City & RTZ-ABC. (81) 28,565

5 - BANKS	NUMBER	EST. DEP.
Savings	9	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Abrasion & Grinding Wheels; Insulated Chimneys; Computers; Concrete Prods.; Tel. Inst. & Switchboards; Wire & Cables; Elect. Tools; Phcy. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Vacuum Cleaners.
Wage Rates-Manufacturing: Unskilled $4.00-$6.00; Semi-Skilled $5.00-$7.00; Skilled $9.00-$15.00.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1; last killing frost, May 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plz. on Stewart Blvd., 32 stores; Thousand Islands Mall, 30 stores.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Lipson's; Zeller's; Woolco.
Variety Stores-Woolworth.
Chain Drug Stores-IDA 3; Rexall; Shoppers'; Family Pharmacy 2; Boots.
Chain Supermarkets-Dominion; No Frills; OK Economy; Steinberg; IGA.
Other Chain Stores-Kern's Jeweler; Agnew-Surpass Shoes 2; Lindor; Irene Hill; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Firestone; Goodyear; Singer; Pro Hardware; Reitman's; Cashway; Smart Set; Dominion Hardware.

14 - NEWSPAPERS: RECORDER & TIMES (e) 15,055; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Dick Powers, Adv. Mgr., RECORDER & TIMES, 23 King St. W., PO Box 10, Brockville, ON K6V 5T8; Tel. (613) 342-4441.
National Representative: None.

CAMBRIDGE, ONT.

1 - LOCATION: Waterloo County. E&P Map E-4, M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97, 401.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-12.
Intercity Bus Lines-Canada Coach; Burley; Grey Coach; Cambridge Transit.

3 - POPULATION:
Corp. City 81 Cen. 77,183; E&P 86 Est. 84,542
CZ-ABC: (81) 77,183
RTZ-ABC. (81) 13,452
City & RTZ-ABC. (81) 90,635

4 - HOUSEHOLDS:
City 81 Cen. 25,585; E&P 86 Est. 29,689
CZ-ABC: (81) 25,495
RTZ-ABC. (81) 4,115
City & RTZ-ABC. (81) 29,610

5 - BANKS	NUMBER	EST. DEP.
Savings	26	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 19,986

8 - GAS METERS: Residence 12,000. Commercial 1,400; Industrial 250.

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Textiles 2,610; Mach. 5,875; Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($280); Industry ($300).
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Main St., Ainslie, Dickson, & Water Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ayr	11	Zehr's
K mart Centre	5	K mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers-Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Ctr.; Bishop Gate Mall; South Cambridge Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping centers open every evening. Downtown stores open Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Right House; Zeller's; Woolco; Miracle Mart; K mart.
Chain Drug Stores-Rexall; IDA; Shoppers; Boots.
Chain Supermarkets-Miracle Mart 2; Zehr's 4; Food Barn; A&P.
Other Chain Stores-Woodhouse; Canadian Tire; Firestone; Goodyear; Agnew-Surpass.

14 - NEWSPAPERS: REPORTER (e) 13,833; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Waterton, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.
National Representative: Thomson Newspapers.

CHATHAM, ONT.

1 - LOCATION: Kent County. E&P Maps D-4, L-3, County Seat. On River Thames. 190 mi. W of Toronto; 50 mi. E of Detroit. On Kings Hwys. 2, 401; Bluewater Hwy.; near KH's 3, 21, 98.

2 - TRANSPORTATION: Railroads-C.P.; C.N.; Norfolk; Western; C&O (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Chatham; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 40,952; E&P 86 Est. 44,536
CZ-ABC: (81) 40,952
RTZ-ABC: (81) 66,070
City & RTZ-ABC: (81) 107,022

4 - HOUSEHOLDS:
City 81 Cen. 14,622; E&P 86 Est. 16,767
CZ-ABC: (81) 14,555
RTZ-ABC: (81) 22,140
City & RTZ-ABC: (81) 36,695

5 - BANKS	NUMBER	EST. DEP.
Trust & Mortgage	6	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 12,462

8 - GAS METERS: Residence (Chatham and immediate rural areas) 30,654

9 - PRINCIPAL INDUSTRIES: Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natural Gas Distributing; Jute Bags; Comm. Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-75; Summer 57-102; Fall 31-85; Winter -3-50. First killing frost, Oct. 5; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.
Neighborhood Shopping Centers-St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thames Lea(20)	2	Dominion, Zeller's, Gordon's, K mart
Nortown(12)	2	Stedman's, Gordon's
North Maple Mall(24)	3	Woolco, Dominion, Bi-Way
Downtown Chatham Centre(60)	NA	Sears, Miracle Mart

Principal Shopping Days-Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Fri.; Food Thur., Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; K mart; Stedman's; Sears.
Discount Stores-Shoppers Drug Mart; Krazy Kelly; Valdi.
Variety Stores-Bi-Way.
Chain Drug Stores-SupeRx 4; Shoppers; Boots.

Chain Supermarkets-A&P; Dominion 2; IGA; Gordon's 4.
Other Chain Stores-Young's Jewellers; Singer; Women's Wear; Reitman's; Men's Wear; Tip Top Tailors, Jack Fraser; Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, Kent, E. & R. Maher, Reward; Auto: Canadian Tire, Firestone, Goodyear; Furniture: Tepperman's, Capri; Misc.: Canada (paint); Beaver Lumber & Hdwe.; Cashway Lumber; Pro Hdwe.

14 - NEWSPAPERS: NEWS (e) 15,676; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Larry Koziana, Adv. Mgr., NEWS, PO Box 2007, Chatham, ON N7M 2G4; Tel. (519) 354-2000.
National Representative: Thomson Newspapers.

COBOURG, ONT.

1 - LOCATION: Northumberland County, E&P Map E-4, M-2. On Lake Ontario, 35 mi. E of Oshawa. Manufacturing and cultural center.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Intercity Bus Lines-Gray Coach; Colonial; Charterway; G.O. Buses.
Airlines-At Toronto International Airport.

3 - POPULATION:
Corp. City 81 Cen. 11,385; E&P 86 Est. 11,620
CZ-ABC: (81) 11,385
RTZ-ABC: (81) 14,490
City & RTZ-ABC: (81) 25,875

4 - HOUSEHOLDS:
City 81 Cen. 4,150; E&P 86 Est. 4,470.
CZ-ABC: (81) 4,125
RTZ-ABC: (81) 5,820
City & RTZ-ABC: (81) 9,945

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Chrome Office Furn. & Fixtures; Tires; Mobile Homes; Boxes; Core; Pallets; Cocoa Mats & Matting; Rubber Mats; Metal Fab.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: DAILY STAR (e-mon to fri) 5,310; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William J. Pomier, Pub., COBOURG DAILY STAR, 415 King St. W., Box 400, Cobourg, ON K9A 4L1; Tel. (416) 372-0131.
National Representative: None.

CORNWALL, ONT.

1 - LOCATION: Stormont County, E&P Maps E-4, O-2, County Seat. On St. Lawrence River. Headquarters St. Lawrence Seaway. Site of International St. Lawrence Power Generating Station 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-7.
Intercity Bus Lines-Voyageur Coach.
Water Shipping-Great Lakes and Ocean Steamships.

3 - POPULATION:
Corp. City 81 Cen. 46,144; E&P 86 Est. 47,288
CZ-ABC: (81) 46,144
RTZ-ABC: (81) 34,452
City & RTZ-ABC: (81) 80,596

4 - HOUSEHOLDS:
City 81 Cen. 16,228; E&P 86 Est. 17,578
CZ-ABC: (81) 16,130
RTZ-ABC: (81) 10,975
City & RTZ-ABC: (81) 27,105

5 - BANKS	NUMBER	EST. DEP.
Savings	9	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Province 3,700,000; Residence 16,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 1,700; Textiles 1,000; Men's Clothing 200; Chem. 1,450; Other 1,850.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 5 plazas.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.; Shpg. Plazas daily to 10 p.m.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; Sears; K mart; Reitman's.
Variety Stores-People's.
Chain Drug Stores-Fullerton's IDA 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers; Jean Coutu.
Chain Supermarkets-Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save; Valdi Food.
Other Chain Stores-Laura Secord; Canadian Tire; Firestone; Goodyear; Cashway; Radio Shack; Marks & Spencer; Tip Top; Elks; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Belinda & Brother Shoes; Boutique Marie Claire; Coles Books; Fairweather; Flipside Records; Fredelle Shoes; Irene Hill; Kinney Shoes; Lewis Shoes; Maher Shoes; Mappins Jewelry; Montreal Drapenes; Penningtons; Peoples Jewelers; St. Clair Paint & Wallpaper; Smart Set; Town & Country; Dexter Shoes.

14 - NEWSPAPERS: STANDARD-FREEHOLDER (e) 17,137; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Amar Bodami, Adv. Dir., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160.
National Representative: Thomson Newspapers.

FORT FRANCES, ONT.

1 - LOCATION: Rainy River District, E&P Map D-4, Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

2 - TRANSPORTATION: Railroads-C.N.; D.W.P.
Intercity Bus Lines-Grey Goose; Excel Motor Coach.
Motor Freight Carriers-3.
Airlines-Republic (International Falls); NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 8,906; E&P 86 Est. 8,642

4 - HOUSEHOLDS:
City 81 Cen. 3,257; E&P 86 Est. 3,330

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	1	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Agric.; Lumbering; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated & chlorinated.

12 - RETAILING: Principal Shopping Area-5 blocks in town.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Chain Stores-Safeway; Canadian Tire; Saan; Ackland's; McLeod's; IGA.

14 - NEWSPAPERS: BULLETIN (e-mon, tues, thur & fri) 2,971; sworn Sept. 30, 1985.
Local Contact for Advertising and Merchandising Data: J. Cumming, Adv. Mgr., BULLETIN, 116 First St.; PO Box 339, Fort Frances, ON P9A 3M7; Tel. (807) 274-5373.
National Representative: None.

GUELPH, ONT.

1 - LOCATION: Wellington County, E&P Map E-4, M-2. County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto, 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2 - TRANSPORTATION: Railroads-C.N.; C.P., Junction.
Intercity Bus Lines-Canada; Elliott Coach; Grey Coach.
Motor Freight Carriers-31.
City Bus Lines-Guelph Trans. Comm.
Airlines-Waterloo Wellington, private & charter; Guelph Air Park, private & small charter.

3 - POPULATION:
Corp. City 81 Cen. 71,207; E&P 86 Est. 77,128
CZ-ABC: (81) 71,207
RTZ-ABC: (81) 71,431
City & RTZ-ABC: (81) 142,638

4 - HOUSEHOLDS:
City 81 Cen. 25,180; E&P 86 Est. 29,338
CZ-ABC: (81) 25,180
RTZ-ABC: (81) 22,584
City & RTZ-ABC: (81) 47,764

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	38	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 22,988

8 - GAS METERS: Residence 15,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food & Beverage 455; Furn. & Fixtures 236; Mach. 943; Electrical Prods. 2,882; Non-Metallic Minerals 110; All Other 6,641. (Av. Wkly. Wage-Mfg. Dec. 1983-$424.46).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28; last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-on 9 Sts.; 8 blocks Macdonell; Eaton Ctr.; Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale; Willow West Mall; Victoria Rd. Plz.; Stone Rd. Mall; Westwood Plz.; Bullfrog Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fergus	14	Russels, Vince's Mkt., IGA, Zehr's, J&M Mkt.
Elora	13	L&M Food
Acton	14	Eisen, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. until 9 pm.

13 - RETAIL OUTLETS: Department Stores-Budds; Sears; Zeller's County Fair 2; K mart; BiWay 2; Eaton's.
Variety Stores-Woolworth; Bargain Harold.
Chain Drug Stores-IDA 2; Big V 3; Boots 2; Shoppers 3.
Chain Supermarkets-A&P 2; Foodland; Zehr's 6; Miracle Mart; Bonanza; Valdi.
Other Chain Stores-Shoes: Aggie's, Athletes Foot, Joggers, Rizzo, Cord Wainer 3, Kiddie Cobbler, Gallenkamp, Belinda & Brother 2, Heller & Moisan, Ab Amies; Auto Supply: Canadian Tire 2, Firestone, Marsh Tire, Apple Auto Glass, Guelph Auto Electric, Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Lorraine, Robert K. Smith, Milady, Zacks, Reitman's 2, Arcade, Irene Hill, Suzy Shier 2, Brown's, House of David, Alb Brown, Star, Ellen's Fashion's, Lee's Apparel, Petticoat Lane; T.V.: Wickham's County TV, Shortreed, Love's, Japan Camera, Tip Top, Fairweather, Playtime, Thrifty's, Black's; Jewelry: Birk's, Pequegnat's, A.W. Smith, Walters, People's, Morse, Young's, Brancier.

14 - NEWSPAPERS: MERCURY (e) 18,681; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kohl, Pub./Gen. Mgr., MERCURY, 8-14 Macdonnell St., Guelph, ON N1H 6P7; Tel. (519) 822-4310.
National Representative: Thomson Newspapers.

HAMILTON, ONT.

1 - LOCATION: Wentworth & Halton Counties, E&P Maps E-4, M-3. Western end Lake Ontario. County Seat; 19,230 acres, one of the largest land-locked harbors on Great Lakes, 43 mi. SW of Toronto; 73 mi. W of Buffalo; 48 mi. W of Niagara Falls; 201 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20, 403.

2 - TRANSPORTATION: Railroads-C.N.; C.P., TH&B.
Motor Freight Carriers-100.
Intercity Bus Lines-Eastern Canadian Greyhound; Gray Coach; Canada Coach.
Steamship Lines-61.
Airlines-Air Canada; C.P.; American; British Airways; Nordair; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France.

3 - POPULATION:
Corp. City 81 Cen. 306,434; E&P 86 Est. 307,600
CZ-ABC: (81) 473,903
RTZ-ABC: (81) 258,435
Met. Area 81 Cen. 542,095; E&P 86 Est. 569,777
City & RTZ-ABC: (81) 732,338

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 114,684; E&P 86 Est. 121,665
Met. Area 81 Cen. N.A.; E&P 86 Est. 216,962
CZ-ABC: (81) 169,075
RTZ-ABC: (81) 82,360
City & RTZ-ABC: (81) 251,435

5 - BANKS	NUMBER	EST. DEP.
All	140	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 151,593

8 - GAS METERS: Residence 73,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 70,600 ($387); Durable Goods 54,400 ($411); Non-durable Goods 16,300 ($311); Food & Beverages 4,400 ($289); Metal Fab. Industries 7,800 ($387); Mach. & Electrical 5,400 ($418); Elect. Prods. 7,900 ($360); Constr. 4,900 ($452); Trans., Commun. & Util. 7,200 ($344); Trade 21,300 ($222); Fin., Ins. & R.E. 5,000 ($222); Servs. 9,100 ($165).
Principal Pay Days-Thur., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Districts-4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.
Neighborhood Shopping Districts-Ottawa St. N.; Kenilworth Ave. N.; Locke St. S.; Westdale (King St. W.); Concession St. Mountain; Barton St. E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Plz. Dundas(32)	5	Miracle Food Mart, New Dominion
Greater Hamilton(70)	3	Robinson's, Sears, New Dominion, K mart
Burlington Mall(80)	12	Sears, Eaton's, K mart, Robinson's, New Dominion
Mountain Plz.(30)	2	Woolco
Skyway Plz. Stoney Crk.(20)	8	Woolworth, New Dominion
Skyway	14	Eames
Fennel Sq.(15)	30	Woolworth
Terminal Towers Aldershot(15)	8	Towers, New Dominion, Canadian Tire
Brant Plaza(15)	10	
Roseland Plz.(20)	11	SupeRx
County Fair(5)	4	Zeller's
Appleby Mall-Burlington	10	Zeller's, New Dominion
Queenston Mall	5	Miracle Mart, Canadian Tire
Eastgate Sq.(104)	5	Eaton's, Woolco, Robinson's
Jackson Sq.(110)		Eaton's, Marks & Spencer
Westcliffe Mall(34)	3	Home Hdwe., A&P
Gage Square(6)	NA	
Stadium Mall(7)	3	Consumer Dist.
Strath-Barton(6)	4	Family Fair
Harvard Sq.	NA	
Lime Ridge Mall(190)	5	Sears, Robinson's, Eaton's
Fiesta Mall	7	Zeller's, New Dominion
Hopedale Mall(20)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most downtown chain food & shopping centers: Thur., Fri.; Plaza food stores open 6 nights.

13 - RETAIL OUTLETS: Department Stores-Eaton's; G.W. Robinson; Sears.
Discount Stores-Towers; Zeller's; Woolco; Miracle Mart; K mart.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Rexall 3; IDA 34; Shoppers 5; Fair-Way 8; A.R.P. 5; Super Save 4; Parke & Park 2; Big V 7; SupeRx 12.
Chain Supermarkets-Miracle Marts 7; New Dominion 5; IGA 17; A&P 10; Red and White 4; Safeway 3; Valdi 3; Fortino 4; No Frills 3; Min-A-Mart 3; Zehr's 2.
Other Chain Stores-Sally Shops; Tip-Top Tailors, Reitman's, Evangeline Shops, D'Allaird's, Agnew-Surpass, Maher, Reward, Elks Men's Wear, Lindor; Auto: Canadian Tire 7, Firestone 5; Jewelery: Henry Birks and Sons, People's Credit Jewelers, Mappin's, Kern's, Bowring's.

14 - NEWSPAPERS: SPECTATOR (e) 142,606; Mar. 31, 1986 ABC.

Local Contact for Advertising and Merchandising Data: Kevin McCann, Natl. Adv. Mgr., SPECTATOR, 44 Frid St., Hamilton, ON L8N 3G3; Tel. (416) 526-3333.
National Representative: Southam Newspapers.

KENORA, ONT.

1 - LOCATION: District of Kenora, E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

2 - TRANSPORTATION: Railroads-C.P.
Intercity Bus Lines-Greyhound.
Airlines-Norontair; Bearskin; Nelitac (Helicopter Service); Walsten Air Service (Float & Ski Service).

3 - POPULATION:
Corp. City 81 Cen. 9,817; E&P 86 Est. 9,260
CZ-ABC: (81) 9,817
RTZ-ABC: (81) 10,482
City & RTZ-ABC: (81) 20,299
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 3,677; E&P 86 Est. 3,642
CZ-ABC: (81) 3,610
RTZ-ABC: (81) 3,230
City & RTZ-ABC: (81) 6,840

5 - BANKS	NUMBER	DEPOSITS
Banks	6	N.A.
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Paper; Fresh Water Fishing; Lumber Mills; Boat Mfg.; Tourism; Mining; Crafts.

10 - CLIMATE: Min. & Max. Temp.- Spring 0-10; Summer 20-26; Fall 10-20; Winter -25-20. First killing frost, mid-Oct.; last killing frost, mid-May.

11 - TAP WATER: Lake water (treated).

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenora Shoppers Mall(15)	NA	Woolworth
Kenora Town Centre(65)	NA	

Principal Shopping Days-Thur. through Sat. Major food stores and mall open 9 to 9 (summer only).

13 - RETAIL OUTLETS: Canadian Tire; Safeway; Saan; Loblaws; Sears (mail order).

14 - NEWSPAPERS: MINER & NEWS (e-mon to fri) 4,686; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bob Ponton, Adv. Mgr., MINER & NEWS, 33 Main St. S., Kenora, ON P9N 3X7; Tel. (807) 468-5555.
National Representative: None.

KINGSTON, ONT.

1 - LOCATION: Frontenac County, E&P Maps E-4, N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Water-St. Lawrence Seaway Port.
Motor Freight Carriers-20.
Intercity Bus Lines-Voyageur Colonial, Ltd.; Charter Aircraft.
Airlines-Corporate Air; Kingston Flying Club.

3 - POPULATION:
Corp. City 81 Cen. 52,616; E&P 86 Est. 50,222
Bal. in NDM: (81) 75,481
Total NDM: (81) 128,364
CZ-ABC: (81) 52,883
RTZ-ABC: (81) 31,851
Total NDM & RTZ-ABC: (81) 160,215

4 - HOUSEHOLDS:
City 81 Cen. 22,209; E&P 86 Est. 22,174
Bal. in NDM: (81) 23,308
Total NDM: (81) 44,795
CZ-ABC: (81) 21,487
RTZ-ABC: (81) 10,745
Total NDM & RTZ-ABC: (81) 55,540

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	32	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: 22,839

8 - GAS METERS: 5,316

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Synthetic Fibers 2,000 (N.A.); Metal Proc. 2,500 (N.A.).
Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9; last killing frost, May.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Cataraqui Town Ctr.; 5 blocks on Princess St.; Kingston Shopping Ctr.; Frontenac Mall; 4 other plzs., 30 stores.
Neighborhood Shopping Centers-Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)	NA	K mart, Loblaw's
Kingston Centre(4)	NA	Simpsons-Sears, Loblaw's
Frontenac Centre(6)	NA	Dominion, Woolco
Cataraqui Centre(6)	8	Simpson's, Zeller's, Loblaw's

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Jos. Abramsky & Sons; Zeller's; Sears; Cherney's; Simpsons.
Discount Stores-S&R; Woolco; K mart; Consumers Distributing; Bi-Way.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Tamblyn; Thrifty; Shoppers Boots; Guardian; Medical Arts Pharmacy; I.D.A.
Chain Supermarkets-A&P; Loblaw; Dominion; IGA; Food City; Valdi's.
Other Chain Stores-Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; People's Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Unuroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Elk's; Frontier Fruit & Nut; Bowring's; Shorney's; Keyman Shop; Town & Country; National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World; Aggies; Astral Photo; Atlantic Stereo; Barnes Wines; Big Steel; Birks Jewellers; Classic Bookshop; D'Allairds; Discus; Drapery Shoppe; Jack Fraser; Garfield H. Halpern, Esq.; Health-Tex; Japan Camera; Lawley's of London; Lights & Lamps; Lindor; Maher Shoes; Micro Cooking Centre; Mmmuffins; Merle Norman; Orange Krate; Pantorama; Radio Shack; Stiches; Stokes; W.H. Smith Books; The Bombay Co.; The Key Shop; Trans-Canada Shoes; Turning Point; Walters Jewellers; Redmond Optical.

14 - NEWSPAPERS: WHIG-STANDARD (e) 35,904; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ray Johnston, Adv. Dir., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000.
National Representative: Bardal, Gosbee & Associates.

KIRKLAND LAKE, ONT.

1 - LOCATION: Temiskaming County, E&P Map D-4. Mining, farming, education, distribution center. 365 mi. from Toronto. On Hwys. 11, 66.

2 - TRANSPORTATION: Railroads-Ontario-Northland and Bus.
Motor Freight Carriers-2.
Airlines-NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 12,219; E&P 86 Est. 11,126
CZ-ABC: (81) 12,219
RTZ-ABC: (81) 29,069
City & RTZ-ABC: (81) 41,288

4 - HOUSEHOLDS:
City 81 Cen. 4,716; E&P 86 Est. 4,509
CZ-ABC: (81) 4,645
RTZ-ABC: (81) 9,485
City & RTZ-ABC: (81) 14,130

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	NA

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 5,160

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining.

10 - CLIMATE: Min. & Max Temp. Spring 16-70; Summer 45-95; Fall 0-80; Winter 0-50.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center- 4 blocks on Government Road.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Variety Stores-Metropolitan; Kresge; Woolworth.
Chain Drug Stores-IDA 2; Rexall.
Chain Supermarkets-A&P; Dominion; Montemurro's; IGA.

14 - NEWSPAPERS: NORTHERN NEWS (e) 5,795; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Scott Swindells, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.
National Representative: Thomson Newspapers.

KITCHENER-WATERLOO, ONT.

1 - LOCATION: Regional Municipality of Waterloo. E&P Maps D-4, M-2, M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-34.
Intercity Bus Lines-Gray.
Airlines-Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; Swissair; Pearson Int'l Airport (45 minutes); Nordair; Hamilton Airport (40 minutes).

3 - POPULATION:
Corp. Cities 81 Cen. 189,162; E&P 86 Est. 205,945
Kitchener 81 Cen. 139,734; E&P 86 Est. 152,112
Waterloo 81 Cen. 49,428; E&P 86 Est. 53,833
CZ-ABC: (81) 189,162
RTZ-ABC: (81) 123,721
City & RTZ-ABC: (81) 312,883
Met. Area 81 Cen. 287,801; E&P 86 Est. 312,663
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 81 Cen. 68,774; E&P 86 Est. 79,132
Kitchener 81 Cen. 50,329; E&P 86 Est. 57,909
Waterloo 81 Cen. 18,445; E&P 86 Est. 21,223
Met. Area 81 Cen. 99,395; E&P 86 Est. 121,183
CZ-ABC: (81) 67,460
RTZ-ABC: (81) 38,220
City & RTZ-ABC: (81) 105,680

5 - BANKS	NUMBER	EST. DEP.
Savings	111	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 93,388

8 - GAS METERS: Residence 53,574

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Managerial/Administrative 12,334; Clerical 27,435; Sales 14,730; Service 16,240; Proc. 9,095; Machining 8,900; Product fabricating, assembling and repairing 20,310; Constr. trades 7,015.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very hard; Kitchener not fluoridated; Waterloo fluoridated.

12 - RETAILING: Principal Shopping Centers-Fairview Park, 5 mi. from downtown Kitchener (154 stores); Market Sq., downtown Kitchener (75 stores); King Ctr., downtown Kitchener (65 stores); 8 blocks on King St., Kitchener; Waterloo Sq., downtown Waterloo (52 stores); Conestoga Mall 6 mi. from downtown Waterloo (74 stores); 3 blocks on King St., Westmount Place (41 stores); John Galt Shopping Ctr. (26 stores); Highland Shopping Ctr. (10 stores); Plz. 651 (10 stores); Cambridge Shoppers Mall (9 stores); South Cambridge Shopping Ctr. (8 stores); Bishop Gate Mall (10 stores).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food-every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Budds; Eaton's 2; Marks & Spencer; The Bay; Sears; Robinson's 2.
Variety Stores-Woolworth; Zeller's.
Discount Stores-Woolco; Towers 2; K mart 2.
Chain Drug Stores-Boots 7; Guardian 3; IDA 2; Shoppers Drug Mart 5; Big V 2; SupeRx.
Chain Supermarkets-Dutch Boy 6; Zehr's 11; Central; Knechtel's 3; Hi Way Market; Mr. Grocer.
Other Chain Stores-Agnew-Surpass Shoes 4; Reward Shoe 2; Singer Co.; Youngs Jewelry 2; Weston Jewelers; Walters Jewelers 4; Reitman's 4; Tip Top Tailors 4; Firestone 3; Goodrich; Uniroyal; Canadian Tire 5; Goodyear; Fairweathers 3 (women's); Town & Country (women's) 6; Leon's Furn.; Brick Furn.; Pennington's 2; D'Aillard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2; Biway 3; Nabour 3; Bargain Harold's 2.

14 - NEWSPAPERS: RECORD (e) 78,709; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: H.J. Baird, Adv. Dir., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.
National Representative: Bardal, Gosbee & Associates; Newspaper Marketing Bureau.

LINDSAY, ONT.

1 - LOCATION: Victoria County. E&P Maps E-4 & M-2. On the Scugog River. 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Travelway Bus.

3 - POPULATION:
Corp. City 81 Cen. 13,596; E&P 86 Est. 14,536
CZ-ABC: (81) 13,596
RTZ-ABC: (81) 38,993
City & RTZ-ABC: (81) 52,589

4 - HOUSEHOLDS:
City 81 Cen. 5,292; E&P 86 Est. 5,968
CZ-ABC: (81) 5,260
RTZ-ABC: (81) 13,510
City & RTZ-ABC: (81) 18,770

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 300; Chemical 600; Brake Shoe 115; Die Casting 150; Rubber Mfg. 450; Gen. Mfg. 200; R.R.; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Malls (2) open Mon. through Sat. until 10 p.m.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (e) 4,517; (e-thur) 4,413; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Marc Foisy Des Forges, Adv. Sales Dir., POST, 15 William St. N., Lindsay, ON K9V 3Z9; Tel. (705) 324-2114.
National Representative: None.

LONDON, ONT.

1 - LOCATION: Middlesex County. E&P Maps D-4 & L-3. On River Thames, 110 mi. W of Toronto and 105 mi. E of Detroit, MI.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-67.
Intercity Bus Lines-Greyhound; Gray Coach; London Charterways.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 254,280; E&P 86 Est. 276,300
Met. Area 81 Cen. 283,668; E&P 86 Est. 305,733
CZ-ABC: (81) 257,057
RTZ-ABC: (81) 548,363
City & RTZ-ABC: (81) 805,420
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 98,070; E&P 86 Est. 112,115
Met. Area 81 Cen. 105,595; E&P 86 Est. 124,745
CZ-ABC: (81) 97,433
RTZ-ABC: (81) 185,232
City & RTZ-ABC: (81) 282,665

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	81 Br.	NA

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 84,000

8 - GAS METERS: Residence 66,443

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary 900; Mfg. 28,400; Constr. 6,700; Trans., Commun., Utils. 8,300; Trades 24,400; Fin., Ins. & R.E. 10,100; Servs. 49,600; Public Admin. 7,100.
Principal Pay Days-Thur., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

11 - TAP WATER: Lake Huron Pipeline; fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-Eaton Sq. (58), Wellington King Sts.; Eastown Plz. (37), East Dundas St., Westown Plz (20), Oxford St. W.; London Plz. (10), Adelaide St. N.; Wharncliffe Plz. (8), Wharncliff-Base Line Rds.; Masonville Pl. (115), Richmond St. & Fanshawe Park Rd.; Oakridge Mall (40); Northland Mall (20), Highbury and Huron Sts.; White Oaks (170), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plz. (13), Hamilton Rd.; Oxford Plz. (18), Oxford-Adelaide Sts.; Argyle Mall (38), Dundas Clark Rd.; Norton Estates, Commissioners' Rd. (23); London Mall (9); Westmount Plz. (70); City Centre (32); Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Place (26), Oxford St. E.; Towers Plz. (7), Wellington Rd. S.; London Mews (60); Wonderland Mall (24), Wonderland & Southdale.
Core Shopping Area-7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.
Neighborhood Shopping Areas-6 blocks on Dundas St. E. from Adelaide; 2 on Richmond St., S. of Oxford; 3 on Wharncliffe, N. of Wyatt; 5 on Wharncliffe, S. of Elmwood; 8 on Hamilton Rd., E. of Little Hill St.; 5 on Oxford, E. of Gammage; 3 on Wortley, S. of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard.
Stores Close-Sundays.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eatons 3; Simpsons 2; Kingsmills; Sears; Fairweather 3.
Discount Stores-Towers; K mart 2; Zellers 3; Woolco 3; Family Fare 2.
Variety Stores-Zellers; Woolworth 2; Metropolitan; Kresges.
Chain Drug Stores-Boots 7; Canadian Apothecary 5; Shopper's Drug 6; SupeRx 5; Big V 9.
Chain Supermarkets-Loblaws 4; No Frills 3; Superstore 2; A&P 5; Miracle Foodmart 4; EMA 3; Food City 2.
Other Chain Stores-Apparel: D'Allaird's, Boughners' Reitmans 5, Marks & Spencer 5, Fairweather 3; Jewelry: Birks Mappins 2, Peoples 2, Youngs 5, Morse 2, Nash 2; Furn.: Leon's, Interior Trend, Design Plus, Pattons Place, Common Mkt., Jensens, Ethan Allen; Shoes: Agnew-Surpass 3, Arliss 2, Bata 2, Belinda 4, Dacks, Fredelle 2, Kinney 3, Maher 2, Mugford 2; Bakeries: Grandma Lees 2, Hunts 4; Misc.: Coles Books 3, Oxford 2, Provident 2, Wendell Holmes 3, Classic 3.

14 - NEWSPAPERS: FREE PRESS (m) 128,695; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: G.W. Smith, Adv. Dir., FREE PRESS, PO Box 2280, London, ON N6A 4G1; Tel. (519) 679-1111.
National Representative: Newspaper Marketing Bureau.

NIAGARA FALLS, ONT.

1 - LOCATION: Regional Municipality of Niagara; E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2 - TRANSPORTATION: Railroads-C.N.; Wabash; C.P.
Motor Freight Carriers-7.
Intercity Bus Lines-Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
Airlines-Air Canada; American; United; Mohawk; Lake Central.

3 - POPULATION:
Corp. City 81 Cen. 70,960; E&P 86 Est. 74,436
CZ-ABC: (81) 70,960
RTZ-ABC: (81) 36,282
Met. Area 81 Cen. 304,353; E&P 86 Est. 314,506
City & RTZ-ABC: (81) 107,242

4 - HOUSEHOLDS:
City 81 Cen. 25,087; E&P 86 Est. 27,748
CZ-ABC: (81) 24,880
RTZ-ABC: (81) 12,660
Met. Area 81 Cen. N.A.; E&P 86 Est. 117,450
City & RTZ-ABC: (81) 37,540

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	24	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 20,810

8 - GAS METERS: Residence 16,415

9 - PRINCIPAL INDUSTRIES: Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage $162).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Summer 68; Av. An. Temp.-47; An. Rainfall 30 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Queen St., Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
Neighborhood Shopping Centers-Stamford; Chippawa; Lundy's Lane Plaza; Dorchester Rd.; Niagara Square.
Principal Shopping Days-Thur., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur. & Fri.-North End; Fri.-South End.

13 - RETAIL OUTLETS: Department Stores-Rosberg's; Zeller's; Towers; Robinson's; K mart.
Variety Stores-Metropolitan.
Chain Drug Stores-Rexall 7; IDA 3; Super Save; Shoppers Drug Mart.
Chain Supermarkets-Red & White 4; Super Save; A&P 2; Quality Fare; Miracle Food Mart; IGA; Food City; No Frills.
Other Chain Stores-Reitman's Shoes; Agnew-Surpass; Maher; Reward; Firestone; Canadian Tire; Goodyear; Dunlop; Consumers Distributing.

14 - NEWSPAPERS: REVIEW (e) 20,777; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Campbell, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6; Tel. (416) 358-5711.
National Representative: Thomson Newspapers.

NORTH BAY, ONT.

1 - LOCATION: Nipissing County, E&P Maps D-4, M-1. 220 mi. N of Toronto.

2 - TRANSPORTATION: Railroads-C.N.; C.P.; O.N.R. Headquarters.
Motor Freight Carriers-15.
Intercity Bus Lines-Deluxe Trans.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.
Airlines-Air Canada; First Air; Voyager; NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 51,268; E&P 86 Est. 52,089
CZ-ABC: (81) 51,268
RTZ-ABC: (81) 50,389
City & RTZ-ABC: (81) 101,657
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 17,075; E&P 86 Est. 18,507
CZ-ABC: (81) 17,075
RTZ-ABC: (81) 16,378
City & RTZ-ABC. (81) 33,453

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 16,559.

8 - GAS METERS: Residence 8,000.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Primary Industry 453; Mfg. 4,334; Constr. 1,461; Trans., Commun. & Util. 3,376; Trade & Commerce 3,956; Fin., Ins. & R.E. 730; Service 6,728; Public Admin. 4,158.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept.; last killing frost, June.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.
Neighborhood Shopping Centers-2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Sq. 21 acres, 60 stores, incl. Loblaw, Woolco; Reitman 1,450 cars. Nipissing Plz.; Dominion; Zeller's, 6 mi. from downtown; Widdifield Plz. 2 stores, 700 cars; North Bay Mall; K mart, A&P 65 stores, 1,200 cars.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., some 6 nights.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; Tower's; K mart.
Variety Stores-Kresge's.
Chain Drug Stores-Boots 2; Shopper's 2.
Chain Supermarkets-Dominion 2; A&P 2; Loblaw's; IGA; Food City.
Other Chain Stores-Reward; Agnew-Surpass; Bata (men's); Tip Top Tailors; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer; Firestone.

14 - NEWSPAPERS: NUGGET (e) 24,206; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Jim Davidson, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200.
National Representative: Southam Newspapers.

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ORILLIA, ONT.

1 - LOCATION: Simcoe County. E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-5.
Intercity Bus Lines-Gray Coach; Stock Bros. Coach; Orillia; Midland-Penetang.
Airlines-Orillia.

3 - POPULATION:
Corp. City 81 Cen. 23,955; E&P 86 Est. 24,022
CZ-ABC: (81) 23,955
RTZ-ABC: (81) 33,163
City & RTZ-ABC: (81) 57,118

4 - HOUSEHOLDS:
City 81 Cen. 8,521; E&P 86 Est. 9,023
CZ-ABC: (81) 8,475
RTZ-ABC: (81) 11,215
City & RTZ-ABC: (81) 19,690

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 6,692

8 - GAS METERS: 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't Servs. 1,100; Misc. 430. (Av. Wkly. Wage $210).
Principal Pay Days-2nd, 4th; Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaverton	20	IGA, Red & White
Coldwater	15	IGA
Gravenhyrst	20	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	NA	Dominion, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-9 pm.

13 - RETAIL OUTLETS: Department Stores-K mart; Zeller's; Woolworth; A&N.
Chain Drug Stores-Rexall; Drug City; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Loblaws; A&P; IGA; Miracle Food Mart.

14 - NEWSPAPERS: PACKET & TIMES (e) 9,820; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Peter Hinton, Adv. Dir., PACKET & TIMES, 31 Colborne St. E., Orillia, ON L3V 1T4; Tel. (705) 325-1355.
National Representative: Thomson Newspapers.

OSHAWA-WHITBY, ONT.

1 - LOCATION: Regional Municipality of Durham. E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Intercity Bus Lines-Gray, Colonial; Charterways & G.O. Buses.
Airlines-At Toronto Intl. Airport.

3 - POPULATION:
Cities 81 Cen. 154,217; E&P 86 Est. 179,707
Oshawa 81 Cen. 117,519; E&P 86 Est. 132,370
Whitby 81 Cen. 36,698; E&P 86 Est. 47,337
CZ-ABC: (81) 154,217
RTZ-ABC: (81) 120,134
City & RTZ-ABC: (81) 274,351
Met. Area 81 Cen. 154,217; E&P 86 Est. 179,707

4 - HOUSEHOLDS:
Cities 81 Cen. 51,091; E&P 86 Est. 62,976
Oshawa 81 Cen. 39,316; E&P 86 Est. 46,909
Whitby 81 Cen. 11,775; E&P 86 Est. 16,067
CZ-ABC: (81) 50,905
RTZ-ABC: (81) 36,615
Met. Area 81 Cen. N.A.; E&P 86 Est. 62,616
City & RTZ-ABC: (81) 87,520

5 - BANKS	NUMBER	EST. DEP.
Commercial	29	N.A.
Trust Co's.	4	N.A.
Credit Unions	4	N.A.
Loan Co's.	9	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence, Oshawa 9,900

9 - PRINCIPAL INDUSTRIES: Automotive Assembly; Elect. Mach.; Leather Goods; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Pet Foods; Aluminum & Plastic Boats; Sugar; Steel.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Sq.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.
Variety Stores-Kresge's; Woolworth; K mart.
Chain Drug Stores-Tamblyns 2; IDA 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Supermarkets-Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores-Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Fairweather; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Bi-Way; Collegiate Sports.

14 - NEWSPAPERS: TIMES (e) 22,994; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ron Laurin, Adv. Mgr., TIMES, 44 Richmond St. W., Oshawa, ON L1G 1C8; Tel. (416) 723-3474.
National Representative: Thomson Newspapers.

OTTAWA, ONT.

1 - LOCATION: Carleton County. E&P Maps E-4, O-1. Capital City of Canada, on S side of Ottawa River; 125 mi. W of Montreal and 270 mi. E of Toronto. Commercial and industrial center.

2 - TRANSPORTATION: Railroads-C.N.; C.P.; VIA.
Motor Freight Carriers-10.
Intercity Bus Lines-OC Trans.; Voyageur Colonial; Commission de Transport; Travelways; Abitibi Provincial; Greyhound.
Airlines-Air Canada; Eastern; C.P. Air; Laurentian; Nordair; Quebec Air; Air Atonabee; Air Ontario; First Air; Pilgrim; City Express; Empire; Torontair; Voyageur Air.

3 - POPULATION:
Corp. City 81 Cen. 295,163; E&P 86 Est. 292,001
Met. Area 81 Cen. 717,978; E&P 86 Est. 763,606
CITIZEN
NDM-ABC: (81) 717,978
LE DROIT
CZ-ABC: (81) 614,768
RTZ-ABC: (81) 490,021
City & RTZ-ABC: (81) 1,104,789

4 - HOUSEHOLDS:
City 81 Cen. 124,424; E&P 86 Est. 129,695
Met. Area 81 Cen. 256,390; E&P 86 Est. 306,716
CITIZEN
NDM-ABC: (81) 256,390
LE DROIT
CZ-ABC: (81) 225,379
RTZ-ABC: (81) 157,896
City & RTZ-ABC: (81) 383,275

5 - BANKS	NUMBER	DEPOSITS
Savings	125	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 186,639

8 - GAS METERS: Residence 84,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Federal Gov't 62,625; Crown Corps. etc. 34,525; High Tech Industry, Technology firms employ over 45,090; Ins. 1,141; Food & Beverages 1,612; Clothing 3,230; Printing & Pub. 3,694; Rubber & Plastic 18; Metal Fab. 907; Chemicals & Chemical Prods. 511; Scientific & Professional Equip. 1,273; Other 1,621.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-81; Summer 40-92; Fall 8-74; Winter -12-41. First killing frost, Oct. 21; last killing frost, May 27.

11 - TAP WATER: Purified, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Sparks St.; 4 on Rideau St. plus Rideau Ctr.; 6 on Bank St., Bayshore, St. Laurent, Byward Mkt.
Neighborhood Shopping Centers-Alta Vista; Merivale Rd.; Elmvale; Riverside; Westgate; Billings Bridge; Carlingwood; Heron Gate; Eastview; Manor Park; Alta Vista McArthur; Towers; K mart; St. Laurent; Lincoln Fields; Vista Plz.; Place du Portage; Les Galeries de Hull; Les Galleries Aylmer; Bayshore; Place Cartier-Hull; Les Promenades de L'Outaouais-Catineau.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Bay Co.; Robinson Ogilvy; Eaton's; Sears; Brettons.
Variety Stores-Woolworth; Kresge's; Metropolitan; R.A. Beamish; Zeller's; Giant Tiger.
Discount Stores-Towers Mart 3; K mart 5; Miracle Mart 2; Woolco 3.
Catalogue Discount Stores-Consumers Distributing.
Chain Drug Stores-Boots; IDA 16; Rexall 21; Shoppers; Uniprix 2; Jean Coutu 2.
Chain Supermarkets-Loblaw's 10; Steinberg's 12; A&P 12; IGA 31; Provigo 9; Metro 9; Warehouse Plus 2; Red & White; Superstore 2; Super Save; Richelieu.
Other Chain Stores-Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Evangeline Shops; Reitman's; Bata; Dolci's; Holt Renfrew; Singer Co.; Shoe World; Kinney; Agnew-Surpass; Canadian Tire; Laura Secord Candy; Fairweather Ladies Wear; Goodyear; Firestone; Pennington's; Uniroyal; Michelin; Black's Camera; Montreal Draperies; National Draperies; Leon's Furniture; Pascal Hdwe.; George Richards King Size Clothes; Arlington Sports; Bouclair; Liberty; Tie City; B.F. Goodrich; Dunlop Tires; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Ottawa Stereo Hi-Fi; Atlantique; French; Astral Photo; Merle Norman; Boots; Collegiate Sportsworld; W.H. Smith; Athlete's Foot; O.B. Allan; Leather Attic; Mappins; Doucet.

14 - NEWSPAPERS: CITIZEN (all day-mon to fri) 188,851; (m-sat) 243,912; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd., PO Box 5020, Ottawa, ON K2C 3M4; Tel. (613) 829-9100.
National Representative: Southam Newspapers.
LE DROIT (French) (e-mon to fri) 41,760; (m-sat) 47,883; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Andre Laurin, Adv. Dir., LE DROIT, 375 Rideau St., Ottawa, ON K1N 5Y7; Tel. (613) 560-2500.
National Representative: Landon Associates.

OWEN SOUND, ONT.

1 - LOCATION: Grey County. E&P Maps D-4 & M-2. County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 & 26.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Steamship Lines-Ontario Northland Transportation Co.
Motor Freight Carriers-8.
Intercity Bus Lines-Gray Coach; Charterways; Travelways.

3 - POPULATION:
Corp. City 81 Cen. 19,883; E&P 86 Est. 20,774
CZ-ABC: (81) 19,883
RTZ-ABC: (81) 93,321
City & RTZ-ABC: (81) 113,204

4 - HOUSEHOLDS:
City 81 Cen. 7,551; E&P 86 Est. 8,313
CZ-ABC: (81) 7,490
RTZ-ABC: (81) 32,210
City & RTZ-ABC: (81) 39,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 6,821

8 - GAS METERS: Residence 3,769

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shop 750 ($460); Printing & Pub. 600 ($465); Elect. Devices 180 ($335); Sheet Glass 390 ($400); Rubber 300 ($375); Shock Absorbers 200 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.
Shopping Centers-Towers (Food City); Grey County Mall (Woolco, No Frills).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-McKay Bros.; Towers.
Discount Stores-Woolco.
Variety Stores-Woolworth; S.S. Kresge.
Chain Drug Stores-IDA; Drug City; Big V; Guardian.
Chain Supermarkets-A&P; Food City; Mr. Grocer; No Frills.
Other Chain Stores-Maher; Firestone; Canadian Tire; Grafton; Reitman's 2; Superior Propane; Pro Hdwe.; Crest; Home Hdwe; Consumers Distributing; Smart Set; Radio Shack; Colour Your World; Agnew-Surpass; Nabours; Bi-Way.

14 - NEWSPAPERS: SUN-TIMES (e) 22,113; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert A. Martin, Adv. Mgr., SUN-TIMES, Box 200, Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.
National Representative: Southam Newspapers.

PEMBROKE, ONT.

1 - LOCATION: Renfrew County. E&P Maps E-4 & N-1. County Seat. Major retail and industrial center in Upper Ottawa Valley. Ottawa 97 mi. SE; North Bay 138 mi. NW; Toronto 257 mi. SW; Montreal 227 mi. SE on Hwy. 17 with connections to Hwys. 62, 60, 41.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-5.
Airlines-Pem-Air Ltd.
Intercity Bus Lines-Colonial Coach; Renfrew County Coach.

3 - POPULATION:
Corp. City 81 Cen. 14,026; E&P 86 Est. 13,398
CZ-ABC: (81) 15,359
RTZ-ABC: (81) 47,200
City & RTZ-ABC: (81) 62,559

4 - HOUSEHOLDS:
City 81 Cen. 5,040; E&P 86 Est. 5,084
CZ-ABC: (81) 5,430
RTZ-ABC: (81) 14,630
City & RTZ-ABC: (81) 20,060

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$18,000,000
Savings	6	Incl. above
Savings & Loan	6	Incl. above

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 5,124

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood and Wood Prods. 1,494; Dept. of National Defense (Civilians 794, Soldiers 3,000); Steel Furn. 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Matches 99; Petawawa and Atomic Energy Commission, Chalk River 2,643.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-8 blocks surrounding Pembroke St.; Petawawa Shopping Plz.; Glendale Shopping Ctr.; Deep River; Pembroke Mall; West End Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Order Office; Doran's of Pembroke; Simpson's Order Office.
Discount Stores-Giant Tiger; Cost Plus.
Variety Stores-Woolworth.
Chain Drugs-IDA 2; Rexall; Guardian.
Chain Supermarkets-Loblaw's 2; A&P; IGA 4; Red & White; IGA Foodliner; M & M; Brash's 2.
Other Chain Stores-Sally Shops (women's); Firestone; Canadian Tires; Shoes; Reward; Maher; Bata; Singer Co.; Woodhouse Furn.

14 - NEWSPAPERS: OBSERVER (e) 7,043; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.
National Representative: Thomson Newspapers.

PETERBOROUGH, ONT.

1 - LOCATION: Peterborough County. E&P Maps E-4, N-2. County Seat. On Otonabee River, part of Trent Severn Canal System. 90 mi. E of Toronto, Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7, 7A to Ottawa.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Interprovincial Bus Lines-Voyageur Colonial.
Motor Freight Carriers-14.
Airlines-City Express.
Intercity Bus Lines-Peterborough.

3 - POPULATION:
Corp. City 81 Cen. 60,620; E&P 86 Est. 63,160
CZ-ABC: (81) 60,620
RTZ-ABC: (81) 70,081
City & RTZ-ABC: (81) 130,701

4 - HOUSEHOLDS:
City 81 Cen. 22,677; E&P 86 Est. 24,979
CZ-ABC: (81) 22,525
RTZ-ABC: (81) 23,765
City & RTZ-ABC: (81) 46,290

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	N.A.
Savings & Loans	3	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 20,136

8 - GAS METERS: Res. & Comm. 5,992

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Clocks & Watches; Atomic Energy; Dairy Mach.; Brake Lining & Flexible Hose; Outboard Motors; Power Mowers; Primary & Fab. Metals & Instruments.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Peterborough Sq., downtown Peterborough (Eaton major store with 65 other retail outlets); Lansdowne Pl. (Sears major store with 70 other outlets).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Marks & Spencer; Eaton's; Simpson-Sears; K mart; Towers.
Variety Stores-Woolworth 2; Zeller's; Bi-Way; Pathway.
Chain Drug Stores-IDA 6; Shoppers 2.
Chain Supermarkets-Loblaw's; A&P 3; Red & White; Sunnybrook; Food City 2; IGA; Kawartha.

14 - NEWSPAPERS: EXAMINER (e) 24,674; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert Marshall, Adv. Mgr., EXAMINER, PO Box 389, Peterborough, ON K9J 6Z4; Tel. (705) 745-4641.
National Representative: Thomson Newspapers.

PORT HOPE, ONT.

1 - LOCATION: Northumberland County, E&P Maps E-4 & N-2. On N shore of Lake Ontario and 401, 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-4.
Intercity Bus Lines-Colonial; Burley.

3 - POPULATION:
Corp. City 81 Cen. 9,992; E&P 86 Est. 10,468
CZ-ABC: (81) 9,992
RTZ-ABC: (81) 3,541
City & RTZ-ABC: (81) 13,533

4 - HOUSEHOLDS:
City 81 Cen. 3,648; E&P 86 Est. 4,032
CZ-ABC: (81) 3,630
RTZ-ABC: (81) 1,432
City & RTZ-ABC: (81) 5,062

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 2,740

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tools 230; Bathroom Fixt. 415; Conveyors 260; Refining 290; Other 505.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-3 blocks on Walton; 1 each on John, Ontario, Queen.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food & Dept., Fri.

13 - RETAIL OUTLETS: Department Stores-Coleman & Philip.
Variety Stores-Chainway; Stedman's.
Chain Supermarkets-Dominion; A&P; Super Save; IGA; Loblaw's.
Other Chain Stores-Canadian Tire.

14 - NEWSPAPERS: GUIDE (e-mon to fri) 3,478; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE, 56 Walton St.; Box 296, Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
National Representative: None.

ST. CATHARINES, ONT.

1 - LOCATION: E&P Maps E-4, M-3. Regional municipality of Niagara. On Queen Elizabeth Way; on Welland Ship Canal connecting Lake Erie & Lake Ontario; 111 km (69 mi.) S of Toronto; 19 km (12 mi.) from Niagara River. Regional government seat 19 km (12 mi.) from U.S. border.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray; Canada; Farr.

3 - POPULATION:
Corp. City 81 Cen. 124,018; E&P 86 Est. 127,785
CZ-ABC: (81) 133,854
RTZ-ABC: (81) 43,062
Met. Area 81 Cen. 304,353; E&P 86 Est. 314,506
City & RTZ-ABC: (81) 176,916
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 44,644; E&P 86 Est. 48,672
CZ-ABC: (81) 47,685
RTZ-ABC: (81) 13,910
Met. Area 81 Cen. 106,485; E&P 86 Est. 117,450
City & RTZ-ABC: (81) 61,595

5 - BANKS	NUMBER	EST. DEP.
Commercial	40	N.A.
Savings & Loan	12	N.A.
Credit Unions	11	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 40,208

8 - GAS METERS: Residence 42,930

9 - PRINCIPAL INDUSTRIES: Automotive and Aeroplane Parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Building; Paper Prods.; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; Slate Flooring & Roofing; Structural Steel Fabrication.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 2C (35F)-12C (54F); Summer 13C (55F)-24C (76F); Fall 6C (43F)-16C (60F); Winter -4C (24F) -2C (35F). Av. yearly rainfall 61.65cm (24.27 in.); Av. yearly snowfall 97.79 cm (38.5 in.).

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Pen Centre (122); Fairview Mall (127); Lincoln Mall (17).
Neighborhood Shopping Centers-Pendale (4); Towers Plz. (5); Thorold Pine Plz. (6); Lake St. Plz. (3); Midtown Plz. (4); Linwell Plz. (7); Glenridge Plz.; K mart Plz. (4); North End Plz. (8); Corbloc (downtown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pen Centre(116)	4	Sears
Fairview Mall(27)	3	Right House
Lincoln Mall(17)	6	Woolco

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-The Right House; Eaton's; Sears; Robinson's.
Variety Stores-Kresge; Woolworth; Zeller's; Marks & Spencer; K mart; Woolco.
Chain Drug Stores-IDA 5; Crown 5; Towers (Kent); Shoppers 3; Woolco (Jack Austin); Super Discount; Guardian; Boots; Dominion.
Discount Stores-Woolco; K mart; Towers; Consumer's Distributing; Bi-Way; Bargain Harold's; Pathway; A&N Discount; Nabours.
Chain Supermarkets-Red & White; Valdi's 2; No Frills; IGA 3; Food City; Dominion 2; A&P 4.
Other Chain Stores-Tires: Motorcade, Firestone, Goodyear, Canadian Tire, Uniroyal, Lottridge, Direct Tire; Shoes: Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Kinney, Ruby's, Shoe World, Boot Shop, Vogue Shoes, Athlete's Foot, Naturalizer; Furniture: The Brick, Eastwoods, Carriage House, Davies, Towers, Dominion, Waterbed Co., Woodhouse; Women's: Reitman's, J. Michaels, Opus, Dalmy's, Big Steel, Fairweather, Lilianne, Braemar, Irene Hill, Smart Set, Susan Miles, Suzy Shiner, Town & Country, Thrifty's, Leather Attic, Antel's, Pennington's, Cotton Plus, Wrays, Arlies, Rosanne; Men's: Tip Top Tailors, Elks, Todd's, Jack Fraser, Moore's, The Suit People, John Pomer; Stationery: Grand & Toy, Beatties, C. Cole & Co.; Crafts: Lewiscraft, Kinsey Wool, Living Lightning; Records: Sunrise, Sam the Record Man, Discus; Jewelry: Birk's, O.B. Allen; Others: Buildall, Radio Shack, Laura Secord (candy), Micro Cooking Centre, For Goodness Sake, Collacutt Luggage, Classic Books, Epic Books, St. Clair Paint & Wallpaper, Provincial Gas, Joseph's Hairstyling, Eddie Black Cameras, Japan Cameras, Imperial Optical, Bright's Wines, Iniskillen Wines, Coy's, Pan Handler, Pot Pourie, Le Chateau, Chateau Gai, Fabricland, Lizannes, Mark's Work Wearhouse, Bell Phone Centre, Brewer's Retail, LCBO.

14 - NEWSPAPERS: STANDARD (e) 42,768; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catherines, ON L2R 5G5; Tel. (416) 684-7251.
National Representative: Newspaper Marketing Bureau.

ST. THOMAS, ONT.

1 - LOCATION: Elgin County, E&P Maps D-4 & L-3. County Seat. Diversified Manufacturing & Agriculture. North Shore of Lake Erie, midway between Buffalo & Detroit, Provincial Hwys. 3, 4.

2 - TRANSPORTATION: Railroads-Conrail; C&O; B&O; C.N.; C.P.; Norfolk and Western.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Can. Greyhound.
Freight Steamship Lines-4.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 28,165; E&P 86 Est. 29,944
CZ-ABC: (81) 28,165
RTZ-ABC: (81) 41,542
City & RTZ-ABC: (81) 69,707

4 - HOUSEHOLDS:
City 81 Cen. 10,365; E&P 86 Est. 11,614
CZ-ABC: (81) 10,300
RTZ-ABC: (81) 13,195
City & RTZ-ABC: (81) 23,495

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 10,200

8 - GAS METERS: Residence 6,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Prods. 100; Trans. 800; Auto Assembling 3,000; Iron & Steel Prods. 1,869; Constr. 245.
Principal Pay Days-Railways: 9th, 21st; Mfg.: 15th, 30th. Others: Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost, Sept. 21; last killing frost, May 10.

11 - TAP WATER: 10 ppm hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 30 Store Mall; Wellington St. E.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-All Stores: Fri., Food Stores: Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Anderson's; K mart.
Discount Stores-Jupiter.
Variety Stores-Woolworth; Zeller's.
Chain Drug Stores-Super Discount Drug; Pricegard.
Chain Supermarkets-A&P; Dominion; Loblaw's 2; IGA.
Other Chain Stores-Agnew-Surpass; Singer Co.; Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone.

14 - NEWSPAPERS: TIMES-JOURNAL (e) 9,819; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: William Barthorpe, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.
National Representative: Thomson Newspapers.

SARNIA, ONT.

1 - LOCATION: Lambton County, E&P Maps D-4 & L-3, County Seat. 170 mi. W of Thoronat. Entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points E.

2 - TRANSPORTATION: Railroads-C.N.; C&O.
Motor Freight Carriers-132.
Freight Steamship Lines-12.
Intercity Bus Lines-Blue Water, Greyhound, Chatham Coach; Sarlon.
Airlines-Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 50,892; E&P 86 Est. 47,219
CZ-ABC: (81) 75,223
RTZ-ABC: (81) 48,222
City & RTZ-ABC: (81) 123,445

4 - HOUSEHOLDS:
City 81 Cen. 19,396; E&P 86 Est. 19,005
CZ-ABC: (81) 26,874
RTZ-ABC: (81) 15,586
City & RTZ-ABC: (81) 42,460

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 15,990

8 - GAS METERS: Residence 13,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Constr. 1,500. Av. Wkly. Wage-$290.
Principal Pay Days-Fri. 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost, Oct. 22; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Shopping centers: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Walker Bros.; Sears; Zeller's; Woolco; Bi-Way; K mart; Canadian Tire; Eaton's.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Guardian; Super Save; Woolco; IDA; K mart; Big V Pharmacy. Boots: Shoppers.
Chain Supermarkets-A&P 3; IGA; National Grocer 11; Miracle Mart; Super Centre.

14 - NEWSPAPERS: OBSERVER (e) 24,006; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Sam Sacco, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.
National Representative: Thomson Newspapers.

SAULT STE. MARIE, ONT.

1 - LOCATION: Algoma District, E&P Map D-4. District Seat. On St. Mary's River bet. Lakes Superior and Huron. Steamship calling point. On Trans-Canada Hwy. 17.

2 - TRANSPORTATION: Railroads-C.P.; Algoma Central Term. Pt. & Hq.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Ontario Northland.
Airlines-Air Canada; Norontair; Nordair; Air Ontario; Austin Airways.

3 - POPULATION:
Corp. City 81 Cen. 82,697; E&P 86 Est. 86,586
CZ-ABC: (81) 82,697
RTZ-ABC: (81) 18,639
City & RTZ-ABC: (81) 101,336
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 27,252; E&P 86 Est. 30,167
CZ-ABC: (81) 27,095
RTZ-ABC: (81) 6,105
City & RTZ-ABC: (81) 33,200

5 - BANKS	NUMBER	DEPOSITS
Chartered	6	N.A.
Trust Co's.	3	N.A.
Finance Co's.	5	N.A.
Investment Houses	3	N.A.
Credit Unions	5	N.A.
Insurance Co's.	29	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 25,726 (Dist.) 9,873

8 - GAS METERS: Residence 10,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage-N.A.)-Steel 7,500; Paper 475; Railway 550; Veneer & Plywood Mills 400.

10 - CLIMATE: Av. Daily Temp.(Celsius)-Spring 2; Summer 16; Fall 7; Winter -10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Queen; 4 on Wellington W; 1 on James; 3 blocks on Bay Street (A.C.R. Station Mall); 2 on Great Northern Road.
Neighborhood Shopping Centers-Wallace Terrace; Peoples and Korah Rds.; Bruce St. Churchill Plz.; Pine Plz.; K mart Plz.; Second Line; Market

Mall; ACR Station Mall; Wellington Sq. Mall; Cambrian Mall.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Friedman's; Sears; Virene's; Woolco; K mart; Fairweather; MacLeod-Stedman; Canadian Tire; Zeller's; Saan.
Variety Stores-Woolworth's; Jupiter; Bi-Way.
Chain Supermarkets-A&P 6; IGA; Loblaw's; Red & White 2.

14 - NEWSPAPERS: STAR (e) 26,505; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Howard Newbigging, Adv. Mgr., STAR, PO Box 460, 145 Old Garden River Rd., Sault Ste. Marie, ON P6A 5M5; Tel. (705) 759-3030.
National Representative: Southam Newspapers.

SIMCOE, ONT.

1 - LOCATION: Regional Muncipality of Haldimand-Norfolk (west half). E&P Maps D-4, M-3. Junction of Hwys. 3, 24, County Seat. Industrial center, 40 kms. S of Brantford; 58 kms. SW of Hamilton; 117 kms. SW of Toronto; 270 kms. E of Windsor.

2 - TRANSPORTATION: Railroads-C.N.R.; Wabash; C.P.R.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Canada Coach.

3 - POPULATION:
Corp. City 81 Cen. 14,326; E&P 86 Est. 14,830
CZ-ABC: (81) 14,326
RTZ-ABC: (81) 46,113
City & RTZ-ABC: (81) 60,439

4 - HOUSEHOLDS:
City 81 Cen. 5,175; E&P 86 Est. 5,666
CZ-ABC: (81) 5,150
RTZ-ABC: (81) 12,415
City & RTZ-ABC: (81) 17,565

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 4,558

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Town Zone-Mach.; Canning; Textile; Farmers' Co-op; Tobacco Proc.; Fruit Growers; Safety Clothing; 18 smaller.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct.; last killing frost, Apr.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Norfolk St.; 3 on Robinson St.; 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; 1 on Sydenham St.; 1 on Culvert St.
Shopping Center-At town's southern limits; No. 3 Highway East; Shopping Mall corners of Head St. and West St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Total 273.
Department Stores-Budd's; Woolworth; K mart.
Chain Supermarkets-A&P; Calbeck; Miracle Mart.
Other Chain Stores-Potter & Shaw Drug; IDA; Canadian Tire; McKerlie; United Auto Parts; Unroyal Centre; SupeRx Drug; Reitman's.
Nearby Chain Stores-Grocery: IGA 2, Red & White 3, Clover Farm 17, Calbeck's 2, Mini Marts 11; Drug: IDA, Rexall.

14 - NEWSPAPERS: REFORMER (e-mon to fri) 9,862; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: B. Lightbourn, Adv. Mgr., REFORMER, 105 Donly Dr. S., PO Box 370, Simcoe, ON N3Y 4L2; Tel. (519) 426-5710.
National Representative: Thomson Newspapers.

STRATFORD, ONT.

1 - LOCATION: Perth County. E&P Maps D-4, M-3. County Seat. 41 mi. NE of London, Ont.; 165 mi. NE of Detroit; 100 mi. W of Toronto. On Hwys. 7, 8, 19.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-10.
Intercity Bus Lines-Gray; Greyhound; Cherry; Sherwood.
Airlines-Airgo; Air Canada (at London, Ont.).

3 - POPULATION:
Corp. City 81 Cen. 26,262; E&P 86 Est. 27,590
CZ-ABC: (81) 26,262
RTZ-ABC: (81) 32,424
City & RTZ-ABC: (81) 58,686

4 - HOUSEHOLDS:
City 81 Cen. 9,957; E&P 86 Est. 11,032
CZ-ABC: (81) 9,860
RTZ-ABC: (81) 10,135
City & RTZ-ABC: (81) 19,995

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 5,175

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage 1984 $364): Auto Supply 3,600; Textile & Knitting 250; Cloth & Fabric 300; Bearings 500; Leather & Allied Prods. 350; Clothing 140; Furn. & Fixts. 370; Printing, Pub. & Allied 150; Fab. Metal Prods. 470; Mach. Ind. 725; Trans. Equip. 2,780; Elect. & Electronics Equip. 435; Trade 290; Fin. & Ins. 300; Gov't Servs. 240; Educational Servs. 500; Health and Social Servs. 700; Accomodations, Food and Beverage 220; Other Service Ind. 600 (Stratford Shakespearean Festival).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard.

12 - RETAILING: Principal Shopping Area-Downtown with 3 dept. stores. One major shopping ctr. at east edge of town with 2 dept. stores and 30 additional units. One small ctr. at west end with 6 stores.

13 - RETAIL OUTLETS: Department Stores-K mart; Hudson's; Towers; Woolco.
Variety Stores-Pinto 2; Beckers 3; Mac's Milk 2; Little Short Stop; Kwikie.
Chain Drug Stores-Towers; K mart; Woolco; Guardian.
Chain Supermarkets-Loblaw's; A&P; Mr. Grocer; Knechtel's; Valdi; Perth County Mkt.
Other Chain Stores-Agnew-Surpass; Woodhouse; Canadian Tire; Sherwin-Williams; Beaver Lumber; Consumers Dist.; Nabour's; Home Hdwe.; Color Your World; Young's Jewelers; Radio Shack; Bun's Master Bakery; T.S.C.; Town & Country.

14 - NEWSPAPERS: BEACON HERALD (e) 13,212; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David Nickel, Adv. Mgr., BEACON HERALD, 108 Ontario St.; PO Box 430, Stratford, ON N5A 6T6; Tel. (519) 271-2220.
National Representative: None.

SUDBURY, ONT.

1 - LOCATION: Sudbury Regional County. E&P Maps D-4 & M-1. County Seat. Shipping and wholesale center. 241 mi. NW of Toronto; 433 mi. W of Montreal. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads-C.N., C.P.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Canadian Greyhound; Nickel Belt; Gray; Colonial; Ontario Northland.
Airlines-Air Canada; Norontair; Voyageur Airways.

3 - POPULATION:
Corp. City 81 Cen. 91,829; E&P 86 Est. 87,839
NDM-ABC: (81) 159,779
Met. Area 81 Cen. 149,923; E&P 86 Est. 145,794
RTZ-ABC: (81) 55,696
NDM & RTZ-ABC: (81) 215,475

4 - HOUSEHOLDS:
City 81 Cen. 32,263; E&P 86 Est. 32,569
Met. Area 81 Cen. 149,923; E&P 86 Est. 50,239
NDM-ABC: (81) 51,415
RTZ-ABC: (81) 17,130
NDM & RTZ-ABC: (81) 68,545

5 - BANKS	NUMBER	DEPOSITS
Savings	17	N.A.
Savings & Loan	26	N.A.
Commercial	1	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 25,871

8 - GAS METERS: Residence 8,529

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 24,116 ($209); Forests 3,600 ($186); R.R. 2,000 ($170); Constr. 3,600 ($252).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.
Neighborhood Shopping Centers-2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm W., Lorne, Regent and Eyre Sts. in W. End area; Shopping Plaza in centre of city and in New Sudbury, 3 mi. E. area of city; Southridge Mall (22 stores), Plaza 69, Cedar Point Plaza (20 stores), S. area of city; Falcon Plaza, N.E. section of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Centre(40)	NA	Bonimart, Reitman's, Pennington's
Supermall-New Sudbury(30)	NA	Loblaw's, Woolco, Sears

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Pit Stop; Sears; Zeller's 2; Green, Ltd.; Woolco; K mart; Bonimart; Mark's & Spencer.
Variety Stores-Kresge's; Woolworth.
Chain Drug Stores-Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Woolco.
Chain Supermarkets-Dominion 4; Loblaw's 3; Miracle Food Mart; Red & White; A&P 2; IGA 4; K mart; Bonimart Foods.
Other Chain Stores-Jewelry: Birks, Morse, Kerns, Ostrander's; Auto: Canadian Tire 2, Firestone, Dominion Tire, Goodyear; Women's Apparel: Reitmen's 3, Fairweathers, Pennington, Evangeline; Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2; Other: Yolles Furn., Laura Secord 2, Singer, United Cigar 3; Coles Bookstores 2, Bowring's.

14 - NEWSPAPERS: STAR (e) 27,989; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Herron, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271.
National Representative: Thomson Newspapers.

THUNDER BAY, ONT.

1 - LOCATION: Thunder Bay District. E&P Maps D-4, N-2. District seat. On NW shore of Lake Superior, 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; Grey Goose; Voyageur.
Airlines-Air Canada; Norontair; Nordair; Austin Airways; Pacific Western; Bearskin; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 112,486; E&P 86 Est. 116,366
CZ-ABC: (81) 112,486
Met. Area 81 Cen. 121,379; E&P 86 Est. 126,750
RTZ-ABC: (81) 48,537
City & RTZ-ABC: (81) 161,023
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 39,220; E&P 86 Est. 43,196
Met. Area 81 Cen. N.A.; E&P 86 Est. 46,641
CZ-ABC: (81) 39,220
RTZ-ABC: (81) 14,960
City & RTZ-ABC: (81) 54,180

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	58 Br.	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Mills 5,670; Grain Elevators 1,800; Forestry 450; Fishing & Trapping 85; Mining 110; Constr. 3,850; Trans. & Commun. 4,700; Public Util. 950; Ret. 3,820; Ins. & Fin. 925; Serv. 15,640; Total Mfg. Employ. 57,800; Av. An. Income $14,085.
Principal Pay Days-7th, 10th, 15th, 22nd, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7; last killing frost, June 4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Arthur & Cumberland Streets; 11 blocks Victoria Ave.; 3 blocks May St.; 6 blocks Algoma; 3 blocks Bay; 5 blocks Court St.; 7 blocks of Red River Rd.
Neighborhood Shopping Centers-Current River District, South Algoma St.; Red River Rd.; Simpson St.; Westfort District, Memorial Ave., Balmoral Ave., N. Cumberland St., May St. N. & S., Westfort, Edward & Arthur Sts.; Hodder Ave. Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Intercity Plz.(147)	NA	Woolworth, Zeller's, Simpson-Sears
Grandview Mall(23)	NA	A&P
County Fair(97)	NA	Zeller's, Safeway
Northwood Plz.(17)	NA	Zeller's, Safeway
Keskus Mall(92)	NA	Eaton's
McIntyre Plz.(26)	NA	Shoppers Drug Mart, Hudsons Bay
Green Acres(13)	NA	Colquhouns, IDA
Thunder Bay(43)	NA	K mart, A&P
Centennial Sq. Ctr.(20)	NA	Canada Safeway
Victoria Mall(36)	NA	
Victoriaville Mall (144)	NA	
Hodderave Plz.(9)	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; McNulty's; Zeller's 4; K mart.
Variety Stores-Woolworth; Kresge's 2; Canadian Tire 2; Saan 2; Stedmans; Western Tire; Big Top 3; Health Tex; Acklands.
Chain Supermarkets-Safeway 4; A&P 6.
Other Chain Stores-Singer Co.; Agnew-Surpass; Bata Shoes; Reitman's; Reward Shoes; Penningtons; Thrifty's; Tip Top Tailors, Rickis; Shop-Rite (catalog); Dalmy's; Consumer Distributing; Jack Feaser's; Drug World; Town & Country; Ladies Wear; Gallenkamp; Coles Books; A&A Record; Sam the Record Man; Birks Jewellers; Mappins-Birkstitt; People's Jewellers; Grafton-Fraser; Fairweather/Big Steel; Suzy Shier; Charms 'n Things; The Pop Shoppe; Home Hardware; IDA Drugs; Dominion Hardware; Records on Wheels; Laura Secord; B.H. Emporium; Irene Hill; Marie Claire; Juniors; Elephant and Castle Pub; Boots Phcy.; Kinney Shoes; Louis Shoes; Fredell Shoes; Fairweathers; Dalmy's Ladies Wear; Mmmuffins; Wismith Books; McCartney's Jewellers; Shopper's Drug Mart; Music City; Golden Griddle Pancakes; Kelsey's Pubs; Blacks Cameras; O.B. Allan Jewellers; Econoville; St. Clair Paints; Color Your World; Glidden Paints; Pittsburgh Paints; Sherwin-Williams Paints; Casey's.

14 - NEWSPAPERS: TIMES-NEWS (m) 9,099; CHRONICLE-JOURNAL (e) 28,561; Mar 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Davidson, Adv. Mgr., TIMES-NEWS/CHRONICLE-JOURNAL, 75 S. Cumberland St., Thunder Bay, ON P7B 1A3; Tel. (807) 344-3535.
National Representative: Thomson Newspapers.

TIMMINS, ONT.

1 - LOCATION: Cochrane District. E&P Map D-4. Retail and wholesale distributing center; gold and base metals, waferboard, timber and lumber, area service center. NE part of Province, on Hwy. 101; 35 mi. off Hwy. 11; 428 mi. from Toronto.

2 - TRANSPORTATION: Railroads-Ontario Northland connects with CPR and CNR.
Motor Freight Carriers-Alary Transport; Ontario Northland Transport; Manitoulin Transport; Bolduc Mattagami Transport Ltd.; J. Logan Kerr Transport Ltd.; Brazeau Transport Inc.; Burgess Transfer; Commercial Transport (Northern) Ltd. Timmins Division; Northwind Transport Ltd.; Richards Moving & Cartage; Trans Provincial Freight Carriers Ltd.
Intercity Bus Lines-Timmins Transit; Dalton's; Ontario Northland; Gray Coach Lines.
Airlines-Air Canada; Norontair; Austin.

3 - POPULATION:
Corp. City 81 Cen. 46,114; E&P 86 Est. 48,794
CZ-ABC: (81) 46,114
RTZ-ABC: (81) 15,885
City & RTZ-ABC: (81) 61,999

4 - HOUSEHOLDS:
City 81 Cen. 15,295; E&P 86 Est. 17,111
CZ-ABC: (81) 15,170
RTZ-ABC: (81) 5,050
City & RTZ-ABC: (81) 20,220

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	12	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 26,000

8 - GAS METERS: 10,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 4,500 ($500); Forestry 800 ($500); Tot. Labor Force 24,450 ($417).
Principal Pay Days-Tues.; 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring -29-27; Summer -3-35; Fall -34-28; Winter -43-6. First killing frost, Sept. 4; last killing frost, June 4.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Third Ave.; 3 on Pine St.; 2 on Cedar St.

Neighborhood Shopping Centers-Pine St. (South); Wilson Ave. (West); Midtown Plz.; The 101 Mall (21 stores); Timmins Sq. (55 stores); Porcupine Mall (16 stores); River Park Plz. (8 stores).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Bucovetsky's; Woolco 2; K mart.
Variety Stores-Metropolitan; S.S. Kresge; Giant Tiger.
Chain Supermarkets-Dominion 2; IGA; Mike's Supermarkets 4; Consumers Co-op 2; Red & White.

Other Chain Stores-Shoes: Reward, Agnew-Surpass, Athlete's World, Kiddie Kobbler, Belinda, Dolomity, Kinney, Gallenkamp; Jewelry: Peoples; Ladies: Dalmy's, Lindor, Irene Hill, Suzy Shier, Sally Shops, Pennington's, Reitman's; Men's Elks, Mark's Work Warehouse, Jack Fraser 2, Seymour's; Others: Simpson-Sears, Firestone, Canadian Tire, Shoppers Drug Mart 2, Cashway Lumber, Coles Books, Radio Shack, The Furniture Place, Sam the Record Man, Records On Wheels, IDA, Home Hdwe., National Video, Pro Hdwe.

14 - NEWSPAPERS: PRESS (e) 13,288, Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Maurice H. Switzer, Pub., PRESS, 187 Cedar St. S., Timmins, ON P4N 2G9; Tel. (705) 268-5050.
National Representative: Thomson Newspapers.

TORONTO, ONT.

1 - LOCATION: York County. E&P Maps E-4, M-2. Provincial Capital. Commercial and industrial center. North shore of Lake Ontario, 60 mi. NW of Buffalo; 240 mi. NE of Detroit.

2 - TRANSPORTATION: Railroads-C.N.; C.P. Toronto; GO Transit; Amtrak.
Intercity Bus Lines-Greyhound; Gray Coach; Travel Ways; Trailways of Canada; GO Transit; Voyager.
Airlines-Air Canada; USAir; American; British Airways; Canadian Pacific; Eastern; United; Alitalia; Swissair; Nordair; Quebecair; Wardair; Air France; Air Jamaica; BWIA; Cathay Pacific; KLM; Lufthansa; several charter lines. Island Airport-Central Airways; Air Autonoby; Voyager Airways.

3 - POPULATION:
Corp. City 81 Cen. 599,217; E&P 86 Est. 576,829
SUN:
NDM-ABC: (81) 3,256,994
STAR:
NDM-ABC: (81) 5,208,277
Met. Area 81 Cen. 2,998,947; E&P 86 Est. 3,295,575
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 246,477; E&P 86 Est. 249,595
SUN:
NDM-ABC: (81) 1,123,345
GLOBE & MAIL/STAR:
NDM-ABC: (81) 1,795,380
Met. Area 81 Cen. N.A.; E&P 86 Est. 1,274,711

5 - BANKS	NUMBER	EST. DEP.
8 Banks	779 Branches	N.A.

6 - PASSENGER AUTOS: Province 4,093,730.

7 - ELECTRIC METERS: Res. Met. Area 540,000.

8 - GAS METERS: Res. Met. Area 352,597.

9 - PRINCIPAL INDUSTRIES: (Metro)-Foods and Beverages; Trans. Equip.; Elect. Prods.; Metal Fabricating; Chemical Prods.; Printing, Publishing and Allied Industries; Mach. Industries; Paper Prods.; Petroleum & Coal Prods.; Clothing.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-56, Summer 38-94; Fall 33-70; Winter -8-53.

11 - TAP WATER: Alkalinity 90 parts per M. Calcium Carbonate. Hardness 9.3 grs. Iron content negligible; fluoridated. Fluorine 1.0 parts per million.

12 - RETAILING: Principal Shopping Area-Downtown and Yonge-Bloor-Bay areas; Yorkdale; Fairview; Eaton's Ctr.; Scarborough Town Ctr.; Sherway; Square One.
Nearby Shopping Centers
West-Oakville Place-Simpson's, The Bay, Food City; Bramalea City Ctr.-Eaton's, The Bay; Shopper's World Brampton; Square One Ctr.-Woolco, Sears, The Bay; Cloverdale, Cloverdale Mall-The Bay; Sherway Gardens-Eaton's, Simpsons; Rockwood Ctr.
East: Scarborough Town Ctr.-Eaton's, Simpson's, The Bay; Cearbrae Mall-Eaton's, Simpson's, Loblaw's; Markham Pl.; Sears, Eaton's; Eglinton Square-The Bay; Shopper's World Danforth, Eaton's; Warden Woods-Simpson's; Oshawa Ctr.
Central: Eaton's Ctr.-Eaton's, Simpson's, Dufferin Mall Eaton's; Gerrard Square-Sears; Lawrence Plaza-The Bay, Loblaw's, No Frills; Yonge-Eglinton Ctr.-Eaton's, Dominion; Hudson's Bay Plz.-The Bay.
North: Yorkdale-Eaton's, Simpson's, Dominion; Fairview Mall-Simpson's, The Bay; Upper Canada Mall, Hillcrest Shopping Center-Sears, Simpson's; Don Mills Shopping Center-Eaton's, Dominion; Markville-Eaton's, Sears.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Major shopping malls open nightly.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson's; Sears Canada Ltd.; The Bay; Holt Renfrew.
Discount Stores-Honest Ed's; Towers; Shoppers World; K mart.
Variety Stores-Kresge; Woolworth; Zeller's.
Chain Drug Stores-IDA; Boots; Rexall; Shoppers Top; Vanguard; Economy; Drug City.
Chain Supermarkets-A & P; Dominion; Food City; IGA; Knob Hill Farms; Loblaw's; Miracle Mart; No Frills; Red and White; Safeway; Thrifty; Valdis.
Other Chain Stores-Furniture: Leon's, Pascal, The Brick, Eko, De Boer's, The Art Shoppe, Ikea, Atwoods, Lyon's, Idomo; Hardware: Home Hardware, Dominion, Pascal's, Beaver Lumber, Lansing Buildall, Pro Hardware; Women's Wear: Reitman's, D'Allaird's, Fairview's, Town & Country, Braemar; Men's Wear: Elks, Ely, Jack Fraser, Tip Top Tailors, Studio 267, Harry Rosen, Moores; Shoes: Agnew-Surpass, Ingeborg, Bata, Town, Maher, Calderone, Ruby, Florsheim, Tara, Kinney, Candy, Chocolate Squirrel, Laura Secord, Women's Bakery, Hunt's Bakery.

14 - NEWSPAPERS: GLOBE & MAIL (m) 313,647; Sept. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R.R. Fish, Gen. Sales Mgr., (Retail/Classified). THE GLOBE & MAIL, 444 Front St., W., Toronto, ON M5V 2S9; Tel. (416) 585-5411.
National Representative: Thomson Newspapers.
STAR (all day-mon to fri) 522,171; (sat) 815,902; (S) 532,131, Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Norman R. Kirk, Adv. Dir., STAR, One Yonge St., Toronto, ON M5E 1E6; Tel. (416) 367-2000.
National Representative: Metro National Advertising Representatives.
SUN (m-mon to fri) 267,618; (S) 461,260; Mar. 31, 1986 ABC.
NOTE: Sun began publishing Sat. edition on Sept. 6, 1986.

Local Contact for Advertising and Merchandising Data: Tom MacMillan, Dir. of Sales, SUN, 333 King St. E., Toronto, ON M5A 3X5; Tel. (416) 947-2333.
National Representative: None.

WELLAND-PORT COLBORNE, ONT.

1 - LOCATION: Niagara Regional Municipality. E&P Maps E-4 & M-3. County Seat. In Niagara Peninsula on Welland Canal, 9 mi. from Lake Erie; 17 mi. from Lake Ontario.

2 - TRANSPORTATION: Railroads-Michigan Central; C.N.; C.P.; Conrail; TH&B; Wabash; Pere Marquette.
Motor Freight Carriers-7.
Freight Steamship Lines-3.
Intercity Bus Lines-Canada Coach; Greyhound; Lakeview.

3 - POPULATION:
Corp. Cities 81 Cen. 64,673; E&P 86 Est. 65,295
Welland 81 Cen. 45,448; E&P 86 Est. 47,008
Port Colborne 81 Cen. 19,225; E&P 86 Est. 18,287
CZ-ABC: (81) 64,673
RTZ-ABC: (81) 56,612
City & RTZ-ABC: (81) 121,285

4 - HOUSEHOLDS:
Cities 81 Cen. 22,680; E&P 86 Est. 24,243
Welland 81 Cen. 15,866; E&P 86 Est. 17,384
Port Colborne 81 Cen. 6,814; E&P 86 Est. 6,859
CZ-ABC: (81) 22,585
RTZ-ABC: (81) 19,165
City & RTZ-ABC: (81) 41,750

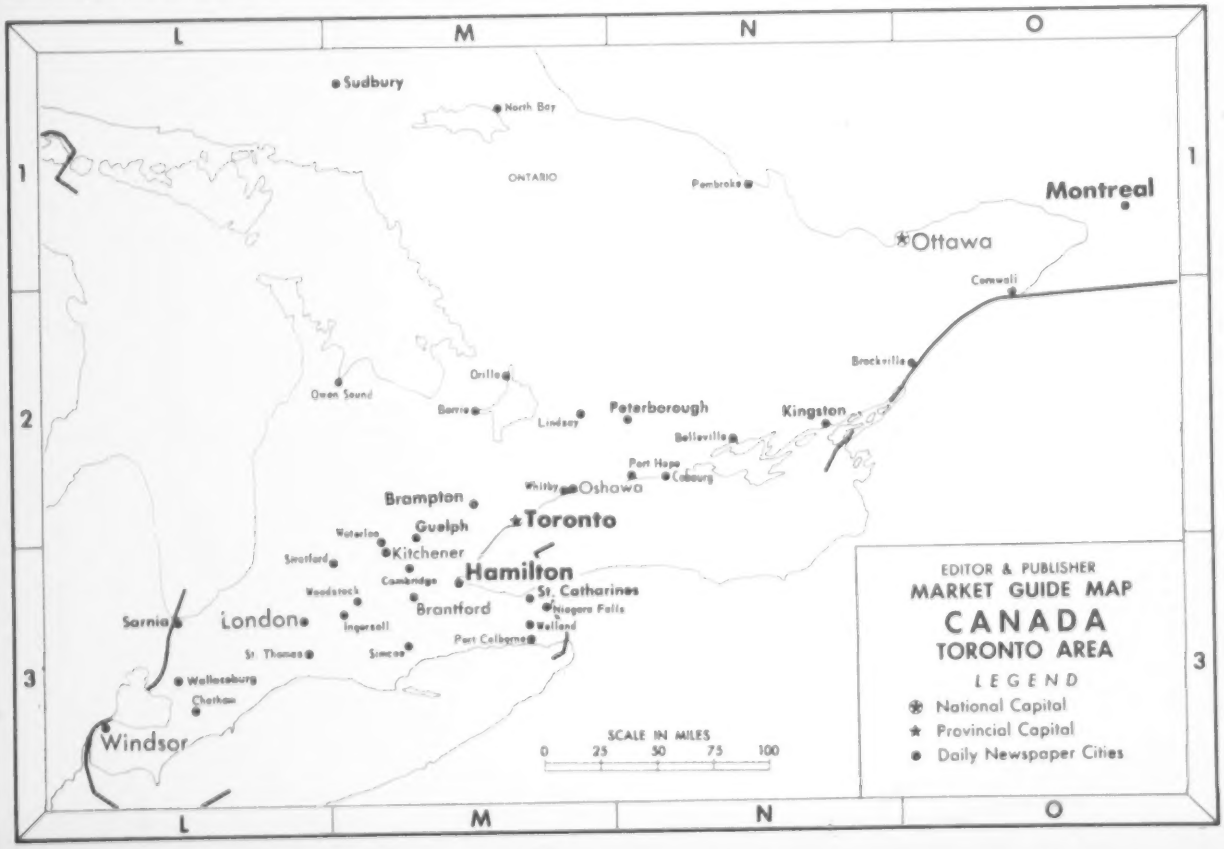
5 - BANKS	NUMBER	EST. DEP.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 4,093,730.

7 - ELECTRIC METERS: Residence: Greater Welland 12,440; Port Colborne 5,800.

8 - GAS METERS: Residence: Welland 12,200; Port Colborne 5,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Textiles 340; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.



Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave.; 1 on Division St.
Neighborhood Shopping Centers-Welland Plz., Fitch St., Lincoln Plz., Lincoln St.; Port Colborne, 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St.; Seaway Mall on Niagara St.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog) 2; Zeller's.
Variety Stores-Woolworth 3; People's.
Chain Drug Stores-Woolco; Boots.
Chain Supermarkets-Loblaw's; A&P 3; Dominion 3; IGA 3; Miracle Food Mart.
Other Chain Stores-Canadian Tire 2; Reitman's 2; A. Leon; Davies Furn.

14 - NEWSPAPERS: TRIBUNE (e) 16,844; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Bill Anderson, Adv. Mgr., TRIBUNE, 228 E. Main St., Welland, ON L3B 3W8; Tel: (416) 732-2411.
National Representative: Thomson Newspapers.

WINDSOR, ONT.

1 - LOCATION: Essex County, E&P Maps D-4, L-3. County Seat. On Detroit River, opposite Detroit, MI; 229 mi. SW of Toronto.

2 - TRANSPORTATION: Railroads-C.N., C.P., Conrail; C&O; Essex Terminal; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-Canadian Greyhound; Charterways; Chatham Coach Lines; Windsor Chartabus.
Airlines-Air Canada; Nordair.
Freight & Steamship Lines-2.

3 - POPULATION:
Corp. City 81 Cen. 192,083; E&P 86 Est. 191,769
CZ-ABC: (81) 210,482
RTZ-ABC: (81) 160,255
Met. Area 81 Cen. 246,110; E&P 86 Est. 250,397
City & RTZ-ABC: (81) 370,737

4 - HOUSEHOLDS:
City 81 Cen. 70,563; E&P 86 Est. 74,190
CZ-ABC: (81) 75,205
Met. Area 81 Cen. N.A.; E&P 86 Est. 94,039
RTZ-ABC: (81) 52,270
City & RTZ-ABC: (81) 127,475

5 - BANKS	NUMBER	EST. DEP.
All Banks	80 Branches	N.A.
Trust Companies	12	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence 65,918

8 - GAS METERS: Residence 57,615

9 - PRINCIPAL INDUSTRIES: Industries, (No. of plants), No. Wage Earners-Trans. Equip. (37) 22,287; Foods & Beverages (35) 2,546; Wood (19) 227; Furn. & Fixtures (13) 102; Printing & Pub. (32) 711; Metal Fab. (117) 4,685; Mach. (21) 1,202; Elect. Prods. (9) 275; Nonmetallic Mineral (12) 189; Chemical Prods. (16) 1,313; Other Indust. (33) 3,279; Av. Pay-Annual $11,399; Wkly. $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 10-90; Winter 11-60.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Ouellette Ave. & adjacent side sts.; 10 blocks on Ottawa St.; 20 blocks on Wyandotte St. E.; 8 mi. E. of Ouellette Ave. on Tecumseh Blvd.
Neighborhood Shopping Centers-6 blocks on Drouillard Rd.; 2 at Pillette & Wyandotte E.; 2 at Wyandotte & at Lauzon; 2 on Seminole at George; 3 on Howard Ave. (Remington Park); 3 on Erie St. E. at Parent; 4 on Wyandotte W. at Randolph; 2 on Sandwich W. at Mill; 6 on University Ave. W.; 1 E. of Dominion St. on Grand Marais, Windsor.
Shopping Centers-Devonshire-Windsor Shopping Ctr., 82 units; Dorwin Plz., Dougall Rd., 32 units; Gateway, Dougall Rd.; 20 units; Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd., W.; K mart, Tecumseh Rd., at Lauzon, 11 units; Eastown, 6 units; Tecumseh Rd. at Lauzon K mart, Huron Line, 12 units; University Mall, 18 units; Tecumseh Mall, 27 units.
Retail Outlets-Food 67; Men's Wear 49; Women's Wear 82; Furn. 46; Appliances 71; Hardware 36; Bldg. Mat. 27; Auto 68; Drug 69; Jewellery 42; Tobacco 4; Stationers 10; Paint 58; Serv. Stations 120; Florists 42; Photo Supplies 10; Optometrists 14; Hearing Aids 14; Shoe Stores 42; Dry Cleaners 40; Beauty Shops 219; Floor Coverings 22; Dry Goods 36; Variety & Gift 84; Luggage 5; Book Stores 15; Upholsterers 21; Music 13; Office Supplies 11; Sporting Goods 25.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Malls open evenings, Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Gray's; Woolco 2; K mart 2; Miracle Mart; Sears; The Bay; Zeller's 2.
Variety Stores-Woolworth 2; Kresge's.
Chain Drug Stores-IDA 3; Big V 15; Shoppers 3; Boots 3.
Chain Supermarkets-A&P 5; Red & White 3; IGA 3; Steinberg's-Miracle Marts; Zehr's 2.
Other Chain Stores-Agnew-Surpass 3; Beaver Lumber; Belinda Shoes 2; Coles Bookstore 3; Dacks Shoes; Maher Shoes; Birks; Bond Clothes; Canadian Tire 3; Firestone 2; Goodyear 2; Jack Fraser's 3; Laura Secord 3; Leon's Furniture; People's Credit Jewelers 3; Reitman's 4; Singer Co.; Tip Top Tailors; Black's Cameras 2; Young Canada; Kinney Shoes; Fairweather.

14 - NEWSPAPERS: STAR (e) 87,261; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Becker, Adv. Dir., STAR, 167 Ferry St., Windsor, ON N9A 4M5; Tel: (519) 255-5711.
National Representative: Southam Newspapers.

WOODSTOCK-INGERSOLL, ONT.

1 - LOCATION: Oxford County. E&P Maps E-4, M-3. County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

2 - TRANSPORTATION: Railroads-C.N., C.P.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Gray Coach.

3 - POPULATION:
Corp. Cities 81 Cen. 35,097; E&P 86 Est. 36,087
Woodstock 81 Cen. 26,603; E&P 86 Est. 27,048
Ingersoll 81 Cen. 8,494; E&P 86 Est. 9,039
CZ-ABC: (81) 26,603
RTZ-ABC: (81) 48,830
City & RTZ-ABC: (81) 75,433

4 - HOUSEHOLDS:
Cities 81 Cen. 12,696; E&P 86 Est. 13,811
Woodstock 81 Cen. 9,692; E&P 86 Est. 10,435
Ingersoll 81 Cen. 3,004; E&P 86 Est. 3,376
CZ-ABC: (81) 9,655
RTZ-ABC: (81) 15,135
City & RTZ-ABC: (81) 24,790

5 - BANKS	NUMBER	DEPOSITS
Savings	9	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: Province 4,093,730

7 - ELECTRIC METERS: Residence Woodstock 7,654; County 27,870

8 - GAS METERS: Residence Woodstock 4,200; Ingersoll 1,900

9 - PRINCIPAL INDUSTRIES: No. of factories-Woodstock 53; Ingersoll 14. Textiles; Feed Mills; Machine Shops; Woodworking; Lumber; Paper Prods.; Cement; Heavy Mach.; General Motors Parts Distribution Center; No. of Wage Earners-Woodstock 8,000; Ingersoll 2,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-78; Summer 39-87; Fall 27-77; Winter-6-45. First killing frost, Oct. 12; last killing frost, May 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Dundas St.; 2 on Peel St.; 2 on Market Sq.
Neighborhood Shopping Centers-1 block on Huron St.; 2 blocks Norwich Ave.; Plz. on Springbank Drive; Plz. Norwich Ave., Dundas St.; Blandford Shopping Ctr., Hwy. 2.

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Food Stores-Thur.; Fri.; Some 6 days.

13 - RETAIL OUTLETS: Discount Stores-Towers, Woolco, Nabours, Bi-Way.
Chain Drug Stores-IDA 2; Rexall 4; Big V 2.
Chain Supermarkets-A&P, Food City, Zehr's.

Other Chain Stores-Canadian Tire, Firestone Tire, Maher Shoes, Reward Shoes, Simpson-Sears, Woolworth, Bata Shoes, Belinda, Heath's, Consumers Distributing, Town & Country, Colour Your World, Home Hardware, Elks, Risso & Risso, People's Jewelers, Irene Hill, Reitman's, TSC Stores, Valdi, Twins, New Orlean Pizza, King Optical, Radio Shack, Sherwin-Williams, St. Claire Paint & Wallpaper, Craik Wiseway.

14 - NEWSPAPERS: SENTINEL-REVIEW (e) 9,441; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: David A. Beattie, Adv. Mgr., SENTINEL-REVIEW, 16-18 Brock St.; PO Box 1000, Woodstock, ON N4S 8A5; Tel (519) 537-2341.
National Representative: Thomson Newspapers.

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PRINCE EDWARD ISLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	10	10	11
5-14 Years	24	21	22
15-24 Years	23	24	25
25-44 Years	28	32	34
45-64 Years	20	21	22
65 and Over	14	15	16
TOTAL	119	123	130

Based on Statistics Canada Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse.	28	109	147
Apparel	5	15	34
Furniture	2	3	6
Groceries	32	94	123
Lumber/Bldg. Mat.	1	2	5
Restaurants	1	42	80
Autos	23	89	169
Gasoline/Fuel Oil	14	53	50
Drugs	5	15	25
TOTAL SALES	146	490	698

Source: Census of Canada Retail Trade.

CHARLOTTETOWN, P.E.I.

1 - LOCATION: Queens County. E&P Map F-4. Capital of P.E.I. Agriculture, fisheries, tourism, shipping, wholesale and college center.

2 - TRANSPORTATION: Railroads-C.N.R. connected with mainland by car ferry.
Motor Freight Carriers-5.
Steamships-7 pass. & frt. (2 strictly frt.).
Intercity Bus Lines-Island Bus Service.
Airlines-Eastern Provincial; Air Canada.

3 - POPULATION:
Corp. City 81 Cen. 15,282; E&P 86 Est. 13,704
CZ-ABC: (81) 22,981
RTZ-ABC: (81) 99,525
City & RTZ-ABC: (81) 122,506

4 - HOUSEHOLDS:
City 81 Cen. 5,910; E&P 86 Est. 5,604
CZ-ABC: (81) 8,235
RTZ-ABC: (81) 29,425
City & RTZ-ABC: (81) 37,660

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: County 28,232

7 - ELECTRIC METERS: Residence 45,804

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railway Shops 300; Packers 300; Constr. 1,200.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-48; Summer 65-86; Fall 36-48; Winter 17-18. First killing frost, Oct. 14; last killing frost, May 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on Queen, Grafton, University Ave. and Kent St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Confederation Plz (20)	NA	
Charlott n(50)	NA	Towers
K mart Plz (8)	NA	K mart, Reitman's
Royalty Mall(16)	NA	Central Farmers, Co-Op
Sherwood(5)	NA	

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-R.T. Holman; Smallman's; Towers; Eatons.
Variety Stores-Woolworth; Stedmans; Metropolitan; Zeller's.
Chain Drug Stores-Rexall 2; ARP 20; Shoppers Drug Mart.
Chain Supermarkets-Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd.; Towers.
Other Chain Stores-Firestone; Agnew-Surpass; Sally Shop; Tip Top; Singer; Canadian Tire; Finacentre; Sherwin-Williams; Stedman's; K mart; Goodyear.

14 - NEWSPAPERS: GUARDIAN (m) 17,645; PATRIOT (e) 5,667; Comb. (m&e) 23,312; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Stewart Vickerson, Pub.; GUARDIAN and PATRIOT, 165 Prince St., Charlottetown, PEI C1A 4R7; Tel. (902) 894-8506.
National Representative: Thomson Newspapers.

SUMMERSIDE, P.E.I.

1 - LOCATION: Prince County. E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center, fisheries and agriculture. Hwys. 1 and 1A.

2 - TRANSPORTATION: Railroads-C.N.
Intercity Bus Lines-Island Transit.
Airlines-CP Air; Air Canada.

3 - POPULATION:
Corp. City 81 Cen. 7,828; E&P 86 Est. 7,157
CZ-ABC: (81) 12,107
RTZ-ABC: (81) 35,053
City & RTZ-ABC: (81) 47,160

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 2,612; E&P 86 Est. 2,546
CZ-ABC: (81) 3,860
RTZ-ABC: (81) 10,250
City & RTZ-ABC: (81) 14,110

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	8	N.A.

6 - PASSENGER AUTOS: County 18,415.

7 - ELECTRIC METERS: 6,732.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric.; Fishing; Tourism (June to Sept.); Canadian Forces Base.

10 - CLIMATE: Min. & Max. Temp.-Winter 18, Summer 85.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Water; 1 block E. on Central. Summer and Spring Sts.; 3 shopping malls.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Dominick Sq.; Zeller's; Towers.
Variety Stores-Metropolitan.
Chain Supermarkets-Sobey's; Save-Easy; Co-Op; Towers.
Other Chain Stores-Jewelry 4; Canadian Tire; Shoppers Drug Mart; Charm Jewelers.

14 - NEWSPAPERS: JOURNAL-PIONEER (e) 11,531; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Don K. Chapman, Adv. Mgr.; JOURNAL-PIONEER, PO Box 1480, Summerside, PEI C1N 4K5; Tel. (902) 436-2121.
National Representative: None.

QUEBEC SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	443	473	491
5-14 Years	1,108	923	956
15-24 Years	1,264	1,264	1,310
25-44 Years	1,759	1,965	2,044
45-64 Years	1,179	1,244	1,290
65 and Over	482	569	593
TOTAL	6,235	6,438	6,684

Based on Statistics Canada Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse.	1,015	2,992	3,449
Apparel	563	1,783	2,623
Furniture	286	695	1,630
Groceries	2,046	7,974	10,370
Lumber Bldg. Mat.	158	342	471
Restaurants	198	2,562	4,347
Autos	1,212	4,823	9,143
Gasoline/Fuel Oil	655	2,110	3,314
Drugs	228	637	1,459
TOTAL SALES	8,325	27,643	39,465

Source: Census of Canada/Retail Trade.

CHICOUTIMI, QUE.

1 - LOCATION: Chicoutimi County. E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area). County Seat. 120 mi. N of Quebec.

2 - TRANSPORTATION: Railroads-Can. Natl.
Intercity Bus Lines-Autobus Voyageur.
Airlines-Quebecair.

3 - POPULATION:
Corp. City 81 Cen. 60,064; E&P 86 Est. 62,334
Met. Area 81 Cen. 135,172; E&P 86 Est. 141,718
CZ-ABC: (81) 60,064
RTZ-ABC: (81) 131,202
City & RTZ-ABC: (81) 191,266

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 18,365; E&P 86 Est. 20,998
Met. Area 81 Cen. N.A.; E&P 86 Est. 47,017
CZ-ABC: (81) 18,140
RTZ-ABC: (81) 38,175
City & RTZ-ABC: (81) 56,315

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 2,483,413.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn. Mfg.; Aluminum; Paper; Pulp; Shoes; Agric.; Fishing Outfitters.

10 - CLIMATE: Min. & Max. Temp.-3-77.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chicoutimi Ctr.(4)	NA	Steinberg's
Place Racine(4)	NA	Gagnon Freres and Steinberg
Place du Royaume(170)	NA	Woolco, The Bay
Place du Saguenay(45)	NA	Simpson, Sears, Zeller's

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: (French) LE QUOTIDIEN DU SAGUENAY LAC ST JEAN (m) 31,584; PROGRES-DIMANCHE (S) 52,550; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Claude Gagnon, Adv. Mgr., LE QUOTIDIEN DU SAGUENAY LAC ST. JOHN & PROGRES-DIMANCHE, 1051 Boul Talbot, Chicoutimi, QC G7H 5C1; Tel. (418) 545-4480.
National Representatives: Landon Associates; Hal Herman Associates.; Robert Bissonnette.

GRANBY, QUE.

1 - LOCATION: Shefford County. E&P Map E-4. 50 mi. from Montreal. On Hwy. 10. Industrial and commercial center.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-100.
Intercity Bus Lines-Voyageur. Inter Cities.

3 - POPULATION:
Corp. City 81 Cen. 38,069; E&P 86 Est. 38,910
CZ-ABC: (81) 49,381
RTZ-ABC: (81) 93,951
City & RTZ-ABC: (81) 143,332

4 - HOUSEHOLDS:
City 81 Cen. 13,687; E&P 86 Est. 15,430
CZ-ABC: (81) 17,000
RTZ-ABC: (81) 29,850
City & RTZ-ABC: (81) 46,850

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings	5	N.A.

6 - PASSENGER AUTOS: Province 2,483,413.

7 - ELECTRIC METERS: Residence 14,500.

8 - GAS METERS: Residence 2,115.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prods. 957; Clothing 720; Furn. 280; Electronics 197; Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 70-90; Fall 40-50; Winter -20-25.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Galeries De Granby (90 stores) between Simonds and Evangeline on Main St.
Neighborhood Shopping Centers-Court St.; St. Joseph St.; Plaza Shopping Center.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Greenberg; Harts; Woolco; K mart; Sears.
Chain Supermarkets-Provigo 3; Steinberg; Metro-Richelieu; Select.
Other Chain Stores-Trans-Canada Shoe, Cite Shoes; Yellow; Woodhouse; Reitman's (furn.); Canadian Tire; Sports Experts; Radio Shack.

14 - NEWSPAPERS: LA VOIX DE L'EST (French) (m) 15,535; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gilles Gagnon, Adv. Dir., LA VOIX DE L'EST, 136 Main St., Granby, QC J2G 2V4; Tel. (514) 375-4555.
National Representative: Probec 5 (Montreal).

MONTREAL, QUE.

1 - LOCATION: E&P Maps E-4 & O-1. One of the world's largest inland ports. Shipping, transportation and industrial center of Eastern Canada. Gateway to St. Lawrence Seaway.

2 - TRANSPORTATION: Railroads-Headquarters of Via Rail; Burlington Northern; Chicago & North Western; Detroit, Toledo & Ironton; French National; Italian State; Norfolk & Western; Quebec North Shore-Labrador; Technique Industrielle; Conrail; Delaware & Hudson; Napierville Junction; Amtrak.
Motor Freight Carriers and Movers-193.
Intercity Bus Lines-Autobus Auger Leo; Autobus Concorde Ltee.; Autobus Mt. Royal; Autobus Laurentides; Autocar Rive-Sud; City of Laval Transit Commission; Greyhound; Autobus Intercite; Metropolitan Provincial; Metropolitan Sud; Voyageur Inc.
Steamship Lines-(Pass. & Frt.) 190.
Airlines-Aeroflot; Air Canada; Air France; Alitalia; British Airways; C.P. Air; Delta; El Al; USAir; Eastern; KLM; Lufthansa; Nordair; Quebecair; Sabena; Scandinavian; Swissair; Iberia; Olympic; Pilgrim. Hdqtrs. Int'l. Air Transport Assoc. (LAIA). Airports located in Dorval & Mirabel: A.C.H. Services Ltee.; Aer Lingus; Aerocondor; Aerolineas Argentinas; Aeromexico; Air Antonabee; Alia-Royal Jordanien; American; Air Caravane Quebec; Air India; Air Jamaica Toronto; Air Lachute; Air North; Air Panama; Air Taxi Skycom; BWIA; USAir; Amos Aviation; Finnair; First Air Reg.; Gulf Air; Japan; Lan-Chile; Lot Polish; National; Pakistan International; Pem-Air; Philippines; Quantas; Royal Air Maroc; Singapore; Tap Air Portugal; Trans Mediterranean; Varig Brazilian; Viasa Venezuelan International; Wardair Canada; British Caledonian; Cubana; Execair Aviation.
Waterborne Commerce-22,000,000 tons (approx.).

3 - POPULATION:
Corp. City 81 Cen. 980,354; E&P 86 Est. 874,251
Met. 81 Cen. 2,828,349; E&P 86 Est. 2,842,220
LE DEVOIR:
NDM-ABC: (81) 2,828,349
RTZ-ABC: (81) 647,973
Total NDM & RTZ-ABC: (81) 3,476,322
LA GAZETTE:
NDM-ABC: (81) 957,500
RTZ-ABC: (81) 412,000
Total NDM & RTZ-ABC: (81) 1,369,500
LE JOURNAL DE MONTREAL:
NDM-ABC: (81) 2,828,349
RTZ-ABC: (81) 647,973
Total NDM & RTZ-ABC: (81) 3,476,322
LA PRESSE:
NDM-ABC: (81) 3,095,988
RTZ-ABC: (81) 380,334
Total NDM & RTZ-ABC: (81) 3,476,322

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 81 Cen. 417,336; E&P 86 Est. 406,740
Met. 81 Cen. N.A.; E&P 86 Est. 1,153,618
LE DEVOIR:
NDM-ABC: (81) 1,024,165
RTZ-ABC: (81) 216,290
Total NDM & RTZ-ABC: (81) 1,240,455
LA GAZETTE:
NDM-ABC: (81) N.A.
RTZ-ABC: (81) N.A.
Total NDM & RTZ-ABC: (81) 1,240,455
LE JOURNAL DE MONTREAL:
NDM-ABC: (81) 1,024,165
RTZ-ABC: (81) 216,290
Total NDM & RTZ-ABC: (81) 1,240,455
LA PRESSE:
NDM-ABC: (81) 1,115,435
RTZ-ABC: (81) 125,020
Total NDM & RTZ-ABC: (81) 1,240,455

5 - BANKS	NUMBER	EST. DEP.
Savings	800 Branches	N.A.
Commercial	195 Branches	N.A.

6 - PASSENGER AUTOS: Province 2,483,413.

7 - ELECTRIC METERS: Residence 374,938.

8 - GAS METERS: Residence 154,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing 39,500 ($184); Food & Beverages 29,900 ($298); Constr. 18,000 ($449); Trans. & Commun. 97,100 ($345); Fin., Ins. & R.E. 60,000 ($278); Trade 118,700 (Whol. $289; Ret. $200). Total-631,500 ($281 Av.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-(Celsius) Spring 7-18; Summer 14-24; Fall -2-6; Winter -11 to -4.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: Principal Shopping Centers-Downtown Ste. Catherine St. (Atwater to Amherst, approx. 1 mi.); Promenade La Cite.
Shopping Centers (Miles from Downtown)-Alexis Nihon Plz (Downtown); Place Bonaventure (Downtown); Place Victoria (Downtown); Place Ville Marie (Downtown); Place Versailles (6); Place Longueuil (4); Fairview (15); Dorval (10); Boulevard (3); Normandie (3); West Island Mall (11); Rockland (4); Center Laval (9); Champlain (7); Cote St. Luc (5); De Salaberry (7); Domaine (6); Forest (6); Maisonneuve (3); Norgate (6); Place La Salle (5); Place Pte. Aux Trembles (10); Plz. (6); St. Remi (7); Van Horne (3); Valois (10); Village Shopping Plz. (5); Wilderton (3); Ville Jacques Cartier (3); St. Martin (9); Cote Des Neiges (4); Ile Perrot (19); Pie IX (6); Duvernay (8); Mount Royal (4); Westmount Sq. (2); Mercier (6); Galerie D'Anjou (8); Notre Dame (7); LeBazar (6); 2020 University (Dwtn.); Beaconsfield (16); Place Bourassa (8); Fleury (6); Greenfield Pk. (4); Galleries St. Laurent (6); Carrefour Laval (9); Hypermarche (9); Cavendish Mall (5); Place Vertu (7); Les Promenades St. Bruno (15); Place Newman (5).

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's 9; Simpson's 5; Ogilvy's 3; The Bay 9; Miracle Mart 15; K mart 6; Woolco 9; Boni Mart 8; Croteau 18; Greenberg's 20; Hart 3; Sears 4; Wise Bros. 6.
Variety Stores-People's 7; Rossy's 18; Woolworth 25; Zeller's 11; Kresge's 3; People's Jewellers 12; Glen Bargain 6; Pascals 13.
Chain Drug Stores-Uniprix 115; Cadieux 7; Super Pharm 5; Pharmacie Mayrand 6; Cumberland 13; Pharmaprix 14; Kane 2; Jean Coutu 24.
Chain Supermarkets-Steinberg 98; A&P 8; Dominion 75; IGA 15; Metro Richelieu 17; Four Bros. 4; Provigo 60.

Other Chain Stores-Woodhouse-Legare 32; Reitman's (women's wear) 51; Shoes City 13; Lefebvre 16; Lewis 18; Yellow 22; Trans Canada 36; Villager 8; Cleaners Troy 6; Town & Country 9; MacKay Smith 13; Bette Brite 20; Cantor's Bakeries 30; Holt Renfrew 6; Montreal Draperies 12; Harrisons Fabrics 19; Bouclair Fabrics 6; Perrette Dames 85; Tip Top Tailors 16; Handy Andy 13; Canadian Tire 26; Firestone 22; Consumer Distributors 44; Cardinal 19; Radio Shack 50; Arlington Sports 7; Beaver/Le Castor 6; Birks Jewellers 15; Sports Expert 27; Consumer Carpet 3; Consumer Glass 3.

14 - NEWSPAPERS: LE DEVOIR (French) (m-mon to fri) 31,262; (m-sat) 33,841; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Michelle Alie, Adv. Mgr., LE DEVOIR, 211

Rue St. Jacques, Montreal QC H2Y 1K9; Tel. (514) 285-7240.
National Representative: None.
LA GAZETTE (m-mon to fri) 199,431; (m-sat) 273,444; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: James T. Arklay, Adv. Dir., THE GAZETTE, 250 Rue St. Antoine, Montreal, QC H2Y 3R7; Tel. (514) 282-2750.
National Representatives: Southam Newspapers (Toronto, Montreal).
LE JOURNAL DE MONTREAL (French) (m-mon to fri) 327,074; (m-sat) 369,452; (S) 342,435; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Dufour, Natl. Adv. Mgr., LE JOURNAL DE MONTREAL, 155 Port Royal W., Montreal QC H3L 2B1; Tel. (514) 382-1312.
National Representatives: None.
LA PRESSE (French) (m-mon to fri) 202,440; (m-sat) 323,170; (S) 159,862; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Denis Belanger, Ret. Adv. Dir., LA PRESSE, 7 Rue St. Jacques, Montreal QC H2Y 1K9; Tel. (514) 285-7240.
National Representatives: North American Travel Publications.

QUEBEC, QUE.

1 - LOCATION: Quebec County. E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River; 400 mi. from Gulf of St. Lawrence; 167 mi. E of Montreal.

2 - TRANSPORTATION: **Railroads**-Canadian National; Via Rail; Canadian Pacific.
Motor Freight Carriers-59.
Intercity Bus Lines-La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ); Autobus Voyageur; Autobus La Malbaie; Autobus Laval Ltee.; Autobus Nolin Inc.; Autobus Ste-Anne de Beaupre; Autobus Ste-Claire; Autobus Tremblay; Autobus Deshaies Ltee.; Autobus Dupont Ltee.; Autobus Fournier, Ltee; Autobus Drolet Ltee; Autobus Fortin Enr.; Autobus de la Rive-Sud Inc.
Airlines-Air Canada; Quebecair; Quebec Aviation; Nordair Metro; Les Ailes Quebecoises.

3 - POPULATION:
Corp. City 81 Cen. 166,474; E&P 86 Est. 154,526
Met. Area 81 Cen. 576,075; E&P 86 Est. 610,738
LE JOURNAL DE QUEBEC:
NDM-ABC. (81) 576,075
RTZ-ABC. (81) 138,883
City & RTZ-ABC. (81) 714,958
LE SOLEIL:
NDM-ABC. (81) 553,437
RTZ-ABC. (81) 161,521
RTZ & NDM-ABC. (81) 714,958
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 81 Cen. 66,321; E&P 86 Est. 67,316
Met. Area 81 Cen. N.A.; E&P 86 Est. 250,816
LE JOURNAL DE QUEBEC:
NDM-ABC. (81) 195,465
RTZ-ABC. (81) 41,190
City & RTZ-ABC. (81) 236,655
LE SOLEIL:
NDM-ABC. (81) 190,160
RTZ-ABC. (81) 46,495
RTZ & NDM-ABC. (81) 236,655

5 - BANKS	NUMBER	EST. DEP.
11 Banks	152 Branches	N.A.

6 - PASSENGER AUTOS: Province 2,483,413.

7 - ELECTRIC METERS: Residence 73,921.

8 - GAS METERS: Residence 4,290.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Employees)-Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather Prods. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Prods. 124 (1,187); Printing & Publ. 96 (1,810); Iron & Steel Prods. 61 (1,029); Non-ferrous Metal Prods. 23 (673); Cement, etc. 21 (466); Chemical Prods. 28 (1,261); Misc. Mfg. 89 (8,457).

10 - CLIMATE: Av. Max. Temp. 77; Av. Min. Temp. 3; Av. Temp. 40.

11 - TAP WATER: Acidic, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galeries Ste. Anne(26)	NA	Woolco
Place Laurier (300)	NA	Simpson-Sears, La Baie
Les Galeries de la Canardiere(20)	NA	
Place Fleur de Lys(220)	NA	Simpson-Sears, Pascal
Place Ste-Foy(110)	NA	Eaton
Galeries de la Capitale(250)	NA	Eaton, La Baie
Place Lebourgneuf (50)	NA	Le Castor
Carrefour Beauport (40)	NA	Ikea

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton 2; La Baie 2; Holt Renfrew 2; J.B. Laliberte; Simon's 2; Greenbergs; Wise Bros.; Norman & Fils 3; Simpson-Sears 3.
Discount Stores-Jupiter; Towers; Miracle Mart 2; K mart; Woolco 2.
Variety Stores-Woolworth 3; Metropolitan; Kresge's 3; Zeller's 4.
Chain Drug Stores-Ph. Brunet 5; Jean Coutu 5; Uniprix-Pharmaprix.
Chain Supermarkets-Steinberg's 11; Excel 64; Gem 46; IGA 7; Dallaire 5; Provigo 22.
Other National Chain Stores-Agnew-Surpass Shoes; D'Allaird's (women's); Henry Birks (jewelry); Reitman's (women's); J.B. Lefebvre Shoes; Simard & Voyer; Trans-Canada Shoes; Willis Musical Instruments; Zeller's Legare; Dr. Scholl's; Singer Co.; Laura Secord; Sally's; Tip Top Tailor; Canadian Tire; Handy Andy; Pascal Hdwe.; Bata Shoes; Pennington (women's); Goodyear.

14 - NEWSPAPERS: LE JOURNAL DE QUEBEC (French) (m-mon to fri) 108,096; (m-sat) 111,559; (S) 93,779; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Daniel Houde, Adv. Mgr., LE JOURNAL DE QUEBEC, 450 Ave. Bechard, Ville Vanier, QC G1M 2E9; Tel. (418) 683-1573.
National Representative: Gerald Dufour; Warner Shillington; Time Space Adv. (Janet Lorimer); David Brydson.
LE SOLEIL (French) (m-mon to fri) 117,881; (m-sat) 143,989; (S) 92,470; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: P.A. Audet, Pres. & Gen. Mgr., LE SOLEIL, 390 St. Vallier St. E., Quebec, QC G1K 7J6; Tel. (418) 647-3270.
National Representatives: Landon Associates; Hal Hermon Associates.

SHERBROOKE, QUE.

1 - LOCATION: Sherbrooke County. E&P Map E-4. County Seat. Industrial and Agric. ctr. 100 mi. SE of Montreal; 140 mi. SW of Quebec; 30 mi. N of Vermont border. On Provincial Hwys. 112, 143, 108, 147 & 249; Autoroutes 10, 55 & 410.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Corporation Municipale de Sherbrooke; Voyageur; Bourgeois; Autobus de l'Estrie; Autobus St. Louis; Autobus Dostie; Autobus Pouliot.

3 - POPULATION:
Corp. City 81 Cen. 74,075; E&P 86 Est. 70,764
CZ-ABC. (81) 89,211
RTZ-ABC. (81) 201,322
City & RTZ-ABC. (81) 290,533

4 - HOUSEHOLDS:
City 81 Cen. N.A.; E&P 86 Est. 29,274
CZ-ABC. (81) 32,575
RTZ-ABC. (81) 64,420
City & RTZ-ABC. (81) 106,100

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.
Charter Branches	27	N.A.
Trust Co's	3	N.A.

6 - PASSENGER AUTOS: Province 2,483,413.

7 - ELECTRIC METERS: Residence 46,569.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Mach. 1,300; Food 520; Chocolate 832; Aluminum Products 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear, Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp (Celsius)-Spring 6-17; Summer 15-27; Fall 4-12; Winter -30 to -11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**-Downtown: 3 blocks Wellington N.; 3 Wellington S.; 15 King W.; 5 King E.
Neighborhood Shopping Centers-Galeries 4 Saisons: 13e Avenue North (30 units); Place Belvedere: Galt St. W. & Belvedere St. S. (17 units); Place Dunant: Dunant St. (12 units); Centre d'Achats Sherbrooke: King St. W. (25 units); Carrefour de l'Estrie: Portland Blvd. (125 units); Plaza Rock Forest: Bourque Blvd., Rock Forest (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center d'Achats Sherbrooke(25)	NA	Zeller's, Dominion
Plaza Rock Forest(40)	NA	Woolco, Dominion, Nutri-Plus
King Street(19)	NA	Zeller's, Dominion
Place Belvedere(17)	NA	Steinberg, Miracle Mart
Plaza Sherbrooke Downtown(70)	NA	Dominion
Carrefour de l'Estrie(125)	NA	Eaton's, Pascal, Reitman's, Sears, Steinberg
Galerie Quatre Saisons(30)	NA	Zeller's, A&P
Place Dunant(12)	NA	Nutri-Plus

Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Setlakwe; Au Bon Marche; Miracle Mart; Woolco; Eaton's; Sears.
Variety Stores-Greenberg's; Zeller's.
Chain Drug Stores-Capes 4; Center 4; Medical Arts 3; Jean Coutu; Cadieux; Cumberland; Pharmaprix; Pharmaplus; Uniprix.
Chain Supermarkets-Dominion 2; Steinbergs 3; Provigo 7; A&P; Metro Richelieu 4; Servi-Plus 4; Nutri-Plus 4.
Independent Grocers-Les Epiciers "Supreme" 40; Red & White Stores 41; Trans-Kebec 24; Normandie 23; AER 20; Cardinal 18; Alouette 9.
Other Chain Stores-Reitman's (ladies); Firestone; Yellow Sample Shoe; Trans-Canada Shoe; Lindor (ladies); Canadian Tire; United Auto Parts; Pascal; Western Tire; Goodrich; Goodyear; Arlington; Sports Experts; Princess Silk; Montreal Draperies; Astral Photo; Atlantique Image & Son; Birks; Bowring; Centre de Rasoir; Singer; Beatrice; Colonial Electronique; Dalmys; Boiteau Luminaire; Tip Top Tailors; Legare-Woodhouse; Pennington; People's Jewellers; Lumberland; Radio Shack; Castor Bricoleur; CTR Tire; Simard & Voyer.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,323; Mar. 31, 1986 ABC.
Local Contact for Advertising & Merchandising Data: Lloyd G. Scheib, Adv. Dir., RECORD, 2850 Delorme St., Sherbrooke, QC J1K 1A1; Tel. (819) 569-9525.
National Representative: Beyer Drake & Associates.
LA TRIBUNE (m-mon to fri) 41,529; (m-sat) 46,551; Mar. 31, 1986 ABC.
Local Contact for Advertising & Merchandising Data: Francois Vaillancourt, Adv. Dir., LA TRIBUNE, 1950 Roy St., Sherbrooke, QC J1K 2X8; Tel. (819) 569-9201.
National Representative: Probec 5.

TROIS-RIVIERES, QUE.

1 - LOCATION: St. Maurice County. E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River, 85 mi. from Montreal; 88 mi. from Quebec; 91 mi. from Sherbrooke. Natural ocean port, open year round.

2 - TRANSPORTATION: **Railroads**-CN; CP.
Intercity Bus Lines-Provincial Transport; Transport en Commun de Trois-Rivieres; CITF.
Airlines-C.P.; C.N.

3 - POPULATION:
Corp. City 81 Cen. 50,466; E&P 86 Est. 48,012
Met. Area 81 Cen. 111,453; E&P 86 Est. 116,894
NDM-ABC. (81) 200,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 19,275; E&P 86 Est. 20,014
Met. Area 81 Cen. N.A.; E&P 85 Est. 45,467
NDM-ABC. (81) 68,110

5 - BANKS	NUMBER	DEPOSITS
Savings	21	N.A.
Savings & Loan	53	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 2,483,413.

7 - ELECTRIC METERS: 24,906.

8 - GAS METERS: 4,500.

9 - PRINCIPAL INDUSTRIES: Industry, Av. Wkly. Wage (including overtime)-All Employees: Mfg. ($491); Durable Goods ($452); Non-durable Goods ($508); Paper & Allied Industries ($601); Goods Producing Industries ($499); Trans., Comm. & Other Utils. ($527); Service Producing Industries ($468); Industrial Aggregate ($403).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-102; Fall 30-70; Winter -20-25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-on des Forges Blvd.; Centre Commercial Les Rivieres (115 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ctre d'Achats(8)	2	Provigo, Radio Shack Boutique Frivole
Trois-Rivieres W. Ctr (150)	2	Reitman's, Woolco, Steinberg
Les Galeries du Cap(55)	NA	Maxi, Woolco
Plaza de la Maurice	20	Steinberg, K mart, Canadian Tire, Les Promenade du Centile-Villa

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Woolco; Zeller's; Miracle Mart.
Discount Stores-Bonaprix.
Variety Stores-Zeller's; Greenberg's.
Chain Drug Stores-Pharmacie PSM; Pharmacie Jean Coutu; Pharmaprix; Uniprix.
Chain Supermarkets-Steinberg's 2; A&P; Metro 11; Trans-Kebec 41; Richelieu Select 11; Supreme 16; Metropole 39; Provigo 27; IGA; Cooprix; Baribo; Axep.
Other Chain Stores-Reitman's; Trans-Canada; Laura Secord; Crown Diamond; Lowe Brothers; Lewis Shoe; Mia; Birks; Agnew-Surpass; Cartier; Fredelle; Charmco; Boiteau; Maher; Bonita; Chez Liliane; Kim; Pennington; Stokes; Au Coin des Petits; The Shoe Man; Jerome; Jacques Allard; Centre Coiffure Masculine; Woolco; Dalmys; Miracle Mart; Princess Silk; Trans-Canada Shoe; Hart's; Children Wear; Dexter Shoe; Podium; Ro-Na; Aldo; Simard & Voyer; Naturalizer; Dalmys; Fer-Plus; Radio Shack; Sports Experts.

14 - NEWSPAPERS: LE NOUVELLISTE (French) (m) 56,008; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir., LE NOUVELLISTE, 500 St. Georges, Trois Rivieres, QC G9A 5J6; Tel. (819) 376-2501.
National Representatives: Hal Herman Associates; Target Media.

SASKATCHEWAN SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1987
Under 5 Years	75	81	88
5-14 Years	173	157	167
15-24 Years	178	184	198
25-44 Years	207	246	265
45-64 Years	186	184	198
65 and Over	103	116	126
TOTAL	922	968	1,042

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1987
General Mdse.	249	861	993
Apparel	54	201	309
Furniture	25	141	112
Groceries	212	982	1,318
Lumber Bldg. Mat.	21	38	84
Restaurants	16	324	659
Autos	243	1,158	1,243
Gasoline/Fuel Oil	111	295	228
Drugs	37	152	256
TOTAL SALES	1,188	4,740	5,496

Source: Census of Canada-Retail Trade

LLOYDMINSTER, SASK.

1 - LOCATION: Division No. 17. E&P Map B-3. 170 mi. W of Saskatoon. Manufacturing and agricultural center.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 81 Cen. 6,034; E&P 86 Est. 7,926

4 - HOUSEHOLDS:
City 81 Cen. 2,079; E&P 86 Est. 2,844

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 381,047

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Homes; Oil Tanks; Elevators; Flour & Feed Mills; Creamery; Refinery; Gas; Asphalt; Oil Wells; Agric.; Grain; Livestock; Poultry; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TIMES (e-mon to fri) 3,000; Publisher's Statement Mar. 10, 1986.
Local Contact for Advertising and Merchandising Data: Ian P. Newman, Adv. Mgr.; TIMES, 4828 44th St., Lloydminster, SK S9V 0G8; Tel. (403) 825-5522.
National Representative: None.

MOOSE JAW, SASK.

1 - LOCATION: Division 7. E&P Map B-3. Situated 434 mi. E of Calgary; 398 mi. W of Winnipeg; 112 mi. N of U.S. border.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Saskatchewan Trans.; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 33,941; E&P 86 Est. 36,240
CZ-ABC: (81) 33,941
RTZ-ABC: (81) 23,238
City & RTZ-ABC: (81) 57,179

4 - HOUSEHOLDS:
City 81 Cen. 12,833; E&P 86 Est. 14,283
CZ-ABC: (81) 12,660
RTZ-ABC: (81) 7,900
City & RTZ-ABC: (81) 20,560

5 - BANKS	NUMBER	DEPOSITS
Savings	8	NA
Savings & Loan	1	NA

6 - PASSENGER AUTOS: Province 381,047

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Meat Packing; Food Proc.; Oil Refining; Men's Work Clothes; Tank Car Repairing and Cleaning Plant; Steel Rolling Mill; R.R.; Winery. Total: 2,050 employees; Av. Wkly. Wage $212.
Principal Industrial Pay Days-5th, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-53; Summer 37-93; Fall 8-81; Winter 8-53. First killing frost, Sept. 13; last killing frost, May 31.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 3 on High St.; 2 on River St.

Neighborhood Shopping Centers-4th Ave. S.W. between Home & Coteau Sts.; 9th Ave. N.W. N. of Caribou; Athabasca St. E.; 3rd Ave. to 4th Ave., both sides; 1st Ave. N.W.; Stadacona St. W. to Athabasca St. W.; Shopping Centre Complex 7 blocks from downtown area.

Principal Shopping Days-Mon. through Sat.
Stores Close-Sun.

13 - RETAIL OUTLETS: Department Stores-Army & Navy; T. Eaton; Moose Jaw Co-Op; Joyner's; Saan; Simpson-Sears; Zellers; MacLeod's; Woolco; Gallenkamp.
Variety Stores-Kresge; Metropolitan.
Chain Drug Stores-Bi-rite; Price Watchers; Shoppers.
Chain Supermarkets-Safeway 2; Co-op.
Other Chain Stores-Sally's; Women's; Tip Top Tailors; Agnew-Surpass; Reitmans; Canadian Tire.

14 - NEWSPAPERS: TIMES-HERALD (e) 9,571; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: R.G. Calvert, Pub./Gen. Mgr.; TIMES-HERALD, 44 Fairford St. W., Moose Jaw, SK S6H 1V1; Tel. (306) 692-6441.
National Representative: Thomson Newspapers.

PRINCE ALBERT, SASK.

1 - LOCATION: Division 15. E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11, 55 and "All-Weather" Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

2 - TRANSPORTATION: Railroads-Div. Point for Canadian Pacific & Canadian National (21 branches out of city).
Motor Freight Carriers-20.
Intercity Bus Lines-Saskatchewan Trans. Co.
Airlines-Transair; North Can. Air; Athabaska (charter).

3 - POPULATION:
Corp. City 81 Cen. 31,380; E&P 86 Est. 34,832
CZ-ABC: (81) 31,380
RTZ-ABC: (81) 75,521
City & RTZ-ABC: (81) 106,901
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 10,806; E&P 86 Est. 12,477
CZ-ABC: (81) 10,680
RTZ-ABC: (81) 25,285
City & RTZ-ABC: (81) 35,965

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	3	N.A.
Commercial	7	N.A.
Trust Co.	2	N.A.

6 - PASSENGER AUTOS: Province 381,047

7 - ELECTRIC METERS: Residence 7,710

8 - GAS METERS: Residence 8,163

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Mfg. ($599); Constr. ($501); Trade ($246); Industrial Composite ($368).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 55-80; Fall 20-65; Winter 30-10.

11 - TAP WATER: Fluoridated.

12 - RETAILING:
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway North Plaza(65)	NA	Safeway, Sears, Eaton's, Zeller's, Fields
South Hill(40)	NA	Safeway, Woolco, Reitmans, The Bay

13 - RETAIL OUTLETS: Hardware 5; Beauty Salons 29; Barbers 11; Jewelers 10; Painters 15; Plumbers 18; Radio Electric 11; R.E. & Ins. 14; Restaurants 53; Stationery 3; Ladies Apparel 12; Childrens Wear, Men's Wear 12; Auto Sales & Garages 12; Service Stations 33; Bakeries 10; Shoe Stores 9; Building Materials 11; Cleaners & Dyers 7; Dairies 2; Dept. & Variety Stores; Drug Stores 11; Farm Implements 13; Furniture Stores 12.
Department Stores-Eaton's; Simpson-Sears; The Bay; Zellers.
Chain Drug Stores-Rexall 3; White Cross; Shopper's Drugmart; Boots.
Chain Supermarkets-Safeway 2; OK Economy 2; Red & White 6; Co-op; Save-A-Dollar 11; IGA 3.
Other Chain Stores-Agnew-Surpass; Singer Co.; Sherwin-Williams; Beaver Lumber; Woolworth's; S.S. Kresge; Fields; Sally; Saan; McLeod's Ltd.; Firestone; North American Lumber; Kaufman's; Radio Shack; Reily & McCormick; Famous Furniture City; Sound City; People's Credit Jewelers; Cole's Book.

14 - NEWSPAPERS: HERALD (e) 9,470; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Gibb, Pub./Gen. Mgr.; HERALD, 30-10th St., Prince Albert, SK S6V 5R9; Tel. (306) 764-4276.
National Representative: Thomson Newspapers.

REGINA, SASK.

1 - LOCATION: Division 6. E&P Map B-3. Western Canada, situated 347 mi. (559 km.) W of Winnipeg; 480 mi. (773 km.) E of Calgary; Calgary, 168 mi. (270 km.) SE of Saskatoon; 510 mi. (821 km.) SE of Edmonton.

2 - TRANSPORTATION: Railroads-CP; CN; Via Rail.
Motor Freight Carriers-90.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound; Moose Mountain.
Airlines-Air Canada; Norcanair; Pacific Western; Frontier.

3 - POPULATION:
Corp. City 81 Cen. 162,613; E&P 86 Est. 181,031
CZ-ABC: (81) 162,613
Bal. in NDM-ABC: (81) 329,189
Met. Area 81 Cen. 164,313; E&P 86 Est. 182,903
Total NDM-ABC: (81) 491,802

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 58,557; E&P 86 Est. 68,184
Met. Area 81 Cen. N.A.; E&P 86 Est. 68,837
CZ-ABC: (81) 58,125
Bal. in NDM-ABC: (81) 114,630
Total NDM-ABC: (81) 172,755

5 - BANKS	NUMBER	DEPOSITS
Savings	51	N.A.
Trust	18	N.A.
Loan	15	N.A.
Credit Union	20	N.A.

6 - PASSENGER AUTOS: Province 381,047

7 - ELECTRIC METERS: Residence 65,400

8 - GAS METERS: Residence 55,200

9 - PRINCIPAL INDUSTRIES: Gov't; Steel; Meat Proc.; Fertilizer; Cement; Concrete; Dairy; Sheet Metal; Refineries; Steel Tank Mfg.; Dist. Ctr.; Comm.; Steel Pipe; Paint; Agricultural Implements; Grain Farming; Marketing; Cable & Telephone Equip.; Gases; Dry Ice; Chemicals; Steel. Total Employed 92,000; Av. Wkly. Wage $374.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 26-25; Summer 3-37; Fall 3-28; Winter 37-5. First killing frost, Sept. 30; last killing frost, May 6. 2,450 average hours of sunshine annually.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 11th Ave.; 3 on Broad St., 2 on Rose St.; 3 on Hamilton St.; 3 on Scarth St.; 3 on 12th Ave.

Neighborhood Shopping Centers-Dewdney & Retallack Sts.; Victoria & Winnipeg; 15th & Toronto; 13th Ave. W.; Gordon Rd. & Rae St.; 3 on Albert St.

Shopping Centers (No. of Stores)-Avon Ctr. 14; Broad Plz. 5; Broadway 10; Cornwall Ctr. 75; Eatons Mall 16; Golden Mile Plz. 40; Gordon Road 11; Glen Cairn Shopping Ctr. 14; Hill Ave. 11; Hillsdale Ctr. 7; Midtown Plz. 35; Normanview 40; Northgate 70; Park Plz. 7; Regent Pk. 16; Regina Inn Ctr. 21; Riverheights 13; Scarth St. Mall 40; Southland Mall 54; Sherwood Vlg. 40; Thirteenth Ave. Ctr. 9; Whitmore Pk. 7; Victoria Sq. 45.
Principal Shopping Days-Mon. through Sat.; Open Thur. evening.

13 - RETAIL OUTLETS: Department Stores-Army & Navy; T. Eaton Co.; Saan; Sears; Sherwood Co-op; The Bay; Woolco; MacLeods; Robinson; Zeller's 3.
Variety Stores-Kresge; Woolworth; Metropolitan.
Chain Drug Stores-Boots 3; Pinders-Rexall 6; Bi-Rite 9; Shoppers 2; Arp 8.
Chain Supermarkets-Safeway 7; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2; Superstore; Pic n Pak.
Other Chain Stores-Shoes; Agnew-Surpass; Bata; Kinney; Reward; Sterling; Chandler; Duet; Naturalizer; Fredelle; Maher; Julia; Lewis; Boutique Aldo; Aggies; Jewelry; People's; Credit; Henry Birks; Mappins; O.B. Allan; Juniors Kitchen Boutique; Picadilly Gifts; Zale's; Heinrichs Gem Centre; R & R Merchants; Ben Moss; Clothing; Dalmy's; Pennington's; Jack Fraser; Thrifty's; The Pant House; Jean Junction; Sweet 16; Shirley K Maternity; D'Allaird's; Sally's; Tip Top Tailors; Reitman's; Mortons; P3; Suzy Shier; Mannequin; Ricki's; Fairweather; Cactus; Town & Country; Cojana; Smart Set; Irene Hill; Ayres; J. Michaels; Liz Porter; This is Maggie; Anteis; Chantel; Addition-Elle; Modissa; Suzy Creamcheese; Boutique Marie Claire; The Loft; Big Steel Man; George Richards; Kingsize Clothes; Bootiegger; Automotive; Uniroyal; Dunlop; Firestone 3; B.F. Goodrich; Goodyear 3; General; Peavy Mart; Canadian Tire 2; Other: Radio Shack; Laura Secord; Sam The Record Man; Bumper to Bumper 2; Classic Book Shop; Caprice Cards; Astral Photo; Wilson Office Specialty; Coles Books; Mr. Sound Records & Tapes; Happy Hour Card 'n' Party Shop; A & A Records; One Hour Photo; Foot Locker (athletic supplies); Lewiscraft Hobbies & Crafts; Hans Christian Toys; The Teachers Store (educ. toys & suppl.); Samco Electronics; Andrea's Bath Boutique; The Key Man; Punchy's Posys; Kids World.

14 - NEWSPAPERS: THE LEADER-POST (e) 72,657; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Ed Schultz, Adv. Dir., THE LEADER-POST, Victoria Ave. & Park St., Regina SK S4P 3G4; Tel. (306) 565-8211.
National Representatives: None.

SASKATOON, SASK.

1 - LOCATION: E&P Map B-3. On South Saskatchewan River. 326 mi. E of Edmonton; 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11, 14.

2 - TRANSPORTATION: Railroads-CN; CP; Via Rail.
Motor Freight Carriers-5.
Intercity Bus Lines-Saskatoon Transit; Saskatchewan Transportation; Greyhound; Western Trailways.
Air Service-Ray's Flying Service; Mitchison's Flying Service; Wardair; Summer Overseas Service; CP Air.
Airlines-Air Canada; Norcanair; Pacific Western; Frontier.

3 - POPULATION:
Corp. City; Met. Area 81 Cen. 154,210; E&P 86 Est. 180,903
CZ-ABC: (81) 154,210
Bal. in NDM-ABC (81) 83,253
Total NDM-ABC: (81) 237,463

4 - HOUSEHOLDS:
City; Met. Area 81 Cen. 58,177; E&P 86 Est. 71,201
CZ-ABC: (81) 57,340
Bal. in NDM-ABC: (81) 27,580
Total NDM-ABC: (81) 84,920

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	52	N.A.

6 - PASSENGER AUTOS: Province 381,047

7 - ELECTRIC METERS: Residence 50,180

8 - GAS METERS: Residence 47,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 1,500; Dairy 310; Flour Mills 185; Meat Packing 784; Meats 300-400; Gasoline 100; Road Mach. 65; Iron Works 75; Brewery 155; Cereal 200; Fibreboard 28; Potash 2,000; Chems. Mfg. 155; Garment Mfg. 600; Electronics 250; Av. Wkly. Wages $408.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-89; Summer 34-93; Fall 7-75; Winter 40-35. First killing frost, Sept. 4; last killing frost, May 8.

11 - TAP WATER: Alkaline, hard; fluoridated, artificially softened.

12 - RETAILING: Principal Shopping Centers-Midtown Plz. (1st Ave., Idlywyld 62 units) 5 blocks on 2nd Ave.; 4 on 3rd Ave.; 3 in 21st St. E.; 4 on 20th Street W.

Neighborhood Shopping Centers (No. of stores)-Nutana 5 blocks; Mayfair 5 blocks; Pleasant Hill 1 block; Broadway 1 block; Grosvenor Park (45); Avalon (17); Cumberland (20); Hauthan (4); Mount Royal (10); Westgate (15); Ford's (6); Co-Op (33); Churchill (13); Market Mall (75); Confederation Park Plz. (36); Wildwood Mall (30); Lawson Heights (63); Midtown Vlg. (14); Sturdy Stone Ctr. (16).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-The Bay; Eaton's; Sears; Army & Navy; MacLeod's; Robinson; Saan; Zeller's; Woolco; Co-op Center.
Variety Stores-Kresge's; Woolworth.
Chain Drug Stores-Pinders 8; Price Wathers 13; Shoppers Dry Mart 2; Others 20.
Chain Supermarkets-Safeway 6; OK Economy 4; Shop-Rite 12; Dominion 2; IGA; Independent 36; Super Valu 2.
Other Chain Stores-Singer; Laura Secord; Fairweather; Ricki's; Pennington's; Bata; Agnew Surpass; D'Aillards; People's Credit; Birk's; Reitmans; United Cigar; Canadian Tire; Coles; Tip Top; Firestone; Ben Moss Jewelers; Jack Fraser; Irene Hill; Marks & Spencer; Young Canada.

14 - NEWSPAPERS: STAR-PHOENIX (e) 62,622; Mar. 31, 1986 ABC.
Local Contact for Advertising and Merchandising Data: Armand M. Kraft, Adv. Mgr.; STAR-PHOENIX, 204-5th Ave. N., Saskatoon, SK S7K 2P1; Tel. (306) 664-8340.
National Representatives: Landon Associates.

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SECTION IV

Population, income, retail sales tables

1987 estimates of population, income, retail sales, food sales—U.S. and Canada

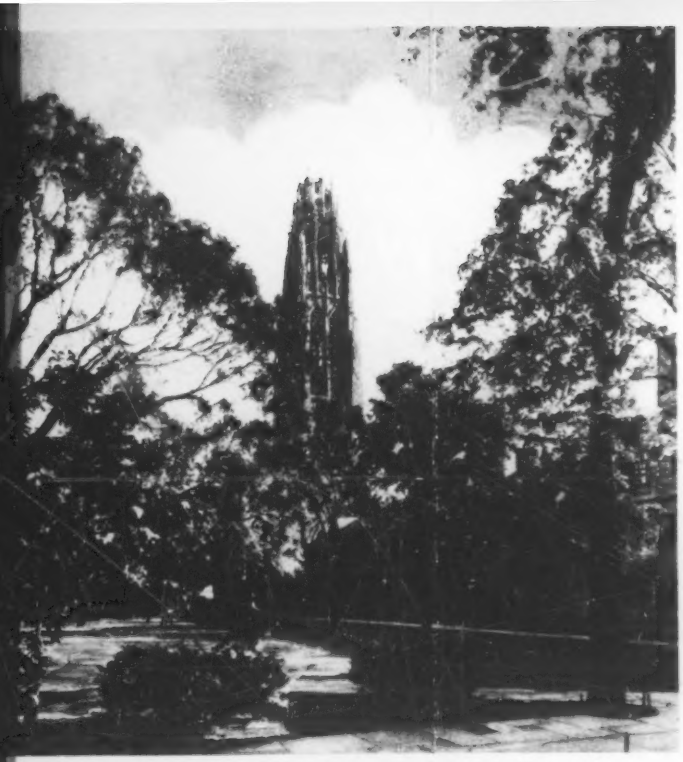
U.S. and Canada Daily Newspaper Markets

Metro areas (MSAs), counties, cities

States	Pop., Income Tables	Ret. Sales Tables
Alabama	3	80
Alaska	4	81
Arizona	5	82
Arkansas	6	82
California	7	84
Colorado	10	87
Connecticut	12	88
Delaware	12	89
District of Columbia	13	89
Florida	13	89
Georgia	15	91
Hawaii	18	93
Idaho	18	94
Illinois	19	94
Indiana	22	97
Iowa	24	99
Kansas	26	101
Kentucky	28	103
Louisiana	30	105
Maine	32	107
Maryland	33	107
Massachusetts	33	108
Michigan	34	109
Minnesota	36	111
Mississippi	38	113
Missouri	40	115
Montana	42	117
Nebraska	43	118
Nevada	45	119
New Hampshire	45	120
New Jersey	46	120
New Mexico	47	121
New York	47	122
North Carolina	49	124
North Dakota	52	126
Ohio	53	127
Oklahoma	55	129
Oregon	57	131
Pennsylvania	58	132
Rhode Island	61	135
South Carolina	61	135
South Dakota	62	136
Tennessee	63	137
Texas	65	139
Utah	70	144
Vermont	71	144
Virginia	71	145
Washington	74	147
West Virginia	75	148
Wisconsin	76	149
Wyoming	77	150

CANADA DAILY NEWSPAPER MARKETS

Provinces Metro Areas Cities	Pop., Income Tables	Ret. Sales Tables
All Canadian markets	78	151



Branford College and Harkness Tower, Yale University

Boston University from across the Charles River

Education pays in New England

WHERE WELL-GROUNDED GRADUATES EARN WELL-ROUNDED INCOMES

Because of the excellence of New England's educational institutions, brain, not brawn dominates the employment picture here. From the ivied quadrangles and ultra-modern campus complexes of more than 200 colleges and universities every year, thousands of young people emerge to fill important roles in the high-tech research and manufacturing, finance, insurance and service industries that now flourish in the New England states.

As a result of the connection between education and industry, unemployment here is the lowest in the nation, and competition for the highly-trained product of New England's colleges raises incomes to levels not exceeded in any other U.S. region. Small wonder, then, that New England food and retail sales per-household are highest in the nation, or that New England newspapers, with better-then-average household coverage, produce outstanding results for advertisers.

Smart marketing starts with New England daily newspapers

MAINE

Bangor Daily News (M)
Maine Weekend
The Lewiston Daily Sun (M)
Lewiston Journal (E)
Sunday Sun-Journal (S)
Maine Sunday Telegram (S)
Portland Press Herald (M)
Portland Express (E)

NEW HAMPSHIRE

Concord Monitor (E)
Union Leader (M)
Nashua Telegraph (E&S)
New Hampshire Sunday News (S)

MASSACHUSETTS

Boston Globe (AD&S)
Boston Herald (M&S)
Cape Cod Times (Hyannis) (M&S)
The Enterprise (Brockton) (E&S)
The Daily Transcript (Dedham) (E)
Gardner News (E)
The Lowell Sun (E&S)
Daily Evening Item (Lynn) (E)
The Middlesex News (E&S)
The Patriot Ledger (Quincy) (E)
Salem Evening News (E)
Springfield Daily News (E)
Springfield Union (M)
Springfield Republican (S)
The News Tribune (Waltham) (E)
Daily Times and Chronicle (Woburn) (E)
Worcester Telegram (M-S)
Worcester Gazette (E)

CONNECTICUT

The Advocate (Stamford) (AD&S)
Bridgeport Post-Telegram (M&E)
Bridgeport Post (S)
Greenwich Time (AD&S)
Hartford Courant (M&S)
Manchester Journal Inquirer (E)
Meriden Record-Journal (M&S)
Middletown Press (E)
New Britain Herald (E)
New Haven Journal-Courier (M)
New Haven Register (E&S)
New London Day (E&S)
Waterbury American (E)
Waterbury Republican (M&S)

VERMONT

Burlington Free Press (M&S)
Rutland Herald (M&S)

RHODE ISLAND

The Newport Daily News (E)
Providence Bulletin (E)
Providence Journal (M&S)
The Westerly Sun (E)

SELL NEW ENGLAND WITH NEWSPAPERS

NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 88	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1985) Number of farms	FARM PRODUCTS (1985) Value of crops (Thousands)	FARM PRODUCTS (1985) Value of livestock (Thousands)
U.S. TOTALS	226,505,894	244,391,262	7.9	89,900,328	1,800,450,327	3,098,519,332	12,679	34,466	2,240,406	73,908,856	69,622,846
ALABAMA	3,890,061	4,112,213	5.7	1,469,673	24,712,441	40,235,687	9,784	27,377	48,448	732,844	1,260,024
ALASKA	400,481	567,605	41.7	194,259	4,132,498	8,907,966	15,694	45,856	570	14,604	7,173
ARIZONA	2,717,866	3,447,538	26.8	1,262,933	20,043,927	39,255,530	11,387	31,083	7,334	797,820	660,948
ARKANSAS	2,285,513	2,408,504	5.4	893,899	14,224,532	23,314,287	9,680	26,082	50,525	1,706,201	1,745,195
CALIFORNIA	23,668,562	27,852,576	17.7	10,538,402	217,032,193	398,358,597	14,302	37,801	82,463	9,647,718	4,223,110
COLORADO	2,888,834	3,396,403	17.6	1,287,054	24,064,879	46,235,923	13,613	35,924	27,111	1,158,924	1,997,607
CONNECTICUT	3,107,576	3,255,876	4.8	1,189,278	29,818,935	53,268,937	16,361	44,791	3,754	151,274	199,160
DELAWARE	595,225	641,591	7.8	231,962	4,792,214	7,992,342	12,457	34,455	3,338	136,682	349,241
DIST. OF COLUMBIA	638,432	593,425	-7.1	243,953	6,297,014	10,136,302	17,081	41,550	N.A.	N.A.	N.A.
FLORIDA	9,739,992	12,354,480	26.8	4,946,962	73,854,063	148,549,546	12,024	30,028	36,352	3,364,389	1,038,849
GEORGIA	5,464,265	6,237,021	14.1	2,210,581	36,459,546	68,827,730	11,035	31,136	49,630	1,479,894	1,611,185
HAWAII	956,756	1,105,112	15.5	348,802	7,575,971	13,835,997	12,520	39,667	4,595	411,800	87,181
IDAHO	943,935	1,040,627	10.2	370,722	6,675,557	10,851,829	10,428	29,272	24,714	1,188,789	885,671
ILLINOIS	11,418,461	11,388,990	-.3	4,159,094	100,981,833	159,518,484	14,006	38,262	98,483	5,379,150	2,176,340
INDIANA	5,490,179	5,429,383	-1.1	1,970,505	41,122,720	64,188,856	11,822	32,575	77,180	2,920,578	1,602,558
IOWA	2,913,387	2,834,442	-2.7	1,057,521	22,563,979	34,032,278	12,007	32,181	115,413	5,018,497	4,591,412
KANSAS	2,363,208	2,499,314	5.8	955,745	19,942,057	31,360,741	12,548	32,813	73,315	2,593,240	3,556,661
KENTUCKY	3,661,433	3,747,735	2.4	1,337,948	24,051,119	37,958,441	10,128	28,371	101,642	1,254,268	1,415,162
LOUISIANA	4,204,417	4,602,507	9.5	1,591,354	30,387,847	48,252,135	10,484	30,321	31,628	1,182,180	476,006
MAINE	1,124,660	1,192,912	6.1	435,815	7,573,609	13,186,954	11,054	30,258	7,003	126,281	264,080
MARYLAND	4,216,446	4,502,927	6.8	1,615,306	35,119,282	64,223,355	14,263	39,759	16,183	373,979	769,537
MASSACHUSETTS	5,737,037	5,813,180	1.3	2,135,855	47,520,712	87,283,857	15,015	40,866	5,401	259,868	131,839
MICHIGAN	9,258,344	8,972,668	-3.1	3,206,431	75,720,126	113,713,937	12,673	35,464	58,661	1,729,553	1,236,976
MINNESOTA	4,077,148	4,222,365	3.6	1,545,923	32,360,505	54,445,411	12,895	35,219	94,382	3,768,552	3,282,151
MISSISSIPPI	2,520,638	2,666,955	5.8	906,581	14,220,821	22,545,457	8,454	24,869	42,415	1,255,029	1,011,365
MISSOURI	4,917,444	5,076,028	3.2	1,912,188	37,090,171	62,344,720	12,282	32,604	112,447	1,642,464	2,056,733
MONTANA	786,415	846,490	7.6	315,935	5,555,808	8,536,759	10,085	27,021	23,570	585,926	779,757
NEBRASKA	1,570,006	1,619,084	3.1	609,579	11,718,989	20,406,588	12,604	33,477	60,243	3,344,676	4,573,368
NEVADA	799,184	1,023,049	28.0	403,740	6,988,787	12,679,428	12,394	31,405	2,719	84,189	173,952
NEW HAMPSHIRE	920,610	1,049,949	14.0	382,899	7,138,969	14,595,187	13,901	38,118	2,757	35,370	75,533
NEW JERSEY	7,364,158	7,592,700	3.1	2,725,812	67,413,242	119,171,705	15,696	43,720	8,277	376,240	134,757
NEW MEXICO	1,300,230	1,528,274	17.5	536,702	8,777,605	14,793,480	9,680	27,564	12,914	383,825	695,949
NEW YORK	17,557,288	17,426,394	-.8	6,512,967	146,080,680	260,463,648	14,947	39,992	42,207	704,407	1,838,434
NORTH CAROLINA	5,874,429	6,519,582	11.0	2,351,506	39,181,126	68,734,234	10,543	29,230	72,792	1,981,056	1,796,764
NORTH DAKOTA	652,695	695,478	6.6	250,985	4,858,010	8,065,343	11,597	32,135	36,431	2,102,555	698,262
OHIO	10,797,419	10,609,930	-1.7	3,897,108	85,258,072	132,803,065	12,517	34,077	86,934	2,281,726	1,471,674
OKLAHOMA	3,025,266	3,456,941	14.3	1,324,914	23,417,809	37,333,820	10,800	28,178	72,523	939,219	1,865,018
OREGON	2,632,663	2,726,132	3.6	1,061,774	20,608,732	31,964,005	11,725	30,104	34,087	1,047,921	621,116
PENNSYLVANIA	11,866,728	11,749,045	-1.0	4,324,835	92,658,849	149,525,941	12,727	34,574	55,535	923,210	2,139,945
RHODE ISLAND	947,154	986,722	4.2	365,273	7,379,049	12,921,828	13,096	35,376	728	47,566	13,871
SOUTH CAROLINA	3,119,208	3,498,219	12.2	1,198,571	19,595,356	33,639,713	9,616	28,067	24,929	619,163	388,131
SOUTH DAKOTA	690,178	710,259	2.9	258,146	4,550,896	7,782,085	10,957	30,146	37,148	1,187,022	1,781,605
TENNESSEE	4,590,750	4,911,880	7.0	1,794,934	30,451,438	50,457,048	10,272	28,111	90,565	1,037,991	1,014,944
TEXAS	14,228,383	17,449,923	22.6	6,269,459	116,110,200	208,894,934	11,971	33,319	185,020	3,976,894	5,437,634
UTAH	1,461,037	1,735,467	18.8	551,860	9,286,498	16,002,525	9,221	28,997	13,984	133,776	426,419
VERMONT	511,456	553,954	8.3	201,240	3,379,495	6,099,557	11,011	30,310	6,315	31,084	371,274
VIRGINIA	5,346,279	5,877,318	9.9	2,113,516	41,951,679	77,215,123	12,612	36,534	51,859	648,353	1,100,778
WASHINGTON	4,130,163	4,600,637	11.4	1,782,206	36,391,105	59,534,335	12,940	33,405	36,080	1,901,086	978,865
WEST VIRGINIA	1,949,644	1,918,422	-1.6	698,894	13,048,900	18,567,904	9,679	26,568	18,742	49,611	180,624
WISCONSIN	4,705,335	4,812,196	2.3	1,745,450	36,225,119	59,206,096	12,303	33,920	82,199	1,069,964	3,982,463
WYOMING	470,816	530,890	12.8	193,277	4,085,363	6,299,682	11,866	32,594	8,861	121,448	445,545

NATIONWIDE SUMMARY OF RETAIL SALES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
U.S. TOTALS	1,065,917,067	1,449,549,283	1,521,213,317	66,402	90,675,291	34,145	175,273,423	176,219	308,820,792	91,068	337,773,123	116,188	95,020,244	134,137	82,566,833	93,734	84,402,348	319,873	147,919,459	49,527	53,947,005
ALABAMA	14,479,552	19,691,898	20,484,277	1,108	1,305,816	843	2,380,048	2,997	4,537,234	1,964	4,905,170	2,003	1,160,411	2,262	1,197,142	1,551	998,185	3,439	1,543,841	1,031	765,736
ALASKA	3,227,327	4,443,439	4,745,700	134	633,406	86	499,341	297	909,068	135	743,094	176	211,360	207	188,905	166	242,566	749	600,632	63	207,122
ARIZONA	13,894,262	21,487,917	23,136,150	685	1,438,382	426	2,522,499	1,959	5,003,240	1,156	5,317,045	1,204	1,522,957	1,468	921,788	1,243	1,371,476	4,191	2,362,794	502	905,789
ARKANSAS	9,113,502	12,441,004	13,003,531	797	841,886	521	1,664,977	1,960	2,596,268	1,278	3,393,875	1,216	756,991	1,477	664,796	927	570,712	2,512	895,614	653	378,445
CALIFORNIA	123,945,914	176,827,369	186,849,051	5,531	9,997,757	2,262	21,519,247	16,749	37,501,977	8,798	40,156,194	10,625	11,150,252	14,031	9,466,842	10,376	11,578,241	36,734	20,528,173	4,308	8,052,775
COLORADO	16,581,084	22,319,099	23,656,088	966	1,716,211	376	2,410,996	1,869	4,698,615	1,358	5,469,941	1,570	1,426,320	1,864	1,113,522	1,488	1,421,597	5,057	2,628,165	508	521,642
CONNECTICUT	15,828,588	22,565,560	23,840,979	866	1,283,859	374	2,436,188	2,259	4,708,436	1,143	5,059,245	1,728	1,557,346	1,792	1,438,737	1,379	1,275,597	4,612	2,219,326	715	743,123
DELAWARE	3,130,558	4,194,627	4,387,729	201	278,697	92	602,019	508	845,414	225	906,573	302	265,258	416	238,509	267	241,393	788	374,140	128	156,817
DIST. OF COLUMBIA	2,654,366	3,504,004	3,619,017	40	69,750	38	327,929	377	625,139	74	216,906	158	180,855	388	348,297	190	240,098	1,048	812,978	140	189,760
FLORIDA	55,468,945	80,945,151	86,940,188	3,264	5,162,129	1,591	9,507,042	9,420	17,289,979	4,516	21,578,570	5,504	5,194,479	7,472	4,296,306	5,634	5,437,744	13,933	8,709,438	2,291	3,234,256
GEORGIA	24,408,112	35,390,445	37,456,119	1,574	2,513,539	998	4,315,605	4,720	7,490,259	2,602	8,650,764	3,075	2,564,211	3,309	1,928,200	2,427	2,001,481	6,118	3,483,541	1,473	1,272,911
HAWAII	5,193,406	6,647,699	6,983,775	126	261,098	153	922,408	797	1,331,873	227	918,761	366	385,314	793	578,862	335	286,362	1,741	1,214,299	121	480,809
IDAHO	4,060,204	5,159,715	5,335,407	399	427,215	204	411,620	753	1,215,540	545	1,294,944	494	323,811	523	231,780	434	278,545	1,536	682,822	214	221,718
ILLINOIS	50,747,397	66,417,335	68,624,268	3,024	3,618,849	1,309	8,194,913	6,334	12,587,882	3,616	14,861,801	5,139	4,376,002	6,412	4,483,302	4,035	3,753,552	16,215	6,952,987	2,514	2,976,555
INDIANA	23,723,731	30,492,690	31,463,009	1,762	1,935,689	860	3,638,819	3,116	6,201,182	2,282	7,182,708	3,167	2,552,275	2,898	1,434,331	2,165	1,496,886	7,720	3,094,718	1,212	1,358,977
IOWA	12,646,359	15,008,751	15,327,938	1,566	1,216,762	620	1,700,849	2,164	3,129,194	1,496	3,533,030	2,064	1,180,681	2,065	751,430	1,361	733,405	5,298	1,373,817	715	491,811
KANSAS	10,841,925	13,403,510	13,867,791	1,028	1,008,600	437	1,663,974	1,767	2,664,001	1,231	3,441,581	1,512	953,068	1,572	687,811	1,184	736,077	3,613	1,199,688	566	377,530
KENTUCKY	14,572,388	18,975,577	19,705,634	1,163	1,271,250	797	2,443,810	2,987	4,332,426	1,553	4,133,105	2,121	1,493,460	1,893	860,566	1,309	878,224	3,817	1,699,075	973	759,639
LOUISIANA	19,986,261	24,022,401	25,098,126	1,298	1,811,675	802	2,940,358	3,755	5,485,791	1,727	5,701,965	1,976	1,340,428	2,615	1,421,991	1,645	1,443,230	4,755	2,266,159	1,046	941,635
MAINE	5,331,613	7,519,747	7,908,140	457	586,375	361	716,642	1,327	1,736,521	581	1,718,814	642	411,965	517	322,933	423	261,718	1,629	632,995	275	252,945
MARYLAND	20,982,781	29,794,626	31,327,771	880	1,486,190	492	3,772,809	2,970	6,245,843	1,305	6,975,935	1,877	2,111,528	2,381	1,702,050	1,569	1,813,931	5,181	2,925,172	759	1,150,953
MASSACHUSETTS	28,815,549	42,239,639	44,817,716	1,466	2,312,185	760	4,835,066	4,308	8,346,164	1,778	8,981,415	2,963	2,575,029	3,159	2,844,966	2,182	2,319,389	8,755	4,909,185	1,463	1,550,397
MICHIGAN	39,215,526	49,721,880	51,016,071	2,551	2,910,076	937	6,568,830	6,469	9,504,304	3,095	11,998,408	4,128	3,641,227	4,466	2,939,198	2,900	2,759,188	12,260	4,963,128	1,822	2,021,697
MINNESOTA	19,599,240	28,127,668	29,563,909	1,949	2,319,704	585	3,493,787	2,911	5,209,000	1,623	6,563,589	2,230	2,189,953	2,337	1,396,009	1,720	1,466,519	5,687	2,714,394	846	873,500
MISSISSIPPI	9,044,004	12,409,703	13,010,271	761	847,374	680	1,715,970	2,489	2,939,389	1,377	3,093,874	1,192	692,534	1,471	633,152	981	582,542	2,218	869,381	743	493,259
MISSOURI	21,655,411	28,682,477	29,771,524	1,678	1,884,267	889	3,922,034	3,334	5,893,057	2,249	6,827,580	2,944	2,159,545	2,717	1,390,464	1,984	1,398,270	6,827	2,780,968	1,013	874,888
MONTANA	3,955,199	4,598,202	4,729,695	438	404,342	151	366,210	709	992,671	459	1,079,545	522	324,574	560	238,097	389	254,594	1,925	499,662	200	166,625
NEBRASKA	6,995,482	8,640,786	8,913,302	820	708,287	328	1,016,750	1,229	1,616,066	822	2,034,311	1,129	661,266	1,022	443,354	651	539,128	2,870	859,573	421	264,014
NEVADA	5,343,074	7,627,773	8,162,544	242	510,584	113	936,078	623	1,637,940	395	1,803,072	476	608,887	631	407,208	346	405,714	1,495	850,604	129	285,514
NEW HAMPSHIRE	5,353,641	8,176,300	8,721,031	426	694,703	219	882,299	924	1,848,527	446	1,932,496	548	459,132	563	407,897	444	410,655	1,378	697,141	226	226,620
NEW JERSEY	36,306,776	51,094,604	53,770,535	1,687	2,531,165	794	5,564,660	5,821	11,376,218	2,297	11,381,078	4,159	3,329,859	4,753	3,444,020	2,872	3,291,765	10,482	4,815,633	1,544	1,560,967
NEW MEXICO	6,318,724	8,636,440	9,097,038	398	712,666	265	842,475	1,001	1,914,641	645	2,228,916	770	617,165	766	469,252	551	447,661	1,929	895,842	220	238,169
NEW YORK	72,266,689	97,496,777	101,816,902	3,851	4,582,843	2,018	11,123,471	14,850	21,972,688	4,276	17,328,272	6,335	4,448,444	10,993	7,620,878	6,503	6,492,334	26,168	10,583,625	3,835	3,761,916
NORTH CAROLINA	25,005,089	37,635,791	39,852,151	1,966	2,986,589	1,349	4,028,440	5,372	8,537,497	2,984	9,169,147	3,050	2,111,594	3,649	2,180,782	2,838	2,376,911	6,670	3,365,462	1,439	1,410,629
NORTH DAKOTA	3,366,973	4,352,848	4,545,647	479	406,991	138	468,608	533	663,491	378	1,338,757	421	334,590	517	229,542	323	225,763	1,261	379,119	179	130,861
OHIO	46,315,071	62,696,702	64,959,029	2,758	3,251,940	1,364	8,894,574	7,716	13,940,374	3,804	13,834,905	5,907	5,280,455	4,925	2,769,227	3,686	3,217,440	15,787	6,628,320	2,048	2,391,773
OKLAHOMA	16,070,649	19,156,021	20,125,455	1,039	1,433,516	543	2,254,979	2,674	4,051,098	1,641	5,536,240	1,589	954,409	2,025	1,166,429	1,360	1,101,307	4,256	1,732,111	756	428,127
OREGON	12,634,032	16,094,890	16,640,673	941	922,787	369	2,405,513	2,370	3,155,324	1,221	3,628,733	1,492	1,026,186	1,354	788,626	1,253	845,286	4,581	1,773,544	465	510,546
PENNSYLVANIA	50,775,600	66,172,442	68,612,908	2,985	3,612,726	1,551	8,539,506	8,394	14,354,530	4,209	14,571,096	5,781	4,104,551	6,474	3,756,505	4,191	3,368,650	16,228	5,996,485	2,628	2,362,006
RHODE ISLAND	4,162,811	5,694,338	5,976,931	238	320,001	94	669,334	780	1,190,341	361	1,131,446	519	380,363	492	348,246	376	263,557	1,571	591,525	222	262,314
SOUTH CAROLINA	12,498,005	17,747,847	18,698,159	993	1,351,933	621	1,895,777	2,616	4,169,806	1,434	4,030,100	1,667	1,264,013	1,963	1,030,299	1,454	1,082,977	3,372	1,640,170	775	642,204
SOUTH DAKOTA	2,989,152	3,749,250	3,876,075	430	329,656	146	338,734	583	693,260	360	930,222	533	326,207	488	189,456	317	180,336	1,286	351,526	194	145,677
TENNESSEE	19,604,644	27,056,380	28,311,293	1,348	1,592,722	938	3,473,510	3,857	5,912,203	2,083	6,710,028	2,490	1,989,317	2,803	1,410,934	1,906	1,451,951	4,913	2,412,593	1,167	961,377
TEXAS	82,272,213	108,107,102	115,023,365	4,211	7,509,681	2,465	12,855,948	13,103	23,130,827	7,438	30,138,789	8,234	6,416,497	10,139	6,708,102	6,525	6,418,151	19,755	10,238,822	3,196	2,882,885
UTAH	6,327,012	8,590,438	9,027,593	383	656,632	205	1,032,445	867	1,895,492	615	2,081,315	842	657,791	742	422,426	537	564,124	1,693	720,907	225	238,738
VERMONT	2,600,585	3,740,801	3,961,176	265	340,854	155	271,696	662	830,281	286	892,681	359	236,809	316	168,217	255	152,680	908	341,106	142	109,741
VIRGINIA	24,706,372	34,438,223	36,225,773	1,277	1,992,567	984	4,311,824	4,465	7,566,553	2,208	8,266,587	2,652	2,469,246	2,846	1,830,094	2,314	2,165,011	6,029	3,145,972	1,076	1,335,339
WASHINGTON	20,007,660	25,990,633	27,148,431	1,335	1,875,296	480	3,021,708	3,299	5,873,656	1,880	5,401,255	2,144	1,614,577	1,909	1,342,514	1,958	1,444,352	6,543	3,083,861	842	1,125,267
WEST VIRGINIA	7,521,080	8,801,693	9,025,500	543	667,297	500	1,237,994	1,553	2,121,101	783	1,966,269	1,062	597,643	903	400,550	661	427,448	1,955	637,179	433	336,518
WISCONSIN	20,553,996	27,584,174	28,692,221	1,805	1,835,569	739	3,478,694	3,107	5,674,406	1,844	6,001,650	2,701	2,090,724	2,413	1,192,669	1,879	1,541,817	9,493	3,101,937	961	799,609
WYOMING	2,818,525	3,214,897	3,359,711	270	305,203	123	234,416	315	674,005	265	731,326	430	338,687	386	167,620	252	145,806	897	341,318	110	114,865

EDITOR & PUBLISHER'S

POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES* AND DATA FOR 1987

ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,890,061	4,112,213	5.7	1,469,073	24,712,441	40,235,687	9,784	27,377	48,448	606,428	1,067,389
METROPOLITAN STATISTICAL AREAS											
Anniston, Al	116,936	126,003	7.8	43,474	656,134	1,146,935	9,102	26,382	733	3,784	14,758
Birmingham, Al	883,819	896,038	1.4	331,414	8,280,092	9,942,846	11,096	30,001	3,674	15,409	101,624
Columbus, Ga-Al	239,196	249,234	4.2	85,246	1,586,953	2,297,419	9,218	26,950	381	6,806	3,229
Dothan, Al	122,453	125,554	2.5	44,029	879,159	1,214,098	9,670	27,575	1,537	41,221	19,231
Florence, Al	135,023	141,845	5.1	51,705	798,617	1,298,059	9,151	25,105	2,099	34,288	19,679
Gadsden, Al	103,057	105,354	2.2	39,069	514,601	959,185	9,104	24,551	998	3,764	18,506
Huntsville, Al	196,966	225,139	14.3	79,528	1,402,317	3,016,810	13,400	37,934	1,101	32,326	16,044
Mobile, Al	442,819	494,769	11.7	173,289	2,751,286	4,748,966	9,598	27,405	2,002	59,904	24,164
Montgomery, Al	272,687	300,662	10.3	105,989	1,894,156	3,237,327	10,767	30,544	1,925	29,017	34,086
Tuscaloosa, Al	137,473	143,151	4.1	51,177	886,872	1,435,841	10,030	28,056	650	5,583	6,929
COUNTIES, Cities											
AUTAUGA	32,259	35,939	11.4	11,804	221,667	364,528	10,143	30,882	453	10,227	7,785
BALDWIN	78,440	95,201	21.4	33,654	480,621	903,685	9,492	26,852	1,119	30,509	14,060
BARBOUR	24,756	26,546	7.2	9,313	114,806	202,175	7,616	21,709	587	15,225	9,195
BIBB	15,723	17,429	10.9	5,947	90,488	137,752	7,904	23,163	228	756	1,408
BLOUNT	36,459	39,656	8.8	14,332	256,742	333,388	8,407	23,262	1,338	6,610	44,610
BULLOCK	10,596	10,220	-3.6	3,394	47,878	67,125	6,568	19,778	342	11,026	4,617
BUTLER	21,680	23,123	6.7	8,297	123,139	178,668	7,727	21,534	593	4,289	12,653
CALHOUN	116,936	126,003	7.8	43,474	656,134	1,146,935	9,102	26,382	733	3,784	14,758
Anniston	29,523	28,892	-2.1	11,000	181,177	284,594	9,850	25,872	*	*	*
CHAMBERS	39,191	41,713	6.4	14,982	214,799	344,420	8,257	22,989	409	582	5,770
Lanett	6,897	7,748	12.3	3,079	44,561	65,625	8,470	21,314	*	*	*
CHEROKEE	18,760	20,318	8.3	7,261	86,551	157,232	7,739	21,654	588	15,686	9,350
CHILTON	30,612	32,435	6.0	11,767	181,984	272,170	8,391	23,130	793	6,218	4,081
CHOCTAW	16,839	17,056	1.3	5,718	77,848	130,967	7,679	22,904	404	672	2,915
CLARKE	27,702	26,890	-2.9	8,982	140,738	234,451	8,719	26,102	429	537	2,334
CLAY	13,703	14,046	2.5	5,118	67,285	106,706	7,597	20,849	466		
CLEBURNE	12,595	13,476	7.0	4,863	68,851	110,553	8,204	22,733	380		
COFFEE	38,533	42,297	9.8	15,288	273,920	410,294	9,700	26,838	944	18,453	42,076
Enterprise	18,033	21,105	17.0	7,618	149,889	220,365	10,441	28,927	*	*	*
COLBERT	54,519	55,740	2.2	20,357	318,243	512,332	9,191	25,167	686	18,291	9,668
Muscle Shoals	8,911	9,764	9.6	3,409	77,236	98,601	10,098	28,924	*	*	*
Sheffield	11,903	11,002	-7.6	4,311	76,461	104,406	9,490	24,219	*	*	*
Tuscumbia	9,137	8,840	-3.3	3,179	70,149	83,372	9,431	26,226	*	*	*
CONECUH	15,884	15,391	-3.1	5,521	67,732	116,878	7,594	21,170	483	5,450	4,184
COOSA	11,377	11,005	-3.3	3,953	57,769	81,478	7,404	20,612	299	149	2,142
COVINGTON	36,850	38,592	4.7	14,927	238,265	335,622	8,697	22,484	1,006	13,302	21,127
Andalusia	10,415	11,243	8.0	4,299	77,543	101,401	9,019	23,587	*	*	*
CRENSHAW	14,110	14,452	2.4	5,322	72,808	105,566	7,305	19,836	558	8,067	36,278
CULLMAN	61,642	67,601	9.7	24,779	437,192	560,818	8,296	22,633	2,303	9,962	111,049
Cullman	13,084	13,035	-.4	4,981	116,105	131,276	10,071	26,355	*	*	*
DALE	47,821	44,618	-6.7	14,543	322,271	398,329	8,928	27,390	582	13,223	8,349
DALLAS	53,981	56,142	4.0	18,991	304,650	418,856	7,461	22,055	557	18,207	11,858
Selma	26,684	27,703	3.8	9,583	170,492	221,737	8,004	23,139	*	*	*
DE KALB	53,658	57,665	7.5	21,437	355,190	461,104	7,996	21,510	2,228	15,378	82,884
Fort Payne	11,485	12,610	9.8	4,869	76,924	112,800	8,945	23,167	*	*	*
ELMORE	43,390	49,671	14.5	16,721	263,346	494,656	9,959	29,583	713	10,111	9,216
ESCAMBIA	38,392	36,269	-5.5	12,357	201,742	332,424	9,166	26,902	542	10,892	8,279
ETOWAH	103,057	105,354	2.2	39,069	514,601	959,185	9,104	24,551	998	3,764	18,506
Gadsden	47,565	45,881	-3.6	18,288	257,135	428,383	9,337	23,424	*	*	*
FAYETTE	18,809	19,634	4.4	7,301	115,847	170,708	8,695	23,381	419	1,905	3,756
FRANKLIN	28,350	29,825	5.2	11,133	181,925	270,833	9,081	24,327	896	3,223	18,303
GENEVA	24,253	23,733	-2.2	8,715	146,093	204,992	8,637	23,522	940	22,893	21,216
GREENE	11,021	11,549	4.8	3,700	45,550	65,855	5,702	17,799	390	3,965	8,775
HALE	15,604	14,461	-7.3	4,688	67,547	95,361	6,594	20,342	481	5,919	12,917
HENRY	15,302	14,998	-2.0	5,358	87,998	130,515	8,702	24,359	475	26,816	6,171
HOUSTON	[illegible]	80,936	8.4	29,486	556,888	815,769	10,079	27,666	955	27,998	10,882
Dothan	[illegible]	53,947	10.7	19,782	405,259	581,550	10,780	29,398	*	*	*
JACKSON	51,407	52,457	2.0	18,710	368,183	465,918	8,882	24,902	1,295	13,110	18,014
Scottsboro	14,758	14,692	-.5	5,438	106,231	144,828	9,858	26,633	*	*	*
JEFFERSON	671,197	657,658	-2.0	247,521	4,935,318	7,644,892	11,624	30,886	556	1,647	19,705
Birmingham	284,413	269,576	-5.2	105,640	1,847,817	2,654,878	9,849	25,130	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 80 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LAMAR	16,453	16,180	-1.7	5,854	92,486	141,839	8,766	24,229	447	1,584	2,728
LAUDERDALE	80,504	86,105	7.0	31,348	480,374	785,727	9,125	25,065	1,413	15,997	10,011
Florence	37,029	37,417	1.0	13,901	247,023	356,500	9,528	25,646	*	*	*
LAWRENCE	30,170	32,713	8.4	11,001	162,526	246,440	7,533	22,402	1,226	20,953	30,491
LEE	76,283	82,662	8.4	30,410	487,316	738,222	8,931	24,276	407	4,625	3,843
Auburn	28,471	28,942	1.7	10,459	190,190	242,539	8,380	23,190	*	*	*
Opelika	21,896	25,244	15.3	9,041	143,908	230,858	9,145	25,535	*	*	*
LIMESTONE	46,005	51,145	11.2	17,701	244,632	563,378	11,019	31,839	1,171	30,512	12,215
Athens	14,558	15,868	9.0	5,892	95,977	190,720	12,019	32,369	*	*	*
LOWNDES	13,253	12,852	-3.0	3,749	52,005	72,573	5,647	19,358	440	4,744	13,911
MACON	26,829	26,266	-2.1	8,409	137,916	183,885	7,001	21,868	401	6,125	4,122
MADISON	196,966	225,139	14.3	79,528	1,402,317	3,016,810	13,400	37,934	1,101	32,326	16,044
Huntsville	142,513	159,678	12.0	58,507	1,125,453	2,318,219	14,518	39,623	*	*	*
MARENGO	25,047	25,928	3.5	8,726	134,282	204,088	7,871	23,388	622	6,764	7,493
MARION	30,041	32,647	8.7	12,156	186,366	273,152	8,367	22,471	748	3,170	7,855
MARSHALL	65,622	74,126	13.0	27,575	391,396	785,830	10,601	28,498	1,664	6,127	73,757
MOBILE	364,379	399,568	9.7	139,635	2,270,665	3,845,281	9,624	27,538	883	29,395	10,104
Chickasaw	7,402	7,323	-1.1	2,943	51,848	76,705	10,475	26,064	*	*	*
Mobile	200,452	213,442	6.5	77,796	1,362,128	2,186,982	10,246	28,112	*	*	*
Prichard	39,541	40,612	2.7	12,975	162,177	229,743	5,657	17,707	*	*	*
MONROE	22,651	23,593	4.2	7,806	128,569	190,409	8,071	24,393	540	7,036	5,392
MONTGOMERY	197,038	215,052	9.1	77,464	1,409,143	2,378,143	11,058	30,700	759	8,679	17,085
Montgomery	177,857	195,824	10.1	71,383	1,298,366	2,185,259	11,159	30,613	*	*	*
MORGAN	90,231	100,194	11.0	36,129	716,001	1,105,915	11,038	30,610	1,353	7,029	30,701
Decatur	42,002	45,517	8.4	16,941	361,378	500,475	10,995	29,542	*	*	*
PERRY	15,012	14,081	-6.2	4,497	68,816	88,978	6,319	19,786	422	8,270	8,585
PICKENS	21,481	22,512	4.8	7,615	113,498	157,571	6,999	20,692	525	4,399	23,912
PIKE	28,050	29,248	4.3	10,285	165,820	222,534	7,609	21,637	733	14,519	16,392
Troy	12,587	13,489	7.2	4,646	82,635	105,900	7,851	22,794	*	*	*
RANDOLPH	20,075	21,227	5.7	7,735	97,388	152,377	7,178	19,700	695	542	20,094
RUSSELL	47,356	48,532	2.5	17,498	306,637	446,182	9,194	25,499	314	6,770	3,138
ST. CLAIR	41,205	46,890	13.8	16,385	255,897	429,446	9,159	26,210	661	3,791	13,744
SHELBY	66,298	81,130	22.4	27,767	445,334	888,590	10,953	32,002	516	2,477	9,595
SUMTER	16,908	15,984	-5.5	5,167	81,380	117,895	7,376	22,817	475	3,594	8,020
TALLADEGA	73,826	77,387	4.8	26,252	348,150	596,501	7,708	22,722	630	4,225	15,139
Sylacauga	12,708	13,143	3.4	4,879	72,157	116,521	8,866	23,882	*	*	*
Talladega	19,128	19,895	4.0	6,423	91,095	141,892	7,132	22,091	*	*	*
TALLAPOOSA	38,676	42,163	9.0	15,070	211,749	350,163	8,305	23,236	391	1,129	7,423
Alexander City	13,807	14,962	8.4	5,015	80,681	121,434	8,116	24,214	*	*	*
TUSCALOOSA	137,473	143,151	4.1	51,177	886,872	1,435,841	10,030	28,056	650	5,583	6,929
Northport	14,291	16,746	17.2	5,756	106,073	183,075	10,932	31,806	*	*	*
Tuscaloosa	75,143	74,857	-.4	27,456	520,900	736,369	9,837	26,820	*	*	*
WALKER	68,660	70,704	3.0	25,409	386,801	646,530	9,144	25,445	603	884	13,970
Jasper	11,894	12,528	6.2	4,736	84,861	128,501	10,176	27,133	*	*	*
WASHINGTON	16,821	17,921	6.5	5,870	83,449	142,987	7,979	24,359	466	1,786	11,063
WILCOX	14,755	14,269	-3.3	4,363	63,662	87,999	6,167	20,169	399	4,177	4,622
WINSTON	21,953	22,745	3.6	8,309	138,385	197,061	8,664	23,717	625	370	40,120

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Alabama 1985 Cash Receipts as follows: From Crops $732,844,000; from Livestock & Livestock Products $1,260,024,000; Total $1,992,868,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 80 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	400,481	567,605	41.7	194,259	4,132,498	8,907,966	15,694	45,856	570	6,010	5,389
METROPOLITAN STATISTICAL AREAS											
Anchorage, Ak	173,017	249,375	44.1	89,974	2,031,761	4,408,561	17,678	48,998	223	3,733	3,691
COUNTIES, Cities											
ALEUTIAN ISLAND	7,768	6,850	-11.8	1,435	34,427	74,252	10,840	51,744	28	6	235
ANCHORAGE	173,017	249,375	44.1	89,974	2,031,761	4,408,561	17,678	48,998	223	3,733	3,691
Anchorage	173,017	249,375	44.1	89,974	2,031,761	4,408,561	17,678	48,998	*	*	*
BETHEL	10,999	14,326	30.2	3,656	57,851	129,809	9,061	35,506	N.A.	N.A.	N.A.
BRISTOL BAY	1,094	1,333	21.8	309	13,662	18,158	13,622	58,764	N.A.	N.A.	N.A.
DILLINGHAM	4,616	6,185	34.0	1,716	36,885	66,214	10,706	38,586	N.A.	N.A.	N.A.
FAIRBANKS NORTH STAR	53,983	70,855	31.3	24,743	530,808	1,099,592	15,519	44,441	170	1,935	684
Fairbanks	22,645	30,726	35.7	10,937	405,833	478,993	15,589	43,796	*	*	*
HAINES	1,680	1,968	17.1	729	15,616	28,662	14,564	39,317	N.A.	N.A.	N.A.
JUNEAU	19,528	28,452	45.7	10,622	233,097	539,672	18,968	50,807	12	25	12
Juneau	19,528	26,997	38.2	10,622	218,622	487,592	18,061	45,904	*	*	*
KENAI PENINSULA	25,282	44,151	74.6	15,574	186,014	629,549	14,259	40,423	137	311	767
Kenai	3,533	5,776	63.5	1,790	11,040				*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
KETCHIKAN GATEWAY	11,316	13,458	18.9	4,931	162,240	240,145	17,844	48,701	N.A.	N.A.	N.A.
Ketchikan	7,198	8,300	15.3	3,062	106,451	150,483	18,130	49,145	*	*	*
KOBUK	4,831	5,598	15.9	1,355	24,087	56,564	10,104	41,745	N.A.	N.A.	N.A.
KODIAK ISLAND	9,939	13,763	38.5	4,332	107,665	176,429	12,819	40,727	N.A.	N.A.	N.A.
Kodiak	4,756	9,615	102.2	2,969	60,007	135,189	14,060	45,534	*	*	*
MATANUSKA-SUSITNA	17,766	42,626	139.9	14,327	129,057	595,332	13,966	41,553	N.A.	N.A.	N.A.
NOME	6,537	8,062	23.3	2,211	32,652	74,324	9,219	33,616	N.A.	N.A.	N.A.
NORTH SLOPE	4,199	5,945	41.6	1,522	62,449	79,866	13,434	52,474	N.A.	N.A.	N.A.
PRINCE OF WALES-OUTER KETCHIKAN	3,822	5,730	49.9	1,773	39,312	70,404	12,287	39,709	N.A.	N.A.	N.A.
SITKA	7,803	7,419	-4.9	2,388	70,415	130,009	17,524	54,443	N.A.	N.A.	N.A.
Sitka	7,803	7,101	-9.0	2,388	70,415	118,155	16,639	49,479	*	*	*
SKAGWAY-YAKUTAT-ANGOON	3,478	3,690	6.1	1,134	24,663	48,652	13,185	42,903	N.A.	N.A.	N.A.
SOUTHEAST FAIRBANKS	5,770	7,696	33.4	2,365	42,098	79,581	10,341	33,649	N.A.	N.A.	N.A.
VALDEZ-CORDOV	8,348	9,795	17.3	3,283	155,484	159,101	16,243	48,462	N.A.	N.A.	N.A.
WADE HAMPTON	4,665	5,548	18.9	1,158	14,528	34,207	6,180	29,609	N.A.	N.A.	N.A.
WRANGELL-PETERSBURG	6,167	6,979	13.2	2,409	74,192	107,215	15,363	44,506	N.A.	N.A.	N.A.
YUKON-KOYUKU	7,873	7,801	-.9	2,313	53,535	61,588	7,895	26,627	N.A.	N.A.	N.A.

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alaska 1985 Cash Receipts as follows: From Crops $14,604,000; from Livestock & Livestock Products $7,173,000; Total $21,777,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,717,866	3,447,538	26.8	1,262,933	20,043,927	39,255,530	11,387	31,083	7,334	806,847	720,067
METROPOLITAN STATISTICAL AREAS											
Phoenix, Az	1,508,030	2,000,507	32.7	746,999	11,832,777	24,978,572	12,486	33,439	2,403	317,880	309,677
Tucson, Az	531,263	640,342	20.5	244,680	4,245,963	7,834,603	12,235	32,020	539	24,313	20,828
COUNTIES, Cities											
APACHE	52,083	55,083	5.8	13,824	188,408	280,750	5,097	20,309	296	616	12,932
COCHISE	86,717	98,501	13.6	34,426	496,738	857,628	8,707	24,912	785	25,190	20,320
Bisbee	7,154	6,621	-7.5	3,299	48,985	61,582	9,301	18,667	*	*	*
Douglas	13,058	12,423	-4.9	4,371	56,792	86,404	6,955	19,768	*	*	*
Sierra Vista	25,968	26,936	3.7	9,371	177,645	214,712	7,971	22,912	*	*	*
COCONINO	74,947	89,689	19.7	27,624	468,092	725,521	8,089	26,264	232	817	12,048
Flagstaff	34,641	39,483	14.0	9,764	214,171	281,153	7,121	28,795	*	*	*
GILA	37,080	40,538	9.3	14,560	246,030	331,073	8,167	22,739	163	89	3,508
GRAHAM	22,862	25,027	9.5	7,489	104,463	172,736	6,902	23,065	308	16,908	13,587
GREENLEE	11,406	8,752	-23.3	2,870	71,035	94,634	10,813	32,974	121	879	2,984
LA PAZ											
MARICOPA	1,508,030	2,000,507	32.7	746,999	11,832,777	24,978,572	12,486	33,439	2,403	317,880	309,677
Chandler	29,673	57,541	93.9	18,570	185,690	556,332	9,668	29,959	*	*	*
Mesa	152,453	230,051	50.9	90,994	1,240,601	2,903,320	12,620	31,907	*	*	*
Phoenix	764,911	992,013	29.7	358,282	5,748,123	11,334,070	11,425	31,634	*	*	*
Scottsdale	88,622	113,732	28.3	49,806	1,013,872	2,046,873	17,997	41,097	*	*	*
Sun City	40,664	51,338	26.2	21,342	405,208	654,224	12,743	30,654	*	*	*
Tempe	106,743	138,438	29.7	48,153	849,233	1,762,812	12,734	36,609	*	*	*
MOHAVE	55,693	83,615	50.1	32,751	464,759	774,987	9,269	23,663	223	5,019	9,359
Kingman	9,257	13,252	43.2	4,190	63,598	103,896	7,840	24,796	*	*	*
NAVAJO	67,709	74,240	9.6	20,826	330,521	496,890	6,693	23,859	331	1,604	26,604
PIMA	531,263	640,342	20.5	244,680	4,245,963	7,834,603	12,235	32,020	539	24,313	20,828
Tucson	337,249	386,531	14.6	149,106	2,470,030	4,248,602	10,992	28,494	*	*	*
PINAL	90,918	105,832	16.4	34,529	470,263	828,927	7,832	24,007	605	136,133	187,620
Casa Grande	14,971	16,881	12.8	5,220	80,698	130,949	7,757	25,086	*	*	*
SANTA CRUZ	20,459	24,507	19.8	7,436	105,061	189,485	7,732	25,482	133	378	3,965
Nogales	15,683	18,808	19.9	5,309	67,934	126,148	6,707	23,761	*	*	*
YAVAPAI	68,145	95,242	39.8	38,687	501,668	837,306	8,791	21,643	474	835	17,460
Prescott	20,055	21,861	9.0	8,125	147,097	199,262	9,115	24,525	*	*	*
YUMA	90,554	105,663	16.7	36,232	518,149	852,418	8,067	23,527	721	276,186	79,175
Yuma	42,481	48,072	13.2	15,032	248,993	394,674	8,210	26,256	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arizona 1985 Cash Receipts as follows: From Crops $797,620,000; from Livestock & Livestock Products $660,948,000; Total $1,458,768,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate Income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,285,513	2,408,504	5.4	893,899	14,224,532	23,314,287	9,680	26,082	50,525	1,355,703	1,433,455
METROPOLITAN STATISTICAL AREAS											
Fayetteville-											
Springdale, Ar	99,735	109,967	10.3	41,720	677,300	1,207,711	10,982	28,948	2,784	3,845	202,341
Fort Smith, Ar-Ok	162,571	178,962	10.1	66,931	1,038,047	1,787,296	9,987	26,704	2,768	10,575	45,298
Little Rock-North											
Little Rock, Ar	474,204	516,620	8.9	190,401	3,735,489	5,945,968	11,509	31,229	3,103	83,294	47,078
Memphis, Tn-Ar-M	912,887	978,464	7.2	346,514	6,459,150	10,846,904	11,086	31,303	2,588	139,502	15,911
Pine Bluff, Ar	90,718	87,120	-4.0	30,524	641,211	838,353	9,623	27,465	497	51,480	1,657
Texarkana, Tx-Ar	113,067	122,111	8.0	46,016	522,024	1,204,546	9,864	26,177	1,645	14,153	40,834
COUNTIES, Cities											
ARKANSAS	24,175	21,692	-10.3	8,324	164,409	230,611	10,631	27,704	636	83,801	606
Stuttgart	10,941	10,048	-8.2	3,810	84,078	113,987	11,344	29,918	*	*	*
ASHLEY	26,538	25,849	-2.6	9,192	132,042	243,259	9,411	26,464	335	26,788	901
BAXTER	27,409	33,427	22.0	14,194	173,010	338,235	10,119	23,829	519	175	10,228
Mountain Home	8,066	8,993	11.5	3,543	55,435	93,813	10,432	26,478	*	*	*
BENTON	78,115	95,436	22.2	36,407	514,557	1,065,160	11,161	29,257	2,457	3,797	150,551
Bentonville	8,756	11,008	25.7	4,033	71,265	128,137	11,640	31,772	*	*	*
Rogers	17,429	22,309	28.0	8,261	130,139	257,181	11,528	31,132	*	*	*
BOONE	26,067	28,139	7.9	10,988	166,446	275,215	9,781	25,047	1,161	316	16,523
Harrison	9,567	10,985	14.8	4,580	70,802	117,087	10,659	25,565	*	*	*
BRADLEY	13,803	12,857	-6.9	4,836	59,687	103,642	8,061	21,431	332	2,480	5,289
CALHOUN	6,079	6,193	1.9	2,246	25,318	46,444	7,499	20,679	146	246	895
CARROLL	16,203	18,773	15.9	7,699	98,750	177,048	9,431	22,996	1,081	649	47,962
CHICOT	17,793	16,554	-7.0	5,741	77,180	115,403	6,971	20,102	419	50,800	4,655
CLARK	23,326	23,792	2.0	8,589	117,325	214,307	9,008	24,951	460	5,489	4,511
Arkadelphia	10,005	10,152	1.5	3,339	64,803	89,505	8,816	26,806	*	*	*
CLAY	20,616	19,357	-6.1	7,708	114,567	155,429	8,030	20,165	793	47,361	2,923
CLEBURNE	16,909	20,442	20.9	8,096	91,851	186,313	9,114	23,013	726		
CLEVELAND	7,868	8,294	5.4	3,089	32,701	70,321	8,479	22,765	272	475	11,088
COLUMBIA	26,644	28,112	5.5	10,486	163,868	259,704	9,238	24,767	477	1,046	14,604
Magnolia	11,909	12,713	6.8	4,696	88,009	135,632	10,669	28,882	*	*	*
CONWAY	19,505	20,207	3.6	7,288	117,549	185,712	9,190	25,482	746	4,085	31,837
CRAIGHEAD	63,218	65,668	3.9	23,727	442,233	614,851	9,363	25,914	1,020	61,308	4,187
Jonesboro	31,530	31,018	-1.6	11,372	253,620	322,309	10,391	28,342	*	*	*
CRAWFORD	36,892	41,841	13.4	14,796	206,388	386,253	9,231	26,105	943	5,651	24,935
CRITTENDEN	49,097	48,178	-1.9	15,887	266,864	397,046	8,241	24,992	334	70,689	687
West Memphis	28,138	26,899	-4.4	8,775	178,873	244,171	9,077	27,826	*	*	*
CROSS	20,434	20,711	1.4	6,943	119,083	170,291	8,222	24,527	497	57,264	1,493
DALLAS	10,515	9,901	-5.8	3,647	48,445	89,560	9,046	24,557	143	483	642
DESHA	19,760	18,429	-6.7	6,408	103,053	151,681	8,231	23,671	427	53,691	612
DREW	17,910	18,583	3.8	6,674	82,733	165,943	8,930	24,864	424	16,829	2,755
FAULKNER	46,192	55,661	20.5	19,368	295,031	535,734	9,625	27,661	1,169	5,031	16,729
Conway	20,375	24,550	20.5	8,234	145,197	246,559	10,043	29,944	*	*	*
FRANKLIN	14,705	16,977	15.5	6,218	82,283	144,935	8,537	23,309	739	1,577	42,235
FULTON	9,975	10,974	10.0	4,269	44,019	83,927	7,648	19,660	828	230	11,934
GARLAND	69,916	79,647	13.9	33,027	428,941	807,248	10,135	24,442	372	403	11,019
Hot Springs	35,166	38,522	9.5	16,468	207,986	346,234	8,988	21,025	*	*	*
GRANT	13,008	13,882	6.7	4,964	64,629	134,098	9,660	27,014	255	304	2,871
GREENE	30,744	32,262	4.9	12,257	190,437	272,542	8,448	22,236	917	35,015	2,444
Paragould	15,214	16,393	7.7	6,576	108,839	153,155	9,343	23,290	*	*	*
HEMPSTEAD	23,635	22,836	-3.4	8,550	134,286	210,537	9,220	24,624	834	3,495	82,977
Hope	10,290	10,628	3.3	3,972	64,475	100,046	9,413	25,188	*	*	*
HOT SPRING	26,819	28,029	4.5	10,493	151,303	250,638	8,942	23,886	512	645	5,404
Malvern	10,163	10,388	2.2	4,088	71,141	96,095	9,251	23,507	*	*	*
HOWARD	13,459	13,980	3.9	5,234	80,544	126,707	9,063	24,208	674	453	49,397
INDEPENDENCE	30,147	33,980	12.7	12,789	181,228	308,716	9,085	24,139	976	12,489	30,039
Batesville	8,263	9,388	13.6	3,830	55,558	89,960	9,582	23,488	*	*	*
IZARD	10,768	11,786	9.5	4,887	55,521	103,824	8,809	21,245	679		
JACKSON	21,646	20,611	-4.8	7,699	129,481	179,242	8,696	23,281	475	54,810	2,120
Newport	8,339	8,170	-2.0	3,126	53,176	75,385	9,227	24,112	*	*	*
JEFFERSON	90,718	87,120	-4.0	30,524	641,211	838,353	9,623	27,465	497	51,480	1,657
Pine Bluff	56,576	53,119	-6.1	19,236	428,181	509,374	9,589	26,480	*	*	*
JOHNSON	17,423	19,581	12.4	7,437	91,120	169,236	8,643	22,756	663	1,331	17,182
LAFAYETTE	10,213	9,901	-3.1	3,549	52,237	78,839	7,963	22,214	277	9,062	18,894
LAWRENCE	18,447	18,817	2.0	7,161	103,936	142,612	7,579	19,915	781	35,164	3,255
LEE	15,539	14,269	-8.2	4,688	59,446	82,763	5,800	17,654	512	50,912	640
LINCOLN	13,369	12,179	-8.9	3,636	59,452	86,778	7,125	23,866	420	29,645	7,442
LITTLE RIVER	13,952	13,558	-2.8	4,777	96,443	132,056	9,740	27,644	413	4,888	7,777
LOGAN	20,144	22,596	12.2	8,273	100,312	184,048	8,145	22,247	1,058	1,700	27,042
LONOKE	34,518	38,036	10.2	13,028	200,348	342,738	9,011	26,308	984	62,514	25,325
MADISON	11,373	12,668	11.4	4,699	52,807	98,500	7,775	20,962	1,232	601	58,530
MARION	11,334	13,251	16.9	5,183	59,280	116,965	8,827	22,567	570	130	8,217
MILLER	37,766	39,333	4.1	14,590	218,588	346,006	8,797	23,715	515	9,667	19,023
Texarkana, Ark.-											
Texarkana, Tex.	52,730	56,044	6.3	22,259	272,866	603,409	10,767	27,109	*	*	*
MISSISSIPPI	59,517	53,276	-10.5	18,274	302,226	432,043	8,110	23,642	727	93,502	697
Blytheville	24,314	21,794	-10.4	7,274	137,351	192,762	8,845	26,500	*	*	*
MONROE	14,052	12,177	-13.4	4,401	69,948	91,593	7,522	20,812	369	38,357	1,786
MONTGOMERY	7,771	8,329	7.2	3,206	38,199	61,537	7,388	19,194	443	111	15,401
NEVADA	11,097	10,721	-3.4	3,957	55,400	92,363	8,615	23,342	501	955	30,132
NEWTON	7,756	8,329	7.4	2,999	30,847	53,727	6,451	17,915	582	56	4,372

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ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
OUACHITA	30,541	33,544	9.8	12,753	152,499	305,060	9,094	23,921	259	409	7,254
Camden	15,356	16,877	9.9	6,621	82,807	158,755	9,407	23,977	*	*	*
PERRY	7,266	7,958	9.5	2,911	31,708	62,572	7,863	21,495	381	1,858	9,148
PHILLIPS	34,772	31,012	-10.8	10,523	153,140	218,642	7,050	20,778	544	62,720	2,189
Helena	9,598	8,688	-9.5	3,124	46,219	63,377	7,295	20,287	*	*	*
West Helena	11,367	10,446	-8.1	3,568	59,304	85,725	8,206	24,026	*	*	*
PIKE	10,373	10,175	-1.9	3,874	54,343	88,074	8,656	22,735	417	1,212	19,137
POINSETT	27,032	24,546	-9.2	8,898	156,153	216,154	8,806	24,292	641	80,293	925
POLK	17,007	18,490	8.7	7,168	86,488	142,475	7,706	19,877	840	197	50,100
Mena	5,154	5,133	-.4	2,181	30,663	40,118	7,816	18,394	*	*	*
POPE	39,003	45,614	16.9	16,490	239,459	446,923	9,798	27,103	909	2,658	52,951
Russellville	14,000	18,729	33.8	6,796	101,070	195,650	10,446	28,789	*	*	*
PRAIRIE	10,140	9,515	-6.2	3,540	54,550	80,107	8,419	22,629	489	49,435	5,966
PULASKI	340,613	362,755	6.5	137,346	2,869,279	4,371,305	12,050	31,827	529	15,078	2,820
Jacksonville	27,589	30,624	11.0	9,873	198,222	295,328	9,644	29,913	*	*	*
Little Rock	167,846	176,389	5.1	69,814	1,440,126	2,168,057	12,291	31,055	*	*	*
North Little Roc.	64,419	66,057	2.5	25,819	573,919	877,063	13,277	33,970	*	*	*
RANDOLPH	16,834	16,577	-1.5	6,189	96,334	145,467	8,775	23,504	760	14,618	9,558
ST. FRANCIS	30,858	28,827	-6.6	9,663	142,527	213,603	7,410	22,105	472	30,447	851
Forrest City	13,803	12,954	-6.2	4,398	76,506	111,420	8,601	25,334	*	*	*
SALINE	52,881	60,168	13.8	20,659	370,831	696,191	11,571	33,699	421	671	2,204
Benton	17,437	18,985	8.9	6,991	137,707	234,638	12,359	33,563	*	*	*
SCOTT	9,685	11,058	14.2	4,196	42,926	75,784	6,853	18,061	661	124	22,044
SEARCY	8,847	9,344	5.6	3,614	38,584	65,785	7,040	18,203	710	226	8,929
SEBASTIAN	94,930	100,207	5.6	39,052	694,528	1,136,821	11,345	29,110	814	2,085	12,812
Fort Smith	71,384	74,201	3.9	29,775	568,028	887,844	11,965	29,818	*	*	*
SEVIER	14,060	14,452	2.8	5,425	78,287	128,550	8,895	23,696	567	472	34,902
De Queen	4,394	4,855	5.7	1,900	31,529	46,299	9,536	24,368	*	*	*
SHARP	14,607	16,328	11.8	6,589	80,645	141,418	8,661	21,463	549	459	7,283
STONE	9,022	10,506	16.4	4,015	37,968	75,884	7,223	18,900	558	80	17,114
UNION	49,988	49,887	-.2	19,249	275,889	492,062	9,864	25,563	390	157	30,422
El Dorado	25,270	25,806	2.1	11,125	167,589	285,241	11,053	25,640	*	*	*
VAN BUREN	13,357	15,930	19.3	6,153	65,602	136,843	8,590	22,240	579	293	15,100
WASHINGTON	99,735	109,967	10.3	41,720	677,300	1,207,711	10,982	28,948	2,784	3,845	202,341
Fayetteville	36,604	41,433	13.2	15,840	272,801	448,950	10,836	28,343	*	*	*
Springdale	23,458	25,315	7.9	9,583	182,052	322,955	12,757	33,701	*	*	*
WHITE	50,835	55,678	9.5	19,879	304,869	478,659	8,597	24,079	1,651	24,186	32,446
Searcy	13,612	14,490	6.5	4,916	103,285	146,649	10,121	29,831	*	*	*
WOODRUFF	11,222	10,275	-8.4	3,827	57,336	79,651	7,752	20,813	325	42,414	333
YELL	17,026	18,490	8.6	7,064	95,725	157,813	8,535	22,340	953	3,816	44,201

FARM PRODUCTS: From 1982 U.S. Census of Agriculture; U.S.D. of A., Economic Research Service Bulletin indicates State of Arkansas 1985 Cash Receipts as follows: From Crops $1,706,201,000; from Livestock & Livestock Products $1,745,195,000; Total $3,451,396,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	23,668,562	27,852,576	17.7	10,538,402	217,032,193	398,358,597	14,302	37,801	82,463	8,158,495	4,331,207
METROPOLITAN STATISTICAL AREAS											
Anaheim-Santa Ana, Ca	1,931,570	2,287,668	18.4	841,773	22,981,077	38,386,168	16,780	45,602	574	140,068	11,012
Bakersfield, Ca	403,089	505,365	25.4	182,354	3,919,517	6,301,099	12,468	34,554	2,133	946,668	127,393
Chico, Ca	143,851	181,126	25.9	73,806	1,129,297	1,868,292	10,315	25,314	1,785	137,270	14,475
Fresno, Ca	515,013	623,353	21.0	224,191	4,851,655	6,630,954	10,638	29,577	7,394	1,110,175	385,459
Los Angeles-Long Beach, Ca	7,477,657	8,365,559	11.9	3,169,792	47,492,956	115,817,096	13,845	36,538	2,331	167,061	52,242
Merced, Ca	134,560	169,910	26.3	58,519	1,337,665	1,675,856	9,863	28,638	2,951	252,496	402,021
Modesto, Ca	265,902	335,548	26.2	123,656	2,287,368	3,540,912	10,553	28,635	4,611	232,539	322,877
Oakland, Ca	1,762,631	1,989,832	12.9	781,710	18,100,945	32,509,242	16,338	41,587	1,701	84,122	33,638
Oxnard-Ventura, ..	529,899	632,634	19.4	214,596	5,972,235	9,845,015	15,562	45,877	2,064	348,431	54,906
Redding, Ca	115,715	143,187	23.7	55,244	940,199	1,503,765	10,502	27,220	990	14,430	13,227
Riverside-San Bernardino, Ca	1,557,080	2,076,478	33.4	766,018	13,016,870	24,045,658	11,580	31,390	5,980	340,432	757,889
Sacramento, Ca	1,099,814	1,366,294	24.2	537,266	13,787,976	19,745,817	14,452	36,752	4,871	272,526	1 1,432
Salinas-Seaside-Monterey, Ca	290,444	337,309	16.1	115,950	2,954,539	4,325,132	12,822	37,302	1,347	623,476	114,345
San Diego, Ca	1,861,846	2,304,079	23.8	860,327	17,902,595	32,863,283	14,263	38,199	6,180	263,547	129,127
San Francisco, Ca	1,490,090	1,629,897	9.4	699,894	16,868,134	28,926,626	17,748	41,330	603	73,134	38,109
San Jose, Ca	1,295,071	1,462,196	12.9	537,653	15,772,758	28,132,978	19,240	52,326	1,518	79,774	30,856
Santa Barbara-Santa Maria-Lompoc, Ca	298,660	352,178	17.9	133,548	3,171,566	5,146,986	14,615	38,540	1,524	184,362	43,579

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 88	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Santa Cruz, Ca	188,141	228,047	21.2	89,947	1,741,446	3,314,528	14,534	36,850	820	100,404	6,852
Santa Rosa-Petaluma, Ca	299,827	361,461	20.6	143,387	3,193,044	5,347,263	14,793	37,293	3,073	70,699	112,219
Stockton, Ca	347,342	455,677	31.2	171,007	3,602,292	4,950,706	10,865	28,950	4,475	364,728	228,499
Vallejo-Fairfield-Napa, Ca	334,402	401,481	20.1	146,662	4,469,270	6,361,196	15,844	43,373	1,997	142,840	22,650
Visalia-Tulare-Porterville, Ca	245,751	302,365	23.0	103,208	2,435,115	3,330,906	11,016	32,274	5,568	599,123	363,866
Yuba City, Ca	101,979	118,900	16.6	43,966	765,654	1,183,687	9,955	26,923	1,912	223,951	22,968
COUNTIES, Cities											
ALAMEDA	1,105,379	1,229,246	11.2	491,590	10,723,599	19,320,577	15,717	39,302	739	46,735	12,391
Alameda	63,852	74,853	17.2	32,610	670,818	1,272,879	17,005	39,033	*	*	*
Dublin	13,496	16,455	21.9	5,004	220,541	290,979	17,683	58,149	*	*	*
Fremont	131,945	155,388	17.8	53,598	1,391,053	2,627,901	16,912	49,030	*	*	*
Hayward	94,342	103,799	10.0	39,488	882,230	1,602,315	15,437	40,577	*	*	*
Livermore	48,349	55,676	15.2	19,168	493,682	927,149	16,653	48,370	*	*	*
Newark	32,126	38,100	18.6	11,226	277,793	566,856	14,878	50,495	*	*	*
Oakland	339,288	362,966	7.0	160,832	3,004,820	5,140,110	14,161	31,959	*	*	*
Pleasanton	35,160	42,850	21.9	14,224	403,400	768,263	17,929	54,012	*	*	*
ALPINE	1,097	1,391	26.8	538	8,907	16,656	11,974	30,959	5		
AMADOR	19,314	25,696	33.0	10,424	169,286	283,535	11,034	27,200	359	2,110	5,409
BUTTE	143,851	181,126	25.9	73,806	1,129,297	1,868,292	10,315	25,314	1,785	137,270	14,475
Chico	26,601	33,358	25.4	13,278	205,017	306,035	9,174	23,048	*	*	*
Oroville	8,683	11,275	29.9	5,084	73,887	119,268	10,578	23,459	*	*	*
CALAVERAS	20,710	31,198	50.6	12,637	175,423	346,910	11,120	27,452	405	602	5,581
COLUSA	12,791	16,123	26.0	6,172	107,147	184,961	11,472	29,968	662	116,034	4,884
Colusa	4,075	4,577	12.3	1,697	44,353	53,893	11,775	31,758	*	*	*
CONTRA COSTA	657,252	760,586	15.7	290,120	7,377,346	13,188,665	17,340	45,459	962	37,387	21,247
Antioch	43,559	51,623	18.5	18,826	421,613	772,644	14,967	41,041	*	*	*
Martinez	22,582	27,779	23.0	10,844	246,445	470,416	16,934	43,380	*	*	*
Pinole	14,253	15,438	8.3	5,471	147,472	266,290	17,249	48,673	*	*	*
Pittsburg	33,034	43,464	31.6	15,642	276,474	585,286	13,466	37,418	*	*	*
San Ramon Walnut Creek	53,643	61,848	15.3	28,047	811,287	1,368,645	22,129	48,798	*	*	*
DEL NORTE	18,217	19,435	6.7	7,549	127,499	186,728	9,608	24,735	119	6,405	4,374
EL DORADO	85,812	118,716	38.3	46,705	805,071	1,446,820	12,187	30,978	721	2,845	3,914
South Lake Tah	20,681	24,991	20.8	12,393	249,093	269,260	10,774	21,727	*	*	*
FRESNO	515,013	623,353	21.0	224,191	4,851,655	6,630,954	10,638	29,577	7,394	1,110,175	385,459
Fresno	242,392	296,828	22.5	114,831	2,171,071	3,100,461	10,445	27,000	*	*	*
GLENN	21,350	24,361	14.1	9,148	169,357	253,166	10,392	27,674	1,125	86,187	40,997
HUMBOLDT	108,024	117,237	8.5	46,662	777,740	1,235,214	10,536	26,472	876	4,431	38,055
Eureka	24,153	25,500	5.6	10,735	184,642	269,357	10,563	25,091	*	*	*
IMPERIAL	92,110	110,646	20.1	35,257	943,183	867,089	7,837	24,593	797	353,458	388,363
Brawley	14,946	18,402	23.1	5,620	149,060	136,891	7,439	24,358	*	*	*
El Centro	23,996	28,816	20.1	9,343	292,320	262,771	9,119	28,125	*	*	*
INYO	17,895	19,267	7.7	8,082	150,253	217,584	11,293	26,922	97	982	3,756
KERN	403,089	505,365	25.4	182,354	3,919,517	6,301,099	12,468	34,554	2,133	946,668	127,393
Bakersfield	105,735	144,032	36.2	54,234	1,205,022	2,004,614	13,918	36,962	*	*	*
Ridgecrest	15,929	29,566	85.6	11,540	178,032	406,441	13,747	35,220	*	*	*
Taft	5,316	6,384	20.1	2,668	58,965	85,029	13,319	31,870	*	*	*
KINGS	73,738	87,840	19.1	29,133	617,845	797,501	9,079	27,374	1,187	341,697	136,715
Hanford	20,958	25,962	23.9	9,415	215,039	269,177	10,368	28,590	*	*	*
LAKE	36,366	54,452	49.7	23,642	250,801	495,567	9,101	20,961	824	16,752	2,454
Lakeport	3,675	4,266	16.1	1,493	27,069	42,506	9,964	28,470	*	*	*
LASSEN	21,661	26,094	20.5	9,350	165,848	264,487	10,136	28,287	418	7,450	11,127
LOS ANGELES	7,477,657	8,365,559	11.9	3,169,792	47,492,956	115,817,096	13,845	36,538	2,331	167,061	52,242
Arcadia	45,994	49,492	7.6	19,925	604,930	953,324	19,262	47,846	*	*	*
Baldwin Park	50,554	61,039	20.7	17,229	219,529	432,606	7,087	25,109	*	*	*
Bell	25,450	29,850	17.3	10,796	164,254	284,317	9,525	26,335	*	*	*
Covina	33,751	42,121	24.8	15,650	321,350	621,293	14,750	39,699	*	*	*
Glendale	139,060	155,819	12.1	68,682	1,446,256	2,476,278	15,892	36,054	*	*	*
Glendora	38,500	42,493	10.4	14,504	299,884	632,380	14,882	43,600	*	*	*
Hermosa Beach	18,070	19,423	7.5	10,294	220,324	381,285	19,631	37,040	*	*	*
Long Beach	361,334	397,974	10.1	174,888	3,303,432	5,719,515	14,372	32,704	*	*	*
Los Angeles	2,966,763	3,273,566	10.3	1,304,800	26,522,949	44,834,371	13,696	34,361	*	*	*
Manhattan Beac	31,542	34,222	8.5	14,782	428,140	793,618	23,190	53,688	*	*	*
Palmdale	12,277	23,930	94.9	9,655	81,037	337,892	14,120	34,997	*	*	*
Pasadena	118,072	132,268	12.0	55,833	1,174,139	1,967,055	14,872	35,231	*	*	*
Pomona	92,742	113,757	22.7	39,210	649,909	1,193,279	10,490	30,433	*	*	*
Quartz Hill											
Redondo Beach	57,102	64,168	12.4	28,899	644,979	1,228,698	19,148	42,517	*	*	*
San Fernando	17,731	20,084	13.3	6,218	108,912	191,128	9,516	30,738	*	*	*
San Fernando Valley	1,281,595	1,414,729	10.4	509,283	10,740,600	13,650,141	9,649	26,803	*	*	*
San Gabriel Valley	263,315	311,182	18.2	101,966	2,087,623	3,479,367	11,181	34,123	*	*	*
San Pedro	62,108	70,161	13.0	25,785	218,721				*	*	*
Santa Monica	88,314	95,661	8.3	49,987	1,026,478	1,779,684	18,604	35,603	*	*	*
South Bay	567,177	619,829	9.3	243,079	5,418,874	8,629,548	13,922	35,501	*	*	*
Torrance	131,497	137,871	4.8	54,006	1,483,493	2,558,724	18,559	47,379	*	*	*
West Covina	80,094	96,368	20.3	32,674	811,170	1,485,086	15,411	45,452	*	*	*
Whittier	68,872	73,330	6.5	29,147	727,374	1,145,626	15,623	39,305	*	*	*

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CALIFORNIA POPULATION
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METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 88	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MADERA	63,116	82,851	31.3	28,639	571,837	804,872	9,715	28,104	1,704	191,064	85,716
Madera	21,732	27,237	25.3	9,150	205,598	261,276	9,593	28,555	*	*	*
MARIN	222,952	232,970	4.5	96,618	2,984,275	4,791,188	20,566	49,589	274	2,117	36,322
San Rafael	44,700	46,363	3.7	19,904	591,196	895,733	19,320	45,003	*	*	*
MARIPOSA	11,108	14,963	34.7	5,888	84,192	146,953	9,821	24,958	250	45	8,350
MENDOCINO	66,738	78,799	18.1	30,725	477,370	786,782	9,985	25,607	1,084	22,747	8,421
Ukiah	12,035	13,952	15.9	5,070	88,576	138,719	9,943	27,361	*	*	*
MERCED	134,560	169,910	26.3	58,519	1,337,665	1,675,856	9,863	28,638	2,951	252,496	402,901
Merced	36,499	49,090	34.5	18,250	405,776	508,199	10,352	27,847	*	*	*
MODOC	8,610	10,474	21.6	4,003	69,376	104,535	9,980	26,114	536	25,390	20,439
MONO	8,577	8,868	3.4	3,690	78,389	118,597	13,374	32,140	70	3,014	4,219
MONTEREY	290,444	337,309	16.1	115,950	2,954,539	4,325,132	12,822	37,302	1,347	623,476	114,345
Monterey	27,558	29,802	8.1	12,654	341,259	463,410	15,550	36,622	*	*	*
Salinas	80,479	94,123	17.0	32,112	823,797	1,132,215	12,029	35,258	*	*	*
NAPA	99,199	112,205	13.1	43,524	1,444,392	1,954,984	17,423	44,917	1,087	60,270	8,057
Napa	50,879	60,029	18.0	22,944	733,796	974,903	16,241	42,491	*	*	*
NEVADA	51,645	76,686	48.5	30,959	458,422	886,607	11,562	28,638	363	585	3,233
Grass Valley	6,697	9,569	42.9	4,080	70,810	68,451	7,153	16,777	*	*	*
Nevada City	2,431	2,840	16.8	1,133	23,562	33,337	11,738	29,425	*	*	*
ORANGE	1,931,570	2,287,668	18.4	841,773	22,981,077	38,386,168	16,780	45,602	574	140,068	11,/ 12
Anaheim	219,494	256,356	16.8	96,272	2,504,906	4,130,432	16,112	42,904	*	*	*
Brea	27,913	35,297	26.5	13,962	406,207	714,090	20,231	51,145	*	*	*
Costa Mesa	82,291	92,720	12.7	37,607	963,847	1,583,073	17,074	42,095	*	*	*
Huntington Beac	170,505	198,809	16.6	73,185	1,672,059	1,910,411	9,609	26,104	*	*	*
La Habra	45,232	50,663	12.0	18,980	527,873	840,064	16,581	44,260	*	*	*
Newport Beach	63,475	71,724	13.0	35,277	1,255,559	1,923,415	26,817	54,523	*	*	*
San Clemente	27,325	33,315	21.9	15,901	376,994	675,657	20,281	42,491	*	*	*
Santa Ana	204,023	247,589	21.4	80,347	1,761,172	3,122,253	12,611	38,860	*	*	*
PLACER	117,247	153,482	30.9	58,002	1,417,229	2,159,009	14,067	37,223	1,335	11,996	21,110
Auburn	7,540	9,339	23.9	3,565	91,687	126,286	13,522	35,424	*	*	*
Roseville	24,347	32,452	33.3	10,729	258,703	382,058	11,773	35,610	*	*	*
PLUMAS	17,340	20,301	17.1	8,040	149,450	219,170	10,796	27,260	112	1,114	3,106
RIVERSIDE	663,923	905,443	36.4	344,847	5,605,520	10,523,084	11,622	30,515	3,907	306,859	312,323
Banning	14,020	18,037	28.7	6,779	100,491	175,601	9,736	25,904	*	*	*
Beaumont	6,818	8,062	18.2	2,870	66,138	88,865	11,023	30,963	*	*	*
Corona	37,791	49,530	31.1	13,978	283,296	498,031	10,055	35,630	*	*	*
Hemet	24,511	30,745	25.4	14,376	184,103	335,922	10,926	23,367	*	*	*
Indio	21,611	29,954	38.6	9,420	168,829	313,579	10,469	33,289	*	*	*
Palm Springs	32,366	42,522	31.4	27,355	560,999	923,991	21,730	33,778	*	*	*
Palm Desert	11,801	17,452	47.9	12,768	134,566	218,436	12,516	17,108	*	*	*
Riverside	170,591	208,616	22.3	66,933	1,401,141	2,255,128	10,810	33,692	*	*	*
SACRAMENTO	783,381	962,274	22.8	382,739	10,292,287	14,464,002	15,031	37,791	1,845	75,660	76,755
Sacramento	275,741	331,950	20.4	142,987	3,437,529	4,486,231	13,515	31,375	*	*	*
SAN BENITO	25,005	32,767	31.0	10,734	224,466	346,021	10,560	32,236	645	47,990	27,134
Hollister	11,488	16,476	43.4	5,455	100,744	175,809	10,671	32,229	*	*	*
SAN BERNARDIN	893,157	1,171,035	31.1	421,171	7,411,350	13,522,574	11,548	32,107	2,073	33,573	445,566
Barstow	17,690	22,001	24.4	7,231	151,575	262,692	11,940	36,329	*	*	*
Fontana	39,582	53,772	35.8	17,509	285,652	553,758	10,298	31,627	*	*	*
Ontario	88,820	120,784	36.0	36,884	652,336	1,223,835	10,132	33,181	*	*	*
Redlands	43,619	55,549	27.4	18,897	407,689	688,760	12,399	36,448	*	*	*
San Bernardino	118,794	144,576	21.7	49,033	839,845	1,365,688	9,446	27,852	*	*	*
Upland	47,647	60,210	26.4	20,337	485,880	819,859	13,617	40,314	*	*	*
Victorville	14,220	22,234	56.4	8,266	195,061	228,024	10,256	27,586	*	*	*
SAN DIEGO	1,861,846	2,304,079	23.8	860,327	17,902,595	32,863,283	14,263	38,199	6,180	263,547	129,127
El Cajon	73,892	91,444	23.8	35,927	707,662	1,228,754	13,437	34,201	*	*	*
Escondido	64,355	86,451	34.3	35,492	588,497	1,146,774	13,265	32,311	*	*	*
Oceanside	76,698	103,435	34.9	42,582	721,217	1,438,797	13,910	33,789	*	*	*
San Diego	875,504	1,062,621	21.4	400,292	8,446,007	14,922,776	14,043	37,280	*	*	*
Vista	35,834	48,164	34.4	19,398	342,189	655,884	13,618	33,812	*	*	*
SAN FRANCISCO	678,974	762,411	12.3	350,314	6,922,443	12,290,034	16,120	35,083	7	1,452	*
San Francisco	678,974	762,411	12.3	350,314	6,922,107	12,290,034	16,120	35,083	*	*	*
SAN JOAQUIN	347,342	455,677	31.2	171,007	3,602,292	4,950,706	10,865	28,950	4,475	364,728	228,499
Lodi	35,221	45,680	29.7	18,405	410,670	534,194	11,694	29,024	*	*	*
Manteca	24,925	35,876	43.9	12,638	286,468	411,026	11,457	32,523	*	*	*
Stockton	149,779	197,683	32.0	77,537	1,566,448	2,110,174	10,675	27,215	*	*	*
SAN LUIS OBISPO	155,345	205,476	32.3	80,607	1,575,584	2,453,706	11,942	30,440	1,754	87,401	47,259
Paso Robles	9,163	15,002	63.7	5,947	89,640	181,876	12,123	30,585	*	*	*
San Luis Obispo	34,252	39,703	15.9	15,304	361,981	453,704	11,427	29,646	*	*	*
SAN MATEO	588,164	634,516	7.9	252,962	6,961,416	11,845,404	18,668	46,827	322	69,565	1,787
Redwood City	54,965	57,814	5.2	24,905	605,857	1,022,620	17,688	41,061	*	*	*
San Mateo	77,640	82,278	6.0	36,596	990,336	1,658,070	20,152	45,307	*	*	*
SANTA BARBARA	298,660	352,178	17.9	133,548	3,171,566	5,146,986	14,615	38,540	1,524	184,362	43,579
Lompoc	26,267	31,673	20.6	11,770	248,352	395,858	12,498	33,633	*	*	*
Santa Barbara	74,542	82,982	11.3	37,402	857,151	1,311,428	15,804	35,063	*	*	*
Santa Maria	39,685	51,332	29.3	19,200	386,637	623,248	12,142	32,461	*	*	*
SANTA CLARA	1,295,071	1,462,196	12.9	537,653	15,772,758	28,132,978	19,240	52,326	1,518	79,774	30,856
Gilroy	21,641	28,342	31.0	9,514	213,491	430,290	15,182	45,227	*	*	*
Palo Alto	55,225	58,076	5.2	25,134	854,998	1,375,663	23,687	54,733	*	*	*
San Jose	629,546	738,577	17.3	258,621	7,008,297	13,225,702	17,907	51,139	*	*	*
Saratoga	29,261	30,987	5.9	10,172	448,317	597,757	19,291	58,765	*	*	*
SANTA CRUZ	188,141	228,047	21.2	89,947	1,741,446	3,314,528	14,534	36,850	820	100,404	6,852
Santa Cruz	41,483	48,161	16.1	19,033	357,341	618,241	12,837	32,483	*	*	*
Watsonville	23,663	28,455	20.3	9,677	202,125	356,187	12,518	36,808	*	*	*
SHASTA	115,715	143,187	23.7	55,244	940,199	1,503,765	10,502	27,220	990	14,430	13,227
Redding	41,995	55,917	33.2	22,427	368,708	617,721	11,047	27,544	*	*	*
SIERRA	3,073	3,809	24.0	1,703	25,060	44,453	11,671	26,103	61	402	2,242
SISKIYOU	39,732	46,050	15.9	18,209	298,769	468,648	10,177	25,737	796	33,653	25,959
Yreka City	5,916	7,252	22.6	2,792	58,869	77,872	10,738	27,891	*	*	*

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
SOLANO	235,203	289,276	23.0	103,138	3,024,878	4,406,212	15,232	42,722	910	82,570	14,593
Fairfield	58,099	69,763	20.1	22,674	695,739	945,245	13,549	41,688	*	*	*
Sui Sun	11,087	17,936	61.8	5,891	130,483	241,359	13,457	40,971	*	*	*
Vacaville	43,367	53,900	24.3	19,019	457,374	836,046	15,511	43,958	*	*	*
Vallejo	80,188	94,655	18.0	35,611	1,059,317	1,414,871	14,948	39,731	*	*	*
SONOMA	299,827	361,461	20.6	143,387	3,193,044	5,343,267	14,793	37,293	3,073	70,699	112,219
Petaluma	33,834	40,192	18.8	14,263	369,758	589,778	14,674	41,350	*	*	*
Santa Rosa	83,205	101,719	22.3	41,161	971,275	1,500,841	14,755	36,463	*	*	*
STANISLAUS	265,902	335,548	26.2	123,656	2,287,368	3,540,912	10,553	28,635	4,611	232,539	322,877
Modesto	106,105	140,324	32.3	53,290	1,054,320	1,609,532	11,470	30,203	*	*	*
Turlock	26,291	36,490	38.8	14,547	247,149	385,426	10,563	26,495	*	*	*
SUTTER	52,246	63,463	21.5	23,749	438,359	704,413	11,100	29,661	1,283	159,380	7,315
Yuba City	18,736	23,046	23.0	9,972	176,141	278,495	12,084	27,928	*	*	*
TEHAMA	38,888	49,043	26.1	19,109	297,484	476,336	9,713	24,927	1,424	36,470	45,583
Corning	4,745	5,609	18.2	2,135	45,887	54,632	9,740	25,589	*	*	*
Red Bluff	9,490	12,410	30.8	4,776	79,754	125,533	10,115	26,284	*	*	*
TRINITY	11,858	14,271	20.3	5,635	93,795	144,408	10,119	25,627	134	63	
TULARE	245,751	302,365	23.0	103,208	2,435,115	3,330,906	11,016	32,274	5,568	599,123	363,266
Porterville	19,707	26,149	32.7	8,998	207,136	281,514	10,766	31,286	*	*	*
Tulare	22,475	28,443	26.6	9,771	233,263	313,859	11,035	32,121	*	*	*
Visalia	49,729	63,100	26.9	23,348	571,208	719,003	11,395	30,795	*	*	*
TUOLUMNE	33,920	43,934	29.5	17,393	270,537	454,946	10,355	26,157	254	193	7,310
Sonora	3,239	4,322	33.4	1,366	28,490	44,914	10,392	32,880	*	*	*
VENTURA	529,899	632,634	19.4	214,596	5,972,235	9,845,015	15,562	45,877	2,064	348,431	54,906
Camarillo	37,732	47,186	25.1	17,389	512,900	551,126	11,680	31,694	*	*	*
Oxnard	108,195	132,234	22.2	41,958	999,112	1,646,248	12,450	39,236	*	*	*
Port Hueneme	17,803	21,093	18.5	7,870	180,575	309,632	14,679	39,343	*	*	*
San Santa Paula	20,552	23,134	12.6	7,865	185,521	304,426	13,159	38,706	*	*	*
Simi Valley	77,500	90,914	17.3	25,990	842,901	1,409,063	15,499	54,216	*	*	*
Thousand Oaks	77,797	102,995	32.4	36,223	1,381,976	1,964,646	19,075	54,238	*	*	*
Ventura	74,474	89,518	20.2	36,055	989,580	1,537,314	17,173	42,638	*	*	*
YOLO	113,374	131,822	16.3	49,820	1,273,389	1,675,986	12,714	33,641	970	182,025	9,653
Davis	36,640	43,025	17.4	16,799	464,996	562,901	13,083	33,508	*	*	*
Woodland	30,235	36,529	20.8	13,359	357,590	489,511	13,401	36,643	*	*	*
YUBA	49,733	55,437	11.5	20,217	327,295	479,274	8,645	23,706	629	64,371	15,653
Marysville	9,898	10,968	10.8	4,817	90,005	124,377	11,340	25,820	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of California 1985 Cash Receipts as follows: From Crops $9,647,718,000; from Livestock & Livestock Products $4,223,110,000; Total $13,870,828,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,888,834	3,396,403	17.6	1,287,054	24,064,879	46,235,923	13,613	35,924	27,111	847,277	2,092,482
METROPOLITAN STATISTICAL AREAS											
Boulder-Longmont, Co	189,625	231,075	21.9	87,383	1,568,715	3,398,658	14,708	38,894	761	12,799	34,033
Colorado Springs, Co	309,424	389,821	26.0	141,530	2,617,014	4,920,761	12,623	34,768	760	6,462	18,643
Denver, Co	1,427,855	1,680,679	17.7	649,263	12,431,965	26,267,277	15,629	40,457	1,976	71,286	70,758
Fort Collins-Loveland, Co	149,184	188,419	26.3	71,515	1,367,228	2,305,666	12,237	32,240	1,129	17,345	68,979
Greeley, Co	123,438	142,931	15.8	51,886	1,007,945	1,475,566	10,324	28,439	3,059	123,824	705,356
Pueblo, Co	125,972	129,288	2.6	47,809	758,045	1,108,553	8,574	23,187	630	10,298	26,039
COUNTIES, Cities											
ADAMS	245,944	288,643	17.4	102,401	1,838,154	3,787,787	13,123	36,990	763	41,331	54,914
ALAMOSA	11,799	12,591	6.7	4,633	75,991	110,345	8,764	23,817	306	18,887	3,592
Alamosa	6,830	7,207	5.5	2,606	45,470	62,648	8,693	24,040	*	*	*
ARAPAHOE	293,621	412,377	40.4	154,851	2,889,250	7,016,170	17,014	45,309	301	11,435	13,579
ARCHULETA	3,664	5,589	52.5	1,946	23,294	45,169	8,082	23,211	128	221	6,824
BACA	5,419	4,852	-10.5	1,914	34,842	45,160	9,308	23,595	643	21,067	39,835
BENT	5,945	5,688	-4.3	2,036	33,820	51,931	9,130	25,506	301	8,501	29,844
BOULDER	189,625	231,075	21.9	87,383	1,568,715	3,398,658	14,708	38,894	761	12,799	34,033
Boulder	76,685	83,574	9.0	31,713	612,453	1,160,027	13,880	36,579	*	*	*
Longmont	42,942	55,002	28.1	20,115	331,302	721,247	13,113	35,856	*	*	*
CHAFFEE	13,227	12,579	-4.9	4,682	103,231	132,238	10,513	28,244	135	828	2,903
Salida	4,870	4,410	-9.5	1,658	35,670	45,562	10,332	27,480	*	*	*
CHEYENNE	2,153	2,437	13.2	919	16,612	22,284	9,144	24,248	307	19,754	16,928

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COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CLEAR CREEK	7,308	7,548	3.3	3,077	79,362	118,133	15,651	38,392	7		
CONEJOS	7,794	7,919	1.6	2,450	30,652	40,300	5,089	16,449	435	8,864	16,350
COSTILLA	3,071	3,605	17.4	1,243	13,074	19,132	5,307	15,392	192	10,140	1,502
CROWLEY	2,988	3,376	13.0	1,337	16,854	24,446	7,241	18,284	218	4,472	85,431
CUSTER	1,528	2,019	32.1	748	10,042	15,349	7,602	20,520	130	645	4,523
DELTA	21,225	25,354	19.5	9,775	133,252	212,796	8,393	21,769	937	11,559	13,815
DENVER	491,396	484,052	-1.5	213,844	4,047,226	7,364,127	15,214	34,437	36	2,709	60
Denver	491,396	484,052	-1.5	213,844	4,047,226	7,364,127	15,214	34,437	*	*	*
DOLORES	1,658	1,569	-5.4	592	11,622	14,819	9,445	25,032	152	3,849	1,891
DOUGLAS	25,153	43,297	72.1	14,027	288,281	680,560	15,718	48,518	401	5,311	10,116
Castle Rock	3,921	5,673	44.7	2,067	27,137	90,530	15,958	43,798	*	*	*
EAGLE	13,171	17,744	34.7	7,181	148,809	266,864	15,040	37,163	124	179	5,378
Vail	3,555	5,316	49.5	2,328	24,994	81,168	15,269	34,866	*	*	*
ELBERT	6,850	9,209	34.4	3,160	50,530	101,189	10,988	32,022	611	5,766	19,313
EL PASO	309,424	389,821	26.0	141,530	2,617,014	4,920,761	12,623	34,768	760	6,462	18,643
Colorado Spring	214,821	279,314	30.0	109,033	1,947,943	3,723,689	13,332	34,152	*	*	*
FREMONT	28,676	34,691	21.0	12,764	177,374	296,298	8,541	23,214	368	1,403	5,268
Canon City	13,037	14,436	10.7	5,230	80,720	118,416	8,203	22,642	*	*	*
GARFIELD	22,514	29,200	29.7	11,012	213,803	357,556	12,245	32,470	407	1,920	10,135
Glenwood Sprin	4,637	5,921	27.7	2,507	42,403	74,704	12,617	29,798	*	*	*
GILPIN	2,441	3,493	43.1	1,427	18,435	49,116	14,061	34,419	15		
GRAND	7,475	9,120	22.0	3,519	75,432	114,281	12,531	32,475	138	610	3,468
GUNNISON	10,689	10,443	-2.3	4,101	84,558	123,142	11,792	30,027	170	349	8,791
Gunnison	5,785	5,635	-2.6	1,460	43,872	62,658	11,119	42,916	*	*	*
HINSDALE	408	648	58.8	326	5,703	9,187	14,177	28,181	19		
HUERFANO	6,440	7,044	9.4	2,772	35,846	56,876	8,074	20,518	252	590	7,632
JACKSON	1,863	1,617	-13.2	574	20,394	18,012	11,139	31,380	123	1,629	10,395
JEFFERSON	371,741	452,310	21.7	164,140	3,369,054	7,418,633	16,402	45,197	475	10,500	2,089
KIOWA	1,936	1,832	-5.4	679	13,604	19,634	10,717	28,916	327	14,430	9,199
KIT CARSON	7,599	7,830	3.0	2,966	56,138	77,638	9,915	26,176	763	52,384	91,127
LAKE	8,830	6,374	-27.8	2,200	78,001	84,355	13,234	38,343	17		
Leadville	3,879	3,013	-22.3	1,019	34,398	40,157	13,328	39,408	*	*	*
LA PLATA	27,424	33,975	23.9	12,318	201,948	334,755	9,853	27,176	625	2,264	9,690
Durango	11,649	13,816	18.6	4,215	80,626	123,669	8,951	29,340	*	*	*
LARIMER	149,184	188,419	26.3	71,515	1,367,228	2,305,666	12,237	32,240	1,129	17,345	68,979
Fort Collins	64,632	79,938	23.7	28,314	550,732	866,741	10,843	30,612	*	*	*
Loveland	30,244	38,717	28.0	14,219	265,457	445,363	11,503	31,322	*	*	*
LAS ANIMAS	14,897	14,367	-3.6	5,333	84,820	119,326	8,306	22,375	484	1,149	12,996
Trinidad	9,663	9,031	-6.6	3,080	55,978	75,292	8,337	24,445	*	*	*
LINCOLN	4,663	4,873	4.5	1,940	33,757	50,243	10,310	25,898	466	14,213	34,455
LOGAN	19,800	19,043	-3.8	7,108	149,769	210,403	11,049	29,601	908	33,302	98,087
Sterling	11,385	11,272	-1.0	4,360	92,818	126,119	11,189	28,926	*	*	*
MESA	81,530	98,614	21.0	37,176	660,377	1,092,385	11,077	29,384	1,310	13,893	22,211
Grand Junction	27,956	34,193	22.3	14,652	243,504	367,063	10,735	25,052	*	*	*
MINERAL	804	812	1.0	306	5,825	8,728	10,749	28,523	14	3	197
MOFFAT	13,133	12,971	-1.2	4,652	122,848	175,347	13,518	37,693	296	3,219	10,723
Craig	8,133	11,472	41.1	4,123	76,091	158,363	13 804	38,410	*	*	*
MONTEZUMA	16,510	20,749	25.7	7,453	113,237	187,448	9,034	25,151	622	5,235	5,792
Cortez	7,095	9,325	31.4	3,429	52,708	87,885	9,425	25,630	*	*	*
MONTROSE	24,352	26,140	7.3	9,418	173,714	258,900	9,904	27,490	808	13,110	34,057
Montrose	8,722	11,209	28.5	4,215	68,360	113,508	10,127	26,930	*	*	*
MORGAN	22,513	23,527	4.5	8,642	161,188	246,838	10,492	28,563	846	40,507	126,452
Fort Morgan	8,768	9,333	6.4	3,504	67,742	100,405	10,758	28,654	*	*	*
OTERO	22,567	21,217	-6.0	7,750	126,244	177,821	8,381	22,945	536	15,523	74,790
La Junta	8,338	7,900	-5.3	2,889	51,254	68,606	8,684	22 747	*	*	*
Rocky Ford	4,804	4,410	-8.2	1,620	27,468	36,163	8,200	2 23	*	*	*
OURAY	1,925	2,066	7.3	831	15,540	22,759	11,016	2 387	85	206	2,166
PARK	5,333	7,296	36.8	2,629	45,059	81,493	11,170	30 998	146	384	1,725
PHILLIPS	4,542	4,569	.6	1,838	33,868	48,075	10,522	26,156	427	43,806	32,541
PITKIN	10,338	11,551	11.7	5,233	139,439	201,873	17,477	38,577	67	98	2,154
Aspen	3,678	3,238	-12.0	1,569	63,564	59,081	18,246	37,655	*	*	*
PROWERS	13,070	14,532	11.2	5,352	82,539	125,579	8,642	23,464	518	27,278	115,426
Lamar	7,713	9,650	25.1	3,552	46,969	84,085	8,713	2 673	*	*	*
PUEBLO	125,972	129,288	2.6	47,809	758,045	1,108,553	8,574	23,187	630	10,298	26,039
Pueblo	101,686	103,110	1.4	38,515	621,303	875,399	8,490	22,729	*	*	*
RIO BLANCO	6,255	6,943	11.0	2,397	55,818	85,603	12,329	35 713	184	1,436	9,326
RIO GRANDE	10,511	11,689	11.2	4,022	67,336	96,835	8,438	24,524	352	35,948	5,388
ROUTT	13,404	13,878	3.5	5,336	126,653	209,335	15,084	39,231	362	2,386	13,098
SAGUACHE	3,935	4,074	3.5	1,434	19,636	27,146	6,663	18,930	244	20,604	9,057
SAN JUAN	833	812	-2.5	306	6,426	7,852	9,670	25,660	1		
SAN MIGUEL	3,192	2,993	-6.2	1,204	24,796	30,496	10,189	25,329	78	522	2,756
SEDGWICK	3,266	3,045	-6.8	1,244	23,365	31,749	10,427	25,522	253	20,368	19,348
SUMMIT	8,848	11,671	31.9	4,890	103,931	182,817	15,664	37,386	24	28	901
TELLER	8,034	12,605	56.9	4,670	69,229	162,362	12,881	34,767	65	49	440
WASHINGTON	5,304	5,685	7.2	2,246	36,952	58,364	10,266	25,986	854	40,085	32,221
WELD	123,438	142,931	15.8	51,886	1,007,945	1,475,566	10,324	28,439	3,059	123,824	705,356
Greeley	53,006	59,284	11.8	22,378	471,748	616,547	10,400	27,551	*	*	*
YUMA	9,682	10,122	4.5	3,907	68,378	96,860	9,569	24,791	996	81,600	98,533

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Colorado 1985 Cash Receipts as follows: From Crops $1,158,924,000; from Livestock & Livestock Products $1,997,607,000; Total $3,156,531,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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CONNECTICUT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	% Pop. Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,107,576	3,255,876	4.8	1,189,278	29,818,935	53,268,937	16,361	44,791	3,754	102,057	183,268
METROPOLITAN STATISTICAL AREAS											
Bridgeport-Milford, Ct	438,557	457,683	4.4	172,780	5,896,219	7,656,683	16,729	44,315	N.A.	N.A.	N.A.
Bristol, Ct	73,762	77,409	4.9	28,075	690,785	1,183,712	15,292	42,162	N.A.	N.A.	N.A.
Danbury, Ct	170,369	183,169	7.5	63,672	2,472,759	3,338,438	18,226	52,432	N.A.	N.A.	N.A.
Hartford, Ct	743,143	777,649	4.6	291,560	8,573,437	11,766,942	15,131	40,359	N.A.	N.A.	N.A.
Middletown, Ct	81,582	88,233	8.2	32,890	1,085,517	1,486,527	16,848	45,197	N.A.	N.A.	N.A.
New Britain, Ct	142,241	145,355	2.2	55,433	1,396,162	2,222,152	15,288	40,087	N.A.	N.A.	N.A.
New Haven-Meriden, Ct	390,172	404,220	3.6	153,411	4,646,393	6,174,459	15,275	40,248	N.A.	N.A.	N.A.
New London-Norwich, Ct-R.I.	250,839	260,698	3.9	94,667	3,085,934	4,411,611	16,922	46,601	N.A.	N.A.	N.A.
Norwalk, Ct	126,692	132,183	4.3	47,787	1,472,483	2,437,998	18,444	51,018	N.A.	N.A.	N.A.
Stamford, Ct	198,854	206,078	3.6	77,126	2,741,400	3,910,107	18,974	50,698	N.A.	N.A.	N.A.
Waterbury, Ct	204,968	212,310	3.6	78,653	2,416,113	3,188,028	15,016	40,533	N.A.	N.A.	N.A.
COUNTIES, Cities											
FAIRFIELD	807,143	844,335	4.6	304,228	9,949,732	15,098,826	17,883	49,630	275	4,452	4,497
Bridgeport	142,546	144,355	1.3	55,268	1,221,14	1,839,015	12,740	33,274	*	*	*
Danbury	60,470	66,841	10.5	24,637	658,98	1,097,269	16,416	44,538	*	*	*
Greenwich	59,578	60,469	1.5	22,343	924,676	1,277,722	21,130	57,187	*	*	*
Norwalk	77,767	80,396	3.4	30,050	930,796	1,445,488	17,980	48,103	*	*	*
Stamford	102,453	104,037	1.5	40,152	1,345,918	1,955,394	18,795	48,700	*	*	*
Trumbull	32,989	34,633	5.0	10,551	409,892	621,468	17,944	58,901	*	*	*
HARTFORD	807,766	840,453	4.0	312,996	7,780,003	13,267,348	15,786	42,388	712	44,419	19,756
Bristol	57,370	60,086	4.7	22,052	519,470	902,086	15,015	40,907	*	*	*
Enfield	42,695	42,939	.6	13,596	351,782	631,079	14,697	46,417	*	*	*
Hartford	136,392	136,509	.1	55,435	965,562	1,530,204	11,210	27,604	*	*	*
Manchester	49,761	50,793	2.1	19,241	493,916	821,634	16,176	42,702	*	*	*
New Britain	73,840	73,077	-1.0	29,526	634,791	1,024,688	14,022	34,705	*	*	*
LITCHFIELD	156,769	169,177	7.9	62,418	1,362,289	2,627,606	15,532	42,097	640	4,795	24,603
Torrington	30,987	32,543	5.0	12,580	245,436	452,528	13,906	35,972	*	*	*
MIDDLESEX	129,017	140,954	9.3	52,104	1,219,567	2,437,086	17,290	46,773	289	8,690	7,167
Middletown	39,040	40,950	4.9	14,417	339,153	607,099	14,825	42,110	*	*	*
NEW HAVEN	761,337	792,389	4.1	293,525	5,903,364	12,352,885	15,589	42,085	440	17,786	8,846
Ansonia	19,039	19,240	1.1	7,220	136,908	293,466	15,253	40,646	*	*	*
Meriden	57,118	59,771	4.6	22,839	434,999	934,018	15,627	40,896	*	*	*
Milford	50,898	52,129	2.4	17,622	409,622	906,935	17,398	51,466	*	*	*
Naugatuck	26,456	30,422	15.0	10,998	198,277	448,444	14,741	40,775	*	*	*
New Haven	126,109	125,472	-.5	49,531	798,342	1,499,388	11,950	30,272	*	*	*
Wallingford	37,274	39,175	5.1	13,656	293,355	647,998	16,541	47,452	*	*	*
Waterbury	103,266	104,695	1.4	40,723	714,934	1,423,669	13,598	34,960	*	*	*
NEW LONDON	238,409	247,503	3.8	88,102	2,030,122	4,251,394	17,177	48,255	573	15,308	52,987
New London	28,842	27,862	-3.4	10,400	226,378	405,508	14,554	38,991	*	*	*
Norwich	38,074	37,591	-1.3	14,202	305,228	577,347	15,359	40,653	*	*	*
TOLLAND	114,823	121,768	6.0	39,848	990,038	1,973,947	16,213	49,537	308	3,179	19,660
Vernon	27,974	28,984	3.6	10,812	264,056	494,620	17,065	45,747	*	*	*
WINDHAM	92,312	99,317	7.6	36,057	583,820	1,259,845	12,685	34,940	517	3,428	45,752
Willimantic	14,652	15,078	2.9	5,741	89,876	96,428	6,395	16,796	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Connecticut 1985 Cash Receipts as follows: From Crops $151,274,000; from Livestock & Livestock Products $199,160,000; Total $350,434,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DELAWARE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	% Pop. Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	595,225	641,591	7.8	231,962	4,792,214	7,992,342	12,457	34,455	3,338	110,276	260,286
METROPOLITAN STATISTICAL AREAS											
Wilmington, De-N.J-Md	524,108	561,111	7.1	200,862	4,345,418	7,441,214	13,262	37,046	1,640	59,364	53,283
COUNTIES, Cities											
KENT	98,219	105,033	6.9	36,314	600,467	1,062,937	10,120	29,271	1,009	41,335	32,112
Dover	23,507	23,448	-.3	7,805	175,436	277,169	11,821	35,512	*	*	*

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DELAWARE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
NEW CASTLE	399,002	423,929	6.2	153,437	3,573,257	5,767,314	13,604	37,588	488 *	20,385	6,766
Newark	25,247	25,459	.8	7,418	207,175	292,599	11,493	39,444	*	*	*
Wilmington	70,195	70,560	.5	29,846	531,256	772,506	10,948	25,883	*	*	*
SUSSEX	98,004	112,629	14.9	42,211	618,490	1,162,091	10,318	27,531	1,841	48,556	221,408
Milford	5,366	5,905	10.0	1,689	30,645	48,422	8,200	28,669	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Delaware 1985 Cash Receipts as follows: From Crops $136,682,000; from Livestock & Livestock Products $349,241,000; Total $485,923,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DIST. OF COLUMBIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	638,432	593,425	-7.1	243,953	6,297,014	10,136,302	17,081	41,550	N.A.	N.A.	N.A.
METROPOLITAN STATISTICAL AREAS											
Washington, D.C-Md-Va	3,250,392	3,587,788	10.4	1,332,174	39,599,992	64,246,401	17,907	48,227	5,981	79,751	131,933
COUNTIES, Cities											
DISTRICT OF COLUMBIA	638,432	593,425	-7.1	243,953	6,297,014	10,136,302	17,081	41,550	N.A.	N.A.	N.A.
Washington	638,432	593,425	-7.1	243,953	6,297,014	10,136,302	17,081	41,550	*	*	*

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	9,739,992	12,354,480	26.8	4,946,962	73,854,063	148,549,546	12,024	30,028	36,352	2,516,069	1,002,040
METROPOLITAN STATISTICAL AREAS											
Bradenton, Fl	148,442	192,958	30.0	83,633	1,235,668	2,193,467	11,368	26,227	707	96,749	23,184
Daytona Beach, Fl	258,762	353,886	36.8	150,416	1,820,424	3,656,137	10,331	24,307	1,037	45,996	13,634
Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,014,043	1,219,393	20.3	518,945	9,497,393	18,343,547	15,043	35,348	479	27,991	17,256
Fort Myers-Cape Coral, Fl	205,266	297,289	44.8	124,238	1,732,168	3,472,996	11,682	27,954	349	33,865	1,875
Fort Pierce, Fl	151,196	216,374	43.1	86,972	1,179,839	2,357,867	10,897	27,11.	713	147,486	27,051
Fort Walton Beach, Fl	109,920	137,940	25.5	49,007	646,898	1,521,431	11,030	31,045	371	3,790	4,773
Gainesville, Fl	171,371	205,655	20.0	75,392	1,492,937	2,032,609	9,884	26,961	1,505	15,235	36,883
Jacksonville, Fl	722,230	852,626	18.1	317,419	4,459,049	9,730,868	11,413	30,656	1,204	40,705	77,963
Lakeland-Winter Haven, Fl	321,652	392,554	22.0	145,467	2,121,719	3,744,361	9,538	25,740	2,357	190,477	40,718
Melbourne-Titusville-Palm Bay, Fl	272,959	367,012	34.5	142,230	1,425,074	5,062,996	13,795	35,597	540	14,579	4,182
Miami-Hialeah, Fl	1,625,979	1,952,886	20.1	762,645	12,169,850	23,022,815	11,789	30,188	1,483	173,007	6,636
Naples, Fl	85,791	126,665	47.6	52,061	898,099	1,650,313	13,029	31,700	196	61,333	5,084
Ocala, Fl	122,488	178,503	45.7	69,044	813,103	1,546,066	8,661	22,392	1,557	26,020	52,508
Orlando, Fl	700,699	940,731	34.3	354,000	5,431,536	12,070,599	12,831	34,098	2,287	225,322	32,552
Panama City, Fl	97,740	121,984	24.8	45,297	541,414	1,234,331	10,119	27,250	93	797	484
Pensacola, Fl	289,782	336,598	16.2	120,600	1,859,491	3,292,194	9,781	27,298	1,001	20,521	8,455
Sarasota, Fl	202,251	275,880	36.4	125,923	1,805,213	3,679,574	13,338	29,221	317	7,517	6,662
Tallahassee, Fl	190,220	221,386	16.4	81,060	1,918,834	2,304,696	10,410	28,432	714	27,249	8,893
Tampa-St. Petersburg-Clearwater, Fl	1,613,961	2,047,260	26.8	865,852	12,045,530	25,099,458	12,260	28,988	4,505	175,215	164,164
West Palm Beach-Boca Raton-Delray, Fl	573,125	807,538	40.9	341,581	4,987,176	12,052,637	14,925	35,285	800	519,451	15,328
COUNTIES, Cities											
ALACHUA	151,348	181,656	20.0	67,524	1,398,657	1,846,955	10,167	27,353	1,106	13,873	21,323
Gainesville	81,371	89,090	9.5	30,962	750,598	898,442	10,085	29,018	*	*	*

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FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
BAKER	15,289	17,996	17.7	5,292	71,526	148,445	8,249	28,051	232	5,445	11,914
BAY	97,740	121,984	24.8	45,297	541,414	1,234,331	10,119	27,250	93	797	484
Panama City	33,346	37,181	11.5	13,323	174,092	336,149	9,041	25,231	*	*	*
BRADFORD	20,023	23,999	19.9	7,868	94,280	185,654	7,736	23,596	399	1,362	15,560
BREVARD	272,959	367,012	34.5	142,230	1,425,074	5,062,996	13,795	35,597	540	14,579	4,182
Cocoa	16,096	20,102	24.9	10,605	53,245	292,236	14,538	27,556	*	*	*
BROWARD	1,014,043	1,219,393	20.3	518,945	9,497,393	18,343,547	15,043	35,348	479	27,991	17,256
Fort Lauderdale	153,256	159,736	4.2	74,227	1,580,342	2,599,716	16,275	35,024	*	*	*
Hollywood	117,188	130,219	11.1	54,154	1,056,800	1,826,151	14,024	33,721	*	*	*
Pompano Beach	63,063	71,934	14.1	40,124	676,535	1,425,380	19,815	35,524	*	*	*
CALHOUN	9,294	9,989	7.5	3,625	41,184	86,227	8,632	23,787	169	6,712	1,031
CHARLOTTE	59,115	90,720	53.5	41,744	528,024	1,073,606	11,834	25,719	139	8,748	4,476
Punta Gorda	6,797	10,475	54.1	5,097	63,715	130,635	12,471	25,630	*	*	*
CITRUS	54,703	89,285	63.2	38,963	375,795	823,278	9,221	21,130	293	2,085	3,948
CLAY	67,052	97,347	45.2	32,670	421,411	1,106,598	11,368	33,872	244	848	27,486
Orange Park	8,766	11,144	27.1	3,680	64,626	132,017	11,846	35,874	*	*	*
COLLIER	85,791	126,665	47.6	52,061	898,099	1,650,313	13,029	31,700	196	61,333	5,084
Naples	17,581	21,501	22.3	10,452	312,228	464,405	21,599	44,432	*	*	*
COLUMBIA	35,399	40,865	15.4	14,647	262,200	375,024	9,177	25,604	573	6,673	8,944
Lake City	9,257	9,184	-.8	3,491	75,666	91,721	9,987	26,274	*	*	*
DADE	1,625,979	1,952,886	20.1	762,645	12,169,850	23,022,815	11,789	30,188	1,483	172,007	6,636
Florida City	6,174	6,489	5.1	2,200	56,046	77,665	11,969	35,302	*	*	*
Homestead	20,668	24,400	18.1	9,964	128,363	231,501	9,488	23,234	*	*	*
Miami	346,931	417,714	20.4	168,115	2,086,521	3,801,288	9,100	22,611	*	*	*
DE SOTO	19,039	22,711	19.3	7,861	113,058	178,218	7,847	22,671	541	22,256	13,941
DIXIE	7,751	9,424	21.6	3,408	30,610	68,839	7,305	20,199	118	654	1,279
DUVAL	570,981	638,212	11.8	242,015	3,522,088	7,325,450	11,478	30,269	470	4,668	26,526
Jacksonville	540,898	597,430	10.5	224,550	3,412,569	6,782,832	11,353	30,206	*	*	*
ESCAMBIA	233,794	267,566	14.4	96,746	1,513,546	2,629,927	9,829	27,184	522	8,191	4,704
Pensacola	57,619	63,441	10.1	24,493	414,137	676,513	10,664	27,621	*	*	*
FLAGLER	10,913	18,985	74.0	7,928	80,764	195,871	10,317	24,706	103	8,431	1,289
FRANKLIN	7,661	8,581	12.0	3,223	31,424	66,808	7,786	20,729	5		
GADSDEN	41,565	43,602	4.9	13,176	227,281	307,004	7,041	23,300	404	24,989	5,219
GILCHRIST	5,767	7,888	36.8	2,826	41,931	61,774	7,831	21,859	329	4,192	23,121
GLADES	5,992	6,502	8.5	2,491	34,188	50,613	7,784	30,318	170	14,153	16,804
GULF	10,658	11,626	9.1	4,139	51,756	100,268	8,624	24,225	39		
HAMILTON	8,761	9,481	8.2	3,213	52,096	68,242	7,198	21,239	278	7,796	5,366
HARDEE	19,379	21,611	11.5	7,210	106,418	174,141	8,058	24,153	954	42,477	16,245
HENDRY	18,599	24,895	33.9	8,346	128,623	223,764	8,988	26,811	298	89,411	22,837
HERNANDO	44,469	82,577	85.7	34,295	311,053	626,107	7,582	18,257	463	5,866	22,850
Brooksville	5,582	8,347	49.5	2,952	38,145	63,442	7,601	21,491	*	*	*
HIGHLANDS	47,526	64,489	35.7	26,833	315,233	591,996	9,180	22,062	564	59,111	27,352
HILLSBOROUGH	646,960	799,477	23.6	304,971	4,698,281	9,649,078	12,069	31,639	2,748	122,958	96,080
Tampa	271,523	291,617	7.4	115,223	1,858,211	3,229,039	11,073	28,024	*	*	*
HOLMES	14,723	16,292	10.7	6,053	84,418	123,961	7,609	20,479	579	6,403	17,947
INDIAN RIVER	59,896	85,746	43.2	34,930	489,715	986,430	11,504	28,240	422	69,805	4,805
Vero Beach	16,176	19,331	19.5	8,977	184,165	305,906	15,825	34,077	*	*	*
JACKSON	39,154	41,166	5.1	14,521	237,750	329,462	8,003	22,589	960	30,608	15,176
Marianna	7,074	7,412	4.8	2,733	41,156	65,229	8,800	23,867	*	*	*
JEFFERSON	10,703	11,273	5.3	3,814	61,637	86,917	7,710	22,789	314	11,219	10,493
LAFAYETTE	4,035	4,471	10.8	1,569	26,536	35,133	7,858	22,392	308	5,463	32,746
LAKE	104,870	138,648	32.2	57,289	772,987	1,417,035	10,220	24,735	1,637	181,209	15,507
Leesburg	13,191	14,548	10.3	5,729	107,683	158,446	10,891	27,657	*	*	*
LEE	205,266	297,289	44.8	124,238	1,732,168	3,472,996	11,682	27,954	349	33,865	1,875
Cape Coral	32,103	52,421	63.3	20,020	569,346	624,666	11,916	31,202	*	*	*
Fort Myers	36,638	43,590	19.0	14,948	241,197	359,490	8,247	24,049	*	*	*
LEON	148,655	177,784	19.6	67,884	1,691,553	1,997,692	11,237	29,428	310	2,260	3,674
Tallahassee	105,324	119,733	13.7	46,769	917,581	1,201,451	10,034	25,689	*	*	*
LEVY	19,870	26,039	31.0	9,955	91,021	201,204	7,727	20,211	476	7,072	5,988
LIBERTY	4,260	4,640	8.9	1,659	18,463	37,921	8,173	22,858	81	313	363
MADISON	14,894	16,084	8.0	5,599	86,990	116,866	7,266	20,873	595	13,156	19,472
MANATEE	148,442	192,958	30.0	83,633	1,235,668	2,193,467	11,368	26,227	707	96,749	23,184
Bradenton	30,170	40,306	33.6	15,585	221,044	389,300	9,659	24,979	*	*	*
MARION	122,488	178,503	45.7	69,044	813,103	1,546,066	8,661	22,392	1,557	26,020	52,508
Ocala	37,170	49,028	31.9	16,484	267,381	436,586	8,905	26,485	*	*	*
MARTIN	64,014	91,931	43.6	38,772	565,888	1,152,766	12,539	29,732	280	66,951	12,677
Stuart	9,467	12,120	28.0	5,412	163,814	182,356	15,046	33,695	*	*	*
MONROE	63,098	71,688	13.6	31,062	557,349	873,487	12,185	28,121	11		
Key West	24,292	24,251	-.2	8,134	155,764	214,189	8,832	26,333	*	*	*
NASSAU	32,894	41,748	26.9	14,426	192,548	464,939	11,137	32,229	304	846	20,786
OKALOOSA	109,920	137,940	25.5	49,007	646,898	1,521,431	11,030	31,045	371	3,790	4,773
Fort Walton Beach	20,829	23,264	11.7	7,654	135,780	290,553	12,489	37,961	*	*	*
OKEECHOBEE	20,264	27,948	37.9	10,062	140,152	235,646	8,432	23,419	326	5,404	85,028
ORANGE	471,660	594,149	26.0	224,723	3,642,858	7,520,306	12,657	33,465	1,320	186,286	11,588
Orlando	128,394	151,901	18.3	58,980	966,245	1,813,637	11,940	30,750	*	*	*
OSCEOLA	49,287	87,126	76.8	34,382	326,563	964,687	11,072	28,058	464	20,908	18,862
PALM BEACH	573,125	807,538	40.9	341,581	4,987,176	12,052,637	14,925	35,285	800	519,451	15,328
Boca Raton	49,505	65,063	31.4	27,792	609,072	1,251,709	19,238	45,038	*	*	*
Palm Beach	9,729	11,883	22.1	8,662	264,694	444,936	37,443	51,366	*	*	*
West Palm Beac	62,530	75,932	21.4	29,296	417,745	856,377	11,278	29,232	*	*	*
PASCO	194,123	276,871	42.6	121,175	1,240,934	2,970,327	10,728	24,513	1,072	36,729	44,440
PINELLAS	728,409	888,335	22.0	405,411	5,795,262	11,853,946	13,344	29,239	222	9,662	794
Clearwater	85,450	108,846	27.4	49,501	752,335	1,552,077	14,259	31,354	*	*	*
St. Petersburg	236,893	263,352	11.2	116,266	1,697,431	3,101,123	11,776	26,673	*	*	*

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FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
POLK	321,652	392,554	22.0	145,467	2,121,719	3,744,361	9,538	25,740	2,357	190,477	40,718
Lake Wales	8,466	9,028	6.6	3,524	59,038	86,384	9,568	24,513	*	*	*
Lakeland	50,455	59,064	17.1	24,044	366,139	592,084	10,024	24,625	*	*	*
Winter Haven	21,119	24,150	14.4	10,361	183,532	290,360	12,023	28,024	*	*	*
PUTNAM	50,549	62,914	24.5	23,768	252,943	526,467	8,368	22,150	549	14,407	6,588
Palatka	10,175	11,440	12.4	3,554	42,542	76,239	6,664	21,452	*	*	*
ST. JOHNS	51,303	75,319	46.8	28,308	323,002	833,881	11,071	29,457	186	34,343	3,165
St. Augustine	11,985	13,713	14.4	4,873	73,819	151,903	11,077	31,172	*	*	*
ST. LUCIE	87,182	124,443	42.7	48,200	613,951	1,205,101	9,684	25,002	433	80,535	14,374
Fort Pierce	33,802	39,195	16.0	14,710	203,834	306,355	7,816	20,826	*	*	*
Port St Lucie	14,690	40,381	174.9	14,737	128,382	397,004	9,831	26,939	*	*	*
SANTA ROSA	55,988	69,032	23.3	23,854	345,945	662,267	9,594	27,763	479	12,330	3,751
SARASOTA	202,251	275,880	36.4	125,923	1,805,213	3,679,574	13,338	29,221	317	7,517	6,662
Sarasota	48,868	58,974	20.7	24,846	406,248	667,823	11,324	26,878	*	*	*
SEMINOLE	179,752	259,456	44.3	94,895	1,462,115	3,585,606	13,820	37,785	503	18,128	2,102
Sanford	23,176	32,166	38.8	12,115	151,134	342,145	10,637	28,241	*	*	*
SUMTER	24,272	31,375	29.3	11,563	141,349	248,128	7,908	21,459	658	7,457	15,651
SUWANNEE	22,287	27,428	23.1	9,943	150,700	223,672	8,155	22,495	1,030	17,903	36,303
TAYLOR	16,532	18,941	14.6	6,946	81,881	175,422	9,261	25,255	180	666	1,595
UNION	10,166	11,177	9.9	2,602	52,180	69,906	6,254	26,866	216	2,715	6,586
VOLUSIA	258,762	353,886	36.8	150,416	1,820,424	3,656,137	10,331	24,307	1,037	45,996	13,634
Daytona Beach	54,176	64,794	19.6	27,472	353,204	582,307	8,987	21,196	*	*	*
De Land	15,354	21,280	38.6	8,210	99,727	194,210	9,126	23,655	*	*	*
WAKULLA	10,887	13,529	24.3	4,821	94,036	119,554	8,837	24,799	96	502	956
WALTON	21,300	27,444	28.8	10,698	105,569	250,707	9,135	23,435	470	6,514	13,709
WASHINGTON	14,509	17,511	20.7	6,577	62,142	135,552	7,741	20,610	424	3,804	6,295

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1985 Cash Receipts as follows: From Crops $3,364,389,000; from Livestock & Livestock Products $1,038,849,000; Total $4,403,238,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,464,265	6,237,021	14.1	2,210,581	36,459,546	68,827,730	11,035	31,136	49,630	1,175,065	1,583,611
METROPOLITAN STATISTICAL AREAS											
Albany, Ga	112,662	117,670	4.4	39,604	763,718	1,135,426	9,649	28,669	385	40,446	9,050
Athens, Ga	130,015	149,326	14.9	53,212	857,604	1,447,580	9,694	27,204	1,761	8,632	144,712
Atlanta, Ga	2,138,078	2,596,577	21.4	946,653	16,141,593	35,840,941	13,803	37,861	5,785	20,532	194,926
Augusta, Ga-S.C	345,918	400,464	15.8	138,081	2,443,189	4,009,250	10,012	29,035	1,257	14,434	19,228
Chattanooga, Tn-	426,540	428,785	.5	156,839	2,488,112	4,351,262	10,148	27,743	2,200	5,581	30,422
Columbus, Ga-Al	239,196	249,234	4.2	85,246	1,586,953	2,297,419	9,218	26,950	381	6,806	3,229
Macon-Warner Robins, Ga	264,420	285,237	7.9	100,161	2,161,813	2,996,140	10,504	29,913	825	31,691	19,162
Savannah, Ga	220,553	241,054	9.3	87,221	1,408,892	2,497,242	10,360	28,631	352	7,170	3,055
COUNTIES, Cities											
APPLING	15,565	16,795	7.9	5,699	75,200	120,936	7,201	21,221	653	13,493	16,980
ATKINSON	6,141	6,791	10.6	2,277	27,776	43,764	6,444	19,220	267	6,964	16,678
BACON	9,379	9,543	1.7	3,267	45,830	72,151	7,561	22,085	422	9,717	10,468
BAKER	3,808	3,045	-20.0	957	16,257	21,854	7,177	22,836	178	16,835	3,945
BALDWIN	34,686	39,742	14.6	12,425	221,676	388,330	9,771	31,254	148	655	1,792
Milledgeville	12,176	14,420	18.4	4,633	77,177	133,942	9,289	28,910	*	*	*
BANKS	8,702	10,895	25.2	3,936	43,701	105,359	9,670	26,768	414	490	22,642
BARROW	21,293	26,769	25.7	9,470	121,807	238,240	8,900	25,157	421	317	31,637
BARTOW	40,760	49,330	21.0	17,384	224,254	427,568	8,668	24,595	463	4,399	20,065
Cartersville	9,247	10,080	9.0	3,935	62,396	105,520	10,468	26,816	*	*	*
BEN HILL	16,000	18,022	12.6	6,600	90,768	142,229	7,892	21,550	232	9,023	1,813
BERRIEN	13,525	14,253	5.4	5,053	74,365	125,840	8,829	24,904	556	19,161	7,185
BIBB	151,085	158,614	5.0	57,296	1,205,972	1,621,403	10,222	28,299	167	1,118	3,251
Macon	116,860	120,036	2.7	44,872	920,273	1,170,292	9,750	26,081	*	*	*
BLECKLEY	10,767	10,510	-2.4	3,556	75,226	121,768	11,586	34,243	249	9,281	2,791
BRANTLEY	8,701	10,611	22.0	3,522	44,163	80,099	7,549	22,742	345	2,667	16,470
BROOKS	15,255	15,943	4.5	5,345	70,711	108,408	6,800	20,282	521	23,988	20,419
BRYAN	10,175	12,955	27.3	4,199	54,028	102,697	7,927	24,457	93	1,998	478
BULLOCH	35,785	40,319	12.7	13,168	210,019	345,701	8,574	26,253	702	32,948	15,676
Statesboro	14,866	15,906	7.0	5,013	105,683	159,869	10,051	31,891	*	*	*
BURKE	19,349	21,210	9.6	7,041	111,562	191,588	9,033	27,210	390	27,266	7,499
BUTTS	13,665	15,687	14.8	4,733	71,633	144,510	9,212	30,532	171	485	1,618
CALHOUN	5,717	5,137	-10.2	1,722	25,883	37,733	7,345	21,912	135	22,641	2,142
CAMDEN	13,371	20,612	54.2	7,089	85,058	182,936	8,875	25,806	59	73	696
CANDLER	7,518	8,298	10.4	2,921	41,282	64,735	7,801	22,162	261	7,778	8,561
CARROLL	56,346	67,817	20.4	23,406	303,208	590,994	8,715	25,250	868	594	26,605
Carrollton	14,078	18,590	32.1	6,721	88,897	172,141	9,260	25,612	*	*	*
CATOOSA	36,991	42,352	14.5	15,038	204,784	383,789	9,062	25,521	315	507	9,020

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GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 88	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CHARLTON	7,343	7,958	8.4	2,495	35,375	59,771	7,511	23,956	130	663	6,952
CHATHAM	202,226	217,877	7.7	79,630	1,299,266	2,293,354	10,526	28,800	59	2,429	717
Savannah	141,634	149,453	5.5	54,714	851,408	1,453,375	9,725	26,563	*	*	*
CHATTAHOOCHEE	21,732	19,882	-8.5	2,679	87,998	106,854	5,374	39,886	18	36	91
CHATTAOGA	21,856	22,234	1.7	8,168	115,554	180,535	8,120	22,103	292	1,258	3,712
CHEROKEE	51,699	74,593	44.3	25,224	328,546	850,946	11,408	33,736	611	1,991	39,414
CLARKE	74,498	83,584	12.2	29,901	542,377	818,600	9,794	27,377	102	1,706	12,410
Athens	42,549	45,252	6.4	15,926	286,827	397,060	8,774	24,932	*	*	*
CLAY	3,553	2,759	-22.4	957	14,756	18,954	6,870	19,806	94	7,637	1,416
CLAYTON	150,357	172,532	14.7	60,083	1,066,094	2,374,223	13,761	39,516	81	184	204
Jonesboro	4,132	5,246	27.0	1,902	32,512	70,615	13,461	39,187	*	*	*
CLINCH	6,660	6,802	2.1	2,246	31,860	48,301	7,101	21,505	115	934	1,802
COBB	297,694	405,513	36.2	149,978	2,446,580	6,261,596	15,441	41,750	264	824	2,376
Marietta	30,805	43,085	39.9	18,694	261,651	600,160	13,930	32,104	*	*	*
COFFEE	26,894	30,047	11.7	10,352	145,078	223,526	7,439	21,593	833	25,362	47,357
COLQUITT	35,376	38,265	8.2	13,691	198,442	315,911	8,256	23,074	867	38,172	21,095
Moultrie	15,708	16,343	4.0	6,052	100,182	147,311	9,014	24,341	*	*	*
COLUMBIA	40,118	57,752	44.0	19,177	315,638	617,054	10,685	32,177	222	966	2,705
1COLUMBUS CONSOL. GOVT. 1Columbus											
COOK	13,490	13,980	3.6	4,823	71,236	108,824	7,784	22,564	380	17,610	4,413
COWETA	39,268	47,653	21.4	16,716	250,372	469,944	9,862	28,113	376	2,414	4,135
CRAWFORD	7,684	7,817	1.7	2,450	41,811	64,320	8,228	26,253	153	4,711	2,539
CRISP	19,489	20,618	5.8	7,221	113,579	167,773	8,137	23,234	226	20,938	3,601
Cordele	11,184	11,374	1.7	3,572	56,814	81,304	7,148	22,761	*	*	*
DADE	12,318	11,970	-2.8	3,979	51,202	91,222	7,621	22,926	183	273	1,906
DAWSON	4,774	6,960	45.8	2,477	22,262	54,712	7,861	22,088	192	287	15,414
DECATUR	25,495	29,034	13.9	9,837	136,345	227,797	7,846	23,157	484	29,788	9,046
DE KALB	483,024	534,691	10.7	198,550	4,020,491	8,232,976	15,398	41,466	95	259	307
DODGE	16,955	17,533	3.4	6,254	106,090	165,237	9,424	26,421	482	12,057	6,528
DOOLY	10,826	9,800	-9.5	3,349	50,350	74,021	7,553	22,102	304	36,138	3,844
DOUGHERTY	100,978	102,508	1.5	34,738	688,295	990,684	9,664	28,519	199	14,239	3,697
Albany	82,861	83,758	1.1	28,758	486,710	759,478	9,068	26,409	*	*	*
DOUGLAS	54,573	65,832	20.6	21,181	360,687	804,904	12,227	38,001	151	329	2,040
EARLY	13,158	13,675	3.9	4,618	67,058	105,308	7,701	22,804	389	29,395	5,836
ECHOLS	2,297	2,472	7.6	829	9,822	17,536	7,094	21,153	110	1,827	743
EFFINGHAM	18,327	23,177	26.5	7,591	109,626	203,888	8,797	26,859	293	4,741	2,338
ELBERT	18,758	19,908	6.1	7,224	103,675	164,958	8,286	22,835	368	2,882	7,921
EMANUEL	20,795	21,801	4.8	7,617	113,638	184,568	8,466	24,231	519	13,630	7,250
EVANS	8,428	9,075	7.7	3,215	41,898	70,194	7,735	21,833	211	6,651	5,002
FANNIN	14,748	16,121	9.3	6,236	66,381	118,552	7,354	19,011	233	394	1,301
FAYETTE	29,043	50,360	73.4	16,546	244,644	753,516	14,963	45,541	253	553	2,556
FLOYD	79,800	82,521	3.4	30,569	486,998	816,990	9,900	26,726	504	2,752	8,910
Rome	29,654	31,126	5.0	12,267	187,170	294,469	9,461	24,005	*	*	*
FORSYTH	27,958	37,968	35.8	13,272	181,740	450,029	11,853	33,908	631	578	52,207
FRANKLIN	15,185	16,800	10.6	6,153	72,682	133,109	7,923	21,633	665	1,058	35,883
FULTON	589,904	626,693	6.2	247,629	4,484,566	8,335,545	13,301	33,661	379	2,329	5,017
2Atlanta	425,022	423,870	-.3	169,243	2,705,912	4,741,531	11,186	28,016	*	*	*
Roswell	23,337	41,959	79.8	15,084	205,703	585,910	13,964	38,843	*	*	*
GILMER	11,110	13,256	19.3	4,867	51,876	99,100	7,476	20,362	272	759	13,551
GLASCOCK	2,382	2,678	12.4	1,036	14,894	24,575	9,177	23,721	96	1,046	1,190
GLYNN	54,981	61,553	12.0	22,993	388,956	662,506	10,763	28,813	55	87	229
Brunswick	17,605	19,367	10.0	6,989	99,683	161,064	8,316	23,045	*	*	*
GORDON	30,070	34,937	16.2	12,345	171,525	303,769	8,695	24,607	578	3,707	39,718
GRADY	19,845	21,605	8.9	7,485	104,461	157,792	7,303	21,081	625	15,982	16,937
GREENE	11,391	12,258	7.6	4,247	53,025	86,103	7,024	20,274	236	805	12,680
GWINNETT	166,903	278,076	66.6	95,632	1,234,879	4,085,930	14,694	42,726	492	1,512	10,374
Lawrenceville	8,928	14,223	59.3	5,147	80,806	209,645	14,740	40,731	*	*	*
HABERSHAM	25,020	28,118	12.4	9,845	125,641	230,524	8,198	23,415	409	499	40,080
HALL	75,649	89,066	17.7	31,869	471,119	921,601	10,347	28,918	874	207	90,839
Gainesville	15,280	15,953	4.4	6,060	129,471	207,015	12,977	34,161	*	*	*
HANCOCK	9,466	9,127	-3.6	2,764	35,509	57,621	6,313	20,847	151	587	1,360
HARALSON	18,422	21,736	18.0	7,987	98,113	186,835	8,596	23,392	321	391	10,821
HARRIS	15,464	17,652	14.1	6,197	94,350	175,087	9,919	28,254	255	679	1,931
HART	18,585	19,978	7.5	7,042	99,081	167,262	8,372	23,752	548	3,092	18,009
HEARD	6,520	7,542	15.7	2,634	28,866	60,879	8,072	23,113	190	297	2,760
HENRY	36,309	48,990	34.9	16,350	246,875	591,544	12,075	36,180	426	1,782	3,537
HOUSTON	77,605	87,266	12.4	29,742	692,014	1,009,719	11,571	33,949	295	13,993	5,565
Warner Robins	39,893	46,122	15.6	16,455	392,885	547,155	11,863	33,252	*	*	*
IRWIN	8,988	9,274	3.2	3,177	49,439	78,123	8,424	24,590	419	26,010	7,160
JACKSON	25,343	29,316	15.7	10,319	138,186	271,503	9,261	26,311	782	1,148	70,387
JASPER	7,553	10,923	44.6	3,877	47,938	92,121	8,434	23,761	232	570	11,656
JEFF DAVIS	11,473	12,085	5.3	4,120	60,579	102,557	8,486	24,892	394	12,575	11,124
JEFFERSON	18,403	18,817	2.2	6,342	105,079	161,984	8,608	25,541	391	15,450	8,225
JENKINS	8,841	8,934	1.1	3,063	47,528	74,671	8,358	24,378	251	7,915	18,455
JOHNSON	8,660	9,107	5.2	3,190	55,873	94,375	10,363	29,585	304	5,375	2,328
JONES	16,579	19,043	14.9	6,313	143,014	188,886	9,919	29,920	184	343	8,017
LAMAR	12,215	12,933	5.9	4,439	67,216	115,137	8,903	25,938	238	933	4,518
LANIER	5,654	6,061	7.2	2,066	27,191	43,399	7,160	21,006	172	7,767	3,260
LAURENS	36,990	39,889	7.8	13,891	263,146	434,595	10,895	31,286	803	19,282	9,852
Dublin	16,083	17,307	7.6	6,025	129,062	198,914	11,493	33,015	*	*	*
LEE	11,684	15,162	29.8	4,866	75,423	144,742	9,546	29,746	186	26,207	5,353
LIBERTY	37,583	45,561	21.2	12,468	173,177	304,195	6,677	24,398	61	180	858
LINCOLN	6,949	7,212	3.8	2,487	37,597	60,977	8,455	24,518	182	163	5,228

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LONG	4,524	6,146	35.9	2,131	22,426	52,592	8,557	24,679	104	1,009	1,475
LOWNDES	67,972	75,330	10.8	25,669	405,815	646,162	8,578	25,173	548	15,318	6,882
Valdosta	37,596	40,221	7.0	13,925	235,856	343,182	8,532	24,645	*	*	*
LUMPKIN	10,762	13,168	22.4	4,238	51,201	98,395	7,472	23,217	289	175	32,502
MCDUFFIE	18,546	20,835	12.3	7,334	107,574	173,632	8,334	23,675	216	1,975	3,462
MCINTOSH	8,046	8,657	7.6	2,902	34,302	58,500	6,758	20,159	29	8	91
MACON	14,003	13,672	-2.4	4,451	72,341	101,650	7,435	22,838	267	20,403	10,974
MADISON	17,747	20,295	14.4	7,260	92,454	168,628	8,309	23,227	582	8,181	35,036
MARION	5,297	5,749	8.5	1,963	25,167	40,214	6,995	20,496	147	2,798	5,640
MERIWETHER	21,229	20,560	-3.2	6,925	115,964	184,268	8,962	26,609	380	1,301	8,839
MILLER	7,038	6,785	-3.6	2,373	36,384	54,454	8,026	22,947	342	19,686	6,251
MITCHELL	21,114	23,180	9.8	7,389	107,702	177,663	7,664	24,044	578	44,203	11,049
MONROE	14,610	16,738	14.6	5,576	91,329	154,201	9,213	27,654	172	423	11,206
MONTGOMERY	7,011	6,703	-4.4	2,181	33,520	49,661	7,409	22,770	274	5,270	2,752
MORGAN	11,572	13,127	13.4	4,296	59,298	107,369	8,179	24,993	355	3,422	28,919
MURRAY	19,685	23,010	16.9	7,925	106,903	195,872	8,512	24,716	310	1,146	7,679
MUSCOGEE	170,108	180,820	6.3	65,069	1,192,318	1,744,383	9,647	26,808	49	*	*
Columbus	169,441	179,830	6.1	64,710	1,186,765	1,736,659	9,657	26,838	*	*	*
NEWTON	34,489	41,575	20.5	13,724	200,646	432,106	10,393	31,485	286	821	9,802
OCONEE	12,427	16,131	29.8	5,732	84,587	188,849	11,707	32,946	295	3,597	26,879
OGLETHORPE	8,929	9,993	11.9	3,455	45,529	83,694	8,375	24,224	351	1,745	21,648
PAULDING	26,042	33,200	27.5	11,524	148,403	340,891	10,268	29,581	296	184	11,178
PEACH	19,151	20,314	6.1	6,810	120,813	176,132	8,670	25,864	179	16,237	2,329
PICKENS	11,652	14,196	21.8	5,288	62,557	120,888	8,516	22,861	228	88	14,946
PIERCE	11,897	13,587	14.2	4,625	61,565	101,831	7,495	22,018	491	12,498	11,512
PIKE	8,937	9,857	10.3	3,235	48,897	92,101	9,344	28,470	292	1,818	3,463
POLK	32,386	35,072	8.3	12,760	166,791	294,257	8,390	23,061	327	1,315	4,034
PULASKI	8,950	8,767	-2.1	3,071	52,969	74,400	8,486	24,227	188	13,518	2,970
PUTNAM	10,295	12,418	20.6	4,233	64,175	110,392	8,890	26,079	167	207	17,497
QUITMAN	2,357	2,156	-8.5	690	8,297	12,637	5,861	18,314	34	1,922	238
RABUN	10,466	11,891	13.6	4,616	49,992	103,840	8,733	22,496	143	293	3,125
RANDOLPH	9,599	9,349	-2.6	3,167	42,587	64,955	6,948	20,510	162	17,717	4,173
RICHMOND	181,629	200,672	10.5	68,142	1,316,172	1,865,884	9,298	27,382	139	2,128	1,804
Augusta	47,532	46,659	-1.8	19,619	318,648	384,683	8,245	19,608	*	*	*
ROCKDALE	36,747	48,342	31.6	15,844	252,169	628,623	13,004	39,676	128	349	1,186
Conyers	6,567	7,841	19.4	2,909	55,276	106,185	13,542	36,502	*	*	*
SCHLEY	3,433	3,452	.6	1,123	18,132	25,293	7,327	22,523	111	3,233	2,002
SCREVEN	14,043	14,897	6.1	5,270	85,293	133,303	8,948	25,295	409	15,941	7,715
SEMINOLE	9,057	8,715	-3.8	2,988	52,858	73,694	8,456	24,663	232	17,358	6,025
SPALDING	47,899	53,555	11.8	18,720	307,167	508,825	9,501	27,181	262	1,638	3,673
Griffin	20,728	22,236	7.3	8,360	145,231	225,510	10,142	26,975	*	*	*
STEPHENS	21,763	22,816	4.8	8,438	115,489	195,714	8,578	23,194	221	136	7,693
STEWART	5,896	5,328	-9.6	1,722	25,418	32,031	6,012	18,601	111		
SUMTER	29,360	31,759	8.2	10,474	174,775	262,579	8,268	25,070	360	30,298	9,534
Americus	16,120	17,149	6.4	5,648	99,802	144,942	8,452	25,663	*	*	*
TALBOT	6,536	6,267	-4.1	2,133	33,080	53,775	8,581	25,211	144	1,280	1,585
TALIAFERRO	2,032	1,808	-11.0	670	9,708	12,034	6,656	17,961	82	59	3,764
TATTNALL	18,134	18,786	3.6	5,956	85,692	123,185	6,557	20,683	631	16,096	27,929
TAYLOR	7,902	8,363	5.8	2,872	59,151	94,168	11,260	32,788	204	6,546	4,137
TELFAIR	11,445	10,466	-8.6	3,732	68,620	104,100	9,946	27,894	425	8,143	10,562
TERRELL	12,017	11,479	-4.5	3,749	59,175	88,373	7,699	23,572	229	23,497	2,914
THOMAS	38,098	39,912	4.8	13,894	218,260	358,376	8,979	25,794	540	20,753	7,565
Thomasville	18,463	18,932	2.5	6,802	116,279	182,353	9,632	26,809	*	*	*
TIFT	32,862	35,591	8.3	12,034	200,964	297,320	8,354	24,707	393	29,154	6,771
Tifton	13,749	14,570	6.0	5,011	106,070	147,627	10,132	29,461	*	*	*
TOOMBS	22,592	24,450	8.2	8,612	120,161	186,892	7,644	21,701	407	13,275	6,939
TOWNS	5,638	6,615	17.3	2,429	26,920	47,064	7,115	19,376	176	263	2,035
TREUTLEN	6,087	5,897	-3.1	2,076	46,762	77,659	13,169	37,408	195	3,374	1,547
TROUP	50,003	55,703	11.4	20,135	300,247	512,126	9,194	25,435	291	394	4,733
La Grange	24,204	27,107	12.0	9,953	154,900	256,654	9,468	25,787	*	*	*
West Point	4,294	3,998	-6.9	1,547	30,964	39,343	9,841	25,432	*	*	*
TURNER	9,510	9,246	-2.8	3,066	51,001	73,347	7,933	23,923	324	20,597	4,807
TWIGGS	9,354	10,227	9.3	3,221	54,944	78,279	7,654	24,303	149	2,954	1,132
UNION	9,390	11,459	22.0	4,268	39,479	76,735	6,696	17,979	307	588	9,463
UPSON	25,998	27,080	4.2	9,866	154,805	241,654	8,924	24,494	243	1,047	6,058
WALKER	56,470	57,360	1.6	20,624	292,427	486,864	8,488	23,607	584	1,692	9,860
WALTON	31,211	34,548	10.7	11,477	174,294	336,593	9,743	29,328	462	3,983	13,665
WARE	37,180	37,767	1.6	13,477	209,700	332,617	8,807	24,680	394	6,770	4,542
Waycross	19,371	19,020	-1.8	7,240	117,934	175,927	9,250	24,299	*	*	*
WARREN	6,583	6,089	-7.5	2,009	30,576	45,609	7,490	22,702	168	1,109	5,217
WASHINGTON	18,842	19,496	3.5	6,467	106,474	150,763	7,733	23,313	379	10,598	6,341
WAYNE	20,750	22,931	10.5	7,826	121,728	208,664	9,100	26,663	416	7,691	2,694
WEBSTER	2,341	2,093	-10.6	670	11,945	15,485	7,398	23,112	106	7,696	3,089
WHEELER	5,155	4,922	-4.5	1,683	28,961	39,244	7,973	23,318	260	5,595	5,253
WHITE	10,120	12,495	23.5	4,473	50,350	101,831	8,150	22,766	320	464	27,405
WHITFIELD	65,780	70,497	7.2	24,943	416,328	710,837	10,083	28,498	422	1,277	13,310
Dalton	20,743	21,545	3.9	8,250	154,693	236,298	10,968	28,642	*	*	*
WILCOX	7,682	7,817	1.8	2,757	39,039	60,743	7,771	22,032	304	14,143	3,712
WILKES	10,951	11,957	9.2	4,354	59,057	96,534	8,073	22,171	382	598	15,253
WILKINSON	10,368	10,969	5.8	3,711	62,954	93,494	8,523	25,194	162	1,063	932
WORTH	18,064	19,744	9.3	6,653	96,020	165,825	8,399	24,925	557	32,271	9,096

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Georgia 1985 Cash Receipts as follows: From Crops $1,479,894,000; from Livestock & Livestock Products $1,611,185,000; Total $3,091,079,000. * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

HAWAII POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	964,856	1,105,112	14.5	348,802	7,575,971	13,835,997	12,520	39,667	4,595	456,068	102,540
METROPOLITAN STATISTICAL AREAS											
Honolulu, HI	762,874	846,327	10.9	264,125	6,280,962	10,928,137	12,912	41,375	976	83,413	60,615
COUNTIES, Cities											
HAWAII	92,053	118,241	28.4	38,848	575,449	1,250,274	10,574	32,184	2,539	182,179	24,247
Hilo	35,269	44,919	27.4	13,782	228,419	454,869	10,126	33,005	*	*	*
North Kona	13,748	19,203	39.7	8,498	110,369	203,054	10,574	23,894	*	*	*
South Kona	5,914	7,537	27.4	2,447	44,020	80,909	10,735	33,065	*	*	*
HONOLULU	762,874	846,327	10.9	264,125	6,280,962	10,928,137	12,912	41,375	976	83,413	60,615
Honolulu	365,048	392,685	7.6	145,075	3,555,091	5,828,721	14,843	40,177	*	*	*
KAUAI	39,082	47,645	21.9	15,227	242,604	543,355	11,404	35,684	410	65,798	5,159
Lihue	4,000	4,973	24.3	1,673	29,056	61,654	12,398	36,852	*	*	*
MAUI	70,847	92,899	31.1	30,602	476,956	1,114,231	11,994	36,410	670	124,678	12,519
Wailuku	10,674	12,471	16.8	3,090	73,944	151,970	12,186	49,181	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1985 Cash Receipts as follows: From Crops $411,800,000; from Livestock & Livestock Products $87,181,000; Total $498,981,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	943,935	1,040,627	10.2	370,722	6,675,557	10,851,829	10,428	29,272	24,714	1,151,294	1,069,388
METROPOLITAN STATISTICAL AREAS											
Boise City, Id	173,036	203,687	17.7	76,648	1,536,674	2,591,034	12,721	33,804	1,408	18,842	56,813
COUNTIES, Cities											
ADA	173,036	203,687	17.7	76,648	1,536,674	2,591,034	12,721	33,804	1,408	18,842	56,813
Boise City	102,160	113,904	11.5	46,664	993,733	1,558,017	13,678	33,388	*	*	*
ADAMS	3,347	3,624	8.3	1,354	22,170	34,249	9,451	25,295	218	473	7,317
BANNOCK	65,421	68,722	5.0	24,514	465,917	799,211	11,630	32,602	617	15,300	9,737
Pocatello	46,340	44,678	-3.6	16,906	345,322	548,815	12,284	32,463	*	*	*
BEAR LAKE	6,931	6,609	-4.7	2,182	42,893	63,951	9,676	29,308	451	3,250	10,748
BENEWAH	8,292	8,974	8.2	3,319	60,412	98,916	11,023	29,803	222		
BINGHAM	36,489	38,972	6.8	11,892	213,946	345,503	8,865	29,053	1,447	107,806	66,095
Blackfoot	10,065	10,129	.6	3,446	70,773	104,567	10,324	30,344	*	*	*
BLAINE	9,841	13,783	40.1	5,785	87,724	157,987	11,462	27,310	236	8,072	13,327
BOISE	2,999	3,046	1.6	1,225	21,685	33,726	11,072	27,531	73	561	1,644
BONNER	24,163	27,306	13.0	10,377	147,596	243,687	8,924	23,483	559	1,174	6,346
Sandpoint	4,460	5,895	32.2	1,923	27,053	49,784	8,445	25,889	*	*	*
BONNEVILLE	65,980	71,247	8.0	23,849	493,968	812,355	11,402	34,062	976	62,096	17,094
Idaho Falls	39,590	42,529	7.4	15,211	324,588	522,993	12,297	34,383	*	*	*
BOUNDARY	7,289	8,369	14.8	2,946	41,405	66,414	7,936	22,544	301	6,947	3,461
BUTTE	3,342	3,147	-5.8	1,088	20,652	28,451	9,041	26,150	247	11,565	7,450
CAMAS	818	812	-.7	306	6,444	7,499	9,235	24,507	121	8,246	2,996
CANYON	83,756	93,834	12.0	33,062	542,346	879,599	9,374	26,605	2,127	99,082	133,985
Caldwell	17,699	19,307	9.1	7,182	125,543	193,180	10,006	26,898	*	*	*
Nampa	25,112	28,852	14.9	10,830	165,047	258,313	8,953	23,852	*	*	*
CARIBOU	8,695	8,224	-5.4	2,591	57,139	82,920	10,083	32,003	455	25,048	10,877
CASSIA	19,427	20,790	7.0	6,832	119,567	181,357	8,723	26,545	870	97,914	48,610
Burley	8,761	9,088	3.7	3,154	57,578	81,522	8,970	25,847	*	*	*
CLARK	798	812	1.8	306	5,083	6,665	8,208	21,781	82	1,350	6,213
CLEARWATER	10,390	9,514	-8.4	3,444	77,710	113,365	11,916	32,917	219	3,056	1,587
CUSTER	3,385	5,562	64.3	2,152	21,482	47,597	8,558	22,118	240	1,713	9,819
ELMORE	21,565	22,066	2.3	7,158	124,481	183,202	8,302	25,594	307	40,246	81,456
FRANKLIN	8,895	9,720	9.3	3,016	45,309	79,293	8,158	26,291	650	7,666	34,287
FREMONT	10,813	10,587	-2.1	3,284	61,673	86,723	8,191	26,408	547	44,362	19,808
GEM	11,972	11,691	-2.4	4,284	77,558	120,315	10,291	28,085	543	9,471	13,036
GOODING	11,874	13,176	11.0	4,799	78,471	117,063	8,885	24,393	740	25,450	68,033
IDAHO	14,769	15,025	1.7	5,411	96,627	146,998	9,784	27,167	751	16,758	18,633
JEFFERSON	15,304	16,627	8.6	4,986	81,733	131,815	7,928	26,437	842	43,718	31,301
JEROME	14,840	16,120	8.6	5,715	92,429	152,776	9,477	26,732	867	48,327	82,260
KOOTENAI	59,770	72,615	21.5	26,866	436,905	755,835	10,409	28,134	615	13,122	3,469
Coeur d'Alene	20,054	26,302	31.2	9,434	140,432	244,671	9,302	25,935	*	*	*
LATAH	28,749	32,010	11.3	11,915	207,173	333,133	10,407	27,959	662	35,756	3,716
Moscow	16,513	18,535	12.2	6,504	121,891	186,358	10,054	28,653	*	*	*
LEMHI	7,460	7,614	2.1	2,859	46,608	69,209	9,090	24,207	337	734	12,100
LEWIS	4,118	3,521	-14.5	1,340	29,588	36,491	10,364	27,232	219	17,949	2,144

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 80 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LINCOLN	3,436	3,452	.5	1,225	20,261	28,464	8,246	23,236	348	15,830	34,400
MADISON	19,480	22,260	14.3	5,886	98,845	151,290	6,796	25,703	551	43,506	8,746
MINIDOKA	19,718	21,369	8.4	6,956	117,514	190,805	8,929	27,430	955	57,522	24,066
NEZ PERCE	33,220	34,937	5.2	13,395	258,587	393,781	11,271	29,398	433	32,573	5,245
Lewiston	27,986	29,395	5.0	11,367	218,618	335,086	11,399	29,479	*	*	*
ONEIDA	3,258	3,745	14.9	1,360	16,837	28,678	7,658	21,087	373	10,964	6,622
OWYHEE	8,272	9,111	10.1	3,020	41,347	65,400	7,178	21,656	598	27,870	59,905
PAYETTE	15,722	17,308	10.1	6,358	94,287	146,477	8,463	23,038	606	18,092	27,071
POWER	6,844	7,041	2.9	2,360	43,080	69,449	9,864	29,428	348	50,870	10,638
SHOSHONE	19,226	15,888	-17.4	5,932	138,209	181,904	11,449	30,665	51		
Kellogg	3,417	2,379	-30.4	933	26,472	27,355	11,499	29,319	*	*	*
TETON	2,897	3,218	11.1	1,044	14,930	23,649	7,349	22,652	270	16,583	6,605
TWIN FALLS	52,927	58,495	10.5	21,696	376,845	611,290	10,450	28,175	1,609	78,504	70,175
Twin Falls	26,209	29,201	11.4	11,261	205,154	319,819	10,952	28,401	*	*	*
VALLEY	5,604	7,417	32.4	2,811	41,260	78,766	10,620	28,021	126	867	5,536
WASHINGTON	8,803	8,580	-2.5	3,174	50,167	74,536	8,687	23,483	497	12,059	26,017

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Idaho 1985 Cash Receipts as follows: From Crops $1,188,789,000; from Livestock & Livestock Products $885,671,000; Total $2,074,460,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 80 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	11,418,461	11,388,990	-.3	4,169,094	100,981,833	159,518,484	14,006	38,262	98,483	5,020,577	2,198,720
METROPOLITAN STATISTICAL AREAS											
Aurora-Elgin, Il	315,607	342,667	8.6	119,178	3,122,083	4,951,313	14,449	41,546	1,528	100,459	47,452
Bloomington-Normal, Il	119,149	122,008	2.4	44,106	1,240,538	1,743,990	14,294	39,541	2,126	179,485	26,453
Champaign-Urbana-Rantoul, Il	168,392	172,881	2.7	62,052	1,725,253	2,228,947	12,893	35,921	1,871	146,852	13,195
Chicago, Il	6,059,091	6,012,900	-.8	2,204,912	50,299,626	90,952,113	15,126	41,250	1,890	95,292	47,765
Davenport-Rock Island-Moline, Ia-Il	383,958	364,292	-5.1	135,436	3,521,449	4,727,154	12,976	34,903	3,787	158,759	179,104
Decatur, Il	131,375	125,004	-4.9	47,465	1,191,358	1,647,024	13,176	34,700	916	80,021	5,110
Joliet, Il	355,042	366,119	3.1	121,676	3,412,675	5,262,634	14,374	43,251	1,987	131,239	22,813
Kankakee, Il	102,926	97,752	-5.0	34,348	809,231	1,075,471	11,002	31,311	1,173	92,518	13,615
Lake County, Il	440,372	484,326	10.0	159,994	4,830,925	7,533,424	15,554	47,086	513	24,857	9,508
Peoria, Il	365,864	332,741	-9.1	122,510	4,078,114	4,378,805	13,160	35,742	3,581	203,632	63,933
Rockford, Il	279,514	285,947	2.3	104,954	2,419,691	3,713,713	12,987	35,384	1,541	65,103	49,501
St. Louis, Mo-Il	2,375,814	2,418,567	1.8	885,307	19,430,907	33,281,764	13,761	37,593	9,664	226,367	182,469
Springfield, Il	187,789	194,356	3.5	77,598	1,773,265	2,622,946	13,496	33,802	1,892	150,055	42,761
COUNTIES, Cities											
ADAMS	71,622	67,265	-6.1	25,546	737,596	768,846	11,430	30,097	1,707	51,543	52,916
Quincy	42,352	38,870	-8.2	15,661	451,684	448,986	11,551	28,669	*	*	*
ALEXANDER	12,264	11,322	-7.7	4,593	76,014	96,281	8,504	20,963	246	9,723	1,340
Cairo	5,931	4,803	-19.0	2,013	41,301	41,886	8,721	20,808	*	*	*
BOND	16,224	16,584	2.2	6,241	140,386	184,564	11,129	29,573	824	23,456	16,280
BOONE	28,630	30,404	6.2	10,640	245,370	388,265	12,770	36,491	608	31,168	17,608
Belvidere	15,176	19,996	31.8	7,332	139,640	252,503	12,628	34,438	*	*	*
BROWN	5,411	5,207	-3.8	2,133	47,454	51,185	9,830	23,997	481	13,345	10,556
BUREAU	39,114	36,344	-7.1	13,778	311,011	437,227	12,030	31,734	1,629	122,985	45,552
Spring Valley	5,822	5,035	-13.5	1,916	57,568	59,619	11,841	31,116	*	*	*
CALHOUN	5,867	5,990	2.1	2,246	48,004	55,503	9,266	24,712	542	7,282	13,486
CARROLL	18,779	17,316	-7.8	6,602	187,028	205,593	11,873	31,141	846	36,363	71,336
CASS	15,084	14,121	-6.4	5,523	131,486	181,219	12,833	32,812	550	37,847	21,880
Beardstown	6,338	5,716	-9.8	2,215	55,579	74,242	12,988	33,518	*	*	*
CHAMPAIGN	168,392	172,881	2.7	62,052	1,725,253	2,228,947	12,893	35,921	1,871	146,852	13,195
Champaign	58,133	59,918	3.1	22,444	613,885	751,390	12,540	33,478	*	*	*
Urbana	35,978	33,984	-5.6	11,640	358,338	405,225	11,924	34,813	*	*	*
CHRISTIAN	36,446	36,954	1.4	14,396	328,356	468,800	12,687	32,566	1,161	99,693	11,326
Taylorville	11,386	11,720	2.9	4,768	122,218	168,409	14,369	35,321	*	*	*
CLARK	16,913	16,494	-2.5	6,517	151,991	199,876	12,118	30,670	938	43,120	16,575

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 88	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1997 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1997 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CLAY	15,283	15,807	3.4	6,256	121,221	149,622	9,466	23,917	894	28,187	10,331
Flora	5,379	5,868	9.1	2,371	46,982	56,637	9,652	23,887	*	*	*
CLINTON	32,617	34,328	5.2	11,748	254,617	351,923	10,252	29,956	1,154	31,184	51,447
COLES	52,992	53,918	1.7	19,784	478,351	639,607	11,863	32,330	915	57,678	9,642
Charleston	19,355	19,987	3.3	6,428	162,027	206,900	10,352	32,187	*	*	*
Mattoon	19,055	19,681	3.3	8,604	203,513	277,617	14,106	32,266	*	*	*
COOK	5,253,190	5,086,497	-3.2	1,881,888	40,594,672	75,018,456	14,749	39,863	428	24,897	2,825
Chicago	3,005,072	2,852,598	-5.1	1,088,255	25,321,393	36,295,556	12,724	33,352	*	*	*
CRAWFORD	20,818	21,527	3.4	8,618	208,145	276,659	12,852	32,102	726	34,889	11,558
Robinson	7,285	7,110	-2.4	3,006	82,580	96,404	13,559	32,066	*	*	*
CUMBERLAND	11,062	10,742	-2.9	4,063	94,065	115,769	10,777	28,493	818	27,435	14,738
DE KALB	74,624	72,762	-2.5	24,392	796,701	880,836	12,106	36,112	1,150	88,918	59,738
De Kalb	33,099	30,999	-6.4	9,134	324,578	322,055	10,389	35,259	*	*	*
DE WITT	18,108	17,593	-2.9	6,919	182,863	245,238	13,940	35,444	629	51,580	4,227
Clinton	8,014	7,883	-1.6	3,240	79,948	110,131	13,971	33,991	*	*	*
DOUGLAS	19,774	18,935	-4.3	7,104	192,372	260,396	13,752	36,655	845	65,179	12,308
DU PAGE	658,177	760,377	15.5	265,866	8,220,248	13,450,333	17,689	50,591	207	19,612	1,138
Wheaton	43,043	49,938	16.0	17,335	573,542	892,184	17,866	51,467	*	*	*
EDGAR	21,725	20,171	-7.2	8,038	188,930	251,482	12,468	31,287	1,045	73,142	16,309
Paris	9,885	11,373	15.1	4,677	85,328	143,797	12,644	30,746	*	*	*
EDWARDS	7,961	8,122	2.0	3,267	68,133	92,175	11,349	28,214	422	14,205	11,428
EFFINGHAM	30,944	31,918	3.1	11,383	282,088	391,091	12,253	34,357	1,261	32,622	26,716
Effingham	11,270	11,352	.7	4,449	124,702	160,340	14,124	36,040	*	*	*
FAYETTE	22,167	22,812	2.9	8,501	186,499	242,010	10,609	28,468	1,463	42,317	14,162
FORD	15,265	14,271	-6.5	5,549	147,187	202,585	14,196	36,508	804	65,827	11,424
Paxton	4,258	4,149	-2.6	1,609	42,551	60,063	14,477	37,329	*	*	*
FRANKLIN	43,201	44,679	3.4	18,260	313,018	479,805	10,739	26,276	672	19,784	4,626
Benton	7,778	7,937	2.0	3,313	75,751	88,679	11,173	26,767	*	*	*
West Frankfort	9,437	9,883	4.7	4,128	88,258	107,663	10,894	26,081	*	*	*
FULTON	43,687	37,389	-14.4	14,447	325,860	420,403	11,244	29,100	1,440	54,400	28,107
Canton	14,626	12,194	-16.6	4,907	122,017	145,404	11,924	29,632	*	*	*
GALLATIN	7,590	8,072	6.4	3,186	59,447	85,142	10,548	26,724	333	28,952	3,537
GREENE	16,661	15,318	-8.1	5,932	142,920	153,053	9,992	25,801	912	39,679	26,592
GRUNDY	30,582	31,887	4.3	11,615	312,894	423,823	13,291	36,489	606	52,347	5,882
Morris	8,833	6,814	-22.9	2,804	93,172	90,760	13,320	32,368	*	*	*
HAMILTON	9,172	9,614	4.8	3,909	67,075	91,743	9,543	23,470	687	25,099	5,742
HANCOCK	23,877	23,233	-2.7	8,971	175,026	244,859	10,539	27,295	1,507	61,901	42,466
HARDIN	5,383	5,619	4.4	2,261	34,271	44,878	7,987	19,849	216	979	965
HENDERSON	9,114	8,539	-6.3	3,257	69,000	90,540	10,603	27,799	562	32,763	20,862
HENRY	57,968	53,899	-7.0	19,746	531,387	620,430	11,511	31,421	1,853	87,549	103,974
Kewanee	14,508	12,528	-13.7	5,058	134,703	140,862	11,244	27,849	*	*	*
IROQUOIS	32,976	31,016	-6.0	11,768	302,828	407,697	13,145	34,645	1,899	154,604	38,149
Watseka	5,543	5,567	.4	2,167	52,852	74,491	13,381	34,375	*	*	*
JACKSON	61,522	62,847	2.2	24,136	489,400	611,300	9,727	25,327	814	24,009	6,627
Carbondale	26,414	25,788	-2.4	9,240	199,947	214,260	8,309	23,188	*	*	*
Murphysboro	9,866	12,361	25.3	4,957	80,335	121,586	9,836	24,528	*	*	*
JASPER	11,318	11,609	2.6	4,199	105,102	124,949	10,763	29,757	1,017	39,946	21,324
JEFFERSON	36,354	39,347	8.2	15,642	284,229	437,253	11,113	27,954	1,168	24,476	9,614
Mount Vernon	16,995	18,042	6.2	7,679	156,677	224,267	12,430	29,205	*	*	*
JERSEY	20,538	20,949	2.0	7,261	201,244	222,966	10,643	30,707	738	26,928	16,274
JO DAVIESS	23,520	23,021	-2.1	8,410	230,597	266,876	11,593	31,733	1,142	16,954	61,919
East Dubuque	2,194	2,173	-1.0	710	17,896	25,574	11,769	36,020	*	*	*
JOHNSON	9,624	10,704	11.2	3,867	67,095	93,063	8,694	24,066	532	5,038	9,027
KANE	278,405	305,953	9.9	106,871	2,738,246	4,430,728	14,482	41,459	912	58,681	31,097
Aurora	81,293	88,868	9.3	31,711	766,326	1,200,096	13,504	37,845	*	*	*
Elgin	63,981	70,645	10.4	27,112	654,159	1,018,482	14,417	37,566	*	*	*
KANKAKEE	102,926	97,752	-5.0	34,348	809,231	1,075,471	11,002	31,311	1,173	92,518	13,615
Kankakee	30,141	27,360	-9.2	10,289	245,660	280,805	10,263	27,292	*	*	*
KENDALL	37,202	36,714	-1.3	12,307	383,837	520,585	14,179	42,300	616	41,778	16,355
KNOX	61,607	55,942	-9.2	21,336	512,874	668,669	11,953	31,340	1,301	65,632	46,557
Galesburg	35,305	31,681	-10.3	12,422	301,548	381,257	12,034	30,692	*	*	*
LAKE	440,372	484,326	10.0	159,994	4,830,925	7,533,424	15,554	47,086	513	24,857	9,508
North Chicago	38,774	39,673	2.3	7,354	224,986	298,857	7,533	40,639	*	*	*
Waukegan	67,653	72,577	7.3	26,532	649,508	966,385	13,315	36,423	*	*	*
LA SALLE	109,139	105,227	-3.6	39,898	1,013,284	1,359,044	12,915	34,063	2,146	144,365	30,959
La Salle	10,347	9,358	-9.6	3,786	98,177	118,819	12,697	31,384	*	*	*
Ogelsby	3,979	3,465	-12.9	1,287	38,590	43,716	12,616	33,967	*	*	*
Ottawa	18,166	17,117	-5.8	6,605	189,360	239,825	14,011	36,310	*	*	*
Peru	10,886	9,820	-9.8	3,679	107,137	132,730	13,516	36,078	*	*	*
Streator	14,795	13,258	-10.4	5,124	137,357	168,976	12,745	32,977	*	*	*
LAWRENCE	17,807	18,440	3.6	7,274	151,876	212,122	11,503	29,162	501	26,684	3,827
Lawrenceville	5,652	9,934	75.8	4,127	52,211	116,760	11,754	28,292	*	*	*
LEE	36,328	33,679	-7.3	12,151	385,046	431,228	12,804	35,489	1,230	91,026	34,075
Dixon	15,659	13,552	-13.5	5,032	179,463	182,954	13,500	36,358	*	*	*
LIVINGSTON	41,381	42,305	2.2	14,932	407,578	570,582	13,487	38,212	1,835	143,281	32,483
Pontiac	11,227	11,770	4.8	3,921	108,187	145,469	12,359	37,100	*	*	*
LOGAN	31,802	30,660	-3.6	11,248	301,900	412,018	13,438	36,630	1,024	86,328	17,052
Lincoln	16,327	15,318	-6.2	5,855	161,367	213,000	13,905	36,379	*	*	*
MCDONOUGH	37,236	34,442	-7.5	12,152	272,237	345,572	10,033	28,437	1,109	62,444	22,822
Macomb	19,632	18,177	-7.4	5,668	147,772	175,917	9,678	31,037	*	*	*
MCHENRY	147,724	166,026	12.4	57,158	1,484,706	2,483,324	14,957	43,447	1,255	50,783	43,802
Crystal Lake	18,590	20,777	11.8	7,037	215,121	337,383	16,238	47,944	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	% Pop. Change 80 vs 88	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MCLEAN	119,149	122,008	2.4	44,106	1,240,538	1,743,990	14,294	39,541	2,126	179,485	26,453
Bloomington	44,189	46,242	4.6	19,933	508,229	700,852	15,156	35,160	*	*	*
Normal	35,672	38,167	7.0	10,539	345,819	464,164	12,161	44,043	*	*	*
MACON	131,375	125,004	-4.9	47,465	1,191,358	1,647,024	13,176	34,700	916	80,021	5,110
Decatur	94,081	89,210	-5.2	35,260	876,318	1,168,466	13,098	33,139	*	*	*
MACOUPIN	49,384	50,563	2.4	19,235	491,278	545,893	10,796	28,380	1,754	69,457	46,917
MADISON	247,671	255,967	3.3	95,205	2,280,741	3,041,882	11,884	31,951	1,735	50,020	23,869
Alton	34,171	33,458	-2.1	13,358	295,199	352,268	10,529	26,371	*	*	*
East Alton	7,123	7,161	.5	3,057	70,041	89,678	12,523	29,335	*	*	*
Edwardsville	12,460	13,452	8.0	5,306	135,195	175,633	13,056	33,101	*	*	*
Wood River	12,446	12,368	-.6	4,944	125,037	160,217	12,954	32,406	*	*	*
MARION	43,523	45,804	5.2	17,828	386,049	495,714	10,823	27,805	1,179	34,084	11,937
Central City	1,377	1,544	12.1	551	4,485				*	*	*
Centralia	15,126	14,914	-1.4	5,996	157,328	182,858	12,261	30,497	*	*	*
MARSHALL	14,479	13,239	-8.6	4,931	116,821	157,171	11,872	31,874	656	42,654	10,655
MASON	19,492	17,427	-10.6	6,634	176,064	224,133	12,861	33,785	672	56,890	8,431
MASSAC	14,990	15,366	2.5	6,140	119,940	154,421	10,050	25,150	480	9,156	6,675
MENARD	11,700	11,469	-2.0	4,276	93,463	148,501	12,948	34,729	520	39,320	13,950
MERCER	19,286	18,713	-3.0	6,834	141,104	213,438	11,406	31,232	1,058	54,500	32,267
MONROE	20,117	21,819	8.5	7,867	183,438	268,696	12,315	34,155	783	24,491	22,536
MONTGOMERY	31,686	32,457	2.4	12,688	296,764	356,212	10,975	28,075	1,398	66,400	25,444
Litchfield	7,204	6,940	-3.7	2,752	63,019	77,079	11,106	28,008	*	*	*
MORGAN	37,502	36,312	-3.2	13,621	405,382	424,773	11,698	31,185	1,074	61,700	27,418
Jacksonville	20,284	19,492	-3.9	7,278	225,024	227,223	11,657	31,221	*	*	*
MOULTRIE	14,546	14,858	2.1	5,424	135,126	186,006	12,519	34,293	597	43,238	10,057
OGLE	46,338	47,552	2.6	17,409	503,542	582,680	12,254	33,470	1,406	75,523	70,751
PEORIA	200,466	176,767	-11.8	66,400	2,218,517	2,335,222	13,211	35,169	1,161	56,476	14,793
Peoria	124,160	106,209	-14.5	41,363	1,416,311	1,414,681	13,320	34,202	*	*	*
PERRY	21,714	22,715	4.6	8,849	174,740	277,033	12,196	31,307	700	19,349	6,855
Du Quoin	6,594	6,707	1.7	2,763	66,363	82,306	12,272	29,789	*	*	*
Pickneyville	3,319	3,521	6.1	1,481	33,709	43,627	12,391	29,458	*	*	*
PIATT	16,581	16,014	-3.4	5,928	166,735	231,980	14,486	39,133	640	69,094	7,042
PIKE	18,896	17,696	-6.4	7,081	167,771	182,243	10,299	25,737	1,291	46,340	52,250
POPE	4,404	4,989	13.3	1,777	25,870	39,463	7,910	22,208	338	3,911	3,285
PULASKI	8,840	8,183	-7.4	3,158	50,364	65,381	7,990	20,703	285	10,404	3,319
PUTNAM	6,085	5,722	-6.0	2,083	51,243	70,722	12,360	33,952	261	17,144	6,679
RANDOLPH	35,566	34,598	-2.7	11,895	334,636	431,322	12,467	36,261	1,173	27,053	21,330
RICHLAND	17,587	18,759	6.7	7,423	144,394	201,430	10,738	27,136	697		
Olney	9,026	9,775	8.3	4,109	83,289	114,100	11,673	27,768	*	*	*
ROCK ISLAND	165,968	155,651	-6.2	59,128	1,673,080	2,013,961	12,939	34,061	837	26,305	21,378
East Moline	20,907	20,365	-2.6	7,763	220,414	269,395	13,228	34,702	*	*	*
Moline	46,278	43,373	-6.3	17,337	509,228	607,411	14,004	35,036	*	*	*
Rock Island	46,928	42,280	-9.9	16,424	466,598	518,742	12,269	31,584	*	*	*
ST. CLAIR	265,469	258,110	-2.8	90,662	2,168,909	2,788,877	10,805	30,761	1,263	46,009	19,127
Belleville	42,150	40,719	-3.4	15,983	429,445	526,927	12,941	32,968	*	*	*
SALINE	27,360	30,474	11.4	12,528	209,710	321,799	10,560	25,686	550	20,968	3,516
Eldorado	5,198	5,218	.4	2,185	52,747	53,126	10,181	24,314	*	*	*
Harrisburg	9,322	11,620	24.7	4,724	78,272	110,377	9,499	23,365	*	*	*
SANGAMON	176,089	182,887	3.9	73,322	1,679,802	2,474,445	13,530	33,748	1,372	110,735	28,811
Springfield	100,054	104,102	4.0	44,366	1,001,912	1,421,682	13,657	32,044	*	*	*
SCHUYLER	8,365	7,517	-10.1	2,966	73,625	83,224	11,071	28,059	657	23,896	14,125
SCOTT	6,142	6,308	2.7	2,456	55,581	64,361	10,203	26,206	454	20,975	9,553
SHELBY	23,923	23,186	-3.1	8,793	207,453	285,998	12,335	32,526	1,599	73,835	19,528
Shelbyville	5,259	5,085	-3.3	1,961	44,734	62,686	12,328	31,966	*	*	*
STARK	7,389	6,660	-9.9	2,488	56,113	77,921	11,700	31,319	474	42,883	8,943
STEPHENSON	49,536	51,017	3.0	19,662	526,286	627,324	12,296	31,905	1,434	35,558	93,241
Freeport	26,266	26,143	-.5	10,984	299,453	326,390	12,485	29,715	*	*	*
TAZEWELL	132,078	123,991	-6.1	45,091	1,507,685	1,641,530	13,239	36,405	1,251	75,738	24,297
Pekin	33,967	31,225	-8.1	12,459	391,857	395,711	12,673	31,761	*	*	*
UNION	16,851	18,892	12.1	7,332	135,081	189,774	10,045	25,883	650	12,323	5,395
VERMILION	95,222	87,718	-7.9	33,487	904,750	1,151,073	13,122	34,374	1,390	110,115	13,357
Danville	38,985	35,026	-10.2	13,993	398,108	472,851	13,500	33,792	*	*	*
WABASH	13,713	14,456	5.4	5,671	133,962	182,391	12,617	32,162	323	19,472	4,900
Mount Carmel	8,908	9,587	7.6	3,799	94,474	125,406	13,081	33,010	*	*	*
WARREN	21,943	19,789	-9.8	7,367	164,488	217,750	11,004	29,557	987	60,175	39,594
Monmouth	10,706	9,594	-10.4	3,624	83,184	105,608	11,008	29,141	*	*	*
WASHINGTON	15,472	15,873	2.6	5,935	138,350	185,312	11,675	31,224	1,057	37,440	29,237
Wamac	1,665	1,754	5.3	701	16,009	20,789	11,852	29,656	*	*	*
WAYNE	18,059	19,191	6.3	7,741	145,998	199,461	10,393	25,767	1,239		
WHITE	17,864	18,924	5.9	7,716	161,362	233,194	12,323	30,222	684	37,351	8,112
Carmi	6,264	9,133	45.8	3,813	64,956	115,469	12,643	30,283	*	*	*
WHITESIDE	65,970	62,071	-5.9	22,584	724,204	832,379	13,410	36,857	1,328	73,534	62,193
Rock Falls	10,624	10,268	-3.4	3,724	116,931	129,706	12,632	34,830	*	*	*
Sterling	16,270	15,030	-7.6	5,848	201,312	216,309	14,392	36,989	*	*	*
WILL	324,460	334,232	3.0	110,061	3,099,781	4,838,811	14,477	43,965	1,381	78,892	16,931
Joliet	77,956	74,050	-5.0	27,661	760,584	1,027,071	13,870	37,131	*	*	*
WILLIAMSON	56,538	60,646	7.3	24,335	444,328	660,013	10,883	27,122	674	7,476	3,843
Herrin	10,708	11,603	8.4	4,793	108,149	130,484	11,246	27,224	*	*	*
Marion	14,031	15,164	8.1	6,356	124,152	174,075	11,479	27,388	*	*	*
WINNEBAGO	250,884	255,543	1.9	94,314	2,173,821	3,325,448	13,013	35,259	933	33,935	31,893
Rockford	139,712	137,936	-1.3	53,732	1,239,728	1,766,610	12,807	32,878	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Rockton	2,313	2,511	8.6	977	24,793	33,174	13,211	33,955	*	*	*
South Beloit	4,088	4,545	11.2	1,840	40,474	55,789	12,275	30,320	*	*	*
WOODFORD	33,320	31,983	-4.0	11,019	351,912	402,053	12,571	36,487	1,169	71,418	24,843

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1985 Cash Receipts as follows: From Crops $5,379,150,000; from Livestock & Livestock Products $2,176,340,000; Total $7,555,490,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,490,179	5,429,383	-1.1	1,970,505	41,122,720	64,188,856	11,822	32,575	77,180	2,237,382	1,679,917
METROPOLITAN STATISTICAL AREAS											
Anderson, In	139,336	126,250	-9.4	46,881	863,237	1,594,355	12,629	34,009	1,126	46,473	13,070
Bloomington, In	98,387	103,589	5.3	36,546	908,232	1,166,456	11,260	31,917	619	3,812	4,442
Cincinnati, Oh-Ky-	1,401,403	1,379,842	-1.5	506,825	12,961,181	18,247,834	13,225	36,004	5,626	65,966	33,746
Elkhart-Goshen, In	137,330	148,665	8.3	54,122	1,043,733	1,705,123	11,470	31,505	1,678	28,154	60,489
Evansville, In-Ky	276,252	276,221		104,845	2,212,437	3,510,282	12,708	33,481	2,266	70,850	21,223
Fort Wayne, In	354,156	345,372	-2.5	125,573	2,677,861	4,284,353	12,405	34,118	3,764	86,013	71,348
Gary-Hammond, I	642,781	595,734	-7.3	205,130	4,952,762	6,730,195	11,297	32,809	1,299	59,127	17,422
Indianapolis, In	1,166,929	1,186,168	1.6	439,270	9,500,182	15,587,450	13,141	35,485	6,450	238,190	97,985
Kokomo, In	103,715	98,605	-4.9	36,526	774,496	1,311,898	13,305	35,917	1,370	72,701	36,913
Lafayette-West Lafayette, In	121,702	127,523	4.8	44,157	1,210,754	1,522,413	11,938	34,477	945	51,657	20,968
Louisville, Ky-In	956,844	927,794	-3.0	340,924	6,491,621	11,490,697	12,385	33,705	6,322	79,532	86,202
Muncie, In	128,587	116,926	-9.1	41,620	844,589	1,316,170	11,256	31,623	965	34,569	12,319
South Bend-Mishawaka, In	241,617	234,545	-2.9	86,510	1,766,310	2,900,152	12,365	33,524	1,006	30,245	16,412
Terre Haute, In	137,247	130,914	-4.6	48,865	1,091,303	1,421,418	10,858	29,077	1,397	45,075	13,115
COUNTIES, Cities											
ADAMS	29,619	30,598	3.3	10,360	200,954	319,178	10,431	30,809	1,230	27,042	44,139
Decatur	8,649	8,515	-1.6	3,095	59,619	88,092	10,346	28,463	*	*	*
ALLEN	294,335	286,006	-2.8	104,500	2,268,091	3,606,041	12,608	34,508	1,776	44,621	32,791
Fort Wayne	172,028	161,221	-6.3	64,538	1,310,445	1,920,181	11,910	29,753	*	*	*
BARTHOLOMEW	65,088	63,815	-2.0	23,210	510,868	847,324	13,278	36,507	794	29,700	12,803
Columbus	30,292	30,745	1.5	12,080	263,934	413,110	13,437	34,198	*	*	*
BENTON	10,218	9,609	-6.0	3,540	79,001	110,330	11,482	31,167	628	61,175	8,327
BLACKFORD	15,570	14,461	-7.1	5,358	105,212	159,250	11,012	29,722	412		
Hartford City	7,622	7,617	-.1	2,966	52,431	84,708	11,121	28,560	*	*	*
BOONE	36,446	40,512	11.2	14,626	290,055	517,021	12,762	35,349	935	43,407	18,020
Lebanon	11,456	12,654	10.5	5,127	97,934	165,661	13,092	32,311	*	*	*
BROWN	12,377	13,410	8.3	4,980	84,967	148,129	11,046	29,745	232	1,341	1,016
CARROLL	19,722	18,687	-5.3	6,825	183,079	211,598	11,323	31,003	868	43,126	67,470
CASS	40,936	39,701	-3.0	14,788	311,143	457,508	11,524	30,938	946	39,223	25,726
Logansport	17,731	17,009	-4.1	6,969	137,182	197,444	11,608	28,332	*	*	*
CLARK	88,838	87,300	-1.7	31,582	465,391	1,037,845	11,888	32,862	848	13,810	7,258
Jeffersonville	21,220	20,597	-2.9	7,909	115,062	245,345	11,912	31,021	*	*	*
CLAY	24,862	25,689	3.3	9,944	187,921	255,651	9,952	25,709	719	24,017	8,415
Brazil	7,852	8,980	14.4	3,635	56,188	88,504	9,856	24,348	*	*	*
CLINTON	31,545	30,512	-3.3	11,347	223,848	334,282	10,956	29,460	828		
Frankfort	15,168	14,732	-2.9	5,692	110,062	159,670	10,838	28,052	*	*	*
CRAWFORD	9,820	10,359	5.5	3,817	52,661	87,389	8,436	22,895	481	1,930	3,617
DAVIESS	27,836	29,853	7.2	10,936	197,847	272,939	9,143	24,958	1,207	32,516	46,135
Washington	11,325	11,820	4.4	4,939	93,727	121,781	10,303	24,657	*	*	*
DEARBORN	34,291	38,645	12.7	13,409	210,173	385,779	9,983	28,770	905	4,369	4,922
DECATUR	23,841	22,970	-3.7	8,095	192,438	291,809	12,704	36,048	818	31,917	30,057
Greensburg	9,254	8,938	-3.4	3,311	82,988	120,862	13,522	36,503	*	*	*
DE KALB	33,606	32,767	-2.5	11,578	224,598	370,291	11,301	31,982	974	20,343	16,852
Auburn	8,122	8,516	4.9	3,242	60,059	99,424	11,675	30,667	*	*	*
DELAWARE	128,587	116,926	-9.1	41,620	844,589	1,316,170	11,256	31,623	965	34,569	12,319
Muncie	77,216	70,721	-8.4	25,942	488,451	731,939	10,350	28,214	*	*	*
DUBOIS	34,238	37,183	8.6	12,673	229,469	393,350	10,579	31,038	1,019	16,419	91,169
Jasper	9,097	9,653	6.1	3,577	74,673	118,340	12,259	33,084	*	*	*
ELKHART	137,330	148,665	8.3	54,122	1,043,733	1,705,123	11,470	31,505	1,678	28,154	60,489
Elkhart	41,305	44,343	7.4	18,306	341,945	510,212	11,506	27,871	*	*	*
Goshen	19,665	21,358	8.6	8,113	150,935	246,233	11,529	30,350	*	*	*
FAYETTE	28,272	27,433	-3.0	9,987	169,725	283,739	10,343	28,411	495	11,710	14,505
Connersville	17,023	16,122	-5.3	6,189	101,860	167,609	10,396	27,082	*	*	*

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
FLOYD	61,169	65,279	6.7	23,779	331,621	778,856	11,931	32,754	475	3,645	2,569
New Albany	37,103	38,479	3.7	15,098	201,030	443,444	11,524	29,371	*	*	*
FOUNTAIN	19,033	19,426	2.1	7,364	128,485	202,561	10,427	27,507	707	33,847	7,432
FRANKLIN	19,612	20,856	6.3	6,819	134,571	197,528	9,471	28,967	1,043	12,720	18,484
FULTON	19,335	18,625	-3.7	7,235	157,563	234,553	12,593	32,419	817	25,181	19,233
Rochester	5,050	5,106	1.1	1,974	40,148	64,412	12,615	32,630	*	*	*
GIBSON	33,156	35,621	7.4	13,564	240,388	405,679	11,389	29,909	895	42,017	17,933
Princeton	8,976	9,708	8.2	4,073	76,262	116,218	11,971	28,534	*	*	*
GRANT	80,934	73,827	-8.8	26,311	517,812	859,312	11,640	32,660	876		
Marion	35,874	33,749	-5.9	12,805	234,802	378,563	11,217	29,564	*	*	*
GREENE	30,416	31,684	4.2	12,437	226,632	319,931	10,098	25,724	1,071		
Bloomfield	2,705	2,737	1.2	1,194	20,015	28,818	10,529	24,136	*	*	*
Linton	6,315	5,841	-7.5	2,503	45,372	58,327	9,986	23,303	*	*	*
HAMILTON	82,381	94,606	14.8	32,664	738,685	1,415,986	14,967	43,350	843	31,992	12,355
Noblesville	12,056	14,236	18.1	5,282	96,201	177,743	12,485	33,651	*	*	*
HANCOCK	43,939	46,347	5.5	15,778	342,156	599,524	12,936	37,997	773	31,087	12,412
Greenfield	11,299	11,749	4.0	4,262	91,690	148,199	12,614	34,772	*	*	*
HARRISON	27,276	29,632	8.6	10,280	170,247	292,874	9,884	28,490	1,438	12,768	21,513
HENDRICKS	69,804	79,620	14.1	26,901	556,928	1,050,788	13,198	39,061	997	31,842	13,918
HENRY	53,336	47,759	-10.5	17,413	328,470	537,864	11,262	30,889	1,054	33,405	20,962
New Castle	20,056	17,482	-12.8	6,852	127,735	198,240	11,340	28,932	*	*	*
HOWARD	86,896	83,002	-4.5	30,785	625,739	1,100,868	13,263	35,760	784	31,080	19,899
Kokomo	47,808	44,421	-7.1	17,808	344,599	558,028	12,562	31,336	*	*	*
HUNTINGTON	35,596	34,211	-3.9	12,323	249,492	399,571	11,680	32,425	927		
Huntington	16,202	15,855	-2.2	5,981	120,888	189,487	11,951	31,681	*	*	*
JACKSON	36,523	37,877	3.7	13,963	279,773	390,100	10,299	27,938	1,026	25,325	55,552
Seymour	15,050	15,625	3.8	6,017	125,683	167,732	10,735	27,876	*	*	*
JASPER	26,138	26,772	2.4	8,804	204,686	325,903	12,173	37,018	877	60,188	34,956
Rensselaer	4,944	4,579	-7.4	1,822	38,633	59,194	12,927	32,488	*	*	*
JAY	23,239	21,025	-9.5	7,846	145,107	226,304	10,764	28,843	1,062	27,802	25,452
Portland	7,074	6,036	-14.7	2,414	46,794	64,743	10,726	26,820	*	*	*
JEFFERSON	30,419	29,557	-2.8	10,305	228,736	302,575	10,237	29,362	1,055	14,008	6,718
Madison	12,472	11,722	-6.0	4,467	110,737	141,194	12,045	31,608	*	*	*
JENNINGS	22,854	23,659	3.5	7,897	158,393	229,224	9,689	29,027	751	13,518	17,717
JOHNSON	77,240	83,986	8.7	28,569	596,613	1,051,116	12,515	36,792	737	25,496	12,500
Edinburg	4,856	4,835	-.4	1,699	38,022	59,468	12,299	35,002	*	*	*
Franklin	11,563	12,634	9.3	4,212	80,915	131,951	10,444	31,327	*	*	*
KNOX	41,838	43,492	4.0	16,083	311,771	429,065	9,865	26,678	882	51,177	17,654
Bicknell	4,713	5,112	8.5	2,109	35,257	49,914	9,764	23,667	*	*	*
Vincennes	20,857	21,836	4.7	8,005	160,021	214,070	9,804	26,742	*	*	*
KOSCIUSKO	59,555	63,381	6.4	23,037	494,517	772,477	12,188	33,532	1,442	34,921	80,295
Warsaw	10,647	11,153	4.8	3,269	99,011	107,788	9,664	32,973	*	*	*
LAGRANGE	25,550	27,257	6.7	8,585	152,433	249,474	9,153	29,059	1,415	23,395	59,291
LAKE	522,965	468,636	-10.4	162,077	3,959,901	5,255,108	11,214	32,424	622	30,379	8,973
East Chicago	39,786	33,668	-15.4	12,284	272,335	345,362	10,258	28,115	*	*	*
Gary	151,953	130,569	-14.1	45,476	994,772	1,222,986	9,367	26,893	*	*	*
Hammond	93,714	81,603	-12.9	30,559	729,819	915,436	11,218	29,956	*	*	*
LA PORTE	108,632	103,629	-4.6	36,974	795,765	1,285,947	12,409	34,780	982	47,655	21,954
La Porte	21,796	20,807	-4.5	8,249	171,541	273,250	13,133	33,125	*	*	*
Michigan City	36,850	34,468	-6.5	12,219	256,741	387,578	11,245	31,719	*	*	*
LAWRENCE	42,472	43,557	2.6	16,478	277,159	440,748	10,119	26,748	962	8,151	9,381
Bedford	14,410	14,067	-2.4	5,965	113,387	168,181	11,956	28,195	*	*	*
MADISON	139,336	126,250	-9.4	46,881	863,237	1,594,355	12,629	34,009	1,126	46,473	13,070
Anderson	64,695	57,328	-11.4	22,892	403,337	693,638	12,099	30,300	*	*	*
Elwood	10,867	9,530	-12.3	3,643	61,703	114,559	12,021	31,446	*	*	*
MARION	765,233	744,877	-2.7	287,105	6,309,505	9,825,223	13,190	34,222	400	14,150	4,582
Indianapolis	700,807	679,928	-3.0	261,678	5,735,415	8,899,655	13,089	34,010	*	*	*
MARSHALL	39,155	42,123	7.6	15,225	266,044	449,864	10,680	29,548	1,182	30,537	26,398
Plymouth	7,693	8,330	8.3	3,103	52,648	88,611	10,638	28,560	*	*	*
MARTIN	11,001	10,275	-6.6	3,636	64,191	97,525	9,491	26,822	390	3,598	12,185
MIAMI	39,820	35,201	-11.6	12,534	260,029	366,476	10,411	29,239	924	27,837	34,806
Peru	13,764	12,181	-11.5	4,858	96,283	131,133	10,765	26,993	*	*	*
MONROE	98,387	103,589	5.3	36,546	908,232	1,166,456	11,260	31,917	619	3,812	4,442
Bloomington	51,646	53,799	4.2	17,542	424,191	487,058	9,053	27,765	*	*	*
MONTGOMERY	35,501	36,725	3.4	13,952	264,979	411,636	11,209	29,504	976	50,726	28,227
Crawfordsville	13,325	13,357	.2	5,398	107,180	156,045	11,683	28,908	*	*	*
MORGAN	51,999	57,308	10.2	19,594	377,219	664,078	11,588	33,892	803	19,074	8,950
Martinsville	11,311	12,574	11.2	4,667	87,353	142,438	11,328	30,520	*	*	*
NEWTON	14,844	13,945	-6.1	4,973	118,009	175,879	12,612	35,367	504	46,532	8,903
NOBLE	35,443	37,718	6.4	13,333	234,239	397,178	10,530	29,789	1,146	21,664	28,164
Kendallville	7,299	7,786	6.7	2,660	50,503	83,087	10,671	31,236	*	*	*
OHIO	5,114	5,725	11.9	2,094	38,528	58,101	10,149	27,746	316	2,546	1,765
ORANGE	18,677	19,669	5.3	7,315	105,318	166,573	8,469	22,771	655	7,593	10,422
OWEN	15,840	17,819	12.5	6,602	111,444	172,387	9,674	26,111	748	7,658	5,351
Spencer	2,732	2,537	-7.1	939	18,705	24,917	9,821	26,536	*	*	*
PARKE	16,372	17,197	5.0	6,486	108,723	167,679	9,750	25,852	640	22,993	12,271
PERRY	19,346	18,826	-2.7	6,804	117,851	188,451	10,010	27,697	570	3,383	6,301
PIKE	13,465	13,706	1.8	5,309	102,956	151,594	11,060	28,554	413	12,917	5,953
PORTER	119,816	127,098	6.1	43,053	992,861	1,475,087	11,606	34,262	677	28,748	8,449
Chesterton	8,531	9,345	9.5	3,358	74,805	110,109	11,783	32,790	*	*	*
Valparaiso	22,247	22,659	1.9	7,816	187,618	257,489	11,364	32,944	*	*	*
POSEY	26,414	26,802	1.5	9,597	191,146	311,624	11,627	32,471	616	39,551	12,205
PULASKI	13,258	12,971	-2.2	4,743	102,989	151,858	11,708	32,017	775	40,614	15,341
PUTNAM	29,163	31,013	6.3	10,431	220,856	334,466	10,785	32,065	985	26,961	18,157
Greencastle	8,403	8,707	3.6	2,798	56,425	88,449	10,158	31,612	*	*	*
RANDOLPH	29,997	26,925	-10.3	9,951	178,539	289,490	10,752	29,092	1,208	36,013	20,247
Union City	3,908	3,105	-20.6	1,232	26,046	33,615	10,826	27,285	*	*	*
Winchester	5,659	5,215	-7.9	2,100	38,516	56,833	10,898	27,063	*	*	*

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
RIPLEY	24,398	26,413	8.3	9,235	166,819	246,103	9,317	26,649	1,165	19,264	13,321
RUSH	19,604	18,552	-5.4	6,506	143,642	201,694	10,872	31,001	883	36,664	30,794
Rushville	6,113	5,128	-16.1	1,930	42,553	55,450	10,813	28,731	*	*	*
ST. JOSEPH	241,617	234,545	-2.9	86,510	1,766,310	2,900,152	12,365	33,524	1,006	30,245	16,412
Mishawaka	40,224	41,006	1.9	17,265	301,939	495,317	12,079	28,689	*	*	*
South Bend	109,727	102,703	-6.4	41,048	816,182	1,244,985	12,122	30,330	*	*	*
SCOTT	20,422	20,060	-1.8	6,857	133,465	186,898	9,317	27,257	464		
SHELBY	39,887	38,912	-2.5	14,033	289,021	463,714	11,917	33,045	962	4 ,142	15,248
Shelbyville	14,989	14,120	-5.8	5,428	111,087	165,594	11,728	30,507	*	*	*
SPENCER	19,361	20,653	6.7	7,130	143,301	221,853	10,742	31,115	831	19,622	15,851
STARKE	21,997	21,292	-3.2	7,435	150,984	223,113	10,479	30,008	493	22,176	6,432
STEUBEN	24,694	27,539	11.5	10,137	171,489	304,237	11,047	30,013	651	13,255	14,636
SULLIVAN	21,107	21,421	1.5	8,372	159,415	217,277	10,143	25,953	660	29,245	5,837
Sullivan	4,774	4,711	-1.3	2,059	34,694	48,478	10,290	23,544	*	*	*
SWITZERLAND	7,153	7,720	7.9	2,795	46,927	64,511	8,356	23,031	715	6,814	5,879
TIPPECANOE	121,702	127,523	4.8	44,157	1,210,754	1,522,413	11,938	34,477	945	51,657	20,968
Lafayette	43,011	44,473	3.4	18,560	457,514	529,458	11,905	28,527	*	*	*
West Lafayette	21,247	21,507	1.2	7,461	246,896	294,984	13,716	39,537	*	*	*
TIPTON	16,819	15,603	-7.2	5,741	148,757	211,030	13,525	36,758	586	41,621	17,014
Tipton	5,004	4,284	-14.4	1,701	40,798	57,476	13,416	33,790	*	*	*
UNION	6,860	7,005	2.1	2,553	43,188	67,815	9,681	26,563	339	11,603	11,921
VANDERBURGH	167,515	158,887	-5.2	62,860	1,371,006	2,034,118	12,802	32,359	408	15,480	3,495
Evansville	130,496	122,114	-6.4	49,878	1,035,368	1,471,473	12,050	29,501	*	*	*
VERMILLION	18,229	17,604	-3.4	6,923	129,693	179,452	10,194	25,921	375	17,714	4,614
Clinton	5,267	4,741	-10.0	2,035	37,054	48,422	10,213	23,795	*	*	*
VIGO	112,385	105,225	-6.4	38,941	903,382	1,165,767	11,079	29,937	678	21,058	4,700
Terre Haute	61,125	54,988	-10.1	21,404	472,550	557,796	10,144	26,060	*	*	*
WABASH	36,640	35,001	-4.5	12,423	267,985	374,639	10,704	30,157	939	27,283	60,466
Wabash	12,985	11,943	-8.0	4,533	100,742	133,144	11,148	29,372	*	*	*
WARREN	8,976	8,087	-9.9	2,871	61,009	90,983	11,251	31,690	530		
WARRICK	41,474	47,058	13.5	16,161	325,400	591,559	12,571	36,604	517	15,819	5,523
WASHINGTON	21,932	22,644	3.2	8,104	128,302	202,357	8,936	24,970	1,222	15,643	24,216
WAYNE	76,058	69,641	-8.4	26,024	493,492	784,132	11,260	30,131	1,000	32,275	26,370
Richmond	41,349	37,739	-8.7	14,953	269,691	411,525	10,905	27,521	*	*	*
WELLS	25,401	24,357	-4.1	8,791	181,119	288,764	11,855	32,848	970	35,073	18,954
Bluffton	8,705	8,480	-2.6	3,393	66,072	106,296	12,535	31,328	*	*	*
WHITE	23,867	22,856	-4.2	8,719	175,787	257,592	11,270	29,544	883	58,312	26,189
Monticello	5,162	5,203	.8	1,766	39,980	59,979	11,528	33,963	*	*	*
WHITLEY	26,215	26,599	1.5	9,495	185,172	308,021	11,580	32,440	1,014	21,049	21,705
Columbia City	5,091	5,186	1.9	2,023	36,366	59,018	11,380	29,174	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Indiana 1985 Cash Receipts as follows: From Crops $2,920,578,000; from Livestock & Livestock Products $1,602,558,000; Total $4,523,136,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,913,387	2,834,442	-2.7	1,057,521	22,563,979	34,032,278	12,007	32,181	115,413	3,771,826	5,116,460
METROPOLITAN STATISTICAL AREAS											
Cedar Rapids, Ia	169,775	164,721	-3.0	61,700	1,369,662	2,269,673	13,779	36,786	1,810	56,889	47,499
Davenport-Rock Island-Moline, Ia-Il	383,958	364,292	-5.1	135,436	3,521,449	4,727,154	12,976	34,903	3,787	158,759	179,104
Des Moines, Ia	367,561	381,819	3.9	147,559	3,072,882	5,267,725	13,796	35,699	3,712	124,137	92,945
Dubuque, Ia	93,745	89,839	-4.2	29,789	754,419	978,729	10,894	32,855	1,708	15,467	120,196
Iowa City, Ia	81,717	87,049	6.5	31,524	687,328	1,033,137	11,868	32,773	1,508	40,002	66,154
Omaha, Ne-Ia	585,907	620,766	5.9	228,785	4,426,897	8,458,851	13,626	36,973	3,582	132,382	280,853
Sioux City, Ia-Ne	117,457	110,594	-5.9	41,278	863,408	1,293,901	11,700	31,346	1,957	73,502	101,646
Waterloo-Cedar Falls, Ia	162,781	150,426	-7.6	54,056	1,381,156	1,836,679	12,210	33,977	2,639	89,890	93,991
COUNTIES, Cities											
ADAIR	9,509	8,467	-11.0	3,349	72,675	89,310	10,548	26,668	1,065	26,759	44,283
ADAMS	5,731	5,232	-8.7	2,105	37,906	53,099	10,149	25,225	737	16,108	31,255
ALLAMAKEE	15,108	15,686	3.8	5,634	85,849	137,630	8,774	24,428	1,134	11,805	66,348
APPANOOSE	15,511	13,701	-11.7	5,550	99,293	130,923	9,556	23,590	900		
Centerville	6,558	5,949	-9.3	2,501	43,048	57,501	9,666	22,991	*	*	*
AUDUBON	8,559	7,992	-6.6	3,062	63,783	87,577	10,958	28,601	905	29,524	63,082
BENTON	23,649	22,757	-3.8	8,484	170,539	268,232	11,787	31,616	1,585	66,985	71,198
Vinton	5,040	4,728	-6.2	1,963	39,748	54,946	11,621	27,991	*	*	*
BLACK HAWK	137,961	125,111	-9.3	45,161	1,195,922	1,550,269	12,391	34,328	1,352	55,082	48,152
Evansdale	4,798	4,820	.5	1,661	43,014	61,199	12,697	36,845	*	*	*
Waterloo	75,985	68,742	-9.5	26,469	667,514	856,527	12,460	32,360	*	*	*

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IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

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BOONE	26,184	24,832	-5.2	9,568	195,539	309,482	12,463	32,346	1,153	59,071	43,782
Boone	12,602	12,000	-4.8	4,897	102,678	158,907	13,242	32,450	*	*	*
BREMER	24,820	25,315	2.0	8,895	185,234	286,410	11,314	32,199	1,287	34,808	45,839
BUCHANAN	22,900	22,196	-3.1	7,704	151,468	234,593	10,569	30,451	1,403	51,248	61,687
BUENA VISTA	20,774	20,291	-2.3	7,788	188,652	252,550	12,446	32,428	1,185	58,562	79,704
BUTLER	17,668	16,768	-5.1	6,212	116,042	180,749	10,779	29,097	1,467	48,887	61,608
CALHOUN	13,542	12,082	-10.8	4,688	93,709	143,160	11,849	30,538	1,164	62,862	53,058
CARROLL	22,951	22,449	-2.2	7,986	183,650	254,522	11,338	31,871	1,396	47,143	139,383
Carroll	9,705	9,514	-2.0	3,386	87,509	112,829	11,859	33,322	*	*	*
CASS	16,932	15,888	-6.2	6,315	143,472	182,902	11,512	28,963	1,087	35,329	52,836
Atlantic	7,789	7,809	.3	3,214	61,483	93,427	11,964	29,069	*	*	*
CEDAR	18,635	18,883	1.3	7,045	150,837	224,289	11,878	31,837	1,323	60,021	65,847
CERRO GORDO	48,458	46,963	-3.1	18,718	380,830	587,318	12,506	31,377	1,045	61,184	39,078
Mason City	30,144	29,091	-3.5	11,233	228,730	337,253	11,593	30,023	*	*	*
CHEROKEE	16,238	14,842	-8.6	5,645	142,453	184,962	12,462	32,766	1,214		
Cherokee	7,004	5,897	-15.8	2,303	58,863	75,736	12,843	32,886	*	*	*
CHICKASAW	15,437	15,014	-2.8	5,428	102,024	157,640	10,500	29,042	1,180	33,730	51,176
CLARKE	8,612	9,005	4.6	3,705	61,527	87,106	9,673	23,510	766	10,060	18,682
CLAY	19,576	18,135	-7.4	7,098	151,790	236,869	13,061	33,371	1,045	51,948	62,028
Spencer	11,726	11,018	-6.0	4,299	94,729	146,025	13,253	33,967	*	*	*
CLAYTON	21,098	21,421	1.5	7,862	131,135	206,828	9,655	26,307	1,725	25,196	107,251
CLINTON	57,122	52,137	-8.7	19,231	450,601	670,154	12,854	34,848	1,570	64,062	83,218
Clinton	32,828	29,206	-11.0	11,331	278,574	381,489	13,062	33,668	*	*	*
CRAWFORD	18,935	19,492	2.9	7,045	144,138	206,723	10,606	29,343	1,511		
DALLAS	29,513	31,455	6.6	11,785	220,607	387,391	12,316	32,872	1,208	58,083	38,374
DAVIS	9,104	9,513	4.5	3,497	63,584	88,358	9,288	25,267	954	14,739	22,612
DECATUR	9,794	8,943	-8.7	3,253	57,650	78,284	8,754	24,065	769	12,865	24,939
DELAWARE	18,933	20,002	5.6	6,774	123,201	195,235	9,761	28,821	1,481	34,561	118,825
DES MOINES	46,203	42,433	-8.2	16,552	379,389	558,728	13,167	33,756	815	37,625	20,261
Burlington	29,529	26,346	-10.8	10,481	240,154	338,019	12,830	32,251	*	*	*
DICKINSON	15,629	15,241	-2.5	6,071	120,823	187,135	12,278	30,824	652	33,323	44,966
DUBUQUE	93,745	89,839	-4.2	29,789	754,419	978,729	10,894	32,855	1,708	15,467	120,196
Dubuque	62,321	58,674	-5.9	20,626	537,679	662,313	11,288	32,111	*	*	*
EMMET	13,336	11,702	-12.3	4,306	90,994	136,311	11,649	31,656	714	42,394	28,353
Estherville	7,518	6,796	-9.6	2,586	59,090	81,240	11,954	31,415	*	*	*
FAYETTE	25,488	23,489	-7.8	8,707	164,439	256,274	10,906	29,433	1,641	47,553	98,913
Oelwein	7,564	6,819	-9.9	2,690	56,432	77,086	11,305	28,657	*	*	*
FLOYD	19,597	18,076	-7.8	6,793	139,013	207,942	11,504	30,611	1,097	51,012	36,304
Charles City	8,778	8,211	-6.5	3,245	68,923	100,855	12,283	31,080	*	*	*
FRANKLIN	13,036	12,083	-7.3	4,784	90,233	142,013	11,753	29,685	1,168	64,281	66,060
FREMONT	9,401	8,658	-7.9	3,444	75,480	95,891	11,075	27,843	771	38,588	31,669
GREENE	12,119	11,036	-8.9	4,401	91,850	126,778	11,488	28,807	1,054	65,450	40,811
GRUNDY	14,366	13,035	-9.3	4,880	112,686	172,621	13,243	35,373	1,135		
GUTHRIE	11,983	11,131	-7.1	4,401	83,236	121,098	10,879	27,516	1,105	32,851	44,104
HAMILTON	17,862	16,269	-8.9	6,219	135,122	203,437	12,505	32,712	1,158	67,458	83,799
Webster City	8,572	8,149	-4.9	3,119	71,771	102,303	12,554	32,800	*	*	*
HANCOCK	13,833	13,234	-4.3	4,929	93,809	151,165	11,422	30,668	1,176	62,051	53,079
HARDIN	21,776	21,019	-3.5	8,145	160,852	248,042	11,801	30,453	1,208	59,098	73,996
HARRISON	16,348	16,548	1.2	6,228	122,669	165,435	9,997	26,563	1,192	53,164	31,937
HENRY	18,890	19,462	3.0	7,173	131,679	208,894	10,733	29,122	963	34,778	38,056
Mount Pleasant	7,322	7,392	1.0	2,741	57,175	79,229	10,718	28,905	*	*	*
HOWARD	11,114	10,466	-5.8	3,923	77,501	112,852	10,783	28,767	1,055	30,002	40,386
HUMBOLDT	12,246	11,322	-7.6	4,401	92,604	140,649	12,423	31,958	848	51,722	36,641
IDA	8,908	8,782	-1.4	3,397	81,816	95,101	10,829	27,996	874		
IOWA	15,429	14,462	-6.3	5,454	113,985	182,534	12,608	33,431	1,150	37,126	69,669
JACKSON	22,503	22,980	2.1	8,078	155,437	236,869	10,308	29,323	1,422	20,063	71,696
JASPER	36,425	35,109	-3.6	13,512	277,086	424,454	12,090	31,413	1,589	55,025	80,812
Newton	15,292	14,437	-5.6	5,933	134,922	199,091	13,790	33,557	*	*	*
JEFFERSON	16,316	16,548	1.4	6,024	117,266	164,547	9,944	27,315	894	26,358	26,932
Fairfield	9,428	9,523	1.0	3,435	69,769	92,913	9,757	27,049	*	*	*
JOHNSON	81,717	87,049	6.5	31,524	687,328	1,033,137	11,868	32,773	1,508	40,002	66,154
Iowa City	50,508	51,817	2.6	18,474	415,015	583,393	11,259	31,579	*	*	*
JONES	20,401	19,921	-2.4	7,007	138,490	215,263	10,806	30,721	1,307		
KEOKUK	12,921	12,178	-5.8	4,784	84,604	133,430	10,957	27,891	1,193		
KOSSUTH	21,891	19,979	-8.7	7,367	151,220	226,907	11,357	30,800	1,885	111,625	90,681
LEE	43,106	39,959	-7.3	15,021	332,602	502,040	12,564	33,423	1,060	27,856	37,077
Fort Madison	13,520	12,058	-10.8	4,623	110,330	158,695	13,161	34,327	*	*	*
Keokuk	13,536	12,432	-8.2	5,064	109,536	160,472	12,908	31,689	*	*	*
LINN	169,775	164,721	-3.0	61,700	1,369,662	2,269,673	13,779	38,786	1,810	56,889	47,499
Cedar Rapids	110,243	104,897	-4.9	40,716	922,584	1,467,598	13,991	36,045	*	*	*
Marion	19,474	20,157	3.5	7,318	168,021	299,346	14,851	40,905	*	*	*
LOUISA	12,055	12,284	1.9	4,492	88,576	136,108	11,080	30,300	699	35,144	22,555
LUCAS	10,313	9,901	-4.0	4,042	69,638	100,141	10,114	24,775	769	8,499	18,997
LYON	12,896	12,083	-6.3	4,306	97,224	129,838	10,746	30,153	1,391	40,340	103,894
MADISON	12,597	12,792	1.5	4,799	89,061	135,675	10,606	28,272	1,154	21,353	35,228
MAHASKA	22,507	23,523	4.5	9,217	146,899	242,252	10,299	26,283	1,265	35,013	81,195
Oskaloosa	10,629	11,233	5.7	4,601	79,857	120,614	10,737	26,215	*	*	*
MARION	29,669	30,837	3.9	11,091	222,313	335,640	10,884	30,262	1,231	24,206	47,753
MARSHALL	41,652	40,495	-2.8	15,580	329,704	509,801	12,589	32,722	1,201	55,252	44,302
Marshalltown	26,938	26,176	-2.8	10,266	223,390	330,582	12,629	32,202	*	*	*
MILLS	13,406	14,014	4.5	4,938	114,548	149,835	10,692	30,343	684	32,189	31,253
MITCHELL	12,329	11,322	-8.2	4,210	87,343	131,748	11,636	31,294	1,011	36,414	59,521
MONONA	11,692	10,656	-8.9	4,210	89,023	116,404	10,924	27,649	933	51,498	41,184
MONROE	9,209	8,468	-8.1	3,349	61,995	87,120	10,288	26,014	761	7,088	22,053
MONTGOMERY	13,413	12,857	-4.2	5,231	115,459	149,321	11,614	28,545	769		

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MUSCATINE	40,436	42,657	5.5	15,571	329,063	517,635	12,135	33,244	1,005	34,395	37,346
Muscatine	23,467	24,424	4.1	9,047	194,717	295,203	12,087	32,630	*	*	*
O'BRIEN	16,972	15,984	-5.8	6,123	134,766	188,317	11,782	30,756	1,337	52,525	112,898
OSCEOLA	8,371	7,516	-10.2	2,870	58,882	89,096	11,854	31,044	833	38,512	49,760
PAGE	19,063	17,220	-9.7	6,793	147,757	188,940	10,972	27,814	1,057	37,901	42,372
Shenandoah	6,274	5,945	-5.3	2,497	46,838	67,440	11,344	27,008	*	*	*
PALO ALTO	12,721	11,703	-8.0	4,306	88,717	129,795	11,091	30,143	1,015	60,024	46,656
PLYMOUTH	24,743	25,076	1.3	8,883	202,988	272,945	10,885	30,727	1,874	55,585	135,157
Le Mars	8,276	8,084	-2.3	2,993	60,267	86,553	10,707	28,918	*	*	*
POCAHONTAS	11,369	10,560	-7.1	4,114	79,618	125,226	11,859	30,439	1,105	67,498	45,194
POLK	303,170	313,154	3.3	123,059	2,593,851	4,425,387	14,132	35,962	1,110	42,510	17,489
Des Moines	191,003	187,351	-1.9	76,707	1,556,444	2,498,459	13,336	32,571	*	*	*
POTTAWATTAMIE	86,500	88,668	2.5	32,685	744,766	1,004,033	11,324	30,718	1,828	76,892	111,607
Council Bluffs	56,449	56,675	.4	21,706	493,076	628,270	11,085	28,945	*	*	*
POWESHIEK	19,306	18,527	-4.0	6,803	139,497	202,377	10,923	29,748	1,152		
RINGGOLD	6,112	5,613	-8.2	2,296	40,446	51,325	9,144	22,354	776	14,104	27,886
SAC	14,118	12,653	-10.4	4,975	119,014	149,701	11,831	30,091	1,146	51,264	96,912
SCOTT	160,022	154,742	-3.3	56,562	1,316,982	2,092,763	13,524	36,999	1,097	44,905	53,752
Bettendorf	27,381	27,028	-1.3	9,365	268,842	428,606	15,858	45,767	*	*	*
Davenport	103,264	96,967	-6.1	37,131	831,617	1,262,946	13,024	34,013	*	*	*
SHELBY	15,043	14,663	-2.5	5,239	115,743	160,867	10,971	30,706	1,317	45,416	69,779
SIOUX	30,813	32,090	4.1	10,690	216,991	325,136	10,132	30,415	2,100	52,214	271,779
STORY	72,326	70,330	-2.8	23,709	543,776	813,791	11,571	34,324	1,248	66,947	43,047
Ames	45,775	43,548	-4.9	12,615	345,668	478,552	10,989	35,149	*	*	*
Nevada	5,912	6,380	7.9	2,506	55,511	83,303	13,057	33,241	*	*	*
TAMA	19,533	18,362	-6.0	6,890	132,856	205,464	11,190	29,821	1,508	57,353	56,991
TAYLOR	8,353	7,801	-6.6	3,157	53,538	76,484	9,804	24,227	890	17,603	25,993
UNION	13,858	12,749	-8.0	5,071	96,394	136,725	10,724	26,962	772		
Creston	8,429	7,562	-10.3	3,138	63,390	86,959	11,499	27,712	*	*	*
VAN BUREN	8,626	7,992	-7.4	3,062	52,073	73,633	9,213	24,047	883	17,377	22,149
WAPELLO	40,241	37,294	-7.3	14,639	302,874	431,419	11,568	29,471	959		
Ottumwa	27,381	25,155	-8.1	10,176	213,762	296,294	11,779	29,117	*	*	*
WARREN	34,878	37,210	6.7	12,715	258,424	454,947	12,226	35,780	1,394	23,544	37,082
WASHINGTON	20,141	20,680	2.7	7,684	148,911	223,502	10,808	29,087	1,238	44,444	89,808
Washington	6,584	6,904	4.9	2,825	51,595	74,221	10,750	26,273	*	*	*
WAYNE	8,199	7,230	-11.8	3,062	56,021	68,755	9,510	22,454	824	15,090	23,937
WEBSTER	45,953	41,289	-10.2	15,691	339,487	510,771	12,371	32,552	1,357	82,686	42,090
Fort Dodge	29,423	26,197	-11.0	10,168	228,835	327,014	12,483	32,161	*	*	*
WINNEBAGO	13,010	12,179	-6.4	4,689	91,502	137,048	11,253	29,228	847	43,867	23,693
WINNESHIEK	21,876	23,505	7.4	7,914	142,888	215,906	9,186	27,282	1,724	20,563	97,020
WOODBURY	100,884	93,331	-7.5	35,114	712,849	1,082,687	11,601	30,833	1,579	56,865	89,254
Sioux City	82,003	75,299	-8.2	28,596	594,466	889,775	11,817	31,115	*	*	*
WORTH	9,075	8,277	-8.8	3,253	67,159	100,110	12,095	30,775	798	38,910	29,522
WRIGHT	16,319	14,842	-9.1	5,836	133,959	183,296	12,350	31,408	1,009	73,453	35,056

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1985 Cash Receipts as follows: From Crops $5,018,497,000; from Livestock & Livestock Products $4,591,412,000; Total $9,609,909,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,363,208	2,499,314	5.8	955,745	19,942,057	31,360,741	12,548	32,813	73,315	2,102,611	4,011,187
METROPOLITAN STATISTICAL AREAS											
Kansas City, Mo-Ks	1,433,372	1,484,554	3.6	566,418	12,100,384	21,240,386	14,308	37,499	10,702	144,873	155,473
Lawrence, Ks	67,640	73,693	8.9	27,026	634,047	804,821	10,921	29,780	896	10,331	17,912
Topeka, Ks	154,916	162,000	4.6	63,902	1,264,601	2,161,492	13,343	33,825	937	13,232	9,787
Wichita, Ks	411,313	457,296	11.2	177,277	3,186,442	6,092,793	13,324	34,369	3,041	57,593	119,991
COUNTIES, Cities											
ALLEN	15,654	15,939	1.8	6,330	86,936	166,804	10,465	26,351	735	11,755	11,967
Iola	6,938	7,151	3.1	2,764	53,087	76,203	10,656	27,570	*	*	*
ANDERSON	8,749	8,833	1.0	3,471	45,059	89,022	10,078	25,647	797	15,341	14,358
ATCHISON	18,397	20,064	9.1	7,170	147,471	202,430	10,089	28,233	768	12,644	14,250
Atchison	11,407	12,555	10.1	4,474	95,813	130,492	10,394	29,167	*	*	*
BARBER	6,548	6,667	1.8	2,818	64,086	84,924	12,738	30,136	517	20,351	32,072
BARTON	31,343	34,142	8.9	13,404	321,448	419,348	12,282	31,285	962	34,036	83,804
Great Bend	16,608	18,166	9.4	7,193	189,538	243,164	13,386	33,806	*	*	*
BOURBON	15,969	16,654	4.3	6,884	92,441	177,480	10,657	25,782	882	8,621	17,910
Fort Scott	8,893	8,668	-2.5	3,652	67,716	92,985	10,727	25,461	*	*	*
BROWN	11,955	10,656	-10.9	4,210	97,721	113,272	10,630	26,905	826	28,394	32,280
Hiawatha	3,702	3,595	-2.9	1,453	25,710	38,673	10,757	26,616	*	*	*
BUTLER	44,782	49,998	11.6	18,504	300,063	626,837	12,537	33,876	1,376	15,903	86,053
Augusta	6,968	6,948	-.3	2,624	65,351	88,922	12,798	33,888	*	*	*
El Dorado	10,510	11,613	10.5	4,891	78,798	154,967	13,344	31,684	*	*	*

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KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CHASE	3,309	3,182	-3.8	1,261	29,563	36,846	11,580	29,220	295	3,453	25,215
CHAUTAUQUA	5,016	5,213	3.9	2,159	43,657	54,202	10,397	25,105	431	4,805	10,944
CHEROKEE	22,304	21,793	-2.3	8,687	135,760	201,861	9,263	23,237	939	18,655	5,898
Columbus	3,426	3,501	2.2	1,529	23,407	32,580	9,306	21,308	*	*	*
CHEYENNE	3,678	3,425	-6.9	1,435	33,516	41,547	12,131	28,953	546	24,061	27,811
CLARK	2,599	2,607	.3	1,068	25,090	32,228	12,362	30,176	308	9,002	41,548
CLAY	9,802	8,943	-8.8	3,636	62,727	93,432	10,448	25,696	719	17,728	20,850
Clay Center	4,948	4,519	-8.7	1,946	36,868	48,285	10,685	24,812	*	*	*
CLOUD	12,494	11,321	-9.4	4,497	81,097	112,023	9,895	24,911	726	19,363	15,207
Concordia	6,847	6,537	-4.5	2,492	50,691	66,098	10,111	26,524	*	*	*
COFFEY	9,370	9,008	-3.9	3,485	55,279	102,074	11,398	29,462	671	13,410	16,220
COMANCHE	2,554	2,379	-6.9	957	23,312	28,934	12,162	30,234	259	11,213	12,708
COWLEY	36,824	38,593	4.8	15,030	362,764	468,079	12,129	31,143	1,101	19,219	60,336
Arkansas City	13,201	13,677	3.6	5,731	134,352	170,104	12,437	29,681	*	*	*
Winfield	10,736	12,085	12.6	4,690	112,766	150,432	12,448	32,075	*	*	*
CRAWFORD	37,916	39,507	4.2	16,486	251,085	364,290	9,221	22,097	915	13,915	13,879
Pittsburg	18,770	19,002	1.2	8,092	135,232	188,289	9,909	23,269	*	*	*
DECATUR	4,509	4,339	-3.8	1,746	43,416	51,627	11,893	29,569	516	18,964	52,593
DICKINSON	20,175	18,839	-6.6	7,464	132,594	202,625	10,756	27,147	1,149	25,605	39,063
Abilene	6,572	5,997	-8.8	2,480	51,099	68,543	11,430	27,638	*	*	*
DONIPHAN	9,268	8,468	-8.6	3,158	73,801	86,921	10,265	27,524	620	25,629	12,177
DOUGLAS	67,640	73,693	8.9	27,026	634,047	804,821	10,921	29,780	896	10,331	17,912
Lawrence	52,738	57,195	8.5	21,300	501,097	614,091	10,737	28,831	*	*	*
EDWARDS	4,271	3,996	-6.4	1,627	42,798	45,639	11,421	28,051	402	28,932	38,372
ELK	3,918	3,521	-10.1	1,531	34,912	37,897	10,763	24,753	467	3,369	12,272
ELLIS	26,098	29,983	14.9	11,126	236,885	335,076	11,176	30,116	790	13,277	25,109
Hays	16,301	19,113	17.3	7,575	164,342	234,106	12,249	30,905	*	*	*
ELLSWORTH	6,640	6,388	-3.8	2,570	58,160	66,507	10,411	25,878	527	13,521	8,802
FINNEY	23,825	32,090	34.7	11,435	242,651	373,498	11,639	32,663	558	60,472	164,284
Garden City	18,256	24,134	32.2	8,407	188,661	279,496	11,581	33,246	*	*	*
FORD	24,315	27,749	14.1	10,413	223,338	322,631	11,627	30,983	836	34,875	167,226
Dodge City	18,001	21,029	16.8	7,878	170,787	245,967	11,697	31,222	*	*	*
FRANKLIN	21,813	22,574	3.5	8,692	127,904	255,404	11,314	29,384	1,087	11,904	21,073
Ottawa	11,016	10,976	-.4	4,372	68,491	129,009	11,754	29,508	*	*	*
GEARY	29,852	28,573	-4.3	9,874	296,040	383,691	13,428	38,859	299	4,882	9,039
Junction City	19,305	19,368	.3	7,519	209,211	278,489	14,379	37,038	*	*	*
GOVE	3,726	3,330	-10.6	1,339	31,250	37,410	11,234	27,939	548	17,385	61,707
GRAHAM	3,995	3,857	-3.5	1,552	37,130	42,642	11,056	27,476	495	14,646	15,930
GRANT	6,977	6,604	-5.4	2,280	61,624	81,863	12,396	35,905	276	30,367	109,917
GRAY	5,138	5,452	6.1	1,966	43,076	61,105	11,208	31,081	552	55,098	106,256
GREELEY	1,845	1,617	-12.4	574	19,163	18,810	11,633	32,770	277	17,847	94,296
GREENWOOD	8,764	8,087	-7.7	3,445	76,229	96,730	11,961	28,078	651	4,125	27,393
HAMILTON	2,514	2,410	-4.1	970	21,504	27,166	11,272	28,006	270	16,418	41,113
HARPER	7,778	8,020	3.1	3,471	58,274	86,226	10,751	24,842	660	31,205	28,083
HARVEY	30,531	31,922	4.6	11,936	228,686	359,266	11,254	30,099	923	24,635	32,465
Newton	16,332	16,680	2.1	6,620	133,938	203,985	12,229	30,813	*	*	*
HASKELL	3,814	3,627	-4.9	1,282	31,971	40,819	11,254	31,840	324	48,748	295,409
HODGEMAN	2,269	2,318	2.2	874	23,241	27,834	12,008	31,847	466	16,406	58,127
JACKSON	11,644	11,914	2.3	4,403	105,289	128,044	10,747	29,081	1,156	8,153	18,661
JEFFERSON	15,207	16,526	8.7	5,921	99,075	188,074	11,380	31,764	1,047	11,261	15,863
JEWELL	5,241	4,471	-14.7	1,818	42,828	44,123	9,869	24,270	808	23,507	26,496
JOHNSON	270,269	328,715	21.6	122,230	3,231,161	5,691,824	17,315	46,567	766	12,229	12,579
Olathe	37,258	54,098	45.2	18,573	348,052	748,078	13,828	40,278	*	*	*
KEARNY	3,435	3,948	14.9	1,463	27,592	46,295	11,726	31,644	297	33,012	115,697
KINGMAN	8,960	9,379	4.7	3,691	62,473	100,780	10,745	27,304	860	24,597	17,331
KIOWA	4,046	4,061	.4	1,634	41,637	46,075	11,346	28,198	354	15,747	10,681
LABETTE	25,682	26,193	2.0	10,312	142,195	273,311	10,435	26,504	1,064	13,952	41,463
Parsons	12,898	13,349	3.5	5,348	78,688	144,496	10,824	27,019	*	*	*
LANE	2,472	2,410	-2.5	970	24,809	28,888	11,987	29,781	335	16,204	63,527
LEAVENWORTH	54,809	60,163	9.8	19,618	513,396	703,359	11,691	35,853	1,237	9,487	14,120
Leavenworth	33,656	37,372	11.0	12,293	297,663	389,338	10,418	31,672	*	*	*
LINCOLN	4,145	3,615	-12.8	1,531	34,835	38,698	10,705	25,276	615	16,012	14,311
LINN	8,234	8,720	5.9	3,405	45,595	85,694	9,827	25,167	772	9,500	12,281
LOGAN	3,478	3,235	-7.0	1,244	30,284	35,965	11,117	28,911	379	15,913	10,629
LYON	35,108	36,729	4.6	14,095	349,594	462,865	12,602	32,839	945	10,157	40,352
Emporia	25,287	26,376	4.3	10,225	258,146	334,780	12,693	32,741	*	*	*
MCPHERSON	26,855	28,131	4.8	10,699	201,490	315,240	11,206	29,464	1,476	35,149	35,938
McPherson	11,753	12,263	4.3	4,859	101,197	150,978	12,312	31,072	*	*	*
MARION	13,522	13,016	-3.8	5,139	87,008	135,538	10,413	26,374	1,184	21,218	38,444
MARSHALL	12,720	12,542	-1.4	5,142	101,714	141,602	11,290	27,538	1,149	28,785	27,856
MEADE	4,788	4,377	-8.6	1,722	41,726	49,597	11,331	28,802	489	28,328	42,464
MIAMI	21,618	23,708	9.7	8,641	131,226	280,683	11,839	32,483	1,223	11,409	13,582
MITCHELL	8,117	8,452	4.1	3,379	74,853	90,767	10,739	26,862	642	24,352	27,215
Beloit	4,367	4,109	-5.9	1,612	37,542	45,289	11,022	28,095	*	*	*
MONTGOMERY	42,281	41,275	-2.4	16,605	290,163	428,652	10,385	25,815	1,021	11,474	15,323
Coffeyville	15,185	14,055	-7.5	5,663	108,042	148,809	10,588	26,277	*	*	*
Independence	10,598	10,705	1.0	4,590	82,922	121,177	11,320	26,400	*	*	*
MORRIS	6,419	7,171	11.7	2,988	62,430	79,005	11,017	26,441	571	6,338	36,100
Council Grove	2,381	2,226	-6.5	845	18,418	24,899	11,186	29,466	*	*	*
MORTON	3,454	3,655	5.8	1,327	33,231	41,274	11,292	31,103	235	14,134	7,056
NEMAHA	11,211	11,098	-1.0	4,173	90,000	113,253	10,205	27,139	1,158	18,518	45,108
NEOSHO	18,967	19,289	1.7	7,658	129,853	196,190	10,171	25,619	802	12,096	16,205
Chanute	10,506	10,788	2.7	4,451	76,407	112,605	10,438	25,299	*	*	*
NESS	4,498	4,873	8.3	2,042	40,464	56,612	11,617	27,724	644	20,847	14,579
NORTON	6,689	6,279	-6.1	2,488	55,013	65,396	10,415	26,285	517	18,355	16,321
Norton	3,400	3,077	-9.5	1,238	26,696	32,567	10,584	26,306	*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
OSAGE	15,319	15,807	3.2	5,948	99,044	172,964	10,942	29,079	989	12,024	18,609
OSBORNE	5,959	5,137	-13.8	2,105	52,857	52,783	10,275	25,075	637	16,635	17,530
OTTAWA	5,971	5,786	-3.1	2,327	39,928	58,963	10,191	25,339	589	17,062	22,253
PAWNEE	8,065	8,528	5.7	3,369	78,949	100,201	11,750	29,742	568	30,387	35,548
Larned	4,811	4,979	3.5	2,096	47,504	60,141	12,079	28,693	*	*	*
PHILLIPS	7,406	6,850	-7.5	2,775	60,448	78,213	11,418	28,185	647	16,276	18,767
POTTAWATOMIE	14,782	15,710	6.3	5,989	131,751	178,104	11,337	29,739	869	9,783	30,358
PRATT	10,275	11,398	10.9	4,647	104,780	139,187	12,212	29,952	547	30,805	47,996
Pratt	6,885	8,014	16.4	3,303	67,695	100,407	12,529	30,399	*	*	*
RAWLINS	4,105	3,615	-11.9	1,435	35,673	41,788	11,560	29,121	621	20,894	13,300
RENO	64,983	66,400	2.2	25,975	481,970	751,720	11,321	28,940	1,638	47,067	50,622
Hutchinson	40,284	41,463	2.9	16,828	310,623	474,525	11,445	28,199	*	*	*
REPUBLIC	7,569	6,850	-9.5	2,966	60,343	70,511	10,294	23,773	923	30,766	47,632
RICE	11,900	10,846	-8.9	4,306	83,667	127,856	11,788	29,693	643	26,563	34,774
Lyons	4,152	3,746	-9.8	1,573	34,568	46,245	12,345	29,399	*	*	*
RILEY	63,505	61,251	-3.6	18,718	512,143	579,914	9,468	30,982	583	7,969	17,994
Manhattan	32,644	31,521	-3.5	12,252	337,442	369,529	11,723	30,161	*	*	*
ROOKS	7,006	6,850	-2.2	2,717	62,321	77,776	11,354	28,626	528	16,385	14,065
RUSH	4,516	4,091	-9.4	1,722	41,500	46,235	11,302	26,850	584	17,031	10,366
RUSSELL	8,868	8,582	-3.2	3,588	95,278	109,844	12,799	30,614	590	15,449	10,696
Russell	5,427	5,528	1.9	2,229	53,874	73,523	13,300	32,985	*	*	*
SALINE	48,905	52,916	8.2	20,977	374,647	600,225	11,343	28,613	763	18,899	25,163
Salina	41,843	45,461	8.6	18,313	333,205	520,571	11,451	28,426	*	*	*
SCOTT	5,782	5,489	-5.1	2,070	51,163	64,914	11,826	31,359	416	26,553	199,300
SEDGEWICK	366,531	407,298	11.1	158,773	2,886,379	5,465,956	13,420	34,426	1,665	41,690	33,938
Derby	9,786	13,506	38.0	4,346	121,451	208,448	15,434	47,963	*	*	*
Haysville	8,006	8,801	9.9	2,712	90,225	123,268	14,006	45,456	*	*	*
Wichita	279,835	300,520	7.4	123,532	2,263,652	4,070,182	13,544	32,948	*	*	*
SEWARD	17,071	18,557	8.7	6,843	165,470	226,821	12,223	33,146	277	19,525	106,648
Liberal	14,911	16,178	8.5	5,964	145,324	198,277	12,256	33,246	*	*	*
SHAWNEE	154,916	162,000	4.6	63,902	1,264,601	2,161,492	13,343	33,825	937	13,232	9,787
Topeka	115,266	119,749	3.9	49,667	955,078	1,549,932	12,943	31,206	*	*	*
SHERIDAN	3,544	3,375	-4.8	1,261	27,701	34,848	10,325	27,635	571	28,568	30,327
SHERMAN	7,759	7,041	-9.3	2,679	68,547	81,836	11,623	30,547	550	43,278	26,147
Goodland	5,708	4,990	-12.6	1,883	48,846	59,579	11,940	31,640	*	*	*
SMITH	5,947	5,328	-10.4	2,201	42,767	50,612	9,499	22,995	761	22,394	32,088
STAFFORD	5,539	5,495	-.8	2,327	54,864	63,502	11,556	27,289	557	33,354	30,608
STANTON	2,339	2,450	4.7	924	21,299	26,250	10,714	28,409	231	30,446	48,910
STEVENS	4,736	4,530	-4.4	1,684	47,645	56,949	12,572	33,818	325		
SUMNER	24,928	26,101	4.7	10,191	186,281	303,656	11,634	29,796	1,386	52,659	19,143
Wellington	8,212	8,318	1.3	3,437	70,181	98,963	11,897	28,793	*	*	*
THOMAS	8,451	8,767	3.7	3,281	82,116	100,893	11,508	30,751	628	42,787	35,132
Colby	5,544	6,267	13.0	2,294	50,078	75,868	12,106	33,072	*	*	*
TREGO	4,165	4,050	-2.8	1,649	38,277	48,079	11,871	29,156	497	12,434	43,832
WABAUNSEE	6,867	7,005	2.0	2,655	60,924	79,731	11,382	30,031	678	6,540	33,928
WALLACE	2,045	1,928	-5.7	776	14,894	20,207	10,481	26,040	338	21,492	11,573
WASHINGTON	8,543	7,801	-8.7	3,062	61,376	75,556	9,685	24,675	1,032	26,627	41,576
WICHITA	3,041	2,569	-15.5	957	23,767	29,412	11,449	30,734	341	26,034	133,204
WILSON	12,128	11,278	-7.0	4,636	77,257	104,160	9,236	22,468	680	13,421	10,855
WOODSON	4,600	4,436	-3.6	1,843	24,183	45,195	10,188	24,523	402	6,338	16,408
WYANDOTTE	172,335	162,873	-5.5	62,286	1,299,544	2,004,143	12,305	32,176	216		
Kansas City	161,148	151,932	-5.7	58,491	1,213,017	1,855,893	12,215	31,730	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kansas 1985 Cash Receipts as follows: From Crops $2,593,240,000; from Livestock & Livestock Products $3,556,661,000; Total $6,149,901,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,661,433	3,747,735	2.4	1,337,948	24,051,119	37,958,441	10,128	28,371	101,642	1,253,934	979,146
METROPOLITAN STATISTICAL AREAS											
Cincinnati, Oh-Ky-	1,401,403	1,379,842	-1.5	506,825	12,961,181	18,247,834	13,225	36,004	5,626	65,966	33,746
Clarksville-Hopkinsville, Tn-Ky	150,220	151,149	.6	48,764	854,235	1,291,822	8,547	26,491	2,594	66,757	24,037
Evansville, In-Ky	276,252	276,221		104,845	2,212,437	3,510,282	12,708	33,481	2,266	70,850	21,223
Huntington-Ashland, W.V-Ky-Oh	336,410	325,844	-3.2	119,360	2,264,060	3,149,642	9,666	26,388	3,457	11,912	11,344
Lexington-Fayette, Ky	318,136	336,258	5.7	124,016	2,259,432	4,071,407	12,126	32,878	5,875	128,981	228,096

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KENTUCKY POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Louisville, Ky-In	956,844	927,794	-3.0	340,924	6,491,621	11,490,697	12,385	33,705	6,322	79,532	86,202
Owensboro, Ky	85,949	89,671	4.3	32,698	508,293	1,002,093	11,175	30,647	1,497	45,321	8,725
COUNTIES, Cities											
ADAIR	15,233	16,526	8.5	6,129	79,311	122,357	7,404	19,964	1,605	10,311	15,754
ALLEN	14,128	15,136	7.1	5,799	80,582	131,024	8,656	22,594	1,290	9,381	10,734
ANDERSON	12,567	14,023	11.6	5,119	102,722	147,785	10,539	28,870	851	6,796	6,335
BALLARD	8,798	8,240	-6.4	3,157	50,584	82,623	10,027	26,171	527	15,801	5,282
BARREN	34,009	35,339	3.9	13,250	217,766	327,610	9,270	24,725	2,461	24,655	27,763
Glasgow	12,958	12,805	-1.2	4,723	96,363	131,958	10,305	27,939	*	*	*
BATH	10,025	10,700	6.7	3,828	53,852	80,774	7,549	21,101	959	12,141	5,670
BELL	34,330	35,097	2.2	12,072	166,759	236,976	6,752	19,630	56	51	274
Middlesborough	12,251	12,235	-.1	4,631	80,639	108,425	8,862	23,413	*	*	*
BOONE	45,842	53,477	16.7	17,963	471,210	662,511	12,389	36,882	962	8,651	5,065
BOURBON	19,405	19,833	2.2	7,262	122,049	203,325	10,252	27,998	1,061	28,714	42,428
BOYD	55,513	51,366	-7.5	19,126	402,441	560,785	10,917	29,321	231	451	3,347
Ashland	27,064	24,066	-11.1	9,820	214,124	277,600	11,535	28,269	*	*	*
BOYLE	25,066	28,082	12.0	10,356	196,736	281,041	10,008	27,138	855	10,753	9,660
Danville	12,942	14,444	11.6	5,461	115,656	156,309	10,822	28,623	*	*	*
BRACKEN	7,738	8,091	4.6	2,884	47,097	69,284	8,563	24,024	752	11,966	5,069
BREATHITT	17,004	16,391	-3.6	5,164	70,718	112,092	6,839	21,706	356	1,825	337
BRECKINRIDGE	16,861	17,294	2.6	6,241	89,656	131,625	7,611	21,090	1,539	21,873	12,623
BULLITT	43,346	47,244	9.0	14,660	233,721	466,500	9,874	31,821	688	4,205	5,510
BUTLER	11,064	11,679	5.6	4,224	50,250	86,679	7,422	20,521	733	7,804	4,453
CALDWELL	13,473	13,973	3.7	5,436	79,114	131,408	9,404	24,174	661	12,814	8,113
CALLOWAY	30,031	31,004	3.2	11,488	176,638	291,792	9,411	25,400	949	24,727	5,415
Murray	14,248	14,541	2.1	4,930	89,546	135,638	9,328	27,513	*	*	*
CAMPBELL	83,317	77,632	-6.8	27,365	829,364	1,106,352	14,251	40,429	545	2,230	1,895
CARLISLE	5,487	4,947	-9.9	1,914	29,262	49,122	9,930	25,665	445	9,787	5,724
CARROLL	9,270	9,716	4.8	3,703	66,150	94,871	9,764	25,620	420	6,951	1,678
CARTER	25,060	26,167	4.4	8,943	150,711	202,914	7,755	22,690	1,088	5,843	3,776
CASEY	14,818	15,436	4.2	5,551	74,000	100,412	6,505	18,089	1,682	12,097	10,049
CHRISTIAN	66,878	61,792	-7.6	18,533	380,290	512,078	8,287	27,631	1,400	49,859	14,255
Hopkinsville	27,318	26,807	-1.9	9,688	196,043	268,731	10,002	27,677	*	*	*
CLARK	28,322	29,552	4.3	10,695	198,019	342,458	11,588	32,020	1,018	16,666	15,035
Winchester	15,216	16,114	5.9	6,260	113,070	190,087	11,796	30,365	*	*	*
CLAY	22,752	24,242	6.5	7,541	95,300	145,360	5,996	19,276	614	3,844	883
CLINTON	9,321	10,263	10.1	3,753	38,695	58,751	5,725	15,654	848	3,880	4,770
CRITTENDEN	9,207	8,951	-2.8	3,462	51,378	81,539	9,109	23,553	569	6,412	4,999
CUMBERLAND	7,289	8,035	10.2	3,108	39,398	57,157	7,114	18,390	687		
DAVIESS	85,949	89,671	4.3	32,698	508,293	1,002,093	11,175	30,647	1,497	45,321	8,725
Owensboro	54,450	56,590	3.9	21,771	341,958	631,627	11,161	29,012	*	*	*
EDMONSON	9,962	11,337	13.8	3,975	44,572	74,231	6,548	18,674	786	4,861	3,988
ELLIOTT	6,908	6,604	-4.4	2,181	35,115	47,530	7,197	21,793	606	3,263	504
ESTILL	14,495	15,678	8.2	5,498	87,276	122,171	7,793	22,221	529	3,185	1,440
FAYETTE	204,165	215,110	5.4	81,623	1,495,662	2,751,280	12,790	33,707	976	26,251	82,134
Lexington	204,165	215,110	5.4	81,623	1,496,616	2,788,003	12,961	34,157	*	*	*
FLEMING	12,323	12,624	2.4	4,607	74,360	101,026	8,003	21,929	1,295	16,822	16,237
FLOYD	48,764	50,912	4.4	17,273	261,026	396,935	7,796	22,980	110	314	106
FRANKLIN	41,830	45,994	10.0	17,919	408,322	565,732	12,300	31,572	849	10,903	3,960
Frankfort	25,973	28,054	8.0	11,652	276,367	369,151	13,159	31,681	*	*	*
FULTON	8,971	7,991	-10.9	3,157	43,993	74,342	9,303	23,548	255	16,680	1,372
Fulton	3,137	2,814	-10.3	1,223	19,725	26,956	9,579	22,041	*	*	*
GALLATIN	4,842	5,147	6.3	1,760	29,694	46,021	8,941	26,148	347	5,312	1,147
GARRARD	10,853	12,160	12.0	4,599	75,930	102,934	8,465	22,382	1,049	12,568	12,825
GRANT	13,308	15,418	15.9	5,379	89,789	146,823	9,523	27,296	1,206	12,509	4,422
GRAVES	34,049	32,968	-3.2	12,767	198,938	336,615	10,210	26,366	1,537	34,026	10,265
Mayfield	10,705	9,928	-7.3	4,212	72,778	113,735	11,456	27,003	*	*	*
GRAYSON	20,854	22,724	9.0	8,206	103,372	169,085	7,441	20,605	1,661	11,411	12,567
GREEN	11,043	11,442	3.6	4,315	60,446	83,524	7,300	19,357	1,399	12,275	12,764
GREENUP	39,132	37,705	-3.7	12,904	250,441	382,118	10,134	29,612	857	4,162	2,594
HANCOCK	7,742	8,091	4.5	2,781	46,349	74,636	9,225	26,838	562	7,462	1,929
HARDIN	88,917	97,917	10.1	28,552	490,509	756,486	7,726	26,495	1,922	17,824	16,716
Elizabethtown	15,380	18,516	20.4	7,172	126,351	203,904	11,012	28,431	*	*	*
HARLAN	41,889	41,100	-1.9	14,075	215,987	316,403	7,698	22,480	27		
Harlan	3,024	2,942	-2.7	1,222	19,269	25,332	8,610	20,730	*	*	*
HARRISON	15,166	16,476	8.6	6,214	88,282	142,871	8,671	22,992	1,253	21,087	9,282
HART	15,402	16,729	8.6	6,128	73,979	117,095	7,000	19,108	1,607	15,983	15,618
HENDERSON	40,849	43,474	6.4	16,227	324,885	572,981	13,180	35,310	725		
Henderson	24,834	26,134	5.2	10,378	216,673	368,032	14,082	35,463	*	*	*
HENRY	12,740	14,125	10.9	5,222	95,405	126,827	8,979	24,287	1,108	17,649	10,819
HICKMAN	6,065	5,518	-9.0	2,105	36,620	56,868	10,306	27,016	377	15,477	4,686
HOPKINS	46,174	47,861	3.7	17,755	299,909	500,788	10,463	28,205	688		
Madisonville	16,979	17,126	.9	6,725	130,809	203,630	11,890	30,280	*	*	*
JACKSON	11,996	12,730	6.1	4,439	52,904	76,055	5,974	17,133	946	5,849	3,245
JEFFERSON	684,793	640,578	-6.5	241,970	4,922,734	8,270,879	12,912	34,181	725	8,228	4,123
Louisville	298,840	263,769	-11.7	108,750	1,932,323	2,970,125	11,260	27,311	*	*	*
JESSAMINE	26,653	29,371	10.2	9,846	172,144	301,470	10,264	30,619	930	13,922	9,471
JOHNSON	24,432	27,509	12.6	9,536	130,018	218,892	7,957	22,954	263	829	554
KENTON	137,058	134,271	-2.0	48,833	1,343,647	1,795,445	13,372	36,767	617	3,386	2,278
Covington	49,013	44,800	-8.6	17,973	391,139	463,080	10,337	25,765	*	*	*
KNOTT	17,940	20,088	12.0	6,280	79,263	131,544	6,548	20,946	34	17	39
KNOX	30,239	29,629	-2.0	10,066	135,015	190,554	6,431	18,930	446		
LARUE	11,983	15,211	26.9	5,697	67,089	119,962	7,887	21,057	1,011	10,598	13,493
LAUREL	38,982	42,467	8.9	14,445	234,543	352,754	8,307	24,420	1,393	7,774	5,128
LAWRENCE	14,121	15,409	9.1	5,304	76,338	121,404	7,879	22,889	405	1,396	3,007

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KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	% Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LEE	7,754	8,603	10.9	3,023	36,480	58,367	6,784	19,308	240	936	183
LESLIE	14,882	15,537	4.4	4,934	60,880	96,892	6,236	19,638	53	112	19
LETCHER	30,687	30,069	-2.0	10,180	153,626	221,083	7,353	21,717	49	20	37
LEWIS	14,545	14,721	1.2	4,901	83,857	101,198	6,874	20,648	980	9,021	5,504
LINCOLN	19,053	19,528	2.5	6,955	103,954	148,459	7,602	21,346	1,611	13,679	21,862
LIVINGSTON	9,219	8,998	-2.4	3,481	50,877	87,696	9,746	25,193	405	6,691	4,993
LOGAN	24,138	26,366	9.2	9,670	148,106	236,156	8,957	24,422	1,495	39,464	13,215
LYON	6,490	6,736	3.8	2,361	39,480	63,936	9,492	27,080	320	3,516	2,948
MCCRACKEN	61,310	59,317	-3.3	23,505	424,664	691,359	11,655	29,413	555	8,563	2,933
Paducah	29,315	27,597	-5.9	11,790	202,713	298,913	10,831	25,353	*	*	*
MCCREARY	15,634	17,343	10.9	5,640	55,310	87,018	5,017	15,429	125		
MCLEAN	10,090	10,391	3.0	3,893	68,786	97,200	9,354	24,968	655		
MADISON	53,352	56,950	6.7	18,713	364,689	493,399	8,664	26,367	1,712	21,121	14,260
Richmond	21,705	22,706	4.6	7,068	154,197	194,894	8,583	27,574	*	*	*
MAGOFFIN	13,515	14,937	10.5	4,694	66,006	100,229	6,710	21,353	531		
MARION	17,910	17,191	-4.0	5,532	99,424	133,090	7,742	24,058	1,181	12,909	17,684
MARSHALL	25,637	26,264	2.4	10,033	164,879	280,832	10,693	27,991	714	7,715	3,432
MARTIN	13,925	14,522	4.3	4,525	65,711	122,513	8,436	27,075	18	22	28
MASON	17,760	17,372	-2.2	6,416	127,472	165,552	9,530	25,803	932	17,750	12,030
Maysville	7,983	6,998	-12.3	2,828	54,771	67,768	9,684	23,963	*	*	*
MEADE	22,854	21,731	-4.9	7,053	127,258	183,061	8,424	25,955	888	9,105	7,947
MENIFEE	5,117	5,588	9.2	1,873	26,020	34,842	6,235	18,602	405	2,671	435
MERCER	19,011	19,563	2.9	7,275	118,432	180,691	9,236	24,837	1,209	14,273	16,846
METCALFE	9,484	10,466	10.4	3,752	48,592	73,588	7,031	19,613	1,096	10,382	10,624
MONROE	12,353	12,088	-2.2	4,447	60,274	87,116	7,207	19,590	1,225	7,231	12,159
MONTGOMERY	20,046	20,852	4.0	7,401	138,085	179,890	8,627	24,306	874	12,647	6,993
MORGAN	12,103	12,558	3.8	4,313	60,173	83,911	6,682	19,455	899	6,409	1,676
MUHLENBERG	32,238	31,286	-3.0	11,215	197,336	315,473	10,084	28,130	714	8,389	7,482
NELSON	27,584	30,073	9.0	9,769	182,998	262,377	8,725	26,858	1,486	13,235	22,436
NICHOLAS	7,157	7,447	4.1	2,770	46,731	62,953	8,453	22,727	786	12,045	6,094
OHIO	21,765	22,132	1.7	7,964	121,727	203,246	9,183	25,521	1,172	14,354	3,958
OLDHAM	28,094	32,465	15.6	9,827	181,965	380,452	11,719	38,715	496	9,047	17,780
OWEN	8,924	9,993	12.0	3,769	56,920	81,614	8,167	21,654	1,102	15,714	5,939
OWSLEY	5,709	5,787	1.4	1,940	21,442	30,052	5,193	15,491	399	2,660	244
PENDLETON	10,989	11,578	5.4	4,122	74,382	102,739	8,874	24,925	1,026	11,808	5,395
PERRY	33,763	34,999	3.7	11,391	173,126	270,244	7,721	23,724	42	141	141
PIKE	81,123	83,019	2.3	28,034	451,278	697,947	8,407	24,896	53	37	55
POWELL	11,101	12,363	11.4	4,075	63,418	91,116	7,370	22,360	373	2,253	576
PULASKI	45,803	50,739	10.8	18,574	263,879	412,534	8,131	22,210	2,488	14,761	16,528
Somerset	10,649	11,565	8.6	3,996	71,052	100,123	8,657	25,056	*	*	*
ROBERTSON	2,270	2,462	8.5	928	12,492	18,900	7,677	20,366	336	5,091	1,541
ROCKCASTLE	13,973	15,308	9.6	5,409	69,497	98,967	6,465	18,297	960	6,045	4,198
ROWAN	19,049	20,111	5.6	6,501	121,257	159,779	7,945	24,578	556	3,224	1,523
RUSSELL	13,708	15,961	16.4	6,019	69,804	113,060	7,084	18,784	1,257	6,733	9,768
SCOTT	21,813	22,679	4.0	7,808	140,401	239,790	10,573	30,711	1,165	22,738	19,218
SHELBY	23,328	25,296	8.4	8,826	185,942	263,291	10,408	29,831	1,652	27,829	27,449
SIMPSON	14,673	15,471	5.4	5,770	97,195	156,175	10,095	27,067	707	21,732	7,004
SPENCER	5,929	6,500	9.6	2,283	38,079	58,309	8,971	25,541	651	8,943	9,319
TAYLOR	21,178	23,165	9.4	8,632	125,049	202,069	8,723	23,409	1,135	10,801	15,728
TODD	11,874	10,891	-8.3	3,947	67,846	98,692	9,062	25,004	788	26,917	12,350
TRIGG	9,384	10,090	7.5	3,728	58,387	96,870	9,601	25,984	532	13,577	7,349
TRIMBLE	6,253	6,120	-2.1	2,184	42,370	57,950	9,469	26,534	620	7,740	2,092
UNION	17,821	18,892	6.0	5,989	125,984	186,795	9,888	31,190	471		
WARREN	71,828	84,805	18.1	30,581	505,823	861,899	10,163	28,184	2,113	21,277	16,620
Bowling Green	40,450	45,448	12.4	16,551	297,282	441,939	9,724	26,702	*	*	*
WASHINGTON	10,764	9,418	-12.5	3,157	63,984	85,666	9,096	27,135	1,191	12,953	14,669
WAYNE	17,022	18,216	7.0	6,417	70,797	111,925	6,144	17,442	1,082	7,698	10,188
WEBSTER	14,832	15,162	2.2	5,731	101,129	150,107	9,900	26,192	594	19,160	3,109
WHITLEY	33,396	38,424	15.1	13,583	170,155	268,802	6,996	19,790	438	1,110	1,852
Corbin	8,075	8,779	8.7	3,660	67,339	80,905	9,216	22,105	*	*	*
WOLFE	6,698	7,212	7.7	2,591	28,912	47,907	6,643	18,490	510	3,163	589
WOODFORD	17,778	19,713	10.9	6,782	131,157	239,084	12,128	35,253	725	20,690	59,810

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Kentucky 1985 Cash Receipts as follows: From Crops $1,254,268,000; from Livestock & Livestock Products $1,415,162,000; Total $2,669,430,000.* —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	% Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,204,417	4,602,507	9.5	1,591,354	30,387,847	48,252,135	10,484	30,321	31,628	935,173	403,031
METROPOLITAN STATISTICAL AREAS											
Alexandria, La	135,282	142,149	5.1	48,511	1,061,887	1,410,255	9,921	29,071	1,026	25,750	7,735

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LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Baton Rouge, La	493,973	563,117	14.0	191,130	3,796,011	6,383,056	11,335	33,396	1,497	13,343	22,827
Houma-Thibodaux, La	176,876	198,614	12.3	63,544	1,429,118	2,096,023	10,553	32,985	504	31,980	2,054
Lafayette, La	190,231	232,193	22.1	78,628	1,734,745	2,834,756	12,209	36,053	1,158	28,067	5,490
Lake Charles, La	167,048	181,651	8.7	62,833	1,289,141	1,948,183	10,725	31,006	817	25,197	3,734
Monroe, La	139,241	146,520	5.2	50,901	846,361	1,489,525	10,166	29,263	454	11,040	3,161
New Orleans, La	1,256,353	1,324,514	5.4	476,262	9,537,348	15,453,336	11,667	32,447	881	12,628	7,435
Shreveport, La	333,015	371,131	11.4	135,373	2,306,942	4,166,921	11,228	30,781	1,110	22,055	14,502
COUNTIES, Cities											
ACADIA	56,427	61,462	8.9	20,431	334,639	537,385	8,743	26,302	887	47,853	2,215
Crowley	16,036	16,869	5.2	5,821	104,356	155,937	9,244	26,789	*	*	*
ALLEN	21,390	22,947	7.3	8,036	118,454	192,956	8,409	24,011	435	14,416	3,207
ASCENSION	50,068	61,806	23.4	19,864	339,346	661,438	10,702	33,298	299	10,678	1,512
ASSUMPTION	22,084	24,078	9.0	7,379	139,789	208,351	8,653	28,236	110	21,488	113
AVOYELLES	41,393	46,613	12.6	15,834	233,007	358,522	7,691	22,643	1,302	37,179	3,701
BEAUREGARD	29,692	34,257	15.4	11,379	260,351	335,200	9,785	29,458	925	8,241	4,980
BIENVILLE	16,387	15,783	-3.7	5,817	94,127	136,103	8,623	23,397	405	967	6,087
BOSSIER	80,721	95,435	18.2	32,629	518,873	1,016,360	10,650	31,149	444	5,463	6,656
CADDO	252,294	275,696	9.3	102,744	1,788,069	3,150,561	11,428	30,664	666	16,592	7,846
Shreveport	205,815	223,362	8.5	83,679	1,508,658	2,541,462	11,378	30,372	*	*	*
CALCASIEU	167,048	181,651	8.7	62,833	1,289,141	1,948,183	10,725	31,006	817	25,197	3,734
Lake Charles	75,051	75,828	1.0	27,008	589,971	796,673	10,506	29,498	*	*	*
CALDWELL	10,761	12,175	13.1	4,500	64,494	99,974	8,211	22,216	290	8,262	1,203
CAMERON	9,336	10,613	13.7	3,558	70,813	119,033	11,216	33,455	446	4,280	2,935
CATAHOULA	12,287	12,487	1.6	4,288	55,651	94,892	7,599	22,130	531	34,225	2,043
CLAIBORNE	17,095	19,534	14.3	7,238	101,906	167,765	8,588	23,178	395	764	8,026
CONCORDIA	22,981	24,203	5.3	8,319	118,734	210,384	8,692	25,290	431	34,745	1,015
DE SOTO	25,664	30,127	17.4	10,903	192,370	270,964	8,994	24,852	679	1,089	20,899
EAST BATON ROUGE	366,164	397,913	8.7	137,817	2,946,641	4,680,582	11,763	33,962	589	2,141	7,236
Baton Rouge	345,632	361,912	4.7	126,707	1,799,827	4,073,742	11,256	32,151	*	*	*
EAST CARROLL	11,772	10,655	-9.5	3,349	45,926	70,762	6,641	21,129	323	43,122	484
EAST FELICIANA	19,015	21,287	11.9	5,924	122,284	175,257	8,233	29,584	497	2,620	8,836
EVANGELINE	33,343	36,721	10.1	12,828	190,453	285,077	7,763	22,223	725	28,034	2,142
FRANKLIN	24,141	24,823	2.8	8,594	105,933	179,569	7,234	20,895	971	41,742	4,254
GRANT	16,703	19,744	18.2	7,077	111,534	176,738	8,951	24,974	293	2,601	1,780
IBERIA	63,752	72,233	13.3	23,380	477,680	694,704	9,618	29,714	351	26,866	2,047
New Iberia	32,766	37,572	14.7	12,555	259,175	351,238	9,348	27,976	*	*	*
IBERVILLE	32,159	33,512	4.2	10,378	208,116	278,819	8,320	26,866	218		
JACKSON	17,321	18,385	6.1	6,714	109,105	149,898	8,153	22,326	242		
JEFFERSON	454,592	482,186	6.1	171,177	3,837,606	6,189,727	12,837	36,160	115	1,120	341
JEFFERSON DAVIS	32,168	34,332	6.7	11,475	203,374	316,599	9,222	27,590	555	52,366	967
Jennings	12,401	12,994	4.8	4,412	88,117	130,783	10,065	29,643	*	*	*
LAFAYETTE	150,017	183,409	22.3	63,264	1,486,404	2,439,207	13,299	38,556	765	13,152	3,835
Lafayette	80,584	87,407	8.5	31,140	848,237	1,178,410	13,482	37,842	*	*	*
LAFOURCHE	82,483	94,019	14.0	29,837	643,658	917,698	9,761	30,757	361	23,884	1,591
Thibodaux	15,810	17,815	12.7	5,830	131,255	177,020	9,937	30,364	*	*	*
LA SALLE	17,004	18,216	7.1	6,727	105,592	166,405	9,135	24,737	239	975	879
LINCOLN	39,763	47,358	19.1	15,068	269,363	412,005	8,700	27,343	432	1,631	19,634
Ruston	20,585	24,111	17.1	7,809	158,781	232,813	9,656	29,813	*	*	*
LIVINGSTON	58,655	81,321	38.6	26,537	397,292	824,605	10,140	31,074	516	524	14,079
MADISON	14,733	15,215	3.3	5,133	59,888	103,722	6,817	20,207	375	41,161	984
MOREHOUSE	34,803	36,972	6.2	12,807	169,395	289,404	7,828	22,597	445	53,973	2,213
Bastrop	15,527	17,232	11.0	6,212	84,819	143,914	8,352	23,167	*	*	*
NATCHITOCHES	39,863	38,627	-3.1	13,378	292,293	354,315	9,173	26,485	671	19,983	26,957
ORLEANS	557,927	527,634	-5.4	201,976	3,771,421	5,664,886	10,736	28,047	8		
New Orleans	557,927	527,634	-5.4	201,976	3,771,130	5,664,886	10,736	28,047	*	*	*
OUACHITA	139,241	146,520	5.2	50,901	846,361	1,489,525	10,166	29,263	454	11,040	3,161
Monroe	57,597	56,033	-2.7	19,313	334,889	513,030	9,156	26,564	*	*	*
West Monroe	14,993	16,188	8.0	6,620	110,542	195,504	12,077	29,532	*	*	*
PLAQUEMINES	26,049	27,058	3.9	8,317	221,185	281,893	10,418	33,894	127	521	931
POINTE COUPEE	24,045	26,327	9.5	8,721	146,124	222,717	8,460	25,538	494	25,023	2,936
RAPIDES	135,282	142,149	5.1	48,511	1,061,887	1,410,255	9,921	29,071	1,026	25,750	7,735
Alexandria	51,565	53,901	4.5	19,594	426,387	534,552	9,917	27,281	*	*	*
Pineville	12,034	14,745	22.5	5,494	83,923	144,383	9,792	26,280	*	*	*
RED RIVER	10,433	11,958	14.6	4,183	72,821	98,418	8,230	23,528	288	6,433	2,504
RICHLAND	22,187	24,420	10.1	8,255	101,827	181,285	7,424	21,961	719	41,799	4,870
SABINE	25,280	30,064	18.9	11,034	180,899	254,814	8,476	23,094	527	237	29,780
ST. BERNARD	64,097	70,413	9.9	23,432	472,048	783,655	11,129	33,444	37	454	225
ST. CHARLES	37,259	44,810	20.3	14,314	358,954	542,648	12,110	37,910	64	712	1,094
ST. HELENA	9,827	10,953	11.5	3,500	55,082	79,572	7,265	22,735	485	664	15,485
ST. JAMES	21,495	23,306	8.4	6,741	148,861	213,953	9,180	31,739	89		
ST. JOHN THE BAPTIST	31,924	43,485	36.2	13,109	252,901	442,042	10,165	33,720	36	5,140	149
ST. LANDRY	84,128	90,320	7.4	29,831	496,981	714,689	7,913	23,958	1,483	38,243	4,456
Opelousas	18,903	19,893	5.2	6,708	129,153	174,428	8,768	26,003	*	*	*
ST. MARTIN	40,214	48,784	21.3	15,364	248,341	395,549	8,108	25,745	393	14,915	1,655
ST. MARY	64,395	66,511	3.3	21,544	522,592	695,002	10,449	32,260	101		
Franklin	9,584	9,948	3.8	3,267	81,607	103,012	10,355	31,531	*	*	*
Morgan City	16,114	15,399	-4.4	5,264	149,587	178,342	11,581	33,880	*	*	*
ST. TAMMANY	110,554	155,986	41.1	52,254	844,418	1,830,378	11,734	35,028	621	5,202	5,626
Slidell	26,718	37,724	41.2	11,144	220,676	455,662	12,079	40,889	*	*	*
TANGIPAHOA	80,698	97,224	20.5	32,168	554,593	845,800	8,699	26,293	1,267	3,623	56,622
Hammond	15,043	21,215	41.0	6,559	123,576	192,503	9,074	29,349	*	*	*
TENSAS	8,525	7,516	-11.8	2,679	33,950	58,080	7,728	21,680	334	47,093	861

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LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1988 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
TERREBONNE	94,393	104,595	10.8	33,707	785,460	1,178,325	11,266	34,958	143	8,096	463
Houma	32,602	104,595	220.8	33,707	305,884	1,178,325	11,266	34,958	*	*	*
UNION	21,167	24,045	13.6	8,584	123,246	191,742	7,974	22,337	541	416	38,501
VERMILION	48,458	56,456	16.5	19,484	319,276	555,064	9,832	28,488	1,283	41,855	3,132
Abbeville	12,391	14,627	18.0	5,236	85,343	139,007	9,503	26,548	*	*	*
VERNON	53,475	61,599	15.2	18,718	357,992	462,231	7,504	24,694	625	550	8,624
Leesville	9,054	13,217	46.0	4,864	74,460	99,239	7,508	20,403	*	*	*
WASHINGTON	44,207	48,589	9.9	17,496	321,131	425,765	8,763	24,335	1,042	3,172	28,733
Bogalusa	16,976	17,403	2.5	6,660	136,425	164,989	9,480	24,773	*	*	*
WEBSTER	43,631	48,275	10.6	17,985	251,867	467,046	9,675	25,969	510	646	3,875
Minden	15,074	16,223	7.6	5,771	87,145	153,501	9,462	26,599	*	*	*
WEST BATON ROUGE	19,086	22,077	15.7	6,912	112,732	216,431	9,803	31,312	93		
WEST CARROLL	12,922	13,300	2.9	4,799	56,854	96,230	7,235	20,052	659	22,996	1,924
WEST FELICIANA	12,186	14,090	15.6	2,917	68,626	95,684	6,791	32,802	195	3,067	2,233
WINN	17,253	18,248	5.8	6,702	97,116	145,292	7,962	21,679	239	192	3,025

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Louisiana 1985 Cash Receipts as follows: From Crops $1,182,180,000; from Livestock & Livestock Products $476,006,000; Total $1,658,186,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MAINE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1988 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	1,124,660	1,192,912	6.1	435,815	7,573,609	13,186,954	11,054	30,258	7,003	137,290	245,639
METROPOLITAN STATISTICAL AREAS											
Bangor, Me	83,919	87,669	4.5	30,636	554,105	932,469	10,636	30,437	N.A.	N.A.	N.A.
Lewiston-Auburn, Me	84,690	85,592	1.1	31,881	736,998	871,285	10,180	27,329	N.A.	N.A.	N.A.
Portland, Me	193,831	215,793	11.3	83,900	1,978,247	2,892,968	13,406	34,481	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me	188,060	218,069	16.0	79,882	1,909,979	3,027,846	13,885	37,904	N.A.	N.A.	N.A.
COUNTIES, Cities											
ANDROSCOGGIN	99,657	102,040	2.4	37,447	610,290	1,031,394	10,108	27,543	355	6,814	73,141
Auburn	23,128	22,996	–.6	8,597	157,770	255,915	11,129	29,768	*	*	*
Lewiston	40,481	39,430	–2.6	14,750	246,780	387,595	9,830	26,278	*	*	*
AROOSTOOK	91,331	82,770	–9.4	27,460	534,215	760,552	9,189	27,697	1,253	82,210	5,202
CUMBERLAND	215,789	240,841	11.6	91,172	1,780,149	3,349,423	13,907	36,737	507	4,638	10,241
Brunswick	17,366	18,707	7.7	5,594	151,276	220,175	11,770	39,359	*	*	*
Portland	61,572	64,925	5.4	26,203	463,359	768,849	11,842	29,342	*	*	*
FRANKLIN	27,098	30,934	14.2	11,141	179,527	323,399	10,454	29,028	288	879	6,162
HANCOCK	41,781	45,858	9.8	17,593	259,278	447,147	9,751	25,416	286		
KENNEBEC	109,889	115,405	5.0	42,015	743,653	1,264,657	10,958	30,100	573	5,131	29,014
Augusta	21,819	20,502	–6.0	7,418	150,168	230,079	11,222	31,016	*	*	*
Waterville	17,779	17,665	–.7	5,800	113,029	171,526	9,710	29,573	*	*	*
KNOX	32,941	39,040	18.5	15,012	211,182	389,262	9,971	25,930	211	1,401	7,533
LINCOLN	25,691	27,323	6.4	10,434	156,578	276,644	10,125	26,514	240	781	3,723
OXFORD	48,968	51,252	4.7	18,929	324,771	538,362	10,504	28,441	403	6,374	8,355
PENOBSCOT	137,015	144,697	5.6	50,637	943,599	1,538,377	10,632	30,380	654	6,747	18,590
Bangor	31,643	31,522	–.4	11,446	231,510	341,462	10,832	29,832	*	*	*
PISCATAQUIS	17,634	17,114	–3.0	6,331	106,712	168,751	9,860	26,655	158		
SAGADOHOC	28,795	30,607	6.3	11,053	196,326	371,372	12,134	33,599	120	508	4,486
Bath	10,246	10,501	2.5	3,469	74,933	129,781	12,359	37,412	*	*	*
SOMERSET	45,028	44,030	–2.2	15,552	254,658	410,609	9,326	26,402	523	1,455	21,483
WALDO	28,414	30,885	8.7	11,116	158,748	261,715	8,474	23,544	465	1,850	34,681
WASHINGTON	34,963	34,057	–2.6	12,310	177,680	291,881	8,570	23,711	381	12,736	3,803
YORK	139,666	156,059	11.7	57,613	936,243	1,763,409	11,300	30,608	586	5,766	19,225
Biddeford	19,638	20,294	3.3	6,298	98,651	168,583	8,307	26,768	*	*	*
Saco	12,921	13,773	6.6	4,246	76,256	131,995	9,584	31,087	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maine 1985 Cash Receipts as follows: From Crops $126,281,000; from Livestock & Livestock Products $264,080,000; Total $390,361,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MARYLAND POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,216,446	4,502,927	6.8	1,615,306	35,119,282	64,223,355	14,263	39,759	16,183	339,429	689,816
METROPOLITAN STATISTICAL AREAS											
Baltimore, Md	2,199,531	2,287,048	4.0	823,414	14,619,798	29,778,554	13,021	36,165	4,688	95,610	109,439
Cumberland, Md-W.V	107,782	102,517	-4.9	38,460	616,842	999,653	9,751	25,992	576	1,619	1,774
Hagerstown, Md	113,086	117,560	4.0	43,139	630,994	1,283,768	10,920	29,759	962	10,863	37,890
Washington, D.C-Md-Va	3,250,392	3,587,788	10.4	1,332,174	39,599,992	64,246,401	17,907	48,227	5,981	79,751	131,933
Wilmington, De-N.J-Md	524,108	561,111	7.1	200,862	4,345,418	7,441,214	13,262	37,046	1,640	59,364	53,283
COUNTIES, Cities											
ALLEGANY	80,548	74,493	-7.5	28,416	416,513	730,092	9,801	25,693	276	1,619	1,774
Cumberland	25,933	22,955	-11.5	9,885	144,665	231,417	10,081	23,411	*	*	*
ANNE ARUNDEL	370,775	412,708	11.3	140,093	2,552,419	5,762,464	13,963	41,133	604	9,110	2,268
Annapolis	31,740	33,126	4.4	13,636	236,543	473,004	14,279	34,688	*	*	*
BALTIMORE	655,615	698,075	6.5	262,367	5,561,716	10,371,192	14,857	39,529	1,006	20,620	17,159
BALTIMORE CITY	786,775	717,479	-8.8	265,191	3,851,606	7,290,715	10,162	27,492	N.A.	N.A.	N.A.
Baltimore	786,775	717,479	-8.8	265,191	3,851,606	7,290,715	10,162	27,492	*	*	*
CALVERT	34,638	43,611	25.9	13,975	201,113	603,233	13,832	43,165	668	9,864	656
CAROLINE	23,143	25,093	8.4	9,243	124,275	245,926	9,801	26,607	730	21,555	46,788
CARROLL	96,356	116,751	21.2	38,678	585,385	1,435,436	12,295	37,112	1,316	17,250	42,894
Westminster	8,808	10,435	18.5	4,143	59,319	133,418	12,786	32,203	*	*	*
CECIL	60,430	69,444	14.9	23,139	315,757	753,001	10,843	32,543	504	11,720	32,612
CHARLES	72,751	90,329	24.2	27,531	550,493	1,260,544	13,955	45,786	746	13,536	1,867
DORCHESTER	30,623	31,340	2.3	11,973	171,013	320,788	10,236	26,793	438	22,941	33,252
Cambridge	11,703	11,608	-.8	4,295	60,187	108,693	9,364	25,307	*	*	*
FREDERICK	114,263	135,432	18.5	45,858	695,521	1,609,478	11,884	35,097	1,463	9,990	86,233
Frederick	27,557	34,556	25.4	13,401	191,423	390,347	11,296	29,128	*	*	*
GARRETT	26,498	27,725	4.6	9,568	109,846	218,895	7,895	22,878	695	1,845	15,651
HARFORD	145,930	158,385	8.5	52,437	911,108	2,038,725	12,872	38,880	800	10,286	19,106
HOWARD	118,572	152,973	29.0	53,584	996,608	2,529,240	16,534	47,201	472	10,605	12,167
KENT	16,695	17,228	3.2	6,561	96,839	183,819	10,670	28,017	374	25,894	31,007
MONTGOMERY	579,053	686,810	18.6	255,257	8,678,226	13,833,225	20,141	54,193	675	13,098	12,232
Rockville	43,811	49,168	12.2	16,657	272,515	773,704	15,736	46,449	*	*	*
PRINCE GEORGES	665,071	676,598	1.7	237,093	7,327,594	10,880,167	16,081	45,890	767	14,601	2,272
QUEEN ANNES	25,508	30,677	20.3	11,064	160,956	350,782	11,435	31,705	490	27,739	15,845
ST. MARYS	59,895	66,012	10.2	21,470	316,944	832,839	12,616	38,791	940	17,475	5,042
SOMERSET	19,188	18,527	-3.5	6,803	86,136	171,661	9,265	25,233	413	14,369	57,968
TALBOT	25,604	28,294	10.5	11,424	184,001	367,324	12,982	32,154	350	19,394	15,848
Easton	7,536	8,785	16.6	3,514	56,443	108,073	12,302	30,755	*	*	*
WASHINGTON	113,086	117,560	4.0	43,139	630,994	1,283,768	10,920	29,759	962	10,863	37,890
Hagerstown	34,132	33,925	-.6	14,473	190,407	341,806	10,075	23,617	*	*	*
WICOMICO	64,540	70,955	9.9	26,147	409,063	766,265	10,799	29,306	842	18,636	102,881
Salisbury	16,429	17,737	8.0	7,305	117,674	207,274	11,686	28,374	*	*	*
WORCESTER	30,889	36,428	17.9	14,295	185,156	383,776	10,535	26,847	652	16,419	96,404

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1985 Cash Receipts as follows: From Crops $373,979,000; from Livestock & Livestock Products $769,537,000; Total $1,143,516,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MASSACHUSETTS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,737,037	5,813,180	1.3	2,135,855	47,520,712	87,283,857	15,015	40,866	5,401	135,360	141,757
METROPOLITAN STATISTICAL AREAS											
Boston, Ma	3,030,841	3,012,436	-.6	1,129,347	33,367,955	46,716,426	15,508	41,366	N.A.	N.A.	N.A.
Brockton, Ma	182,891	191,619	4.8	63,671	1,437,537	2,779,171	14,504	43,649	N.A.	N.A.	N.A.
Fall River, Ma-R.I.	127,253	129,800	2.0	49,557	1,155,963	1,432,371	11,035	28,904	N.A.	N.A.	N.A.
Fitchburg-Leominster, Ma	106,343	109,043	2.5	40,110	1,109,415	1,446,021	13,261	36,051	N.A.	N.A.	N.A.
Lawrence-Haverhill, Ma-N.H	339,090	342,818	1.1	125,717	3,644,185	5,116,069	14,924	40,695	N.A.	N.A.	N.A.
Lowell, Ma-N.H.	243,142	240,102	-1.3	80,599	2,575,855	3,613,178	15,049	44,829	N.A.	N.A.	N.A.
New Bedford, Ma	130,548	133,029	1.9	51,273	1,192,706	1,498,263	11,263	29,221	N.A.	N.A.	N.A.
Pawtucket-Woonsocket-Attleboro, R.I.	307,403	402,002	30.8	146,708	3,010,265	4,906,713	12,206	33,445	N.A.	N.A.	N.A.
Pittsfield, Ma	83,490	77,973	-6.6	29,041	574,789	1,111,720	14,258	38,281	N.A.	N.A.	N.A.
Salem-Gloucester, Ma	258,175	259,472	.5	95,474	2,959,242	4,184,360	16,126	43,827	N.A.	N.A.	N.A.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MASSACHUSETTS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Springfield, Ma	515,259	510,717	-.9	189,102	5,198,302	6,701,491	13,122	35,438	N.A.	N.A.	N.A.
Worcester, Ma	402,918	413,377	2.6	151,688	4,170,449	5,468,036	13,228	36,048	N.A.	N.A.	N.A.
COUNTIES, Cities											
BARNSTABLE	147,925	179,025	21.0	73,612	1,285,647	2,793,232	15,602	37,945	123		
Hyannis	10,662	12,932	21.3	4,175	99,108	198,023	15,313	47,431	*	*	*
BERKSHIRE	145,110	136,906	-5.7	51,283	979,487	1,974,791	14,424	38,508	352	2,689	13,852
North Adams	18,063	16,642	-7.9	5,996	100,580	196,959	11,835	32,848	*	*	*
Pittsfield	51,974	47,832	-8.0	17,282	346,874	668,715	13,980	38,694	*	*	*
BRISTOL	474,641	492,364	3.7	179,675	2,976,868	6,069,583	12,327	33,781	597	11,920	16,340
Attleboro	34,196	34,732	1.6	12,480	240,842	476,889	13,731	38,212	*	*	*
Fall River	92,574	93,091	.6	36,585	508,848	955,441	10,264	26,116	*	*	*
New Bedford	98,478	99,081	.6	39,079	547,878	1,058,716	10,685	27,092	*	*	*
North Attleboro.	21,095	22,662	7.4	8,022	155,053	326,090	14,389	40,649	*	*	*
Taunton	45,001	46,519	3.4	17,036	293,502	579,350	12,454	34,007	*	*	*
DUKES	8,942	11,443	28.0	5,163	79,321	174,107	15,215	33,722	40	318	371
ESSEX	633,632	663,976	4.8	248,285	5,552,020	10,110,604	15,227	40,722	372	7,485	6,434
Beverly	37,655	38,436	2.1	13,962	332,936	600,257	15,617	42,992	*	*	*
Gloucester	27,768	28,857	3.9	12,142	246,378	448,927	15,557	36,973	*	*	*
Haverhill	46,865	49,203	5.0	18,878	360,751	660,450	13,423	34,985	*	*	*
Lawrence	63,175	65,635	3.9	26,208	445,638	767,989	11,701	29,304	*	*	*
Lynn	78,471	79,840	1.7	32,207	599,115	1,079,347	13,519	33,513	*	*	*
Newburyport	15,900	16,982	6.8	6,720	131,587	248,248	14,618	36,942	*	*	*
Peabody	45,976	47,069	2.4	16,143	397,045	722,475	15,349	44,755	*	*	*
Salem	38,220	39,325	2.9	15,856	307,734	565,840	14,389	35,686	*	*	*
FRANKLIN	64,317	67,195	4.5	26,228	439,183	828,915	12,336	31,604	521	6,826	14,729
Greenfield	18,436	18,533	.5	7,073	119,394	207,969	11,222	29,403	*	*	*
HAMPDEN	443,018	429,524	-3.1	158,957	3,178,653	5,828,228	13,569	36,665	392	8,758	6,814
Holyoke	44,678	41,115	-8.0	16,271	289,893	510,409	12,414	31,369	*	*	*
Springfield	152,319	144,946	-4.9	54,800	977,044	1,729,344	11,931	31,557	*	*	*
Westfield	36,465	36,712	.7	12,847	271,984	505,816	13,778	39,372	*	*	*
HAMPSHIRE	138,813	149,125	7.4	49,507	958,901	1,818,243	12,193	36,727	559	9,908	15,574
Northampton	29,286	30,272	3.4	10,852	209,295	371,556	12,274	34,238	*	*	*
MIDDLESEX	1,367,034	1,318,618	-3.6	474,834	12,794,662	22,679,079	17,199	47,762	567	24,114	21,429
Framingham	65,113	62,734	-3.7	23,729	687,981	1,179,848	18,807	49,722	*	*	*
Hudson	16,408	16,971	3.4	5,685	138,935	276,108	16,269	48,568	*	*	*
Lowell	92,418	90,081	-2.5	34,026	669,876	1,210,632	13,439	35,580	*	*	*
Malden	53,386	51,338	-3.8	20,656	442,394	795,888	15,503	38,531	*	*	*
Marlborough	30,617	31,043	1.4	11,672	276,491	528,048	17,010	45,241	*	*	*
Medford	58,076	54,449	-6.3	19,372	480,159	838,828	15,406	43,301	*	*	*
Melrose	30,055	27,607	-8.2	10,087	290,782	485,862	17,599	48,167	*	*	*
Wakefield	24,895	24,129	-3.1	8,552	245,402	448,391	18,585	52,431	*	*	*
Waltham	58,200	55,182	-5.2	20,139	514,519	913,683	16,558	45,369	*	*	*
Woburn	36,626	35,913	-2.0	12,484	321,014	594,060	16,542	47,586	*	*	*
NANTUCKET	5,087	6,135	20.6	2,659	47,896	117,463	19,146	44,176	6		
NORFOLK	606,587	618,574	2.0	219,997	6,195,298	10,483,528	16,948	47,653	205	5,941	3,180
Dedham	25,298	24,733	-2.2	8,352	239,560	405,945	16,413	48,605	*	*	*
Quincy	84,743	85,150	.5	35,068	806,641	1,376,424	16,165	39,250	*	*	*
PLYMOUTH	405,437	431,141	6.3	146,088	3,262,503	6,750,992	15,658	46,212	649	44,244	8,720
Brockton	95,172	97,209	2.1	32,082	660,082	1,254,940	12,910	39,117	*	*	*
SUFFOLK	650,142	642,673	-1.2	258,531	4,968,382	8,663,807	13,481	33,512	4	152	
Boston	562,994	556,105	-1.2	225,399	4,283,426	7,508,849	13,503	33,314	*	*	*
Chelsea	25,431	25,202	-.9	9,806	172,472	285,605	11,333	29,126	*	*	*
WORCESTER	646,352	666,481	3.1	241,036	4,801,891	8,991,285	13,491	37,303	1,014	13,005	34,314
Athol	10,634	10,737	1.0	4,207	78,249	146,233	13,620	34,759	*	*	*
Clinton	12,771	12,448	-2.5	4,702	98,267	179,834	14,447	38,246	*	*	*
Fitchburg	39,580	39,755	.4	15,041	270,584	481,262	12,106	31,997	*	*	*
Gardner	17,900	18,289	2.2	7,455	145,071	269,045	14,711	36,089	*	*	*
Milford	23,390	25,236	7.9	8,989	161,716	310,975	12,323	34,595	*	*	*
Southbridge	16,665	16,810	.9	6,493	125,677	228,719	13,606	35,225	*	*	*
Worcester	161,799	159,998	-1.1	59,482	1,136,795	1,938,232	12,114	32,585	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1985 Cash Receipts as follows: From Crops $259,868,000; from Livestock & Livestock Products $131,839,000; Total $391,707,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	9,258,344	8,972,668	-3.1	3,206,431	75,720,126	113,713,937	12,673	35,464	58,661	1,364,666	1,223,657
METROPOLITAN STATISTICAL AREAS											
Ann Arbor, Mi	264,748	259,605	-2.0	93,804	2,440,507	4,013,902	15,462	42,790	1,347	26,095	25,676
Battle Creek, Mi	141,557	130,437	-7.9	48,796	1,147,102	1,422,274	10,904	29,147	1,281	28,853	25,966
Benton Harbor, Mi	171,276	154,034	-10.1	56,163	1,251,822	1,749,950	11,361	31,158	1,777	55,259	11,065
Detroit, Mi	4,487,421	4,222,195	-5.9	1,511,570	38,975,372	57,812,732	13,693	38,247	6,951	158,994	91,854
Flint, Mi	450,449	410,718	-8.8	145,621	3,291,029	6,004,599	14,620	41,234	990	18,716	16,025

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MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Grand Rapids, Mi	601,680	645,211	7.2	228,237	5,899,476	8,333,827	12,916	36,514	3,097	103,062	113,309
Jackson, Mi	151,495	141,297	-6.7	49,304	1,105,303	1,544,904	10,934	31,334	1,242	20,057	25,853
Kalamazoo, Mi	212,378	218,508	2.9	81,138	1,911,012	2,831,019	12,956	34,891	961	30,939	22,185
Lansing-East Lansing, Mi	416,667	410,907	-1.4	145,677	3,245,647	5,759,694	14,017	39,537	3,995	85,999	79,376
Muskegon, Mi	157,589	162,415	3.1	58,295	1,125,414	1,688,063	10,394	28,957	481	16,009	10,969
Saginaw-Bay City-Midland, Mi	421,518	393,992	-6.5	137,160	3,338,609	4,962,561	12,596	36,181	3,276	107,331	22,792
COUNTIES, Cities											
ALCONA	9,740	10,669	9.5	4,271	52,508	84,591	7,929	19,806	295	891	3,947
ALGER	9,225	8,740	-5.3	3,160	62,048	77,658	8,885	24,575	76	158	1,718
ALLEGAN	81,555	88,316	8.3	30,610	557,552	941,059	10,656	30,744	1,831	48,518	74,529
ALPENA	32,315	31,121	-3.7	11,157	209,919	294,896	9,476	26,431	442	2,236	7,033
Alpena	12,214	11,000	-9.9	3,628	77,362	98,704	8,973	27,206	*	*	*
ANTRIM	16,194	17,131	5.8	6,293	99,704	155,402	9,071	24,694	279	5,344	6,079
ARENAC	14,706	15,608	6.1	5,576	89,829	131,768	8,442	23,631	377	9,507	6,489
BARAGA	8,484	7,955	-6.2	2,864	54,541	60,148	7,561	21,001	74	125	805
BARRY	45,781	48,550	6.0	17,032	347,853	491,654	10,127	28,866	1,061	13,659	24,525
BAY	119,881	110,650	-7.7	39,419	830,325	1,363,971	12,327	34,602	1,072	39,859	3,757
Bay City	41,593	36,548	-12.1	14,144	283,184	419,136	11,468	29,633	*	*	*
BENZIE	11,205	11,371	1.5	4,186	82,328	106,457	9,362	25,432	184	3,031	920
BERRIEN	171,276	154,034	-10.1	56,163	1,251,822	1,749,950	11,361	31,158	1,777	55,259	11,065
Benton Harbor	14,707	13,108	-10.9	4,196	69,541	89,150	6,801	21,246	*	*	*
Niles	13,113	11,681	-10.9	4,468	105,729	139,185	11,916	31,152	*	*	*
St. Joseph	9,622	8,414	-12.6	3,633	90,082	115,598	13,739	31,819	*	*	*
BRANCH	40,188	38,798	-3.5	14,027	260,072	399,511	10,297	28,482	1,170	26,240	24,221
Coldwater	9,461	8,741	-7.6	2,867	55,053	75,511	8,639	26,338	*	*	*
CALHOUN	141,557	130,437	-7.9	48,796	1,147,102	1,422,274	10,904	29,147	1,281	28,853	25,966
Albion	11,059	9,671	-12.6	3,181	76,849	90,558	9,364	28,468	*	*	*
Battle Creek	56,339	52,068	-7.6	21,129	270,686	471,973	9,065	22,338	*	*	*
Marshall	7,201	6,786	-5.8	2,598	66,662	76,798	11,319	29,560	*	*	*
CASS	49,499	47,187	-4.7	17,040	330,780	487,445	10,330	28,606	1,022	20,792	34,584
Dowagiac	6,307	6,091	-3.4	1,952	47,403	62,442	10,252	31,989	*	*	*
CHARLEVOIX	19,907	19,575	-1.7	7,159	129,597	185,784	9,491	25,951	256	866	3,614
CHEBOYGAN	20,649	21,735	5.3	7,940	120,724	180,818	8,319	22,773	197	708	3,455
Cheboygan	5,106	5,177	1.4	1,249	33,640	44,131	8,524	35,333	*	*	*
CHIPPEWA	29,029	27,960	-3.7	9,793	186,195	236,758	8,468	24,176	378	1,644	5,578
Sault Ste. Marie	14,448	13,613	-5.8	3,331	71,223	83,756	6,153	25,144	*	*	*
CLARE	23,822	26,215	10.0	9,899	140,548	214,881	8,197	21,707	317	1,565	8,669
CLINTON	55,893	54,663	-2.2	17,961	408,600	765,814	14,010	42,638	1,518	28,314	36,642
CRAWFORD	9,465	10,466	10.6	3,752	59,886	84,497	8,073	22,521	18	36	23
DELTA	38,947	39,767	2.1	14,320	286,997	365,459	9,190	25,521	315	1,857	5,880
Escanaba	14,355	14,232	-.9	4,812	110,158	128,576	9,034	26,720	*	*	*
DICKINSON	25,341	27,480	8.4	10,765	196,125	241,165	8,776	22,403	123	1,731	2,338
Iron Mountain	8,341	8,925	7.0	3,434	66,650	78,369	8,781	22,821	*	*	*
Kingsford	5,290	5,553	5.0	1,942	41,821	49,945	8,994	25,718	*	*	*
EATON	88,337	91,423	3.5	32,322	723,605	1,357,243	14,846	41,991	1,372	28,036	15,974
EMMET	22,992	24,308	5.7	8,871	158,847	235,653	9,694	26,564	253	1,063	3,080
Petoskey	6,097	6,057	-.7	1,730	35,710	47,218	7,796	27,294	*	*	*
GENESEE	450,449	410,718	-8.8	145,621	3,291,029	6,004,599	14,620	41,234	990	18,716	16,025
Flint	159,611	136,290	-14.6	51,119	1,077,875	1,781,002	13,068	34,840	*	*	*
GLADWIN	19,957	23,042	15.5	8,531	123,867	194,309	8,433	22,777	433	2,869	4,841
GOGEBIC	19,686	19,194	-2.5	7,663	122,451	144,008	7,503	18,793	82	47	978
Ironwood	7,741	7,379	-4.7	2,428	47,820	55,441	7,514	22,834	*	*	*
GRAND TRAVERSE	54,899	60,525	10.2	21,991	484,469	680,235	11,239	30,932	462	8,798	4,437
Traverse City	15,516	15,321	-1.3	5,042	133,384	161,611	10,548	32,053	*	*	*
GRATIOT	40,448	38,426	-5.0	13,112	276,486	401,914	10,459	30,652	1,215	43,673	26,214
Alma	9,652	8,967	-7.1	2,912	70,138	92,715	10,340	31,839	*	*	*
HILLSDALE	42,071	43,151	2.6	15,353	258,090	406,440	9,419	26,473	1,354	26,659	33,056
Hillsdale	7,432	7,500	.9	2,556	48,993	69,666	9,289	27,256	*	*	*
HOUGHTON	37,872	39,024	3.0	13,936	228,710	275,277	7,054	19,753	195	707	1,835
Houghton	7,512	6,879	-8.4	1,350	44,237	45,416	6,602	33,641	*	*	*
HURON	36,459	35,801	-1.8	12,958	228,854	354,560	9,904	27,362	1,655	59,742	80,801
Bad Axe	3,184	3,162	-.7	931	24,060	33,223	10,507	35,685	*	*	*
INGHAM	272,437	264,821	-2.8	95,394	2,113,442	3,636,637	13,732	38,122	1,105	29,649	26,760
East Lansing	48,309	46,261	-4.2	12,395	321,999	468,559	10,129	37,802	*	*	*
Lansing	130,414	123,065	-5.6	48,365	1,018,427	1,700,834	13,821	35,167	*	*	*
IONIA	51,815	53,957	4.1	17,574	354,529	598,474	11,092	34,055	1,187	25,958	37,137
Ionia	5,920	5,836	-1.4	2,254	43,476	65,500	11,222	29,061	*	*	*
IOSCO	28,349	30,784	8.6	11,428	165,084	250,611	8,141	21,930	244	1,831	5,497
IRON	13,635	14,455	6.0	5,938	95,932	113,770	7,871	19,160	98	1,075	802
ISABELLA	54,110	55,061	1.8	16,857	341,036	517,007	9,390	30,670	1,016	12,902	28,333
Mount Pleasant	23,746	22,283	-6.2	5,449	137,200	178,002	7,988	32,667	*	*	*
JACKSON	151,495	141,297	-6.7	49,304	1,105,303	1,544,904	10,934	31,334	1,242	20,057	25,853
Jackson	39,739	35,630	-10.3	13,574	271,616	344,484	9,668	25,378	*	*	*
KALAMAZOO	212,378	218,508	2.9	81,138	1,911,012	2,831,019	12,956	34,891	961	30,939	22,185
Kalamazoo	79,722	76,690	-3.8	28,722	642,350	851,637	11,105	29,651	*	*	*
KALKASKA	10,952	11,989	9.5	4,365	62,344	106,736	8,903	24,453	91	1,406	1,262
KENT	444,506	472,070	6.2	170,507	4,434,390	6,132,120	12,990	35,964	1,524	45,684	32,472
Grand Rapids	181,843	182,180	.2	68,095	1,672,938	2,132,530	11,706	31,317	*	*	*
KEWEENAW	1,963	1,522	-22.5	670	10,367	10,634	6,987	15,872	4		2
LAKE	7,711	9,323	20.9	3,835	38,579	65,512	7,027	17,083	123	398	1,185
LAPEER	70,038	69,217	-1.2	21,773	436,258	875,788	12,653	40,224	1,361	25,775	27,015
LEELANAU	14,007	15,445	10.3	5,733	115,664	170,258	11,024	29,698	429	11,729	4,311
LENAWEE	89,948	87,192	-3.1	30,184	610,486	963,429	11,050	31,919	1,619	57,292	31,544
Adrian	21,186	20,051	-5.4	6,671	143,661	207,310	10,339	31,076	*	*	*

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MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LIVINGSTON	100,289	106,069	5.8	34,456	878,858	1,433,969	13,519	41,617	884	13,320	19,631
LUCE	6,659	5,613	-15.7	1,914	47,273	48,213	8,590	25,190	30	192	487
MACKINAC	10,178	10,992	8.0	4,133	69,510	90,915	8,271	21,997	96	127	2,743
MACOMB	694,600	683,845	-1.6	234,170	6,228,654	9,894,971	14,470	42,256	819	24,652	9,374
Mount Clemens	18,806	18,248	-3.0	7,193	162,854	253,252	13,878	35,208	*	*	*
MANISTEE	23,019	22,489	-2.3	8,630	174,946	235,955	10,492	27,341	304	7,960	1,001
Manistee	7,566	7,140	-5.6	2,053	55,734	76,449	10,706	37,238	*	*	*
MARQUETTE	74,101	68,272	-7.9	23,547	558,750	626,798	9,181	26,619	125	517	1,023
Marquette	23,288	20,139	-13.5	5,956	180,063	179,131	8,895	30,076	*	*	*
MASON	26,365	27,212	3.2	10,352	208,377	273,183	10,039	26,389	492	8,328	9,736
Ludington	8,937	8,817	-1.4	2,849	69,547	90,644	10,281	31,816	*	*	*
MECOSTA	36,961	36,632	-.9	11,381	209,115	304,767	8,320	26,779	684	7,053	15,533
Big Rapids	14,361	13,123	-8.6	2,222	58,235	70,286	5,356	31,632	*	*	*
MENOMINEE	26,201	27,009	3.1	9,942	175,371	237,156	8,781	23,854	458	1,023	16,350
Menominee	10,099	9,846	-2.5	3,446	70,437	86,524	8,788	25,109	*	*	*
MIDLAND	73,578	75,268	2.3	25,983	668,344	1,010,341	13,423	38,885	502	11,553	6,631
Midland	37,250	37,335	.2	13,329	404,295	573,457	15,360	43,023	*	*	*
MISSAUKEE	10,009	10,974	9.6	3,852	51,880	83,740	7,631	21,739	343	1,531	21,620
MONROE	134,659	128,130	-4.9	42,491	1,273,741	1,606,646	12,539	37,811	1,458	47,929	14,136
Monroe	23,531	20,779	-11.7	7,303	239,502	269,656	12,977	36,924	*	*	*
MONTCALM	47,555	52,019	9.4	18,826	313,401	509,584	9,796	27,068	1,132	35,904	20,378
Greenville	8,019	8,844	10.3	2,953	61,201	90,893	10,277	30,780	*	*	*
MONTMORENCY	7,492	8,024	7.1	3,104	38,758	59,345	7,396	19,119	106	369	2,379
MUSKEGON	157,589	162,415	3.1	58,295	1,125,414	1,688,063	10,394	28,957	481	16,009	10,969
Muskegon	40,823	40,649	-.4	15,831	264,624	342,451	8,425	21,632	*	*	*
Muskegon Heights	14,611	14,517	-.7	5,225	86,496	127,605	8,790	24,422	*	*	*
NEWAYGO	34,917	40,632	16.4	14,677	210,589	354,645	8,728	24,163	784	14,266	19,103
OAKLAND	1,011,793	1,040,074	2.8	376,419	10,735,255	16,255,991	15,630	43,186	688	14,816	3,708
Pontiac	76,715	69,957	-8.8	25,082	520,080	746,602	10,672	29,766	*	*	*
Royal Oak	70,893	65,850	-7.1	26,507	721,938	1,021,133	15,507	38,523	*	*	*
OCEANA	22,002	23,292	5.9	8,152	135,272	198,682	8,530	24,372	735	20,107	9,823
OGEMAW	16,436	17,881	8.8	6,653	90,867	135,676	7,588	20,393	308	1,327	8,211
ONTONAGON	9,861	8,943	-9.3	3,349	70,556	75,030	8,390	22,404	145	317	1,534
OSCEOLA	18,928	21,514	13.7	7,772	112,762	174,995	8,134	22,516	549	1,718	16,233
OSCODA	6,858	7,142	4.1	2,770	38,464	58,436	8,182	21,096	86	178	2,081
OTSEGO	14,993	16,323	8.9	5,610	101,760	152,599	9,349	27,201	142	889	1,864
OTTAWA	157,174	173,141	10.2	57,730	1,465,086	2,201,707	12,716	38,138	1,573	57,378	80,837
Grand Haven	11,763	12,129	3.1	4,892	132,344	178,707	14,734	36,530	*	*	*
Holland	26,281	28,895	9.9	10,329	257,779	355,433	12,301	34,411	*	*	*
PRESQUE ISLE	14,267	13,471	-5.6	4,944	80,528	117,806	8,745	23,828	335	5,217	4,790
ROSCOMMON	16,374	20,071	22.6	8,330	105,534	165,909	8,266	19,917	37	152	84
SAGINAW	228,059	208,074	-8.8	71,758	1,839,940	2,588,249	12,439	36,069	1,702	55,919	12,404
Saginaw	77,508	67,764	-12.6	24,884	565,453	700,109	10,332	28,135	*	*	*
ST. CLAIR	138,802	141,871	2.2	50,216	1,047,956	1,609,194	11,343	32,045	1,302	19,856	17,464
Port Huron	33,981	33,435	-1.6	12,483	247,279	334,119	9,993	26,766	*	*	*
ST. JOSEPH	56,083	59,007	5.2	21,637	366,917	591,713	10,028	27,347	1,033	32,912	19,086
Sturgis	9,468	9,519	.5	3,618	70,446	103,903	10,915	28,718	*	*	*
Three Rivers	7,015	8,389	19.6	3,137	51,717	83,056	9,901	26,476	*	*	*
SANILAC	40,789	39,975	-2.0	14,194	262,977	406,874	10,178	28,665	1,846	41,706	59,753
SCHOOLCRAFT	8,575	8,343	-2.7	3,060	54,995	70,229	8,418	22,951	56	236	467
SHIAWASSEE	71,140	67,529	-5.1	22,967	487,349	832,588	12,329	36,251	1,386	23,458	19,588
Owosso	16,455	15,007	-8.8	5,765	127,060	200,852	13,384	34,840	*	*	*
TUSCOLA	56,961	54,549	-4.2	18,154	405,963	621,407	11,392	34,230	1,483	59,214	25,146
VAN BUREN	66,814	65,926	-1.3	23,658	513,476	695,352	10,547	29,392	1,464	52,804	16,476
South Haven	5,943	6,160	3.7	2,291	43,865	66,265	10,757	28,924	*	*	*
WASHTENAW	264,748	259,605	-2.0	93,804	2,440,507	4,013,902	15,462	42,790	1,347	26,095	25,676
Ann Arbor	107,316	106,515	-.8	38,567	989,337	1,534,562	14,407	39,790	*	*	*
Ypsilanti	24,031	22,120	-8.0	8,169	192,517	292,209	13,210	35,770	*	*	*
WAYNE	2,337,240	2,052,989	-12.2	752,045	18,374,650	26,136,173	12,731	34,753	439	12,646	526
Detroit	1,203,339	1,003,407	-16.6	385,954	8,186,519	10,713,153	10,677	27,758	*	*	*
WEXFORD	25,102	27,672	10.2	10,215	160,442	240,037	8,674	23,498	229	790	3,376
Cadillac	10,199	10,767	5.6	3,450	62,476	85,433	7,935	24,763	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Michigan 1985 Cash Receipts as follows: From Crops $1,729,553,000; from Livestock & Livestock Products $1,236,976,000; Total $2,966,529,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,077,148	4,222,365	3.6	1,545,923	32,360,505	54,445,411	12,895	35,219	94,382	2,655,483	3,259,542
METROPOLITAN STATISTICAL AREAS											
Duluth, Mn-Wi	266,650	233,181	-12.6	88,214	1,890,937	2,328,835	9,987	26,400	1,457	3,551	15,836

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MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Fargo-Moorhead, N.D-Mn	137,574	148,899	8.2	54,508	924,502	1,875,424	12,595	34,406	2,379	188,597	38,516
Minneapolis-St. Paul, Mn-Wi	2,137,856	2,287,328	7.0	850,879	18,890,983	35,260,016	15,415	41,440	11,491	156,353	323,117
Rochester, Mn	91,971	101,729	10.6	37,325	912,407	1,519,507	14,937	40,710	1,532	24,837	70,699
St. Cloud, Mn	163,256	180,701	10.7	56,439	1,118,593	1,849,725	10,236	32,774	5,055	50,615	262,873
COUNTIES, Cities											
AITKIN	13,404	13,027	-2.8	5,062	63,159	98,878	7,590	19,533	740	3,357	12,857
ANOKA	195,998	222,795	13.7	71,400	1,546,664	3,154,076	14,157	44,175	633	10,044	7,886
BECKER	29,336	29,883	1.9	10,733	184,192	261,180	8,740	24,334	1,366	19,262	48,968
BELTRAMI	30,982	35,154	13.5	11,855	158,329	266,419	7,579	22,473	775	5,365	10,809
Bemidji	10,949	11,453	4.6	3,257	54,139	78,223	6,830	24,017	*	*	*
BENTON	25,187	27,362	8.6	9,346	177,225	279,991	10,233	29,958	1,035	7,661	55,790
BIG STONE	7,716	7,524	-2.5	2,910	61,077	70,049	9,310	24,072	554	24,689	14,797
BLUE EARTH	52,314	53,097	1.5	18,072	348,373	529,900	9,980	29,322	1,459	67,759	47,626
Mankato	28,651	30,651	7.0	10,444	195,402	297,565	9,708	28,491	*	*	*
BROWN	28,645	26,925	-6.0	9,759	181,433	287,263	10,669	29,436	1,390	45,182	58,406
New Ulm	13,755	13,071	-5.0	4,841	97,604	150,692	11,529	31,128	*	*	*
CARLTON	29,936	30,629	2.3	10,745	175,263	289,411	9,449	26,934	732	1,200	9,899
CARVER	37,046	41,121	11.0	13,784	274,666	559,357	13,603	40,580	1,141	10,216	48,667
CASS	21,050	22,825	8.4	8,413	101,358	165,244	7,240	19,642	761	1,535	12,384
CHIPPEWA	14,941	13,605	-9.0	5,262	120,618	136,304	10,019	25,903	968	52,390	19,476
CHISAGO	25,717	29,376	14.2	9,882	156,177	348,181	11,853	35,234	1,047	8,128	20,275
CLAY	49,327	50,735	2.9	17,213	378,607	468,686	9,238	27,229	1,103	76,613	21,901
Moorhead	29,998	30,053	.2	9,951	240,067	277,558	9,236	27,892	*	*	*
CLEARWATER	8,761	8,934	2.0	3,165	37,749	60,275	6,747	19,044	693	4,930	15,757
COOK	4,092	4,162	1.7	1,634	27,016	42,203	10,140	25,828	11		
COTTONWOOD	14,854	13,129	-11.6	4,975	118,723	141,902	10,808	28,523	1,053	59,070	58,414
CROW WING	41,722	45,208	8.4	17,024	229,646	378,267	8,367	22,220	644	2,432	11,284
Brainerd	11,489	11,408	-.7	2,985	47,455	69,155	6,062	23,168	*	*	*
DAKOTA	194,111	229,280	18.1	78,485	1,732,382	3,294,794	14,370	41,980	1,084	33,988	33,202
DODGE	14,773	15,436	4.5	5,449	102,239	168,961	10,946	31,008	933	35,303	35,920
DOUGLAS	27,839	30,413	9.2	11,339	194,704	267,498	8,796	23,591	1,308	12,818	37,250
FARIBAULT	19,714	17,695	-10.3	6,889	165,800	196,223	11,089	28,484	1,320	77,378	47,808
FILLMORE	21,930	22,335	1.8	8,270	121,029	201,757	9,033	24,396	1,867	29,848	92,894
FREEBORN	36,329	33,108	-8.9	12,438	244,578	375,673	11,347	30,204	1,522	66,702	58,844
Albert Lea	19,190	17,511	-8.8	6,944	145,056	218,239	12,463	31,428	*	*	*
GOODHUE	38,749	42,300	9.2	15,393	290,427	482,290	11,402	31,332	1,840	33,715	80,002
Red Wing	13,736	15,270	11.2	5,905	121,017	193,736	12,687	32,809	*	*	*
GRANT	7,171	6,564	-8.5	2,488	53,162	60,750	9,255	24,417	648	33,589	15,307
HENNEPIN	941,411	990,853	5.3	398,702	9,070,368	16,452,869	16,605	41,266	940	17,920	18,052
Minneapolis	370,951	356,133	-4.0	163,666	3,053,657	5,225,241	14,672	31,926	*	*	*
HOUSTON	19,617	20,156	2.7	7,240	112,385	193,248	9,588	26,692	1,128	8,157	56,112
HUBBARD	14,098	15,136	7.4	5,592	68,675	118,141	7,805	21,127	504	7,518	6,565
ISANTI	23,600	26,149	10.8	8,662	172,456	266,165	10,179	30,728	947	10,088	15,597
ITASCA	43,006	41,811	-2.8	15,010	251,347	408,168	9,762	27,193	578	1,159	4,812
JACKSON	13,690	12,748	-6.9	4,784	107,078	134,989	10,589	28,217	1,253	67,016	59,242
KANABEC	12,161	13,070	7.5	4,761	83,919	121,028	9,260	25,421	833	2,449	20,653
KANDIYOHI	36,763	39,823	8.3	14,526	308,719	390,426	9,804	26,878	1,419	46,542	89,178
Willmar	15,895	16,823	5.8	5,631	138,128	163,083	9,694	28,962	*	*	*
KITTSON	6,672	6,184	-7.3	2,392	46,304	58,013	9,381	24,253	642	44,877	4,102
KOOCHICHING	17,571	14,937	-15.0	5,454	104,741	150,591	10,082	27,611	278	1,219	3,187
International Fal	5,611	4,501	-19.8	1,707	38,479	47,755	10,610	27,976	*	*	*
LAC QUI PARLE	10,592	9,609	-9.3	3,636	79,972	92,441	9,620	25,424	1,082	44,320	33,306
LAKE	13,043	10,750	-17.6	3,923	94,001	137,346	12,776	35,010	59		
LAKE OF THE WOODS	3,764	3,425	-9.0	1,340	18,072	29,376	8,577	21,922	230	5,475	2,267
LE SUEUR	23,434	24,304	3.7	8,626	152,900	248,647	10,231	28,825	1,087	27,879	37,055
LINCOLN	8,207	7,421	-9.6	2,775	52,099	61,896	8,341	22,305	823	20,176	35,544
LYON	25,207	25,721	2.0	9,202	196,942	253,528	9,857	27,551	1,175	47,591	58,529
Marshall	11,161	11,404	2.2	3,983	79,679	114,029	9,999	28,629	*	*	*
MCLEOD	29,657	32,012	7.9	11,594	220,583	352,441	11,010	30,399	1,492	32,378	47,648
MAHNOMAN	5,535	5,303	-4.2	1,745	29,675	36,740	6,928	21,054	410	11,603	7,746
MARSHALL	13,027	11,607	-10.9	4,114	79,305	97,462	8,397	23,690	1,447	72,002	10,438
MARTIN	24,687	25,343	2.7	9,928	222,914	280,642	11,074	28,268	1,454	79,172	60,373
Fairmont	11,506	11,941	3.8	4,887	117,014	145,109	12,152	29,693	*	*	*
MEEKER	20,594	21,871	6.2	7,848	133,303	214,126	9,790	27,284	1,376	34,554	65,225
MILLE LACS	18,430	19,364	5.1	7,007	118,259	176,564	9,118	25,198	929	3,483	25,903
MORRISON	29,311	31,525	7.6	10,568	169,305	245,673	7,793	23,247	2,009	8,913	87,995
Little Falls	7,250	7,269	.3	2,423	38,924	56,699	7,800	23,400	*	*	*
MOWER	40,390	37,770	-6.5	14,543	289,311	451,741	11,960	31,062	1,477	54,654	54,816
Austin	23,020	21,365	-7.2	8,711	186,017	286,741	13,421	32,917	*	*	*
MURRAY	11,507	10,274	-10.7	3,731	86,313	99,750	9,709	26,735	1,150	44,789	50,976
NICOLLET	26,929	27,310	1.4	8,985	177,292	283,455	10,379	31,548	969	38,081	46,045
North Mankato	9,145	10,311	12.8	3,754	74,284	114,572	11,112	30,520	*	*	*
NOBLES	21,840	20,074	-8.1	7,463	179,663	218,896	10,904	29,331	1,413	59,156	72,187
Worthington	10,243	9,420	-8.0	3,721	102,194	120,185	12,758	32,299	*	*	*
NORMAN	9,379	8,372	-10.7	3,157	61,613	76,438	9,130	24,212	805	57,060	11,873
OLMSTED	91,971	101,729	10.6	37,325	912,407	1,519,507	14,937	40,710	1,532	24,837	70,699
Rochester	57,855	61,269	5.9	24,149	623,570	977,635	15,956	40,483	*	*	*
OTTER TAIL	51,937	54,880	5.7	20,323	347,176	467,572	8,520	23,007	3,245	38,347	113,395
Fergus Falls	12,519	14,466	15.6	4,093	82,940	111,001	7,673	27,120	*	*	*
PENNINGTON	15,258	13,657	-10.5	5,039	118,650	131,745	9,647	26,145	655		
PINE	19,871	21,572	8.6	7,682	119,122	180,900	8,386	23,549	1,199	3,650	30,667
PIPESTONE	11,690	10,750	-8.1	4,114	82,083	100,580	9,356	24,448	828	22,451	38,106

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MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
POLK	34,844	33,819	-3.0	12,226	238,322	311,351	9,206	25,466	1,774	132,731	24,574
Crookston	8,628	7,563	-12.4	2,537	62,145	72,243	9,552	28,476	*	*	*
E. Grand Forks	8,537	7,800	-8.6	2,694	64,211	76,315	9,784	28,328	*	*	*
POPE	11,657	11,186	-4.1	4,243	96,105	97,241	8,693	22,918	1,042	28,766	34,635
RAMSEY	459,784	452,521	-1.6	174,083	4,003,131	7,146,044	15,792	41,050	82	3,566	811
St. Paul	270,230	252,353	-6.6	103,975	2,207,437	3,741,423	14,826	35,984	*	*	*
RED LAKE	5,471	4,947	-9.6	1,722	31,908	36,696	7,418	21,310	422	12,065	7,181
REDWOOD	19,341	17,982	-7.0	6,602	153,623	177,686	9,881	26,914	1,544	76,635	66,921
RENVILLE	20,401	18,647	-8.6	6,889	156,545	192,591	10,328	27,956	1,685	104,528	49,192
RICE	46,087	49,402	7.2	15,837	325,995	513,196	10,388	32,405	1,325	25,138	55,750
Faribault	16,241	16,841	3.7	6,066	129,748	196,844	11,688	32,450	*	*	*
ROCK	10,703	10,085	-5.8	3,732	89,429	105,147	10,426	28,174	953	27,593	62,531
ROSEAU	12,574	13,202	5.0	4,735	82,913	105,973	8,027	22,381	1,213	36,343	19,962
ST. LOUIS	222,229	193,223	-13.1	72,906	1,504,490	1,877,043	9,714	25,746	1,093	2,342	9,120
Duluth	92,811	77,637	-16.4	27,234	590,965	658,143	8,477	24,166	*	*	*
Hibbing	21,193	18,715	-11.7	6,478	142,650	180,992	9,671	27,939	*	*	*
Virginia	11,056	8,981	-18.8	3,582	80,742	92,650	10,316	25,865	*	*	*
SCOTT	43,784	51,309	17.2	16,389	321,964	704,171	13,724	42,966	981	12,232	27,032
SHERBURNE	29,908	35,281	18.0	11,016	226,301	400,135	11,341	36,323	684	15,775	21,566
SIBLEY	15,448	14,271	-7.6	5,071	92,835	142,724	10,001	28,145	1,391	42,868	61,685
STEARNS	108,161	118,058	9.2	36,077	715,067	1,169,599	9,907	32,420	3,336	27,179	185,517
St. Cloud	42,566	43,803	2.9	13,710	312,045	442,251	10,096	32,258	*	*	*
STEELE	30,328	29,460	-2.9	10,702	234,070	344,047	11,678	32,148	1,061	32,620	37,076
Owatonna	18,632	18,140	-2.7	6,701	156,173	224,028	12,350	33,432	*	*	*
STEVENS	11,322	10,180	-10.1	3,636	84,724	95,259	9,357	26,199	701	35,644	37,142
SWIFT	12,920	11,703	-9.4	4,402	91,022	103,606	8,853	23,536	1,011	54,957	29,180
TODD	24,991	26,065	4.3	9,251	141,073	195,181	7,488	21,098	2,112	12,692	79,089
TRAVERSE	5,542	5,503	-.7	2,136	45,582	53,566	9,734	25,078	483	35,825	9,831
WABASHA	19,335	19,731	2.0	7,160	129,372	206,082	10,445	28,782	1,079	15,343	55,749
WADENA	14,192	13,905	-2.0	4,859	85,822	106,800	7,681	21,980	776	3,022	25,438
WASECA	18,448	17,608	-4.6	6,430	123,833	192,951	10,958	30,008	878	41,036	29,386
WASHINGTON	113,571	130,382	14.8	41,778	934,799	1,927,445	14,783	46,135	801	18,017	11,283
Stillwater	12,290	13,174	7.2	4,492	101,477	181,045	13,743	40,304	*	*	*
WATONWAN	12,361	11,416	-7.7	4,401	104,870	124,329	10,891	28,250	885	46,121	31,931
WILKIN	8,382	7,801	-6.9	2,775	61,524	76,204	9,768	27,461	571	57,978	7,875
Breckenridge	3,909	3,559	-9.0	1,287	27,125	35,461	9,964	27,553	*	*	*
WINONA	46,256	48,237	4.3	16,855	305,605	493,813	10,237	29,298	1,199	12,959	72,011
Winona	25,075	25,073		9,024	173,759	251,108	10,015	27,827	*	*	*
WRIGHT	58,962	65,751	11.5	21,450	365,285	788,532	11,993	36,761	2,094	21,334	57,468
YELLOW MEDICIN.	13,653	12,558	-8.0	4,784	102,748	121,363	9,664	25,369	1,211	59,484	34,890

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Minnesota 1985 Cash Receipts as follows: From Crops $3,768,552,000; from Livestock & Livestock Products $3,282,151,000; Total $7,050,703,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,520,638	2,666,955	5.8	906,581	14,220,821	22,545,457	8,454	24,869	42,415	1,102,099	766,221
METROPOLITAN STATISTICAL AREAS											
Biloxi-Gulfport, M.	182,202	206,916	13.6	71,080	1,119,446	1,968,129	9,512	27,689	575	1,852	3,435
Jackson, Ms	362,038	393,101	8.6	135,212	2,695,362	4,128,847	10,503	30,536	2,257	45,173	60,860
Memphis, Tn-Ar-M	912,887	978,464	7.2	346,514	6,459,150	10,846,904	11,086	31,303	2,588	139,502	15,911
Pascagoula, Ms	118,015	126,639	7.3	41,623	693,447	1,151,453	9,092	27,664	255	1,103	2,024
COUNTIES, Cities											
ADAMS	38,035	40,042	5.3	13,969	220,679	320,155	7,995	22,919	220	7,427	763
Natchez	22,015	23,328	6.0	8,575	133,171	189,117	8,107	22,054	*	*	*
ALCORN	33,036	33,777	2.2	12,687	200,191	304,061	9,002	23,966	587	5,600	1,962
Corinth	13,839	13,053	-5.7	5,418	101,200	140,401	10,756	25,914	*	*	*
AMITE	13,369	14,239	6.5	4,807	58,255	91,940	6,457	19,126	700	1,642	14,075
ATTALA	19,865	19,419	-2.3	7,003	92,398	137,769	7,095	19,673	564	7,469	3,312
BENTON	8,153	8,462	3.8	2,768	32,485	61,370	7,252	22,171	309	6,913	1,016
BOLIVAR	45,965	42,716	-7.1	13,012	205,007	286,939	6,717	22,052	528	90,244	3,027
Cleveland	14,524	14,283	-1.7	4,465	95,537	131,801	9,228	29,519	*	*	*
CALHOUN	15,664	15,939	1.8	5,718	72,049	113,398	7,114	19,832	501	14,390	2,464
CARROLL	9,776	9,949	1.8	3,369	40,089	70,021	7,038	20,784	490	9,999	3,680
CHICKASAW	17,853	18,310	2.6	6,240	87,117	138,587	7,569	22,209	564	11,320	8,833
CHOCTAW	8,996	9,411	4.6	3,292	38,771	62,276	6,617	18,917	332	2,828	2,544
CLAIBORNE	12,279	11,964	-2.6	3,580	72,503	85,616	7,156	23,915	258	5,079	6,864
CLARKE	16,945	17,705	4.5	6,278	67,382	141,694	8,003	22,570	445	700	2,367
CLAY	21,082	23,063	9.4	7,697	113,976	185,436	8,040	24,092	458	7,103	6,463
West Point	8,811	9,293	5.5	3,411	51,486	77,913	8,384	22,842	*	*	*
COAHOMA	36,918	33,677	-8.8	11,099	165,446	230,993	6,859	20,812	309	63,788	396
Clarksdale	21,137	20,462	-3.2	6,832	111,502	159,934	7,816	23,410	*	*	*

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MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
COPIAH	26,503	27,314	3.1	9,122	124,049	187,622	6,869	20,568	708	3,535	25,491
COVINGTON	15,927	17,511	9.9	5,835	81,546	128,871	7,359	22,086	614	2,889	17,503
DE SOTO	53,930	63,068	16.9	19,769	425,702	727,356	11,533	36,793	632	19,345	6,381
FORREST	66,018	71,247	7.9	25,301	413,549	602,906	8,462	23,829	365	2,560	6,220
Hattiesburg	40,829	42,236	3.4	15,566	278,408	374,464	8,866	24,057	*	*	*
FRANKLIN	8,208	9,024	9.9	3,300	38,208	60,896	6,748	18,453	228		
GEORGE	15,297	17,039	11.4	5,538	87,388	132,621	7,783	23,947	397	2,368	3 810
GREENE	9,827	9,949	1.2	3,267	40,708	64,096	6,442	19,619	376	956	4,940
GRENADA	21,043	22,141	5.2	7,732	102,142	187,526	8,470	24,253	276	8,274	5,604
Grenada	12,641	13,322	5.4	4,741	78,304	116,108	8,716	24,490	*	*	*
HANCOCK	24,537	32,310	31.7	11,190	144,967	298,130	9,227	26,643	243	688	1,624
HARRISON	157,665	174,606	10.7	59,890	974,479	1,669,999	9,564	27,884	332	1,164	1,811
Biloxi	49,311	49,126	-.4	16,711	304,354	457,794	9,319	27,395	*	*	*
Gulfport	39,676	41,437	4.4	15,737	272,835	424,875	10,254	26,998	*	*	*
HINDS	250,998	259,201	3.3	91,987	1,984,673	2,795,476	10,785	30,390	983	14,607	20,508
Jackson	202,895	210,096	3.5	76,165	1,649,668	2,292,104	10,910	30,094	*	*	*
HOLMES	22,970	24,354	6.0	7,686	71,631	133,470	5,480	17,365	505	36,059	2,232
HUMPHREYS	13,931	13,702	-1.7	4,367	56,394	87,065	6,354	19,937	346	39,812	19,367
ISSAQUENA	2,513	2,283	-9.2	670	13,044	17,003	7,448	25,378	134	18,402	781
ITAWAMBA	20,518	21,496	4.8	7,515	111,256	169,337	7,878	22,533	600	4,839	13,323
JACKSON	118,015	126,639	7.3	41,623	693,447	1,151,453	9,092	27,664	255	1,103	2,024
Moss Point	18,998	18,610	-2.1	5,540	101,238	155,723	8,368	28,109	*	*	*
Pascagoula	29,318	30,014	2.4	10,595	199,736	289,547	9,647	27,329	*	*	*
JASPER	17,265	17,974	4.1	6,059	75,936	120,056	6,679	19,814	612	799	10,369
JEFFERSON	9,181	9,556	4.1	2,863	30,547	48,057	5,029	16,786	288	5,145	2,224
JEFFERSON DAVIS	13,846	15,028	8.5	4,865	62,603	108,780	7,238	22,360	566	1,712	6,573
JONES	61,912	67,213	8.6	24,194	375,767	583,513	8,682	24,118	995	1,820	56,106
Laurel	21,897	22,096	9	8,484	150,316	211,341	9,565	24,911	*	*	*
KEMPER	10,148	10,457	3.0	3,471	38,186	65,196	6,235	18,783	579	3,332	3,163
LAFAYETTE	31,030	32,019	3.2	10,460	165,723	270,089	8,435	25,821	525	5,452	2,589
Oxford	9,882	9,516	-3.7	3,732	87,790	131,861	13,857	35,333	*	*	*
LAMAR	23,821	28,541	19.8	9,780	142,455	247,833	8,683	25,341	435	1,992	8,818
LAUDERDALE	77,285	80,530	4.2	29,085	476,341	727,636	9,036	25,018	551	1,647	2,384
Meridian	46,577	47,315	1.6	18,083	307,761	438,747	9,273	24,263	*	*	*
LAWRENCE	12,518	13,512	7.9	4,668	68,129	114,986	8,510	24,633	411	1,420	2,349
LEAKE	18,790	19,908	5.9	7,018	83,035	129,606	6,510	18,468	787	3,130	39,580
LEE	57,061	63,170	10.7	22,949	369,312	593,480	9,395	25,861	701	9,499	8,636
Tupelo	23,905	26,446	10.6	10,122	192,954	295,383	11,169	29,182	*	*	*
LEFLORE	41,525	40,114	-3.4	12,995	207,642	289,328	7,213	22,265	312	75,196	2,164
Greenwood	20,115	19,884	-1.2	7,473	130,482	182,387	9,173	24,406	*	*	*
LINCOLN	30,174	32,850	8.9	11,428	157,635	254,429	7,745	22,264	643	2,394	10,993
Brookhaven	10,800	11,372	5.3	4,036	63,767	98,532	8,664	24,412	*	*	*
LOWNDES	57,304	59,678	4.1	20,144	329,336	513,843	8,610	25,508	486	12,912	2,295
Columbus	27,383	27,961	2.1	9,813	161,403	232,083	8,300	23,651	*	*	*
MADISON	41,613	47,844	15.0	15,161	189,631	398,637	8,332	26,294	607	25,043	5,754
MARION	25,708	28,007	8.9	9,666	131,868	212,594	7,591	21,994	720	892	10,949
MARSHALL	29,296	31,936	9.0	9,566	111,685	225,803	7,070	23,361	681	13,782	7,645
MONROE	36,404	37,912	4.1	13,257	191,581	303,838	8,014	22,919	712	19,140	4,783
MONTGOMERY	13,366	12,179	-8.9	4,306	61,611	87,044	7,147	20,215	374	6,003	2,908
NESHOBA	23,789	25,804	8.5	9,031	126,264	199,998	7,751	22,146	870	694	21,199
NEWTON	19,944	21,578	8.2	7,853	103,730	162,470	7,529	20,689	763	2,006	30,380
NOXUBEE	13,212	12,273	-7.1	3,827	53,057	78,685	6,411	20,560	545	17,686	9,166
OKTIBBEHA	36,018	38,601	7.2	11,905	203,582	309,502	8,018	25,998	454	4,846	6,399
Starkville	15,169	17,224	13.5	6,271	109,067	168,864	9,804	26,928	*	*	*
PANOLA	28,164	30,627	8.7	10,026	111,404	209,583	6,843	20,904	817	29,441	4,940
PEARL RIVER	33,795	41,024	21.4	13,858	194,636	327,935	7,994	23,664	718	3,708	10,529
Picayune	10,361	11,993	15.8	3,894	64,002	127,488	10,630	32,004	*	*	*
PERRY	9,864	10,461	6.1	3,507	46,286	76,323	7,296	21,763	308	1,457	5,719
PIKE	36,173	39,077	8.0	13,895	182,876	283,601	7,257	20,410	601	1,631	14,666
McComb	12,331	12,747	3.4	4,977	77,357	114,234	8,962	22,952	*	*	*
PONTOTOC	20,918	23,271	11.2	8,567	107,827	184,742	7,939	21,564	815	12,283	8,132
PRENTISS	24,025	25,597	6.5	8,891	125,085	194,803	7,610	21,910	564	6,924	5,053
QUITMAN	12,636	10,558	-16.5	3,444	51,554	65,309	6,186	18,963	323	39,470	159
RANKIN	69,427	86,056	24.0	28,064	521,058	934,734	10,862	33,307	667	5,523	34,598
SCOTT	24,556	26,343	7.3	8,900	124,532	192,248	7,298	21,601	833	4,558	78,555
SHARKEY	7,964	7,326	-8.0	2,201	30,627	47,450	6,477	21,558	162	42,252	2,641
SIMPSON	23,441	25,672	9.5	8,744	120,114	196,526	7,655	22,476	771	2,414	31,749
SMITH	15,077	15,330	1.7	5,309	78,399	113,422	7,399	21,364	773	1,347	44,999
STONE	9,716	10,805	11.2	3,448	53,022	92 594	8,570	26,854	275	1,333	3,792
SUNFLOWER	34,844	34,552	-.8	9,901	147,260	222,903	6,451	22,513	446	71,904	11,999
TALLAHATCHIE	17,157	15,792	-8.0	5,070	67,586	102,792	6,509	20,275	472	53,320	4,590
TATE	20,119	22,659	12.6	6,867	89,788	173,796	7,670	25,309	647		
TIPPAH	18,739	20,353	8.6	7,170	88,058	136,941	6,728	19,099	673	5,082	3,749
TISHOMINGO	18,434	18,817	2.1	7,161	104,511	168,284	8,943	23,500	364	1,935	1,614
TUNICA	9,652	8,561	-11.3	2,583	31,775	44,129	5,155	17,084	171	44,890	1,085
UNION	21,741	22,305	2.6	8,297	120,882	179,980	8,069	21,692	734	7,943	4,662
WALTHALL	13,761	14,284	3.8	4,720	64,484	103,474	7,244	21,922	807	3,914	17,222
WARREN	51,627	52,796	2.3	18,415	336,347	535,988	10,152	29,106	280	9,467	1,380
Vicksburg	25,434	26,326	3.5	9,676	160,333	237,603	9,025	24,556	*	*	*
WASHINGTON	72,344	66,695	-7.8	21,910	381,295	507,342	7,607	23,156	444	79,848	6,408
Greenville	40,613	37,374	-8.0	12,458	223,997	279,190	7,470	22,410	*	*	*
WAYNE	19,135	20,759	8.5	6,959	91,318	148,442	7,151	21,331	498		
WEBSTER	10,300	10,825	5.1	3,903	55,200	96,298	8,896	24,673	400	6,362	2,045
WILKINSON	10,021	9,741	-2.8	3,201	39,200	58,706	6,027	18,340	267	2,732	3,454
WINSTON	19,474	20,207	3.8	7,082	99,156	147,170	7,283	20,781	729	1,954	7,047

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MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
YALOBUSHA	13,139	13,437	2.3	4,914	56,204	103,800	7,725	21,123	375		
YAZOO	27,349	25,784	-5.7	8,612	114,150	206,656	8,015	23,996	605	52,762	8,623

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1985 Cash Receipts as follows: From Crops $1,255,029,000; from Livestock & Livestock Products $1,011,365,000; Total $2,266,394,000.*—Included in county totals.
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MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,917,444	5,076,028	3.2	1,912,188	37,090,171	62,344,720	12,282	32,604	112,447	1,523,053	2,007,743
METROPOLITAN STATISTICAL AREAS											
Columbia, Mo	100,376	110,276	9.9	40,299	854,010	1,332,545	12,084	33,066	1,345	12,507	15,143
Joplin, Mo	127,513	138,847	8.9	54,746	506,138	1,443,463	10,396	26,367	3,216	20,504	63,423
Kansas City, Mo--	1,433,372	1,484,554	3.6	566,418	12,100,384	21,240,386	14,308	37,499	10,702	144,873	155,473
St. Joseph, Mo	87,888	82,202	-6.5	31,765	536,068	987,373	12,012	31,084	909	18,164	10,493
St. Louis, Mo-Il	2,375,814	2,418,567	1.8	885,307	19,430,907	33,281,764	13,761	37,593	9,664	226,367	182,469
Springfield, Mo	207,704	230,704	11.1	88,948	1,593,666	2,695,788	11,685	30,307	3,701	4,416	57,252
COUNTIES, Cities											
ADAIR	24,870	25,689	3.3	9,227	192,170	232,225	9,040	25,168	951	9,173	12,143
Kirksville	17,167	17,192	.1	6,108	138,024	161,907	9,418	26,507	*	*	*
ANDREW	13,980	15,171	8.5	5,604	82,771	167,650	11,051	29,916	1,007	16,708	20,285
ATCHISON	8,605	7,801	-9.4	3,062	74,957	81,307	10,423	26,554	669	36,659	14,922
AUDRAIN	26,458	25,105	-5.1	9,665	226,606	275,022	10,955	28,455	1,256	40,693	34,104
Mexico	12,276	11,414	-7.0	4,599	122,084	137,293	12,028	29,853	*	*	*
BARRY	24,408	28,056	14.9	11,055	146,460	263,822	9,403	23,864	1,726	2,627	38,637
Monett	6,148	5,791	-5.8	2,110	38,429	58,298	10,067	27,629	*	*	*
BARTON	11,292	12,147	7.6	4,866	77,782	106,232	8,746	21,831	978	22,506	14,702
BATES	15,873	16,416	3.4	6,562	119,565	163,917	9,985	24,980	1,446	19,368	26,891
BENTON	12,183	13,617	11.8	5,645	85,721	130,364	9,574	23,094	988	4,072	18,661
BOLLINGER	10,301	10,867	5.5	4,021	52,209	82,768	7,616	20,584	994	6,616	8,928
BOONE	100,376	110,276	9.9	40,299	854,010	1,332,545	12,084	33,066	1,345	12,507	15,143
Columbia	62,061	64,287	3.6	23,000	539,812	741,862	11,540	32,255	*	*	*
BUCHANAN	87,888	82,202	-6.5	31,765	536,068	987,373	12,012	31,084	909	18,164	10,493
St. Joseph	76,691	71,610	-6.6	27,989	469,585	848,907	11,855	30,330	*	*	*
BUTLER	37,693	39,643	5.2	15,453	249,676	337,151	8,505	21,818	940	39,752	3,571
Poplar Bluff	17,139	17,620	2.8	7,220	126,837	165,681	9,403	22,948	*	*	*
CALDWELL	8,660	8,338	-3.7	3,255	59,903	77,054	9,241	23,673	925		
CALLAWAY	32,252	33,749	4.6	11,623	264,939	350,040	10,372	30,116	1,381	13,972	18,946
Fulton	11,046	10,334	-6.5	3,264	94,662	106,722	10,327	32,697	*	*	*
CAMDEN	19,963	26,648	33.5	11,022	155,285	271,234	10,178	24,608	560	357	10,991
CAPE GIRARDEAU	58,837	63,253	7.5	23,207	449,970	693,669	10,967	29,891	1,427	17,690	19,766
Cape Girardeau	34,361	35,629	3.7	13,219	282,678	399,277	11,207	30,205	*	*	*
CARROLL	12,131	10,941	-9.8	4,497	99,938	117,705	10,758	26,174	1,099	31,021	24,630
Carrollton	4,700	4,208	-10.5	1,767	32,068	46,603	11,075	26,374	*	*	*
CARTER	5,428	5,892	8.5	2,183	35,163	39,171	6,648	17,944	202	96	1,731
CASS	51,029	59,440	16.5	21,017	342,936	736,397	12,389	35,038	1,741	19,264	22,492
CEDAR	11,894	12,766	7.3	5,280	81,210	107,918	8,454	20,439	956	1,879	10,346
CHARITON	10,489	9,705	-7.5	3,828	78,189	102,809	10,593	26,857	1,271	31,936	34,354
CHRISTIAN	22,402	27,667	23.5	10,167	157,348	270,486	9,776	26,604	1,426	963	23,416
CLARK	8,493	8,136	-4.2	3,056	57,298	77,672	9,547	25,416	728	22,060	9,877
CLAY	136,488	145,831	6.8	55,127	1,103,646	2,127,890	14,591	38,600	767	6,322	15,245
Excelsior Spring	10,424	10,723	2.9	4,323	97,544	143,201	13,355	33,125	*	*	*
CLINTON	15,916	17,237	8.3	6,228	133,919	181,954	10,556	29,215	875	12,052	25,919
COLE	56,663	64,542	13.9	23,527	498,878	792,279	12,275	33,675	1,055	2,323	12,294
Jefferson City	33,619	36,424	8.3	14,366	338,126	487,756	13,391	33,952	*	*	*
COOPER	14,643	15,481	5.7	5,942	122,871	152,583	9,855	25,679	1,009	17,090	24,621
Boonville	6,959	6,891	-1.0	2,707	49,401	68,971	10,009	25,479	*	*	*
CRAWFORD	18,300	19,810	8.3	7,367	127,299	183,512	9,264	24,910	759	549	8,014
DADE	7,383	7,921	7.3	3,310	49,771	74,064	9,350	22,376	932	7,356	15,348
DALLAS	12,096	13,379	10.6	5,111	67,920	109,647	8,195	21,453	1,132	646	26,229
DAVIESS	8,905	8,436	-5.3	3,354	60,704	78,996	9,364	23,553	982	19,144	16,660
DE KALB	8,222	8,599	4.6	3,294	56,812	77,379	8,999	23,491	859	12,127	19,781
DENT	14,517	15,268	5.2	5,874	110,214	119,616	7,834	20,364	764	594	7,343
DOUGLAS	11,594	13,008	12.2	4,814	60,379	96,574	7,424	20,061	1,300	714	22,928
DUNKLIN	36,324	34,680	-4.5	13,437	223,883	290,783	8,385	21,640	806	57,968	1,259
Kennett	10,145	9,608	-5.3	3,793	75,758	93,101	9,690	24,545	*	*	*
FRANKLIN	71,233	80,632	13.2	28,220	456,212	932,244	11,562	33,035	1,764	7,229	26,988
GASCONADE	13,181	14,085	6.9	5,583	92,785	144,641	10,269	25,907	896	2,589	10,589
GENTRY	7,887	7,421	-5.9	3,062	53,464	70,080	9,443	22,887	759	15,167	17,537
GREENE	185,302	203,037	9.6	78,781	1,436,318	2,425,302	11,945	30,785	2,275	3,453	33,836
Springfield	133,116	142,374	7.0	57,709	1,056,986	1,654,367	11,620	28,667	*	*	*
GRUNDY	11,959	10,751	-10.1	4,497	89,856	105,188	9,784	23,391	740	18,434	13,058

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MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Trenton	6,811	6,914	1.5	3,014	45,907	67,398	9,748	22,362	*	*	*
HARRISON	9,890	9,324	-5.7	4,018	64,684	89,460	9,595	22,265	1,054	16,918	22,959
HENRY	19,672	20,410	3.8	8,313	147,979	206,962	10,140	24,896	1,097	11,781	20,792
Clinton	8,366	8,737	4.4	3,494	55,902	91,859	10,514	26,290	*	*	*
HICKORY	6,367	7,592	19.2	3,287	41,850	62,593	8,245	19,043	562	782	9,069
HOLT	6,882	6,568	-4.6	2,760	56,098	65,175	9,923	23,614	679	31,243	10,318
HOWARD	10,008	9,642	-3.7	3,685	70,017	92,160	9,558	25,009	740	12,699	13,669
HOWELL	28,807	31,565	9.6	12,282	174,940	249,927	7,918	20,349	1,734	1,078	34,405
West Plains	7,741	8,154	5.3	3,494	43,626	66,051	8,100	18,904	*	*	*
IRON	11,084	11,406	2.9	3,994	75,855	89,176	7,818	22,327	301	144	3,760
JACKSON	629,180	597,760	-5.0	238,238	4,701,262	8,307,673	13,898	34,871	1,012	14,802	12,178
Blue Springs	25,927	26,089	.6	8,949	209,497	498,291	19,100	55,681	*	*	*
Independence	111,806	87,157	-22.1	34,943	841,270	1,517,076	17,406	43,416	*	*	*
1Kansas City	448,159	439,087	-2.0	189,834	3,392,646	5,004,984	11,399	26,365	*	*	*
JASPER	86,958	92,566	6.4	37,094	588,766	985,798	10,650	26,576	1,427	15,522	23,855
Carthage	11,104	11,402	2.7	4,668	78,276	127,348	11,169	27,281	*	*	*
2Joplin	39,023	40,537	3.9	17,393	289,831	448,910	11,074	25,810	*	*	*
JEFFERSON	146,814	163,889	11.6	54,733	1,007,561	2,067,589	12,616	37,776	759	2,855	6,585
Crystal City	3,573	4,053	13.4	1,590	26,453	51,059	12,598	32,113	*	*	*
Festus	7,574	9,231	21.9	3,351	57,412	116,008	12,567	34,619	*	*	*
JOHNSON	39,059	37,653	-3.6	12,490	278,789	355,275	9,436	28,445	1,855	14,464	30,260
Warrensburg	13,807	12,647	-8.4	3,861	110,832	126,156	9,975	32,674	*	*	*
KNOX	5,508	4,852	-11.9	1,914	36,758	45,356	9,348	23,697	680	16,928	14,311
LACLEDE	24,323	27,817	14.4	10,728	169,348	254,125	9,136	23,688	1,307	841	30,013
Lebanon	9,507	10,603	11.5	4,545	80,333	113,938	10,746	25,069	*	*	*
LAFAYETTE	29,925	32,271	7.8	12,236	268,883	348,770	10,808	28,504	1,599	32,045	41,043
Lexington	5,063	4,844	-4.3	1,947	35,157	51,544	10,641	26,474	*	*	*
LAWRENCE	28,973	31,632	9.2	12,163	175,857	293,472	9,278	24,128	1,859	5,848	45,594
LEWIS	10,901	11,168	2.4	4,186	74,995	103,909	9,304	24,823	823	19,349	15,830
LINCOLN	22,193	26,728	20.4	9,524	173,994	258,720	9,680	27,165	1,272	21,202	37,671
LINN	15,495	14,901	-3.8	6,310	120,129	149,273	10,018	23,657	989	15,632	21,562
Brookfield	5,555	6,272	12.9	2,767	37,810	64,734	10,321	23,395	*	*	*
LIVINGSTON	15,739	14,998	-4.7	5,915	124,319	157,481	10,500	26,624	839	20,046	11,894
Chillicothe	9,089	8,746	-3.8	3,568	80,222	100,095	11,445	28,054	*	*	*
MCDONALD	14,917	16,633	11.5	6,377	79,032	139,385	8,380	21,857	1,151	632	48,305
MACON	16,313	17,681	8.4	7,134	125,600	170,981	9,670	23,967	1,259	19,145	19,624
Macon	5,680	6,326	11.4	2,582	40,530	63,453	10,031	24,575	*	*	*
MADISON	10,725	12,094	12.8	4,823	76,817	89,546	7,404	18,566	432	573	5,847
MARIES	7,551	8,378	11.0	3,121	49,990	74,153	8,851	23,759	852	911	11,380
MARION	28,638	30,345	6.0	11,817	222,460	297,685	9,810	25,191	785	18,060	15,109
3Hannibal	18,811	19,921	5.9	7,880	143,937	185,785	9,326	23,577	*	*	*
MERCER	4,685	4,186	-10.7	1,722	33,375	37,546	8,969	21,804	629	8,187	12,394
MILLER	18,532	21,966	18.5	8,456	134,158	207,433	9,443	24,531	1,106	1,304	28,747
MISSISSIPPI	15,726	14,746	-6.2	5,358	93,178	131,073	8,889	24,463	361	48,760	3,589
MONITEAU	12,068	13,481	11.7	5,110	79,012	134,023	9,942	26,228	1,062	4,944	22,965
MONROE	9,716	9,313	-4.2	3,648	67,950	88,559	9,509	24,276	993	19,386	22,880
MONTGOMERY	11,537	12,197	5.7	4,639	89,291	110,351	9,047	23,788	894	17,095	17,808
MORGAN	13,807	16,747	21.3	6,716	95,734	150,084	8,962	22,347	911	3,416	26,404
NEW MADRID	22,945	20,836	-9.2	7,463	135,856	175,167	8,407	23,471	609	67,213	1,615
NEWTON	40,555	46,281	14.1	17,652	261,287	457,665	9,889	25,927	1,789	4,982	39,568
Neosho	9,493	10,875	14.6	4,484	66,363	110,828	10,191	24,716	*	*	*
NODAWAY	21,996	21,312	-3.1	7,371	175,973	203,287	9,539	27,579	1,518	34,134	41,274
Maryville	9,558	9,626	.7	3,163	58,896	87,504	9,090	27,665	*	*	*
OREGON	10,238	9,947	-2.9	3,863	61,217	66,004	6,636	17,086	921	687	19,296
OSAGE	12,014	12,320	2.5	4,198	78,973	115,161	9,347	27,432	1,185	2,850	36,213
OZARK	7,961	9,216	15.8	3,581	44,068	70,187	7,616	19,600	844	329	20,500
PEMISCOT	24,987	22,643	-9.4	8,324	143,914	174,160	7,692	20,923	525	51,405	1,002
PERRY	16,784	17,466	4.1	6,266	103,400	160,903	9,212	25,679	1,016	12,975	23,207
PETTIS	36,378	35,692	-1.9	14,042	283,334	381,756	10,696	27,187	1,352	19,248	28,126
Sedalia	20,927	19,500	-6.8	8,277	172,232	221,904	11,380	26,810	*	*	*
PHELPS	33,633	37,717	12.1	13,061	263,098	363,845	9,647	27,857	789	864	9,243
Rolla	13,303	14,429	8.5	4,743	117,294	149,930	10,391	31,611	*	*	*
PIKE	17,568	15,699	-10.6	5,837	131,473	158,263	10,081	27,114	1,099	23,880	31,726
PLATTE	46,341	51,110	10.3	18,768	384,194	777,709	15,216	41,438	891	18,523	7,008
POLK	18,822	21,549	14.5	8,101	116,771	184,004	8,539	22,714	1,649	2,273	36,621
PULASKI	42,011	43,590	3.8	11,762	235,099	340,154	7,803	28,920	567	443	6,853
Saint Robert	1,735	2,266	30.6	1,071	9,774	17,952	7,922	16,762	*	*	*
Waynesville	2,879	3,909	35.8	1,548	18,444	38,859	9,941	25,097	*	*	*
PUTNAM	6,092	5,519	-9.4	2,297	38,002	48,824	8,847	21,256	715	5,602	16,278
RALLS	8,911	8,575	-3.8	3,172	69,518	88,108	10,275	27,777	701	18,647	11,817
RANDOLPH	25,460	26,710	4.9	10,086	200,294	258,023	9,660	25,582	829	10,039	11,979
Moberly	13,418	13,454	.3	5,514	117,155	142,106	10,562	25,772	*	*	*
RAY	21,378	22,683	6.1	8,257	124,136	261,938	11,548	31,723	1,250	20,792	17,226
Richmond	5,499	5,388	-2.0	2,581	37,574	61,075	11,335	23,663	*	*	*
REYNOLDS	7,230	6,696	-7.4	2,575	46,343	50,102	7,482	19,457	377	336	3,376
RIPLEY	12,458	13,512	8.5	5,187	67,366	81,196	6,009	15,654	547	4,026	4,725
ST. CHARLES	143,455	182,420	27.2	61,119	1,107,125	2,602,096	14,764	42,574	1,023	24,668	13,820
ST. CLAIR	8,622	8,868	2.9	3,588	52,260	73,184	8,253	20,397	843	6,106	13,832
ST. FRANCOIS	42,600	46,259	8.6	17,135	353,398	395,375	8,547	23,074	729	1,865	12,437
Flat River	4,443	4,616	3.9	1,840	27,199	38,816	8,409	21,096	*	*	*
ST. LOUIS	974,815	1,014,934	4.1	371,805	9,038,760	16,687,221	16,442	44,882	445	12,983	1,823
ST. LOUIS CITY	453,085	385,519	-14.9	156,687	2,732,300	4,318,270	11,201	27,560	N.A.	N.A.	N.A.
St. Louis	453,085	385,519	-14.9	156,687	2,732,300	4,318,270	11,201	27,560	*	*	*
STE. GENEVIEVE	15,180	16,116	6.2	5,471	104,505	167,136	10,371	30,549	695	4,114	16,937
SALINE	24,919	23,405	-6.1	9,090	199,725	246,092	10,515	27,073	1,168	40,133	25,628
Marshall	12,781	12,238	-4.3	4,565	107,493	129,839	10,609	28,442	*	*	*

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MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
SCHUYLER	4,979	4,607	-7.5	1,873	33,048	41,111	8,924	21,949	539		
SCOTLAND	5,415	4,852	-10.4	1,914	34,658	45,076	9,290	23,551	632	14,629	14,512
SCOTT	39,647	40,613	2.4	14,843	354,683	501,746	12,354	33,804	687	35,859	7,056
4Sikeston	17,431	17,798	2.1	6,642	173,573	233,809	13,137	35,202	*	*	*
SHANNON	7,885	8,294	5.2	3,089	46,390	52,757	6,361	17,079	457	115	4,797
SHELBY	7,826	7,230	-7.6	2,966	55,902	69,031	9,548	23,274	768	19,728	21,416
STODDARD	29,009	30,536	5.3	11,645	191,553	265,691	8,701	22,816	1,338	70,651	13,198
Dexter	7,043	10,937	55.3	4,417	42,780	100,214	9,163	22,688	*	*	*
STONE	15,587	18,985	21.8	7,680	111,473	177,063	9,326	23,055	824		
SULLIVAN	7,434	6,945	-6.6	2,870	52,652	61,021	8,786	21,262	893	9,358	19,856
TANEY	20,467	26,915	31.5	11,043	144,022	262,856	9,766	23,803	619	173	6,042
TEXAS	21,070	22,790	8.2	8,815	123,089	183,037	8,031	20,764	1,630	984	28,409
VERNON	19,806	19,239	-2.9	7,502	137,787	189,629	9,856	25,277	1,320	21,041	16,989
Nevada	9,044	9,010	-.4	3,532	55,210	91,162	10,118	25,810	*	*	*
WARREN	14,900	18,821	26.3	6,776	118,044	208,640	11,085	30,791	642	9,092	12,573
WASHINGTON	17,983	19,916	10.7	6,781	107,651	158,977	7,982	23,444	493		
WAYNE	11,277	12,704	12.7	5,027	68,355	84,074	6,618	16,724	442	2,015	3,572
WEBSTER	20,414	22,901	12.2	8,061	120,684	194,258	8,483	24,098	1,595	737	36,139
WORTH	3,008	2,664	-11.4	1,148	21,556	23,676	8,887	20,624	389		
WRIGHT	16,188	17,268	6.7	6,719	92,449	139,271	8,065	20,728	1,481	1,122	37,556

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1985 Cash Receipts as follows: From Crops $1,642,464,000; from Livestock & Livestock Products $2,056,733,000; Total $3,699,197,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1987) Number of farms	FARM PRODUCTS (1987) Value of crops (Thousands)	FARM PRODUCTS (1987) Value of livestock (Thousands)
STATE TOTALS	786,415	846,490	7.6	315,935	5,555,808	8,536,759	10,085	27,021	23,570	759,174	787,990
METROPOLITAN STATISTICAL AREAS											
Billings, Mt	108,035	126,589	17.2	48,600	916,297	1,440,517	11,379	29,640	1,046	22,514	56,929
Great Falls, Mt	80,696	76,017	-5.8	28,703	590,998	832,404	10,950	29,001	799	25,255	45,113
COUNTIES, Cities											
BEAVERHEAD	8,186	8,553	4.5	3,277	41,207	76,261	8,916	23,272	342	6,702	34,976
BIG HORN	11,096	12,084	8.9	3,740	113,012	85,902	7,109	22,968	462	22,300	33,742
BLAINE	6,999	7,244	3.5	2,462	42,438	54,335	7,501	22,069	455	20,931	15,634
BROADWATER	3,267	3,624	10.9	1,354	15,988	32,068	8,849	23,684	207	8,304	6,914
CARBON	8,099	9,153	13.0	3,661	93,058	74,467	8,136	20,341	597	10,036	22,150
CARTER	1,799	1,736	-3.5	679	16,476	16,873	9,719	24,850	335	3,189	13,935
CASCADE	80,696	76,017	-5.8	28,703	590,998	832,404	10,950	29,001	799	25,255	45,113
Great Falls	56,725	54,372	-4.2	21,715	451,314	631,797	11,620	29,095	*	*	*
CHOUTEAU	6,092	5,881	-3.5	2,133	55,039	65,204	11,087	30,569	742	78,634	13,052
CUSTER	13,109	13,847	5.6	5,364	114,706	153,073	11,055	28,537	382	6,042	32,702
Miles City	9,602	10,117	5.4	4,082	87,069	112,080	11,078	27,457	*	*	*
DANIELS	2,835	2,474	-12.7	957	21,766	24,768	10,011	25,881	378	18,180	4,534
DAWSON	11,805	11,490	-2.7	4,247	103,992	124,094	10,800	29,219	499	16,644	9,636
DEER LODGE	12,518	10,559	-15.7	3,827	64,173	102,912	9,746	26,891	62	365	2,770
Anaconda	12,518	10,137	-19.0	3,827	82,378	99,798	9,845	26,077	*	*	*
FALLON	3,763	3,520	-6.5	1,244	29,697	35,912	10,202	28,868	285	5,935	8,217
FERGUS	13,076	13,437	2.8	5,016	103,236	114,984	8,557	22,923	805	23,285	28,368
FLATHEAD	51,966	61,002	17.4	22,848	303,826	615,548	10,091	26,941	914	8,167	11,839
Kalispell	10,648	12,247	15.0	4,752	63,720	121,799	9,945	25,831	*	*	*
GALLATIN	42,865	51,079	19.2	18,255	258,358	485,975	9,514	26,621	782	19,178	32,167
Bozeman	21,645	24,917	15.1	8,163	124,112	213,694	8,576	26,178	*	*	*
GARFIELD	1,656	1,726	4.2	613	12,843	15,973	9,254	26,057	263	8,300	15,819
GLACIER	10,628	11,422	7.5	3,795	70,908	93,740	8,207	24,701	349	21,590	13,490
GOLDEN VALLEY	1,026	1,130	10.1	413	8,231	9,261	8,196	22,424	153	3,755	5,457
GRANITE	2,700	2,741	1.5	1,021	13,210	23,606	8,612	23,120	153	450	7,638
HILL	17,985	18,411	2.4	6,547	153,859	191,066	10,378	29,184	675	55,662	8,865
Havre	10,891	11,066	1.6	4,005	99,193	119,352	10,785	29,801	*	*	*
JEFFERSON	7,029	8,338	18.6	2,972	37,299	82,575	9,903	27,784	252	2,321	6,167
JUDITH BASIN	2,646	2,856	7.9	1,026	20,586	24,489	8,575	23,868	325	11,375	15,742
LAKE	19,056	21,854	14.7	7,887	91,878	173,614	7,944	22,013	1,027	10,982	19,049
LEWIS AND CLAR	43,039	48,581	12.9	18,872	293,454	537,128	11,056	28,462	417	5,076	10,896
Helena	23,938	25,352	5.9	9,759	163,567	279,423	11,022	28,632	*	*	*
LIBERTY	2,329	2,437	4.6	919	20,548	25,292	10,378	27,521	248	30,056	5,327
LINCOLN	17,752	19,405	9.3	6,882	99,006	170,485	8,786	24,773	264	191	1,495
MCCONE	2,702	2,283	-15.5	765	18,462	17,444	7,641	22,803	425	18,342	6,715
MADISON	5,448	6,322	16.0	2,501	39,314	54,538	8,627	21,806	439	5,310	25,848
MEAGHER	2,154	2,059	-4.4	789	9,622	19,284	9,366	24,441	119	3,598	11,938
MINERAL	3,675	3,457	-5.9	1,291	20,127	33,036	9,556	25,589	81	266	464

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MISSOULA	76,016	80,168	5.5	30,724	485,085	877,620	10,947	28,565	443	1,262	4,322
Missoula	33,388	34,463	3.2	14,344	219,957	363,500	10,548	25,342	*	*	*
MUSSELSHELL	4,428	5,002	13.0	1,991	35,804	44,802	8,957	22,502	258	6,090	7,822
PARK	12,660	13,715	8.3	5,496	76,605	134,756	9,825	24,519	398	3,365	12,600
Livingston	6,994	6,920	-1.1	2,610	52,336	69,001	9,971	26,437	*	*	*
PETROLEUM	655	711	8.5	204	3,716	4,200	5,907	20,588	99	1,548	6,610
PHILLIPS	5,367	5,711	6.4	2,154	39,057	44,284	7,754	20,559	494	17,081	17,390
PONDERA	6,731	6,917	2.8	2,455	54,501	66,199	9,570	26,965	486	38,099	9,489
POWDER RIVER	2,520	2,188	-13.2	765	23,843	25,487	11,649	33,316	338	4,035	15,038
POWELL	6,958	6,671	-4.1	2,269	37,147	59,940	8,985	26,417	210	1,557	10,702
PRAIRIE	1,836	1,827	-.5	715	11,312	12,586	6,889	17,603	183	5,283	9,944
RAVALLI	22,493	27,084	20.4	10,001	113,525	230,349	8,505	23,033	1,019	3,145	17,939
Hamilton	2,661	3,144	18.2	1,475	16,648	27,147	8,635	18,405	*	*	*
RICHLAND	12,243	14,513	18.5	5,288	113,874	156,478	10,782	29,591	555	26,441	14,868
ROOSEVELT	10,467	11,703	11.8	3,923	75,509	102,034	8,719	25,009	584	25,708	5,742
ROSEBUD	9,899	14,317	44.6	4,799	81,114	146,040	10,200	30,431	353	12,346	22,923
SANDERS	8,675	9,380	8.1	3,628	45,302	78,577	8,377	21,658	379	1,782	6,205
SHERIDAN	5,414	5,888	8.8	2,246	48,822	59,120	10,041	26,322	586	23,982	4,533
SILVER BOW	38,092	33,867	-11.1	13,204	205,684	355,432	10,495	26,919	108	315	2,205
Butte	37,205	33,349	-10.4	12,998	200,319	358,448	10,748	27,577	*	*	*
STILLWATER	5,598	6,487	15.9	2,525	73,641	53,340	8,223	21,125	429	8,831	14,979
SWEET GRASS	3,216	3,504	9.0	1,451	26,209	34,363	9,807	23,682	292	1,413	12,161
TETON	6,491	6,736	3.8	2,463	52,937	60,987	9,054	24,761	625	37,731	25,203
TOOLE	5,559	5,400	-2.9	2,036	44,942	54,462	10,086	26,750	354	28,507	5,573
TREASURE	981	1,117	13.9	408	6,546	10,284	9,207	25,206	107	4,338	5,830
VALLEY	10,250	8,657	-15.6	3,253	80,347	86,733	10,019	26,662	654	25,513	13,467
WHEATLAND	2,359	2 093	-11.3	766	16,485	20,776	9,926	27,123	150	3,768	10,490
WIBAUX	1,476	1,523	3.2	511	10,187	11,082	7,276	21,687	184	4,099	4,167
YELLOWSTONE	108,035	126,589	17.2	48,600	916,297	1,440,517	11,379	29,640	1,046	22,514	56,929
Billings	66,842	73,054	9.3	29,877	608,723	869,869	11,907	29,115	*	*	*
YELLOWSTONE NATIONAL PARK											

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Montana 1985 Cash Receipts as follows: From Crops $585,926,000; from Livestock & Livestock Products $779,757,000; Total $1,365,683,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	1,570,006	1,619,084	3.1	609,579	11,718,989	20,406,588	12,604	33,477	60,243	2,379,818	4,245,925
METROPOLITAN STATISTICAL AREAS											
Lincoln, Ne	192,884	211,574	9.7	81,303	1,448,749	2,940,834	13,900	36,171	1,547	35,520	26,656
Omaha, Ne-Ia	585,907	620,766	5.9	228,785	4,426,897	8,458,851	13,626	36,973	3,582	132,382	280,853
Sioux City, Ia-Ne	117,457	110,594	-5.9	41,278	863,408	1,293,901	11,700	31,346	1,957	73,502	101,646
COUNTIES, Cities											
ADAMS	30,656	31,638	3.2	12,583	300,265	395,906	12,514	31,464	747	48,781	70,125
Hastings	23,045	23,403	1.6	9,746	236,351	302,074	12,907	30,995	*	*	*
ANTELOPE	8,675	8,087	-6.8	3,062	50,173	72,638	8,982	23,722	1,042	43,819	55,815
ARTHUR	513	482	-6.1	194	3,871	5,315	11,027	27,397	81	1,237	6,731
BANNER	918	1,015	10.6	408	6,668	10,251	10,100	25,125	200	12,889	7,547
BLAINE	867	666	-23.2	287	6,009	6,348	9,532	22,118	141	1,058	15,811
BOONE	7,391	6,850	-7.3	2,583	46,917	65,678	9,588	25,427	857	31,074	58,012
BOX BUTTE	13,696	14,866	8.5	5,710	105,598	200,172	13,465	35,056	543	35,427	32,309
Alliance	9,869	10,816	9.6	4,154	91,380	150,444	13,909	36,217	*	*	*
BOYD	3,331	3,045	-8.6	1,244	17,070	26,279	8,630	21,125	442	3,757	14,777
BROWN	4,377	4,123	-5.8	1,678	31,608	39,191	9,505	23,356	353	13,145	48,367
BUFFALO	34,797	38,412	10.4	13,744	252,827	410,691	10,692	29,881	1,191	55,404	80,086
Kearney	21,158	23,960	13.2	8,477	161,315	261,005	10,893	30,790	*	*	*
BURT	8,813	8,484	-3.7	3,394	61,197	91,863	10,828	27,066	733	40,019	73,658
BUTLER	9,330	8,968	-3.9	3,394	72,778	103,709	11,564	30,557	976	39,699	31,441
CASS	20,297	22,494	10.8	8,236	131,670	272,942	12,134	33,140	915	33,459	40,608
CEDAR	10,852	10,560	-2.7	3,636	55,638	97,453	9,229	26,802	1,144	24,754	72,586
CHASE	4,758	4,634	-2.6	1,686	26,297	46,266	9,984	27,441	433	46,973	32,813
CHERRY	6,758	6,904	2.2	2,655	56,807	74,752	10,827	28,155	708	5,674	69,536
CHEYENNE	10,057	9,839	-2.2	3,977	78,045	123,436	12,546	31,037	701	30,584	54,460
CLAY	8,106	7,421	-8.5	2,871	67,590	89,288	12,032	31,100	664	46,308	64,525
COLFAX	9,890	9,416	-4.8	3,650	69,113	100,874	10,713	27,637	779	25,698	87,924
CUMING	11,664	11,037	-5.4	4,019	76,245	123,671	11,205	30,772	1,250	26,204	230,862
CUSTER	13,877	13,130	-5.4	5,167	98,172	148,332	11,297	28,708	1,439	46,160	77,927
DAKOTA	16,573	17,263	4.2	6,164	150,559	211,214	12,235	34,266	378	16,637	12,392
DAWES	9,609	9,848	2.5	3,676	78,549	99,267	10,080	27,004	452	5,213	13,413
DAWSON	22,162	21,587	-2.6	8,228	170,725	256,609	11,887	31,187	959	52,437	170,967

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NEBRASKA POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
DEUEL	2,462	2,283	-7.3	957	18,272	29,338	12,851	30,656	277	16,245	9,540
DIXON	7,137	6,469	-9.4	2,392	42,840	64,146	9,916	26,817	731	17,531	53,390
DODGE	35,847	34,939	-2.5	13,423	280,624	428,832	12,274	31,948	977	39,386	70,647
Fremont	23,979	23,486	-2.1	9,037	194,945	296,103	12,608	32,766	*	*	*
DOUGLAS	397,884	417,285	4.9	159,086	2,992,268	5,963,096	14,290	37,483	482	17,156	23,251
Omaha	313,911	334,575	6.6	128,873	2,237,582	4,482,477	13,398	34,782	*	*	*
DUNDY	2,861	3,046	6.5	1,225	24,597	30,022	9,856	24,508	382	23,365	25,818
FILLMORE	7,920	7,326	-7.5	2,870	71,117	90,759	12,389	31,623	765	51,865	41,627
FRANKLIN	4,377	4,243	-3.1	1,746	31,820	44,296	10,440	25,370	530	23,886	23,437
FRONTIER	3,647	3,330	-8.7	1,244	27,354	36,830	11,060	29,606	463	24,736	17,208
FURNAS	6,486	6,089	-6.1	2,584	47,857	64,452	10,585	24,943	520	25,570	26,618
GAGE	24,456	23,214	-5.1	9,089	164,411	290,530	12,515	31,965	1,339	38,359	50,441
Beatrice	12,891	12,285	-4.7	5,165	99,264	169,276	13,779	32,774	*	*	*
GARDEN	2,802	3,046	8.7	1,327	21,285	33,883	11,124	25,534	330	13,066	34,980
GARFIELD	2,363	2,437	3.1	919	16,445	20,573	8,442	22,386	268	5,933	13,549
GOSPER	2,140	2,348	9.7	821	17,119	22,527	9,594	27,438	324	19,125	17,604
GRANT	877	761	-13.2	287	6,965	7,466	9,811	26,014	80	363	9,734
GREELEY	3,462	3,235	-6.6	1,148	18,904	26,212	8,103	22,833	438	13,114	23,238
HALL	47,690	50,752	6.4	19,322	386,063	610,905	12,037	31,617	794	46,353	89,687
Grand Island	33,180	40,339	21.6	15,872	276,615	473,582	11,740	29,838	*	*	*
HAMILTON	9,301	9,716	4.5	3,497	80,524	115,710	11,909	33,088	821	62,088	40,991
HARLAN	4,292	4,365	1.7	1,736	30,672	42,322	9,696	24,379	453	20,667	34,838
HAYES	1,356	1,237	-8.8	478	9,394	12,743	10,302	26,659	328	16,458	11,217
HITCHCOCK	4,079	3,921	-3.9	1,479	30,223	39,204	9,998	26,507	443	18,345	14,827
HOLT	13,552	14,217	4.9	5,246	97,591	123,246	8,669	23,493	1,269	52,246	105,672
HOOKER	990	1,015	2.5	408	8,104	8,172	8,051	20,029	59	194	4,315
HOWARD	6,773	6,375	-5.9	2,297	41,619	67,275	10,553	29,288	702	21,350	40,964
JEFFERSON	9,817	9,228	-6.0	3,827	79,905	109,121	11,825	28,513	747	25,687	36,068
JOHNSON	5,285	4,757	-10.0	1,914	31,419	52,355	11,006	27,354	566	10,207	14,389
KEARNEY	7,053	6,666	-5.5	2,465	66,331	79,152	11,874	32,110	581	50,730	71,726
KEITH	9,364	8,951	-4.4	3,462	66,858	110,902	12,312	31,832	382	26,061	33,904
KEYA PAHA	1,301	1,142	-12.2	479	9,255	12,684	11,107	26,480	269	1,941	14,234
KIMBALL	4,882	4,724	-3.2	1,842	37,626	57,379	12,146	31,150	344	14,313	6,344
KNOX	11,457	10,656	-7.0	4,018	64,557	98,976	9,288	24,633	1,280	15,115	82,922
LANCASTER	192,884	211,574	9.7	81,303	1,448,749	2,940,834	13,900	36,171	1,547	35,520	26,656
Lincoln	171,932	188,049	9.4	73,411	1,311,243	2,613,367	13,897	35,599	*	*	*
LINCOLN	36,455	33,761	-7.4	12,708	295,322	460,201	13,631	36,213	1,037	46,914	64,854
North Platte	24,509	22,576	-7.9	8,413	204,526	312,358	13,836	37,128	*	*	*
LOGAN	983	882	-10.3	296	7,570	6,667	7,559	22,524	152	4,029	9,611
LOUP	859	785	-8.6	296	6,413	6,956	8,861	23,500	148	2,045	9,717
MCPHERSON	593	609	2.7	204	3,941	5,398	8,864	26,461	138	384	9,172
MADISON	31,382	32,836	4.6	12,551	242,015	391,643	11,927	31,204	991	34,152	58,585
Norfolk	19,449	20,768	6.8	8,273	168,898	269,795	12,991	32,612	*	*	*
MERRICK	8,945	8,183	-8.5	2,966	60,079	89,855	10,981	30,295	680	33,321	68,786
MORRILL	6,085	5,784	-5.0	2,169	36,080	52,624	9,098	24,262	550	25,666	29,137
NANCE	4,740	4,377	-7.7	1,627	27,449	39,168	8,949	24,074	478	16,741	22,588
NEMAHA	8,367	8,098	-3.2	3,199	58,639	97,826	12,080	30,580	614	23,349	18,406
NUCKOLLS	6,726	6,559	-2.5	2,619	52,014	71,682	10,929	27,370	624	24,107	26,667
OTOE	15,183	14,755	-2.8	5,819	103,930	183,450	12,433	31,526	957	27,055	25,105
Nebraska City	7,127	6,461	-9.4	2,594	56,684	81,111	12,554	31,269	*	*	*
PAWNEE	3,937	3,861	-1.9	1,553	20,895	36,240	9,386	23,335	531	10,031	14,447
PERKINS	3,637	3,782	4.0	1,439	27,097	40,075	10,596	27,849	547	42,699	10,969
PHELPS	9,769	10,547	8.0	4,119	89,147	123,915	11,749	30,084	588	59,577	89,194
Holdrege	5,624	5,980	6.3	2,450	51,910	72,939	12,197	29,771	*	*	*
PIERCE	8,481	8,235	-2.9	3,056	52,602	81,475	9,894	26,661	865	26,504	45,534
PLATTE	28,852	30,435	5.5	11,027	224,711	355,948	11,695	32,280	1,237	45,323	63,708
Columbus	17,328	19,318	11.5	7,214	143,370	232,454	12,033	32,223	*	*	*
POLK	6,320	5,804	-8.2	2,201	54,211	69,419	11,961	31,540	727	37,084	86,556
REDWILLOW	12,615	13,187	4.5	5,243	111,972	160,395	12,163	30,592	474	24,433	44,000
McCook	8,404	8,793	4.6	3,554	79,715	108,670	12,359	30,577	*	*	*
RICHARDSON	11,315	10,465	-7.5	4,306	69,783	118,141	11,289	27,436	813	26,999	24,610
Falls City	5,374	4,693	-12.7	1,970	39,233	53,835	11,471	27,327	*	*	*
ROCK	2,383	2,255	-5.4	887	16,830	23,865	10,583	26,905	309	8,556	24,374
SALINE	13,131	13,437	2.3	5,221	114,679	162,461	12,091	31,117	905	31,288	23,312
SARPY	86,015	98,120	14.1	31,107	577,572	1,297,888	13,228	41,723	460	14,098	94,136
SAUNDERS	18,716	19,122	2.2	7,058	118,265	227,169	11,880	32,186	1,444	52,601	113,178
SCOTTS BLUFF	38,344	37,431	-2.4	13,931	278,038	435,590	11,637	31,268	987	44,577	139,399
Scottsbluff	14,156	13,864	-2.1	5,399	114,031	168,540	12,157	31,217	*	*	*
SEWARD	15,789	15,349	-2.8	5,245	136,265	181,100	11,799	34,528	988	39,050	61,164
SHERIDAN	7,544	7,751	2.7	2,975	66,540	83,038	10,713	27,912	704	14,238	37,562
SHERMAN	4,226	3,805	-10.0	1,435	22,854	31,876	8,377	22,213	539	11,163	19,199
SIOUX	1,845	1,836	-.5	680	15,147	20,077	10,935	29,525	365	6,593	28,106
STANTON	6,549	6,305	-3.7	2,179	39,693	67,769	10,748	31,101	712	18,349	73,936
THAYER	7,582	7,817	3.1	3,165	61,037	89,141	11,403	28,165	707	37,181	42,910
THOMAS	973	3,761	286.5	1,446	7,589	34,487	9,170	23,850	87	149	6,857
THURSTON	7,186	5,137	-28.5	1,722	39,203	47,103	9,169	27,354	535	18,992	34,047
VALLEY	5,633	5,888	4.5	2,348	35,788	55,619	9,446	23,688	502	12,368	36,842
WASHINGTON	15,508	16,693	7.6	5,907	112,291	193,834	11,612	32,814	812	24,236	51,859
WAYNE	9,858	9,646	-2.2	3,395	65,929	103,387	10,718	30,453	811	17,432	56,504
WEBSTER	4,858	4,471	-8.0	1,818	34,586	46,672	10,439	25,672	500	14,991	28,546
WHEELER	1,060	1,117	5.4	408	6,900	9,027	8,081	22,125	195	10,462	116,239
YORK	14,798	16,082	8.7	6,117	140,754	200,020	12,438	32,699	911	59,696	43,781
York	7,723	8,333	7.9	3,268	67,532	104,756	12,571	32,055	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Nebraska 1985 Cash Receipts as follows: From Crops $3,344,676,000; from Livestock & Livestock Products $4,573,368,000; Total $7,918,044,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEVADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	799,184	1,023,049	28.0	403,740	6,988,787	12,679,428	12,394	31,405	2,719	72,342	128,770
METROPOLITAN STATISTICAL AREAS											
Las Vegas, Nv	461,816	607,536	31.6	236,704	4,037,317	7,112,256	11,707	30,047	248	1,062	10,866
Reno, Nv	193,623	238,693	23.3	98,413	1,966,460	3,265,572	13,681	33,182	300	2,705	6,254
COUNTIES, Cities											
CARSON CITY	32,022	38,372	19.8	15,414	241,084	561,242	14,626	36,411	34		
Carson City	32,022	38,372	19.8	15,414	241,084	561,242	14,626	36,411	*	*	*
CHURCHILL	13,917	15,343	10.2	5,838	89,056	171,927	11,206	29,450	497	7,134	22,894
Fallon	4,262	4,769	11.9	1,944	43,277	53,949	11,312	27,752	*	*	*
CLARK	461,816	607,536	31.6	236,704	4,037,317	7,112,256	11,707	30,047	248	1,062	10,866
Las Vegas	164,674	203,020	23.3	78,136	1,437,726	2,282,942	11,245	29,218	*	*	*
DOUGLAS	19,421	25,443	31.0	10,083	165,770	399,661	15,708	39,637	159	1,022	7,161
ELKO	17,269	23,367	35.3	8,973	109,926	288,233	12,335	32,122	308	1,713	28,525
Elko	8,758	11,974	36.7	4,318	94,805	152,606	12,745	35,342	*	*	*
ESMERALDA	777	1,282	65.0	537	3,731	14,382	11,218	26,782	29	2,070	1,790
EUREKA	1,198	1,218	1.7	511	6,606	13,928	11,435	27,256	87	4,043	4,444
HUMBOLDT	9,434	11,049	17.1	4,021	57,859	124,763	11,292	31,028	178	23,230	11,055
LANDER	4,082	4,299	5.3	1,544	23,833	53,911	12,540	34,916	64	1,109	3,780
LINCOLN	3,732	3,477	-6.8	1,199	18,308	35,268	10,143	29,415	98	956	2,458
LYON	13,594	18,609	36.9	7,181	88,072	222,332	11,948	30,961	297	11,970	14,346
MINERAL	6,217	5,709	-8.2	2,201	38,324	66,192	11,594	30,074	41		
NYE	9,048	15,983	76.6	6,275	66,307	194,180	12,149	30,945	123	1,962	3,247
PERSHING	3,408	3,452	1.3	1,327	19,278	40,836	11,830	30,773	121	12,144	6,265
STOREY	1,459	1,797	23.2	744	9,306	19,449	10,823	26,141	8		
WASHOE	193,623	238,693	23.3	98,413	1,966,460	3,265,572	13,681	33,182	300	2,705	6,254
Reno	100,756	117,543	16.7	51,471	1,029,196	1,588,098	13,511	30,854	*	*	*
WHITE PINE	8,167	7,420	-9.2	2,775	47,550	95,296	12,943	34,341	127	1,222	5,685
East Ely	1,777	1,743	-1.9	653	17,660	22,726	13,038	34,802	*	*	*
Ely	4,882	4,884		1,799	51,762	63,105	12,921	35,078	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Nevada 1985 Cash Receipts as follows: From Crops $84,189,000; from Livestock & Livestock Products $173,952,000; Total $258,141,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW HAMPSHIRE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	920,610	1,049,949	14.0	382,899	7,138,969	14,595,187	13,901	38,118	2,757	26,207	76,311
METROPOLITAN STATISTICAL AREAS											
Lawrence-Haverhill, Ma-N.H.	339,090	342,818	1.1	125,717	3,644,185	5,116,069	14,924	40,695	N.A.	N.A.	N.A.
Lowell, Ma-N.H.	243,142	240,102	-1.3	80,599	2,575,855	3,613,178	15,049	44,829	N.A.	N.A.	N.A.
Manchester, N.H.	129,305	145,589	12.6	54,834	1,411,966	2,185,191	15,009	39,851	N.A.	N.A.	N.A.
Nashua, N.H.	142,527	166,765	17.0	58,136	1,746,477	2,758,481	16,541	47,449	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me	188,060	218,069	16.0	79,882	1,909,979	3,027,846	13,885	37,904	N.A.	N.A.	N.A.
COUNTIES, Cities											
BELKNAP	42,884	48,890	14.0	18,491	320,182	563,993	11,536	30,501	147	619	1,511
Laconia	15,575	17,486	12.3	5,150	96,765	155,089	8,869	30,114	*	*	*
CARROLL	27,931	33,251	19.0	13,694	204,829	386,467	11,623	28,222	127	681	2,199
CHESHIRE	62,116	68,656	10.5	24,822	474,103	879,224	12,806	35,421	254	1,155	12,320
Keene	21,449	22,668	5.7	7,411	159,743	269,941	11,908	36,424	*	*	*
COOS	35,147	33,933	-3.5	12,920	220,879	371,702	10,954	28,770	184	825	7,877
GRAFTON	65,806	73,507	11.7	26,872	475,633	822,222	11,186	30,598	397	1,008	15,311
Hanover	9,119	9,778	7.2	1,887	61,111	98,014	10,024	51,942	*	*	*
Lebanon	11,134	11,612	4.3	3,679	92,020	141,308	12,169	38,409	*	*	*
HILLSBOROUGH	276,608	318,031	15.0	114,118	2,096,225	5,044,645	15,862	44,206	396	7,175	8,682
Manchester	90,936	99,978	9.9	38,759	649,022	1,462,562	14,629	37,735	*	*	*
Nashua	67,865	78,012	15.0	28,746	553,828	1,295,462	16,606	45,066	*	*	*
MERRIMACK	98,302	111,154	13.1	41,108	792,364	1,521,727	13,690	37,018	385	3,509	10,205
Concord	30,400	32,642	7.4	11,939	251,808	431,717	13,226	36,160	*	*	*
ROCKINGHAM	190,345	227,545	19.5	81,906	1,638,465	3,329,853	14,634	40,655	427	4,767	8,110
Portsmouth	26,254	29,319	11.7	9,913	183,565	324,530	11,069	32,738	*	*	*
STRAFFORD	85,408	95,459	11.8	33,881	654,307	1,217,977	12,759	35,949	220	4,835	3,838
Dover	22,377	23,982	7.2	8,771	182,166	324,506	13,531	36,998	*	*	*
SULLIVAN	36,063	39,523	9.6	15,087	261,982	457,377	11,572	30,316	220	1,633	6,258
Claremont	14,557	14,969	2.8	5,102	94,246	153,985	10,287	30,181	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of New Hampshire 1985 Cash Receipts as follows: From Crops $35,370,000; from Livestock & Livestock Products $75,533,000; Total $110,903,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs. 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1987) Number of farms	FARM PRODUCTS (1987) Value of crops (Thousands)	FARM PRODUCTS (1987) Value of livestock (Thousands)
STATE TOTALS	7,364,158	7,592,700	3.1	2,725,812	67,413,242	119,171,705	15,696	43,720	8,277	315,821	112,195
METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem, Pa-N.J	636,714	670,466	5.3	252,275	5,171,857	8,618,393	12,854	34,163	1,957	45,923	56,309
Atlantic City, N.J	276,385	307,428	11.2	120,580	2,578,170	5,257,814	17,103	43,604	496	38,108	1,214
Bergen-Passaic, N.	1,292,970	1,266,055	-2.1	461,889	13,035,464	22,220,278	17,551	48,107	175	6,162	318
Jersey City, N.J	556,972	522,293	-6.2	202,261	3,724,507	6,364,495	12,186	31,467	N.A.	N.A.	N.A.
Middlesex-Somerset-Hunterdon, N.J	886,383	957,047	8.0	328,298	9,374,535	16,171,015	16,897	49,257	1,845	45,065	27,800
Monmouth-Ocean, N.J	849,211	961,468	13.2	350,931	8,027,952	14,820,937	15,415	42,233	946	33,065	9,238
Newark, N.J	1,878,294	1,846,093	-1.7	658,481	17,026,513	30,227,188	16,374	45,904	1,066	15,871	15,702
Philadelphia, Pa-N	4,716,818	4,771,429	1.2	1,715,334	38,796,698	68,112,400	14,275	39,708	5,241	263,509	137,297
Trenton, N.J	307,863	325,221	5.6	116,350	2,600,963	4,790,349	14,730	41,172	302	9,745	2,112
Vineland-Millville-Bridgeton, N.J	132,866	137,523	3.5	47,607	755,005	1,325,966	9,642	27,852	609	44,490	5,558
Wilmington, De-N.J-Md	524,108	561,111	7.1	200,862	4,345,418	7,441,214	13,262	37,046	1,640	59,364	53,283
COUNTIES, Cities											
ATLANTIC	194,119	209,917	8.1	80,610	1,937,249	3,931,968	18,731	48,778	379	34,442	359
Atlantic City	40,199	36,509	-9.2	16,487	328,659	596,450	16,337	36,177	*	*	*
BERGEN	845,385	827,695	-2.1	305,695	9,986,729	15,996,287	19,326	52,328	126	6,162	318
Hackensack	36,039	35,331	-2.0	16,264	423,900	683,151	19,336	42,004	*	*	*
BURLINGTON	362,542	395,114	9.0	130,131	3,270,018	5,837,459	14,774	44,858	743	39,716	10,843
Burlington	10,246	10,614	3.6	4,179	88,523	150,933	14,220	36,117	*	*	*
Willingboro	39,912	39,762	-.4	10,948	383,904	596,395	14,999	54,475	*	*	*
CAMDEN	471,650	501,806	6.4	179,612	4,231,240	7,079,372	14,108	39,415	152	10,070	94
Camden	84,910	82,686	-2.6	30,849	505,456	697,382	8,434	22,606	*	*	*
Cherry Hill	68,785	70,464	2.4	22,662	717,672	1,009,229	14,323	44,534	*	*	*
CAPE MAY	82,266	97,511	18.5	39,970	640,921	1,325,846	13,597	33,171	117	3,666	855
CUMBERLAND	132,866	137,523	3.5	47,607	755,005	1,325,966	9,642	27,852	609	44,490	5,558
Bridgeton	18,795	18,677	-.6	6,900	101,928	174,305	9,333	25,262	*	*	*
Millville	24,815	26,127	5.3	9,651	153,950	272,825	10,442	28,269	*	*	*
Vineland	53,753	55,041	2.4	18,025	313,425	529,820	9,626	29,394	*	*	*
ESSEX	850,451	791,711	-6.9	289,999	6,866,369	11,537,255	14,573	39,784	33	1,203	37
Newark	329,248	295,947	-10.1	107,073	1,790,023	2,917,430	9,858	27,247	*	*	*
GLOUCESTER	199,917	214,850	7.5	72,816	1,683,182	2,994,512	13,938	41,124	687	36,799	5,677
Woodbury	10,353	10,303	-.5	4,073	99,371	158,643	15,398	38,950	*	*	*
HUDSON	556,972	522,293	-6.2	202,261	3,724,507	6,364,495	12,186	31,467	N.A.	N.A.	N.A.
Jersey City	223,532	205,902	-7.9	78,994	1,400,418	2,299,797	11,169	29,114	*	*	*
Union City	55,593	53,169	-4.4	20,038	326,905	552,672	10,395	27,581	*	*	*
HUNTERDON	87,361	99,678	14.1	33,836	750,176	1,735,571	17,412	51,294	1,180	12,026	15,524
MERCER	307,863	325,221	5.6	116,350	2,600,963	4,790,349	14,730	41,172	302	9,745	2,112
Trenton	92,124	93,324	1.3	35,852	605,870	1,015,952	10,886	28,337	*	*	*
MIDDLESEX	595,893	638,099	7.1	218,927	6,396,292	10,404,706	16,306	47,526	251	25,479	1,290
New Brunswick	41,442	41,585	.3	14,265	346,270	490,391	11,792	34,377	*	*	*
Perth Amboy	38,951	39,332	1.0	14,334	323,847	475,538	12,090	33,176	*	*	*
Woodbridge	90,074	94,778	5.2	31,709	1,236,825	1,508,617	15,917	47,577	*	*	*
MONMOUTH	503,173	558,064	10.9	195,772	5,262,212	9,163,340	16,420	46,806	743	30,312	7,835
Asbury Park	17,015	17,569	3.3	8,034	136,828	227,788	12,965	28,353	*	*	*
Middletown	62,574	71,930	15.0	21,490	732,581	800,180	11,124	37,235	*	*	*
Red Bank	12,031	12,379	2.9	5,122	121,081	195,832	15,820	38,234	*	*	*
Shrewsbury	2,962	2,878	-2.8	932	35,221	55,614	19,324	59,672	*	*	*
MORRIS	407,630	432,280	6.0	145,265	4,302,594	7,904,385	18,285	54,414	385	10,110	1,893
Dover	14,681	14,931	1.7	5,159	128,950	228,264	15,288	44,246	*	*	*
Morristown	16,614	17,122	3.1	6,943	179,348	310,569	18,139	44,731	*	*	*
Parsippany	49,868	51,243	2.8	18,080	557,601	951,264	18,564	52,614	*	*	*
OCEAN	346,038	403,404	16.6	155,159	2,765,740	5,657,597	14,025	36,463	203	2,753	1,403
Brick Township	53,629	62,520	16.6	25,694	499,856	936,888	14,985	36,463	*	*	*
Point Pleasant	17,747	19,048	7.3	5,960	118,634	221,282	11,617	37,128	*	*	*
Toms River	7,303	8,007	9.6	2,821	20,511	84,289	10,527	29,879	*	*	*
PASSAIC	447,585	438,360	-2.1	156,194	3,048,735	6,223,991	14,198	39,848	49		
Clifton	74,388	71,794	-3.5	28,412	615,991	1,215,509	16,931	42,782	*	*	*
Passaic	52,463	51,560	-1.7	19,514	303,659	574,263	11,138	29,428	*	*	*
Paterson	137,970	133,094	-3.5	46,455	708,355	1,337,776	10,051	28,797	*	*	*
SALEM	64,676	67,738	4.7	24,286	456,404	920,899	13,595	37,919	648	27,259	13,905
Salem	6,959	7,325	5.3	2,859	56,617	95,964	13,101	33,566	*	*	*
SOMERSET	203,129	219,270	7.9	75,535	2,228,067	4,030,738	18,383	53,363	414	7,560	10,986
Bridgewater	29,175	29,972	2.7	9,272	408,651	544,869	18,179	58,765	*	*	*
Somerville	11,973	12,091	1.0	4,907	133,584	232,834	19,257	47,449	*	*	*
SUSSEX	116,119	126,078	8.6	41,954	904,344	2,031,144	16,110	48,414	613	4,558	13,772
Newton	7,748	7,665	-1.1	2,610	53,686	108,815	14,196	41,692	*	*	*
UNION	504,094	496,024	-1.6	181,263	4,953,206	8,754,404	17,649	48,297	35		
Elizabeth	106,201	105,781	-.4	40,755	844,546	1,480,123	13,992	36,318	*	*	*
WARREN	84,429	90,064	6.7	32,570	649,289	1,161,421	12,896	35,659	608	9,471	19,734
Phillipsburg	16,647	16,838	1.1	6,464	126,787	207,078	12,298	32,036	*	*	*

FARM PRODUCTS. From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of New Jersey 1985 Cash Receipts as follows: From Crops $376,240,000; from Livestock & Livestock Products $134,757,000. Total $510,997,000 * —Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	1,300,230	1,528,224	17.5	536,702	8,777,605	14,793,480	9,680	27,564	12,914	229,571	591,469
METROPOLITAN STATISTICAL AREAS											
Albuquerque, N.M	419,700	485,889	15.8	181,372	3,059,262	5,803,134	11,943	31,996	433	3,012	21,226
Las Cruces, N.M	96,340	131,961	37.0	43,302	543,081	1,052,715	7,977	24,311	943	57,696	52,962
Santa Fe, N.M.	92,905	110,559	19.0	40,316	894,810	1,185,855	10,726	29,414	284	2,780	9,248
COUNTIES, Cities											
BERNALILLO	419,700	485,889	15.8	181,372	3,059,262	5,803,134	11,943	31,996	433	3,012	21,226
Albuquerque	331,767	379,284	14.3	146,944	2,581,325	4,748,207	12,519	32,313	*	*	*
CATRON	2,720	2,878	5.8	1,034	19,097	18,673	6,488	18,059	238		
CHAVES	51,103	61,223	19.8	22,667	313,744	539,456	8,811	23,799	531	21,259	62,573
Roswell	39,676	47,748	20.3	17,804	254,144	426,978	8,942	23,982	*	*	*
CIBOLA	30,347	27,649	-8.9	7,789	234,198	244,068	8,827	31,335	N.A.	N.A.	N.A.
Grants	11,451	8,629	-24.7	2,624	80,431	83,194	9,641	31,705	*	*	*
Milan	3,747	2,505	-33.2	748	26,771	22,816	9,108	30,503	*	*	*
COLFAX	13,706	15,818	15.4	5,861	84,853	136,830	8,650	23,346	294	835	14,380
Raton	8,225	7,689	-6.5	2,121	56,755	68,125	8,860	32,119	*	*	*
CURRY	42,019	43,324	3.1	15,378	273,943	394,045	9,095	25,624	696	32,868	55,172
Clovis	31,194	33,178	6.4	12,298	212,741	312,095	9,407	25,378	*	*	*
DE BACA	2,454	2,538	3.4	1,021	14,870	20,428	8,049	20,008	204	1,802	9,766
DONA ANA	96,340	131,961	37.0	43,302	543,081	1,052,715	7,977	24,311	943	57,696	52,962
Las Cruces	45,086	58,326	29.4	21,464	307,350	542,565	9,302	25,278	*	*	*
EDDY	47,855	55,902	16.8	20,175	291,329	524,457	9,382	25,995	465	16,701	33,446
Artesia	10,385	12,118	16.7	4,475	64,941	119,604	9,870	26,727	*	*	*
Carlsbad	25,496	29,506	15.7	10,805	160,830	274,977	9,319	25,449	*	*	*
GRANT	26,204	28,241	7.8	9,536	158,452	257,847	9,130	27,039	250	129	5,197
Silver City	9,887	12,098	22.4	4,125	73,668	108,127	8,938	26,213	*	*	*
GUADALUPE	4,496	4,339	-3.5	1,552	19,411	28,377	6,540	18,284	246	297	11,052
HARDING	1,090	951	-12.8	383	6,783	8,801	9,254	22,979	182	944	9,803
HIDALGO	6,049	6,365	5.2	2,065	28,942	51,041	8,019	24,717	156	4,600	6,876
LEA	55,634	69,690	25.3	24,452	388,650	743,286	10,666	30,398	534	6,811	23,777
Hobbs	28,794	37,114	28.9	13,122	211,780	394,391	10,626	30,056	*	*	*
Lovington	9,727	13,213	35.8	4,335	86,775	143,068	10,828	33,003	*	*	*
LINCOLN	10,997	15,495	40.9	6,060	71,235	148,844	9,606	24,562	338	97	10,339
LOS ALAMOS	17,599	19,780	12.4	7,329	254,271	306,156	15,478	41,773	4		50
Los Alamos	11,039	12,799	15.9	5,183	149,389	200,922	15,698	38,766	*	*	*
LUNA	15,585	19,073	22.4	7,033	82,171	138,866	7,281	19,745	191	12,845	10,811
Deming	9,964	11,261	13.0	4,068	63,248	82,646	7,339	20,316	*	*	*
MCKINLEY	54,950	62,732	14.2	17,338	338,085	497,719	7,934	28,707	192		
Gallup	18,167	21,189	16.6	6,328	160,476	214,475	10,122	33,893	*	*	*
MORA	4,205	4,772	13.5	1,634	15,858	24,655	5,167	15,089	381	250	9,058
OTERO	44,665	50,765	13.7	17,192	257,066	419,215	8,258	24,384	421	1,248	6,081
Alamogordo	24,024	28,043	16.7	9,338	144,154	233,272	8,318	24,981	*	*	*
QUAY	10,577	12,083	14.2	4,634	66,461	107,417	8,890	23,180	610	6,124	22,558
RIO ARRIBA	29,282	32,756	11.9	10,563	150,088	187,252	5,717	17,727	825	990	9,226
ROOSEVELT	15,695	17,552	11.8	6,363	94,651	140,877	8,026	22,140	858	24,745	38,453
Portales	9,940	10,992	10.6	3,966	56,192	80,513	7,325	20,301	*	*	*
SANDOVAL	34,799	47,098	35.3	14,733	179,559	411,955	8,747	27,961	376	2,386	9,230
SAN JUAN	80,833	97,692	20.9	31,047	611,320	814,850	8,341	26,246	633	13,989	5,850
Farmington	30,729	37,922	23.4	12,646	312,712	385,089	10,155	30,451	*	*	*
SAN MIGUEL	22,751	25,882	13.8	8,607	102,177	159,811	6,175	18,568	537	158	14,446
Las Vegas	14,322	16,265	13.6	4,768	77,453	104,446	6,422	21,906	*	*	*
SANTA FE	75,306	90,779	20.5	32,987	640,539	879,699	9,691	26,668	280	2,780	9,198
Santa Fe	48,899	57,287	17.2	21,566	438,338	578,898	10,105	26,843	*	*	*
SIERRA	8,454	10,514	24.4	4,864	43,493	74,510	7,087	15,319	185	2,712	8,543
SOCORRO	12,969	14,160	9.2	4,712	58,613	98,824	6,979	20,973	350	3,151	14,867
TAOS	18,862	22,903	21.4	7,852	108,783	148,834	6,498	18,955	462	408	1,585
TORRANCE	7,491	9,729	29.9	3,548	40,165	69,660	7,160	19,634	426	3,950	10,640
UNION	4,725	5,419	14.7	2,057	29,184	47,661	8,795	23,170	427	6,137	100,306
VALENCIA	30,768	32,272	4.9	11,562	197,271	293,517	9,095	25,386	246	647	3,998

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1985 Cash Receipts as follows: From Crops $383,825,000; from Livestock & Livestock Products $695,949,000; Total $1,079,774,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	17,557,288	17,426,394	-.8	6,512,967	146,080,680	260,463,648	14,947	39,992	42,207	642,310	1,753,283
METROPOLITAN STATISTICAL AREAS											
Albany-Schenectady-Troy, N.Y	835,880	856,375	2.5	320,083	6,107,422	11,676,170	13,634	36,479	2,848	26,377	94,791

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 84 vs 88	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Binghamton, N.Y.	263,460	259,865	-1.4	94,604	1,834,219	3,668,616	14,117	38,779	1,292	4,243	53,592
Buffalo, N.Y.	1,015,472	935,930	-7.8	346,927	7,139,044	12,028,107	12,852	34,670	1,361	29,526	44,766
Elmira, N.Y.	97,656	87,810	-10.1	32,149	541,583	1,005,827	11,455	31,286	372	2,837	10,866
Glens Falls, N.Y.	109,649	116,039	5.8	40,786	630,897	1,264,813	10,900	31,011	1,024	6,252	66,498
Nassau-Suffolk, N.	2,605,813	2,637,718	1.2	848,449	27,635,127	46,884,686	17,775	55,259	895	79,407	17,573
New York, N.Y.	8,274,352	8,131,187	-1.7	3,260,296	71,852,830	126,910,232	15,608	38,926	278	6,890	1,767
Niagara Falls, N.Y	227,101	205,114	-9.7	75,203	1,542,613	2,635,691	12,850	35,048	1,093	26,531	15,124
Orange, N.Y.	259,603	284,079	9.4	95,820	1,689,969	3,726,396	13,117	38,890	894	33,507	35,026
Poughkeepsie, N.	245,055	263,613	7.6	89,615	1,789,121	3,589,571	13,617	40,055	635	9,900	32,084
Rochester, N.Y.	971,879	970,854	-.1	354,046	8,290,880	15,187,149	15,643	42,896	4,448	160,604	122,976
Syracuse, N.Y.	642,375	643,713	.2	231,665	4,777,174	9,112,446	14,156	39,335	2,549	33,445	114,492
Utica-Rome, N.Y.	320,180	315,053	-1.6	113,686	1,954,990	3,642,699	11,562	32,042	2,147	13,769	107,613
COUNTIES, Cities											
ALBANY	285,909	293,598	2.7	113,387	2,270,274	4,191,437	14,276	36,966	510	5,097	10,248
Albany	101,727	100,118	-1.6	43,530	784,337	1,324,955	13,234	30,438	*	*	*
ALLEGANY	51,742	50,225	-2.9	16,539	282,406	488,032	9,717	29,508	899	2,085	30,965
Wellsville	8,658	10,074	16.4	3,389	35,668	104,407	10,364	30,808	*	*	*
BRONX	1,169,115	1,156,196	-1.1	440,880	7,753,580	13,307,300	11,510	30,183	2		
BROOME	213,648	206,844	-3.2	76,417	1,506,810	2,965,105	14,335	38,802	644	2,091	23,620
Binghamton	55,860	51,906	-7.1	21,748	392,242	669,746	13,288	31,715	*	*	*
CATTARAUGUS	85,697	87,142	1.7	30,847	504,326	900,160	10,330	29,181	1,211	3,787	44,632
Olean	18,207	17,930	-1.5	6,454	109,256	182,518	10,179	28,280	*	*	*
Salamanca	6,890	6,829	-.9	2,391	42,319	70,628	10,342	29,539	*	*	*
CAYUGA	79,894	82,759	3.6	28,836	469,918	848,944	10,258	29,440	1,130	24,832	50,405
Auburn	32,548	32,567	.1	11,045	179,418	300,000	9,212	27,162	*	*	*
CHAUTAUQUA	146,925	139,192	-5.3	51,762	939,845	1,699,904	12,213	32,841	2,143	22,214	52,710
Dunkirk	15,310	12,181	-20.4	4,389	88,954	150,842	12,383	34,368	*	*	*
Fredonia	11,126	9,153	-17.7	2,617	69,426	116,031	12,677	44,337	*	*	*
Jamestown	35,775	28,886	-19.3	11,496	21[illegible]	362,676	12,555	31,548	*	*	*
CHEMUNG	97,656	87,810	-10.1	32,149	54[illegible]	1,005,827	11,455	31,286	372	2,837	10,866
Elmira	35,327	30,973	-12.3	11,712	174,372	302,300	9,760	25,811	*	*	*
CHENANGO	49,344	51,692	4.8	18,325	294,221	528,367	10,221	28,833	1,006	2,149	52,524
Norwich	8,082	7,959	-1.5	3,083	59,045	94,124	11,826	30,530	*	*	*
CLINTON	80,750	82,750	2.5	26,513	462,787	835,480	10,096	31,512	705	7,946	37,361
Plattsburgh	21,057	21,851	3.8	6,859	124,117	211,468	9,678	30,831	*	*	*
COLUMBIA	59,487	63,553	6.8	23,683	361,803	796,499	12,533	33,632	599	12,020	35,966
Hudson	7,986	8,263	3.5	3,071	44,227	89,699	10,856	29,208	*	*	*
CORTLAND	48,820	47,161	-3.4	16,304	345,033	634,035	13,444	38,888	606	1,616	43,988
Cortland	20,138	18,795	-6.7	6,419	166,272	323,785	17,227	50,442	*	*	*
DELAWARE	46,931	48,060	2.4	17,715	272,657	500,558	10,415	28,256	1,067	2,072	64,836
DUTCHESS	245,055	263,613	7.6	89,615	1,789,121	3,589,571	13,617	40,055	635	9,900	32,084
Beacon	12,937	13,904	7.5	4,788	85,351	163,547	11,763	34,158	*	*	*
Poughkeepsie	29,757	30,678	3.1	13,042	212,256	373,038	12,160	28,603	*	*	*
ERIE	1,015,472	935,930	-7.8	346,927	7,139,044	12,028,107	12,852	34,670	1,361	29,526	44,766
Buffalo	357,870	313,187	-12.5	133,048	2,247,538	3,456,280	11,036	25,978	*	*	*
Tonawanda	18,693	17,339	-7.3	6,213	136,354	237,696	13,709	38,258	*	*	*
ESSEX	36,176	37,709	4.2	13,874	217,566	414,209	10,984	29,855	245	1,660	7,004
Lake Placid	2,490	2,546	2.2	1,085	15,454	28,395	11,153	26,171	*	*	*
FRANKLIN	44,929	45,584	1.5	16,030	244,862	447,704	9,822	27,929	612	3,530	36,274
Malone	7,668	7,557	-1.5	2,307	38,559	62,873	8,320	27,253	*	*	*
Saranac Lake	5,578	5,520	-1.0	2,081	31,506	54,540	9,880	26,209	*	*	*
Tupper Lake	4,478	4,046	-9.7	1,235	25,505	40,267	9,952	32,605	*	*	*
FULTON	55,153	56,314	2.1	21,469	310,776	629,485	11,178	29,321	233	539	8,909
Gloversville	17,836	17,238	-3.4	6,194	90,045	166,707	9,676	26,929	*	*	*
Johnstown	9,360	9,416	.6	3,236	50,679	95,807	10,175	29,607	*	*	*
GENESEE	59,400	61,298	3.2	21,403	390,069	690,170	11,259	32,246	741	23,405	36,893
Batavia	16,703	16,652	-.3	6,221	118,357	190,487	11,439	30,620	*	*	*
GREENE	40,861	43,576	6.6	16,537	240,287	519,388	11,919	31,408	301	3,823	7,438
Catskill	4,718	4,755	.8	1,504	29,554	57,130	12,015	37,985	*	*	*
HAMILTON	5,034	5,213	3.6	2,056	25,356	53,859	10,332	26,196	1		
HERKIMER	66,714	68,642	2.9	25,325	386,512	714,644	10,411	28,219	796	1,941	45,451
Herkimer	8,383	8,360	-.3	2,901	47,201	77,985	9,328	26,882	*	*	*
Ilion	9,190	10,413	13.3	3,431	65,232	110,161	10,579	32,108	*	*	*
Little Falls	6,156	5,938	-3.6	2,264	42,832	62,762	10,570	27,722	*	*	*
JEFFERSON	88,151	91,322	3.6	33,034	523,146	973,738	10,663	29,477	1,245	4,135	75,795
Watertown	27,861	27,527	-1.2	8,459	143,607	237,344	8,622	28,058	*	*	*
KINGS	2,230,936	2,098,425	-5.9	810,201	15,426,425	26,602,445	12,677	32,834	5	110	
LEWIS	25,035	25,518	1.9	8,486	139,111	256,799	10,063	30,261	771	1,641	57,696
LIVINGSTON	57,006	60,759	6.6	20,333	395,217	747,815	12,308	36,778	812	20,728	38,051
MADISON	65,150	68,549	5.2	22,740	433,540	804,945	11,743	35,398	888	6,399	58,493
Oneida	10,810	10,669	-1.3	3,837	73,140	126,761	11,881	33,036	*	*	*
MONROE	702,238	683,842	-2.6	254,418	6,386,253	11,459,275	16,757	45,041	800	29,055	14,316
Rochester	241,741	226,399	-6.4	95,249	1,867,821	3,146,898	13,900	33,039	*	*	*
MONTGOMERY	53,439	51,786	-3.1	19,979	317,724	639,378	12,347	32,003	657	6,167	37,423
Amsterdam	21,872	20,446	-6.5	8,721	139,869	268,016	13,108	30,732	*	*	*
NASSAU	1,321,582	1,305,908	-1.2	433,798	15,601,240	25,482,865	19,514	58,744	98	3,525	430
Bethpage	17,794	17,390	-2.3	5,402	238,086	317,448	18,255	58,765	*	*	*
Garden City	22,927	21,908	-4.5	7,016	309,221	412,295	18,819	58,765	*	*	*
Hempstead	40,404	42,019	4.0	15,646	410,222	688,759	16,392	44,021	*	*	*
Hicksville	46,102	44,992	-2.4	13,975	615,930	821,240	18,253	58,765	*	*	*
NEW YORK	1,427,533	1,418,386	-.7	724,392	15,063,237	27,435,785	19,343	37,848	N.A.	N.A.	N.A.
NIAGARA	227,101	205,114	-9.7	75,203	1,542,613	2,635,691	12,850	35,048	1,093	26,531	15,124
Lockport	24,844	23,088	-7.1	9,193	187,537	323,486	14,011	35,188	*	*	*
Niagara Falls	71,384	60,472	-15.3	24,497	470,089	732,589	12,115	29,905	*	*	*
North Tonawan	35,760	32,990	-7.8	11,968	245,308	411,137	12,462	34,353	*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
ONEIDA	253,466	246,411	-2.8	88,361	1,568,478	2,928,055	11,883	33,137	1,351	11,828	62,162
Rome	43,826	41,981	-4.2	14,400	268,205	466,096	11,103	32,368	*	*	*
Utica	75,632	69,222	-8.5	27,678	442,177	749,877	10,833	27,093	*	*	*
ONONDAGA	463,324	452,278	-2.4	167,140	3,617,915	6,834,321	15,111	40,890	835	13,786	38,435
Syracuse	170,105	156,183	-8.2	65,249	1,238,135	2,068,182	13,242	31,697	*	*	*
ONTARIO	88,909	96,685	8.7	34,075	628,785	1,288,538	13,327	37,815	962	27,663	30,671
Canandaigua	10,419	11,783	13.1	4,247	77,481	158,463	13,448	37,312	*	*	*
Geneva	15,133	14,911	-1.5	4,938	99,355	175,403	11,763	35,521	*	*	*
ORANGE	259,603	284,079	9.4	95,820	1,689,969	3,726,396	13,117	38,890	894	33,507	35,026
Middletown	21,454	22,528	5.0	8,204	145,723	283,304	12,576	34,532	*	*	*
Newburgh	23,438	24,153	3.1	9,595	138,974	278,528	11,532	29,028	*	*	*
Port Jervis	8,699	8,426	-3.1	3,316	52,113	101,538	12,051	30,621	*	*	*
ORLEANS	38,496	40,258	4.6	14,077	273,026	521,492	12,954	37,046	642	34,105	15,254
Medina	6,392	7,049	10.3	2,528	49,155	90,375	12,821	35,750	*	*	*
OSWEGO	113,901	122,886	7.9	41,785	725,719	1,473,180	11,988	35,256	826	13,260	17,564
Fulton	13,312	13,620	2.3	5,000	89,596	169,255	12,427	33,851	*	*	*
Oswego	19,793	19,402	-2.0	6,807	137,163	241,369	12,440	35,459	*	*	*
OTSEGO	59,075	62,434	5.7	22,270	343,436	616,169	9,869	27,668	1,120	2,395	57,784
Oneonta	14,933	14,970	.2	4,086	84,661	126,378	8,442	30,930	*	*	*
PUTNAM	77,193	82,344	6.7	26,984	598,709	1,331,870	16,174	49,358	56		
QUEENS	1,891,325	1,879,501	-.6	734,890	17,468,304	31,016,808	16,503	42,206	9		
RENSSELAER	151,966	156,068	2.7	55,689	1,023,461	1,916,738	12,281	34,419	591	5,199	21,428
Troy	56,638	55,652	-1.8	21,020	353,745	599,765	10,777	28,533	*	*	*
RICHMOND	352,121	380,314	8.0	128,501	3,151,710	6,032,755	15,863	46,947	12	752	
ROCKLAND	259,530	270,979	4.4	84,016	2,562,212	4,611,791	17,019	54,892	36	1,114	225
Nyack	6,428	6,491	1.0	2,785	66,718	119,203	18,364	42,802	*	*	*
ST. LAWRENCE	114,254	111,545	-2.4	36,108	645,601	1,149,600	10,306	31,838	1,807	2,575	76,920
Ogdensburg	12,375	11,668	-5.7	3,518	65,276	109,079	9,349	31,006	*	*	*
SARATOGA	153,7[illegible]	165,721	7.8	58,143	1,087,443	2,237,813	13,503	38,488	580	4,445	15,560
Saratoga Spring	23,906	24,807	3.8	8,790	164,368	303,413	12,231	34,518	*	*	*
SCHENECTADY	149,946	145,626	-2.9	56,348	1,168,233	2,171,416	14,911	38,536	209	1,646	2,694
Schenectady	67,972	64,912	-4.5	28,197	502,975	873,983	13,464	30,996	*	*	*
SCHOHARIE	29,710	31,247	5.2	10,612	168,355	301,613	9,653	28,422	658	4,493	28,987
SCHUYLER	17,686	18,107	2.4	6,445	102,501	189,105	10,444	29,341	430	4,693	8,646
SENECA	33,733	31,301	-7.2	11,003	215,825	360,535	11,518	32,767	499		
STEUBEN	99,135	93,429	-5.8	34,157	638,371	1,143,463	12,239	33,477	1,525	16,926	53,223
Corning	12,953	11,896	-8.2	4,676	97,463	160,885	13,524	34,407	*	*	*
Hornell	10,234	9,078	-11.3	3,328	61,486	100,410	11,061	30,171	*	*	*
SUFFOLK	1,284,231	1,331,810	3.7	414,651	12,033,887	21,401,821	16,070	51,614	797	75,882	17,143
SULLIVAN	65,155	70,982	8.9	26,185	380,996	791,587	11,152	30,231	460	1,432	44,425
TIOGA	49,812	53,021	6.4	18,187	327,409	703,511	13,269	38,682	648	2,152	29,972
Waverly	4,738	4,380	-7.6	1,703	34,050	54,930	12,541	32,255	*	*	*
TOMPKINS	87,085	91,574	5.2	31,933	606,579	1,038,667	11,342	32,526	567	4,929	34,696
Ithaca	28,732	28,035	-2.4	9,080	168,513	243,076	8,670	26,770	*	*	*
ULSTER	158,158	169,777	7.3	62,124	1,041,772	2,217,580	13,062	35,696	570	27,958	13,892
Kingston	24,481	25,014	2.2	9,047	150,764	285,765	11,424	31,587	*	*	*
WARREN	54,854	57,515	4.9	21,098	336,060	662,998	11,527	31,425	76	304	1,051
Glens Falls	15,897	16,276	2.4	4,971	80,270	147,015	9,033	29,575	*	*	*
WASHINGTON	54,795	58,524	6.8	19,688	294,837	601,815	10,283	30,568	948	5,948	65,447
WAYNE	85,230	89,310	4.8	31,143	607,599	1,170,029	13,101	37,570	1,232	49,053	24,684
WESTCHESTER	866,599	845,042	-2.5	309,932	9,828,653	16,571,478	19,610	53,468	158	4,914	1,542
Mamaroneck	17,616	16,646	-5.5	6,156	210,258	346,725	20,829	56,323	*	*	*
Mount Vernon	66,713	64,467	-3.4	25,432	609,085	1,034,841	16,052	40,691	*	*	*
New Rochelle	70,794	69,578	-1.7	25,901	789,654	1,274,619	18,319	49,211	*	*	*
North Tarrytown	7,994	7,866	-1.6	2,995	97,133	150,673	19,155	50,308	*	*	*
Ossining	20,196	20,833	3.2	7,697	216,835	423,396	20,323	55,008	*	*	*
Peekskill	18,236	18,380	.8	7,321	182,853	345,277	18,785	47,163	*	*	*
Port Chester	23,565	22,170	-5.9	8,725	227,572	409,831	18,486	46,972	*	*	*
Tarrytown	10,648	10,427	-2.1	3,953	134,868	221,146	21,209	55,944	*	*	*
White Plains	46,999	44,253	-5.9	18,172	560,128	885,860	20,018	48,749	*	*	*
Yonkers	195,351	185,682	-5.0	72,507	1,990,622	3,270,395	17,613	45,105	*	*	*
WYOMING	39,895	40,918	2.6	13,615	239,698	405,008	9,898	29,747	904	11,862	69,240
YATES	21,459	22,238	3.6	8,310	127,795	219,975	9,892	26,471	617	18,128	12,344
New York City	7,071,030	6,932,822	-2.0	2,839,364	61,217,887	104,395,093	15,058	36,767	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1985 Cash Receipts as follows: From Crops $704,407,000; from Livestock & Livestock Products $1,838,434,000; Total $2,542,841,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,874,429	6,519,582	11.0	2,351,506	39,181,126	68,734,234	10,543	29,230	72,792	1,884,342	1,596,855
METROPOLITAN STATISTICAL AREAS											
Asheville, N.C	160,934	176,714	9.8	68,569	1,911,232	1,861,118	10,532	27,142	1,529	8,147	14,431

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NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 88	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Burlington, N.C.	99,136	107,136	8.1	40,312	574,528	1,198,128	11,183	29,721	972	11,178	20,774
Charlotte-Gastonia-Rock Hill, N.C-S.	971,391	1,102,621	13.5	402,308	6,903,984	13,399,653	12,153	33,307	4,868	53,906	191,766
Fayetteville, N.C	247,160	257,122	4.0	80,543	1,413,378	2,370,657	9,220	29,433	642	22,320	8,585
Greensboro-Winston-Salem-High Point, N.C.	851,984	935,419	9.8	350,055	5,693,921	11,096,595	11,863	31,700	8,538	90,935	115,987
Hickory, N.C	202,711	225,628	11.3	82,427	1,241,610	2,332,629	10,338	28,299	1,736	9,320	42,185
Jacksonville, N.C.	112,784	124,566	10.4	34,722	653,319	924,992	7,426	26,640	578	19,706	7,229
Raleigh-Durham, N.C.	560,728	672,784	20.0	247,594	4,861,911	9,186,731	13,655	37,104	3,072	91,435	44,342
Wilmington, N.C.	103,471	116,981	13.1	43,830	776,975	1,320,927	11,292	30,1[illegible]	80	1,619	247
COUNTIES, Cities											
ALAMANCE	99,136	107,136	8.1	40,312	574,528	1,198,128	11,183	29,721	972	11,178	20,774
Burlington	37,266	39,075	4.9	15,435	243,278	459,833	11,768	29,792	*	*	*
ALEXANDER	24,999	27,844	11.4	9,926	145,562	268,455	9,641	27,046	658	3,809	20,258
ALLEGHANY	9,587	9,883	3.1	3,894	50,091	85,879	8,690	22,054	568	1,861	11,552
ANSON	25,562	26,947	5.4	9,170	108,131	202,431	7,512	22,075	390	7,546	27,609
ASHE	22,325	24,145	8.2	9,028	107,205	189,987	7,869	21,044	1,504	5,231	13,776
AVERY	14,409	15,577	8.1	5,395	70,073	122,224	7,846	22,655	291	2,091	400
BEAUFORT	40,266	44,163	9.7	16,225	252,805	389,453	8,819	24,003	815	40,471	12,269
Washington	8,418	9,469	12.5	3,292	52,708	75,118	7,933	22,818	*	*	*
BERTIE	21,024	21,829	3.8	7,386	94,009	148,521	6,804	20,108	724	37,823	18,966
BLADEN	30,448	31,239	2.6	10,745	172,372	236,124	7,559	21,975	919	28,691	6,138
BRUNSWICK	35,767	48,353	35.2	17,398	214,440	422,009	8,728	24,256	476	10,024	2,798
BUNCOMBE	160,934	176,714	9.8	68,569	1,911,232	1,861,118	10,532	27,142	1,529	8,147	14,431
Asheville	53,281	61,448	15.3	25,148	649,306	608,185	9,898	24,184	*	*	*
BURKE	72,504	80,583	11.1	29,347	433,545	773,442	9,598	26,355	409	1,920	12,078
Morganton	13,763	15,939	15.8	5,807	99,608	167,396	10,502	28,827	*	*	*
CABARRUS	85,895	96,661	12.5	35,788	538,909	1,065,755	11,026	29,780	580	2,827	20,675
Concord	16,942	19,033	12.3	7,512	116,441	218,329	11,471	29,064	*	*	*
Kannapolis	29,628	31,914	7.7	12,223	182,864	348,995	10,935	28,552	*	*	*
CALDWELL	67,746	71,877	6.1	25,713	376,519	678,941	9,446	26,405	459	2,070	7,415
Lenoir	13,748	13,894	1.1	5,285	88,517	145,946	10,504	27,615	*	*	*
CAMDEN	5,829	5,598	-4.0	1,877	36,864	57,862	10,336	30,827	131	10,748	1,855
CARTERET	41,092	52,435	27.6	20,068	315,820	530,088	10,109	26,415	162	9,330	886
CASWELL	20,705	22,938	10.8	7,481	104,763	180,387	7,864	24,113	870	17,459	3,593
CATAWBA	105,208	117,201	11.4	43,154	662,503	1,290,732	11,013	29,910	669	3,591	9,849
Hickory	20,757	25,374	22.2	10,009	161,073	308,023	12,139	30,775	*	*	*
Newton	7,624	9,732	27.6	3,669	60,347	109,462	11,248	29,834	*	*	*
CHATHAM	33,415	37,031	10.8	13,874	190,128	389,622	10,522	28,083	1,028	5,117	62,858
CHEROKEE	18,933	21,684	14.5	8,178	92,828	164,647	7,593	20,133	322	660	7,271
CHOWAN	12,558	13,613	8.4	4,875	69,266	109,546	8,047	22,471	259	13,672	5,217
CLAY	6,619	7,658	15.7	2,954	33,983	61,693	8,056	20,885	224	536	5,229
CLEVELAND	83,435	88,912	6.6	31,323	473,509	812,651	9,140	25,944	933	7,841	21,252
Shelby	15,310	15,123	-1.2	5,716	96,652	149,606	9,893	26,173	*	*	*
COLUMBUS	51,037	53,692	5.2	18,858	306,873	429,993	8,009	22,802	1,690	50,922	6,411
CRAVEN	71,043	80,143	12.8	27,494	491,945	726,156	9,061	26,411	562	26,647	10,745
New Bern	14,557	16,288	11.9	6,821	113,884	162,731	9,991	23,857	*	*	*
CUMBERLAND	247,160	257,122	4.0	80,543	1,413,378	2,370,657	9,220	29,433	642	22,320	8,585
Fayetteville	59,507	67,652	13.7	24,816	424,338	713,233	10,543	28,741	*	*	*
CURRITUCK	11,089	13,732	23.8	5,031	82,624	113,807	8,288	22,621	143	9,985	3,727
DARE	13,377	19,578	46.4	8,139	120,397	229,136	11,704	28,153	6		
DAVIDSON	113,162	125,733	11.1	46,153	719,000	1,351,457	10,749	29,282	1,214	8,146	11,555
Lexington	15,711	16,344	4.0	6,331	111,423	183,316	11,216	28,955	*	*	*
Thomasville	14,144	15,529	9.8	5,594	91,070	161,460	10,397	28,863	*	*	*
DAVIE	24,599	29,485	19.9	10,629	142,065	309,008	10,480	29,072	680	3,906	13,291
DUPLIN	40,952	43,266	5.7	15,364	237,603	341,816	7,900	22,248	1,856	55,988	151,592
DURHAM	152,785	168,674	10.4	63,706	1,274,494	2,224,374	13,187	34,916	304	5,701	1,158
Durham	100,538	106,666	6.1	41,830	810,524	1,271,404	11,919	30,395	*	*	*
EDGECOMBE	55,988	59,720	6.7	20,365	339,226	533,410	8,932	26,192	615	53,584	16,171
Tarboro	8,634	11,663	35.1	4,324	51,492	105,759	9,068	24,459	*	*	*
FORSYTH	243,683	270,754	11.1	104,094	1,678,957	3,425,648	12,652	32,909	893	8,579	2,772
Winston-Salem	138,837	149,479	7.7	59,312	919,916	1,771,247	11,849	29,863	*	*	*
FRANKLIN	30,055	34,633	15.2	11,923	179,909	277,171	8,003	23,247	878	27,035	15,424
GASTON	162,568	178,335	9.7	64,111	1,129,150	2,058,546	11,543	32,109	386	1,409	7,668
Gastonia	47,333	50,349	6.4	18,712	359,567	586,589	11,650	31,348	*	*	*
GATES	8,875	9,760	10.0	3,306	48,487	80,124	8,209	24,236	282	10,970	8,210
GRAHAM	7,217	7,447	3.2	2,667	36,374	60,813	8,166	22,802	197		
GRANVILLE	33,995	39,249	15.5	12,673	169,188	326,454	8,318	25,760	1,041	24,802	8,106
GREENE	16,117	16,619	3.1	5,435	90,453	142,696	8,586	26,255	670	43,018	29,236
GUILFORD	317,154	337,904	6.5	125,992	2,230,579	4,200,236	12,430	33,337	1,354	20,217	10,198
Greensboro	155,642	165,063	6.1	62,313	1,165,764	2,062,703	12,496	33,102	*	*	*
High Point	63,808	68,460	7.3	25,941	420,036	763,030	11,146	29,414	*	*	*
HALIFAX	55,286	56,826	2.8	19,459	285,548	416,677	7,333	21,413	565	43,496	19,589
Roanoke Rapids	14,702	15,333	4.3	5,623	107,675	153,332	10,000	27,269	*	*	*
HARNETT	59,570	65,571	10.1	22,918	357,508	531,336	8,103	23,184	1,163	42,509	6,864
Dunn	8,962	9,423	5.1	3,429	62,421	81,430	8,642	23,747	*	*	*
HAYWOOD	46,495	51,360	10.5	19,475	283,121	517,681	10,079	26,582	1,043	5,034	6,271
HENDERSON	58,580	71,671	22.3	28,512	393,515	779,352	10,874	27,334	608	15,761	10,111
Hendersonville	6,862	8,249	20.2	3,432	46,307	85,064	10,312	24,786	*	*	*
HERTFORD	23,368	24,188	3.5	8,075	124,008	193,049	7,981	23,907	349	22,339	4,502
HOKE	20,383	23,174	13.7	7,139	104,360	176,449	7,614	24,716	209	12,673	5,388
HYDE	5,873	5,990	2.0	2,144	27,875	43,545	7,270	20,310	189	17,234	3,666
IREDELL	82,538	91,419	10.8	33,498	484,238	930,844	10,182	27,788	1,306	5,582	43,277
Statesville	18,622	19,562	5.0	7,338	120,046	206,109	10,536	28,088	*	*	*

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NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
JACKSON	25,811	28,930	12.1	9,942	136,791	241,028	8,331	24,243	275	1,011	745
JOHNSTON	70,599	80,247	13.7	29,621	422,824	692,951	8,635	23,394	2,253	80,873	22,586
JONES	9,705	9,949	2.5	3,369	54,266	74,871	7,525	22,224	314	19,805	1,870
LEE	36,718	41,912	14.1	15,241	269,828	425,531	10,153	27,920	457	10,480	4,978
Sanford	14,773	17,638	19.4	6,713	113,940	178,875	10,141	26,646	*	*	*
LENOIR	59,819	62,216	4.0	22,295	442,822	689,782	11,087	30,939	839	53,447	24,056
Kinston	25,234	25,574	1.3	9,349	177,545	245,354	9,594	26,244	*	*	*
LINCOLN	42,372	48,109	13.5	17,317	249,457	456,641	9,492	26,370	560	2,857	8,184
MCDOWELL	35,135	37,140	5.7	13,414	187,083	332,933	8,964	24,820	274	670	2,754
Marion	3,684	3,957	7.4	1,427	22,133	35,828	9,054	25,107	*	*	*
MACON	20,178	25,309	25.4	10,011	116,099	242,098	9,566	24,183	429	1,156	2,948
MADISON	16,827	17,947	6.7	6,601	132,823	130,464	7,269	19,764	1,481	8,921	2,328
MARTIN	25,948	27,466	5.9	9,482	135,017	216,248	7,873	22,806	728	44,370	10,824
MECKLENBURG	404,270	462,045	14.3	173,494	3,309,656	6,431,793	13,920	37,072	429	14,344	6,727
Charlotte	314,447	355,719	13.1	136,563	2,566,845	4,888,249	13,742	35,795	*	*	*
MITCHELL	14,428	15,536	7.7	5,898	76,606	135,615	8,729	22,993	454	2,239	689
MONTGOMERY	22,469	24,621	9.6	8,843	105,173	213,798	8,684	24,177	288	3,103	15,157
MOORE	50,505	59,342	17.5	22,645	347,448	626,294	10,554	27,657	861	13,403	30,760
NASH	67,153	74,861	11.5	27,149	456,628	749,273	10,009	27,599	997	71,552	43,293
Rocky Mount	41,283	49,808	20.7	18,401	315,743	505,195	10,143	27,455	*	*	*
NEW HANOVER	103,471	116,981	13.1	43,830	776,975	1,320,927	11,292	30,138	80	1,619	247
Wilmington	44,000	45,761	4.0	17,928	288,027	418,643	9,148	23,351	*	*	*
NORTHAMPTON	22,584	21,890	-3.1	7,177	116,145	194,331	8,878	27,077	513	30,772	23,871
ONSLOW	112,784	124,566	10.4	34,722	653,319	924,992	7,426	26,640	578	19,706	7,229
Jacksonville	18,237	27,387	50.2	8,777	139,714	242,639	8,860	27,645	*	*	*
ORANGE	77,055	88,263	14.5	32,288	674,678	1,135,585	12,866	35,170	599	9,180	13,875
Chapel Hill	32,421	35,616	9.9	11,260	314,389	462,898	12,997	41,110	*	*	*
PAMLICO	10,398	11,705	12.6	4,271	66,386	99,611	8,510	23,323	136	11,613	376
PASQUOTANK	28,462	30,514	7.2	10,849	180,210	267,672	8,772	24,673	253	19,695	2,154
Elizabeth City	184	15,210	10.3	5,632	89,836	129,741	8,530	23,036	*	*	*
PENDER	22,215	25,275	13.8	8,823	141,714	229,728	9,089	26,037	514	18,449	6,844
PERQUIMANS	9,486	10,931	15.2	3,874	47,164	79,653	7,287	20,561	343	16,076	8,238
PERSON	29,164	31,013	6.3	10,844	158,005	269,315	8,684	24,835	753	23,069	4,821
PITT	83,651	101,324	21.1	34,978	565,490	991,427	9,785	28,344	1,070	89,906	27,457
Greenville	35,740	38,912	8.9	11,681	264,257	395,848	10,173	33,888	*	*	*
POLK	12,984	14,840	14.3	5,949	79,956	151,355	10,199	25,442	211	768	2,773
Tryon	1,796	1,997	11.2	906	12,720	20,678	10,355	22,823	*	*	*
RANDOLPH	91,861	103,085	12.2	38,430	574,888	1,124,263	10,906	29,255	1,527	11,316	60,148
Asheboro	15,252	16,928	11.0	7,048	120,791	212,495	12,553	30,150	*	*	*
RICHMOND	45,481	46,193	1.6	16,642	275,093	427,765	9,260	25,704	273	7,031	10,870
Rockingham	8,300	8,835	6.4	3,290	65,659	96,342	10,905	29,283	*	*	*
ROBESON	101,577	107,116	5.5	34,329	477,168	779,528	7,277	22,708	1,943	78,668	9,245
Lumberton	18,340	18,837	2.7	6,903	120,844	182,901	9,710	26,496	*	*	*
ROCKINGHAM	83,426	88,502	6.1	32,628	510,495	867,841	9,806	26,598	1,286	26,125	4,593
Eden	15,672	16,149	3.0	6,462	112,021	163,838	10,145	25,354	*	*	*
Reidsville	12,492	12,422	-.6	4,729	80,751	121,340	9,768	25,659	*	*	*
ROWAN	99,186	109,092	10.0	41,076	592,615	1,152,568	10,565	28,059	956	6,665	16,035
East Spencer	2,150	2,455	14.2	838	16,323	26,332	10,726	31,422	*	*	*
Spencer	2,938	2,906	-1.1	1,205	22,318	31,310	10,774	25,983	*	*	*
Salisbury	22,677	23,958	5.6	8,915	153,026	256,928	10,724	28,820	*	*	*
RUTHERFORD	53,787	58,998	9.7	21,859	292,342	506,863	8,591	23,188	612	2,027	5,822
Forest City	7,688	8,095	5.3	3,049	47,336	75,996	9,388	24,925	*	*	*
SAMPSON	49,687	50,594	1.8	17,573	275,501	396,894	7,845	22,585	1,818	67,404	59,114
Clinton	7,552	7,189	-4.8	2,702	58,506	72,352	10,064	26,777	*	*	*
SCOTLAND	32,273	34,571	7.1	11,486	183,402	299,982	8,677	26,117	142		
STANLY	48,517	51,565	6.3	19,111	276,882	511,648	9,922	26,772	689	11,089	23,367
STOKES	33,086	37,436	13.1	13,213	188,066	378,324	10,106	28,633	1,569	18,392	2,308
SURRY	59,449	64,273	8.1	23,863	345,012	586,032	9,118	24,558	1,605	26,039	21,020
Mount Airy	6,862	7,294	6.3	3,031	54,951	84,623	11,602	27,919	*	*	*
SWAIN	10,283	11,414	11.0	4,070	45,808	79,736	6,986	19,591	89	202	547
TRANSYLVANIA	23,417	27,195	16.1	9,888	156,364	293,425	10,790	29,675	204	1,746	1,359
TYRRELL	3,975	4,061	2.2	1,429	21,958	36,366	8,955	25,449	141	12,068	9,523
UNION	70,380	81,735	16.1	27,646	456,704	925,310	11,321	33,470	1,263	19,977	124,630
Monroe	12,639	17,976	42.2	6,538	92,811	210,745	11,724	32,234	*	*	*
VANCE	36,748	39,722	8.1	13,697	184,877	313,876	7,902	22,916	502	16,545	2,176
Henderson	13,522	16,714	23.6	5,817	78,015	138,356	8,278	23,785	*	*	*
WAKE	300,833	381,214	26.7	139,677	2,732,830	5,549,601	14,558	39,732	1,291	49,519	13,885
Raleigh	155,743	190,290	22.2	71,207	1,460,890	2,725,126	14,321	38,270	*	*	*
WARREN	16,232	16,943	4.4	5,748	77,621	114,865	6,779	19,983	470	12,719	7,868
WASHINGTON	14,801	14,131	-4.5	4,638	88,519	125,787	8,901	27,121	347	21,500	27,435
WATAUGA	31,678	36,972	16.7	12,993	177,680	321,020	8,683	24,707	885	4,247	5,248
WAYNE	97,054	99,263	2.3	34,265	608,874	921,031	9,279	26,880	1,350	60,308	66,914
Goldsboro	31,871	36,754	15.3	12,673	195,199	300,515	8,176	23,713	*	*	*
WILKES	58,657	63,015	7.4	22,885	312,324	590,270	9,367	25,793	1,332	4,630	108,879
WILSON	63,132	66,114	4.7	23,467	414,099	642,960	9,725	27,398	910	61,532	10,881
Wilson	34,424	36,153	5.0	13,080	250,851	367,486	10,165	28,095	*	*	*
YADKIN	28,439	31,022	9.1	11,544	160,366	307,659	9,917	26,651	1,301	20,379	15,715
YANCEY	14,934	16,358	9.5	6,039	69,115	126,574	7,738	20,959	861	4,610	1,823

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Carolina 1985 Cash Receipts as follows: From Crops $1,981,056,000; from Livestock & Livestock Products $1,796,764,000; Total $3,777,820,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	652,695	695,478	6.6	250,985	4,858,010	8,065,343	11,597	32,135	36,431	1,582,292	524,936
METROPOLITAN STATISTICAL AREAS											
Bismarck, N.D.	79,938	90,523	13.2	32,939	714,105	1,149,119	12,694	34,886	1,748	35,444	46,848
Fargo-Moorhead, N.D-Mn.	137,574	148,899	8.2	54,508	924,502	1,875,424	12,595	34,406	2,379	188,597	38,516
Grand Forks, N.D.	66,100	68,475	3.6	23,195	496,186	788,196	11,511	33,981	957	93,929	8,094
COUNTIES, Cities											
ADAMS	3,584	3,572	-.3	1,359	36,391	40,306	11,284	29,659	371	11,540	7,067
BARNES	13,960	12,844	-8.0	4,880	93,935	143,176	11,147	29,339	1,015	64,290	10,770
Valley City	7,774	7,180	-7.7	2,678	65,436	80,706	11,240	30,137	*	*	*
BENSON	7,944	7,817	-1.6	2,621	39,585	69,625	8,907	26,564	760	39,584	8,074
BILLINGS	1,138	1,447	27.2	520	13,723	21,464	14,833	41,277	257	2,869	4,818
BOTTINEAU	9,338	9,543	2.2	3,471	60,824	91,875	9,627	26,469	967	49,762	4,646
BOWMAN	4,229	4,519	6.9	1,653	40,258	49,553	10,965	29,978	377	8,645	8,050
BURKE	3,822	3,763	-1.6	1,456	22,880	37,750	10,032	25,927	580	17,084	3,059
BURLEIGH	54,811	63,571	16.0	23,421	485,113	837,484	13,174	35,758	792	20,094	19,012
Bismarck	44,485	49,701	11.7	18,919	414,460	685,180	13,786	36,217	*	*	*
CASS	88,247	98,164	11.2	37,295	545,895	1,406,738	14,330	37,719	1,276	111,984	16,615
Fargo	61,308	67,852	10.7	26,540	401,554	983,750	14,498	37,067	*	*	*
CAVALIER	7,636	6,660	-12.8	2,392	48,449	70,981	10,658	29,674	971	64,432	3,033
DICKEY	7,207	6,965	-3.4	2,466	56,209	68,562	9,844	27,803	611	25,407	17,867
DIVIDE	3,494	3,375	-3.4	1,358	25,241	40,870	12,110	30,096	612	22,236	3,420
DUNN	4,627	5,203	12.4	1,847	39,210	54,049	10,388	29,263	697	10,732	16,689
EDDY	3,554	3,330	-6.3	1,339	21,797	35,289	10,597	26,355	345	17,564	5,616
EMMONS	5,877	5,688	-3.2	1,939	38,276	48,433	8,515	24,978	849	15,801	20,271
FOSTER	4,611	4,436	-3.8	1,649	33,110	49,230	11,098	29,854	345	26,294	4,680
GOLDEN VALLEY	2,391	2,741	14.6	1,021	24,810	31,397	11,455	30,751	288	8,228	8,190
GRAND FORKS	66,100	68,475	3.6	23,195	496,186	788,196	11,511	33,981	957	93,929	8,094
Grand Forks	43,765	43,932	.4	15,769	360,277	554,732	12,627	35,179	*	*	*
GRANT	4,274	4,246	-.7	1,553	31,248	35,214	8,293	22,675	685	12,686	17,076
GRIGGS	3,714	3,768	1.5	1,457	24,275	39,303	10,431	26,975	457	24,975	6,623
HETTINGER	4,275	3,901	-8.8	1,435	35,344	39,691	10,175	27,659	502	25,085	8,870
KIDDER	3,833	3,763	-1.8	1,359	25,230	32,653	8,677	24,027	566	12,882	15,270
LA MOURE	6,473	5,898	-8.9	2,201	46,131	57,283	9,712	26,026	765	38,295	16,284
LOGAN	3,493	3,235	-7.4	1,148	28,264	28,300	8,748	24,652	536	12,057	16,275
MCHENRY	7,858	7,420	-5.6	2,775	43,188	66,237	8,927	23,869	974	29,191	17,047
MCINTOSH	4,800	4,628	-3.6	1,843	40,091	44,445	9,604	24,116	595	12,993	15,006
MCKENZIE	7,132	9,498	33.2	3,290	72,889	105,560	11,114	32,085	778	19,749	13,747
MCLEAN	12,288	12,863	4.7	4,620	89,217	138,684	10,782	30,018	1,149	43,063	12,031
MERCER	9,378	15,562	65.9	5,691	95,745	196,516	12,628	34,531	542	9,209	10,675
MORTON	25,177	26,952	7.1	9,518	228,992	311,635	11,563	32,742	956	15,350	27,836
MOUNTRAIL	7,679	7,724	.6	2,816	50,071	80,526	10,425	28,596	881	25,877	8,214
NELSON	5,233	4,852	-7.3	1,914	30,504	48,277	9,950	25,223	632	37,558	7,909
OLIVER	2,495	2,780	11.4	932	23,651	30,777	11,071	33,023	349	5,456	8,849
PEMBINA	10,399	9,800	-5.8	3,636	72,961	118,764	12,119	32,663	841		
PIERCE	6,166	5,804	-5.9	2,105	38,328	58,220	10,031	27,658	589	25,242	7,029
RAMSEY	13,048	13,313	2.0	4,906	90,165	143,707	10,794	29,292	690	46,934	2,815
Devils Lake	7,442	7,768	4.4	2,882	50,285	81,998	10,556	28,452	*	*	*
RANSOM	6,698	6,279	-6.3	2,296	56,778	67,379	10,731	29,346	521	24,215	9,692
RENVILLE	3,608	3,959	9.7	1,429	23,621	38,659	9,765	27,053	480	23,095	2,852
RICHLAND	19,207	19,767	2.9	6,865	163,938	220,023	11,131	32,050	1,207	90,995	17,100
Wahpeton	9,064	10,373	14.4	3,204	71,898	112,380	10,834	35,075	*	*	*
ROLETTE	12,177	13,379	9.9	3,933	56,220	94,733	7,081	24,087	550	19,285	5,242
SARGENT	5,512	5,043	-8.5	1,818	43,290	55,020	10,910	30,264	590	26,403	12,482
SHERIDAN	2,819	2,474	-12.2	957	16,922	24,101	9,742	25,184	495	16,311	6,443
SIOUX	3,620	3,756	3.8	1,021	20,526	26,833	7,144	26,281	219	3,478	8,073
SLOPE	1,157	1,257	8.6	389	10,542	10,852	8,633	27,897	295	8,813	6,326
STARK	23,697	28,924	22.1	9,943	230,260	333,916	11,545	33,583	769	14,984	15,945
Dickinson	15,924	19,599	23.1	6,969	169,136	243,014	12,399	34,871	*	*	*
STEELE	3,106	2,664	-14.2	1,052	23,653	35,119	13,183	33,383	440	40,570	1,832
STUTSMAN	24,154	23,547	-2.5	8,782	168,452	265,654	11,282	30,250	1,134	69,148	21,666
Jamestown	16,280	16,034	-1.5	5,954	115,741	183,011	11,414	30,737	*	*	*
TOWNER	4,052	4,054		1,553	28,566	44,902	11,076	28,913	552	38,520	2,549
TRAILL	9,624	8,943	-7.1	3,349	69,494	120,193	13,440	35,889	685	68,915	2,646
WALSH	15,371	15,248	-.8	5,435	98,904	162,029	10,626	29,812	975		
WARD	58,392	61,552	5.4	21,522	412,865	654,025	10,626	30,389	1,256	52,699	11,675
Minot	32,843	37,630	14.6	14,121	266,382	436,204	11,592	30,890	*	*	*
WELLS	6,979	6,749	-3.3	2,521	45,858	66,978	9,924	26,568	735	44,783	12,186
WILLIAMS	22,237	29,763	33.8	11,039	199,935	384,157	12,907	34,800	971	33,001	6,700
Williston	13,336	17,701	32.7	6,300	123,700	226,865	12,817	36,010	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of North Dakota 1985 Cash Receipts as follows: From Crops $2,102,555,000; from Livestock & Livestock Products $698,262,000; Total $2,800,817,000.*—Included in county totals.
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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	10,797,419	10,609,930	-1.7	3,897,108	85,258,072	132,803,065	12,517	34,077	86,934	1,847,101	1,502,552
METROPOLITAN STATISTICAL AREAS											
Akron, Oh	660,328	624,413	-5.4	227,577	4,810,349	8,037,435	12,872	35,317	1,280	15,317	15,953
Canton, Oh	404,421	395,959	-2.1	144,623	2,904,380	4,677,934	11,814	32,346	2,154	21,728	37,296
Cincinnati, Oh-Ky-	1,401,403	1,379,842	-1.5	506,825	12,961,181	16,247,834	13,225	36,004	5,626	65,966	33,746
Cleveland, Oh	1,898,720	1,803,216	-5.0	681,356	16,878,410	27,517,436	15,260	40,386	2,416	48,812	31,459
Columbus, Oh	1,243,810	1,314,767	5.7	494,444	10,954,169	16,752,216	12,742	33,881	7,106	219,648	158,500
Dayton-Springfield, Oh	942,083	905,034	-3.9	337,856	6,513,732	11,766,393	13,001	34,827	4,184	123,222	80,060
Hamilton-Middletown, Oh	258,787	273,552	5.7	96,653	1,926,382	3,263,421	11,930	33,764	1,123	16,917	15,564
Huntington-Ashland, W.V-Ky-Oh	336,410	325,844	-3.2	119,360	2,264,060	3,149,642	9,666	26,388	3,457	11,912	11,344
Lima, Oh	154,795	147,446	-4.8	52,800	1,069,178	1,715,093	11,632	32,483	2,457	63,531	50,236
Lorain-Elyria, Oh	274,909	265,036	-3.6	90,530	1,851,491	3,096,428	11,683	34,203	1,110	31,978	14,323
Mansfield, Oh	131,205	127,848	-2.6	46,833	825,470	1,509,583	11,808	32,233	1,168	19,643	20,608
Parkersburg-Marietta, W.V-	157,914	158,334	.3	58,249	1,129,610	1,821,723	11,506	31,275	1,597	4,580	14,201
Steubenville-Weirton, Oh-W	163,099	149,368	-8.4	54,554	1,451,656	1,525,145	10,211	27,957	667	2,205	5,504
Toledo, Oh	616,864	588,143	-4.7	216,663	5,146,034	7,624,975	12,964	35,193	3,159	123,776	61,867
Wheeling, W.V-Oh	185,566	175,765	-5.3	65,937	1,402,423	1,737,473	9,885	26,351	1,345	1,149	4,554
Youngstown-Warren, Oh	531,350	496,116	-6.6	180,497	3,738,838	5,823,020	11,737	32,261	1,759	17,367	25,280
COUNTIES, Cities											
ADAMS	24,328	25,902	6.5	9,096	130,994	193,448	7,468	21,267	1,483	14,190	12,809
ALLEN	112,241	103,513	-7.8	37,219	770,102	1,237,188	11,952	33,241	1,202	31,610	18,397
Delphos	7,314	6,835	-6.6	2,328	51,333	78,615	11,502	33,769	*	*	*
Lima	47,381	42,768	-9.7	16,587	307,466	460,679	10,772	27,773	*	*	*
ASHLAND	46,178	48,272	4.5	17,280	340,698	519,672	10,765	30,074	1,185	12,985	32,990
Ashland	20,326	20,323		7,544	166,248	235,087	11,568	31,162	*	*	*
ASHTABULA	104,215	101,003	-3.1	36,067	734,590	1,039,142	10,288	28,811	1,271	13,633	23,948
Ashtabula	23,449	22,049	-6.0	7,932	163,916	215,528	9,775	27,172	*	*	*
Conneaut	13,835	13,095	-5.4	4,860	94,210	126,288	9,644	25,985	*	*	*
ATHENS	56,399	60,654	7.5	20,059	378,061	480,462	7,921	23,952	598	1,465	4,022
Athens	19,743	21,289	7.8	5,834	138,694	171,609	8,061	29,415	*	*	*
AUGLAIZE	42,554	43,933	3.2	15,581	299,076	477,905	10,878	30,672	1,255	31,921	31,839
St. Marys	8,414	8,329	-1.0	2,983	64,056	90,419	10,856	30,311	*	*	*
Wapakoneta	8,402	9,078	8.0	3,395	65,288	99,362	10,945	29,267	*	*	*
BELMONT	82,569	79,815	-3.3	30,174	690,450	759,187	9,512	25,160	743		
Bellaire	8,241	7,693	-6.7	3,169	60,729	70,924	9,219	22,381	*	*	*
Martins Ferry	9,331	8,759	-6.1	3,653	85,356	90,228	10,301	24,700	*	*	*
BROWN	31,920	35,533	11.3	12,330	212,549	324,873	9,143	26,348	1,768	26,941	7,723
BUTLER	258,787	273,552	5.7	96,653	1,926,382	3,263,421	11,930	33,764	1,123	16,917	15,564
Hamilton	63,189	64,057	1.4	25,047	439,476	674,600	10,531	26,933	*	*	*
Middletown	43,719	43,560	-.4	17,595	341,683	520,986	11,960	29,610	*	*	*
CARROLL	25,598	27,084	5.8	9,389	158,255	258,694	9,552	27,553	779	3,989	11,833
CHAMPAIGN	33,649	35,069	4.2	12,750	204,678	361,750	10,315	28,373	1,018	31,734	22,423
Urbana	10,762	11,257	4.6	4,499	74,859	125,249	11,126	27,839	*	*	*
CLARK	150,236	141,947	-5.5	52,336	887,675	1,626,976	11,462	31,087	917	36,998	31,549
Springfield	72,563	66,561	-8.3	26,495	412,684	699,075	10,503	26,385	*	*	*
CLERMONT	128,483	142,909	11.2	48,255	1,101,907	1,702,688	11,914	35,285	1,149	11,956	5,649
CLINTON	34,603	33,871	-2.1	12,180	264,521	369,009	10,895	30,296	977	36,624	20,111
Wilmington	10,431	10,250	-1.7	3,954	93,686	125,985	12,291	31,863	*	*	*
COLUMBIANA	113,572	109,253	-3.8	39,882	776,559	1,124,086	10,289	28,185	1,170	12,770	25,432
East Liverpool	16,687	15,136	-9.3	6,081	112,361	147,210	9,726	24,208	*	*	*
Lisbon	3,159	3,004	-4.9	1,177	22,630	30,434	10,131	25,857	*	*	*
Salem	12,869	11,921	-7.4	4,745	102,953	139,609	11,711	29,422	*	*	*
COSHOCTON	36,024	37,370	3.7	14,067	258,493	391,749	10,483	27,849	944	9,231	17,319
Coshocton	13,405	13,333	-.5	5,499	110,970	156,747	11,756	28,505	*	*	*
CRAWFORD	50,075	46,810	-6.5	17,604	387,237	526,889	11,256	29,930	975	34,936	15,524
Bucyrus	13,433	12,816	-4.6	5,200	109,425	146,628	11,441	28,198	*	*	*
Galion	12,391	11,360	-8.3	4,674	106,587	140,967	12,409	30,160	*	*	*
CUYAHOGA	1,498,295	1,386,456	-7.5	540,292	13,529,134	21,886,395	15,786	40,508	193	12,421	974
Cleveland	573,822	507,276	-11.6	207,813	4,777,695	8,601,545	16,956	41,391	*	*	*
DARKE	55,096	52,253	-5.2	18,507	426,167	571,025	10,928	30,855	2,165	55,066	66,115
Greenville	12,999	12,155	-6.5	4,781	118,498	149,696	12,316	31,311	*	*	*
Union City	1,716	2,589	50.9	1,032	13,591	32,056	12,382	31,062	*	*	*
DEFIANCE	39,987	37,715	-5.7	13,038	299,070	457,235	12,123	35,069	1,033	24,756	15,255
Defiance	16,810	15,667	-6.8	5,694	140,886	204,188	13,033	35,860	*	*	*
DELAWARE	53,840	58,451	8.6	20,148	457,310	769,666	13,168	38,201	920	24,380	11,378
Delaware	18,780	19,783	5.3	6,907	157,447	246,734	12,472	35,722	*	*	*
ERIE	79,655	76,770	-3.6	27,743	654,562	980,633	12,774	35,347	535	17,894	8,448
Sandusky	31,360	29,714	-5.3	11,471	248,190	341,400	11,490	29,762	*	*	*
FAIRFIELD	93,678	99,096	5.8	34,869	765,593	1,234,777	12,460	35,412	1,322	27,342	20,446
Lancaster	34,953	35,000	.1	13,689	299,467	414,234	11,835	30,260	*	*	*
FAYETTE	27,467	28,193	2.6	10,338	198,188	272,804	9,676	26,388	666	38,278	14,618
Washington	12,682	12,894	1.7	5,093	103,416	136,362	10,576	26,774	*	*	*
FRANKLIN	869,109	915,897	5.4	354,279	8,010,927	12,043,677	13,150	33,995	675	28,779	6,575
Columbus	564,987	579,100	2.5	235,642	4,883,696	7,093,170	12,249	30,101	*	*	*
FULTON	37,751	36,781	-2.6	12,694	288,873	441,043	11,991	34,744	1,180	40,434	42,907
GALLIA	30,098	32,611	8.3	11,416	211,744	309,631	9,495	27,123	992	5,025	7,594
Gallipolis	5,576	6,652	19.3	2,511	47,331	73,057	10,983	29,095	*	*	*

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OHIO POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 88	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
GEAUGA	74,474	76,456	2.7	24,368	611,712	1,052,432	13,765	43,189	753	4,094	11,032
Chardon	4,434	4,623	4.3	1,688	39,015	61,673	13,340	36,536	*	*	*
GREENE	129,769	135,060	4.1	46,030	911,948	1,727,005	12,787	37,519	976	30,195	18,200
Beaver Creek	31,589	35,382	12.0	11,245	261,164	425,555	12,027	37,844	*	*	*
Fairborn	29,702	29,302	-1.4	11,321	216,064	360,431	12,301	31,837	*	*	*
Xenia	24,653	24,791	.6	9,072	163,987	295,311	11,912	32,552	*	*	*
GUERNSEY	42,024	39,742	-5.4	14,741	274,608	390,184	9,818	26,469	937	1,295	7,006
Cambridge	13,573	12,248	-9.8	5,084	97,515	128,911	10,525	25,356	*	*	*
HAMILTON	873,136	824,844	-5.5	315,259	8,129,415	11,287,820	13,685	35,805	400	12,584	3,162
Cincinnati	385,457	347,026	-10.0	151,996	3,339,705	4,268,114	12,299	28,080	*	*	*
HANCOCK	64,581	67,225	4.1	24,864	549,395	803,534	11,953	32,317	1,299	46,625	13,265
Findlay	35,594	36,961	3.8	14,376	323,477	443,720	12,005	30,865	*	*	*
HARDIN	32,719	31,218	-4.6	11,058	227,915	326,962	10,474	29,568	1,142	37,632	15,951
Kenton	8,605	8,342	-3.1	3,305	64,207	90,314	10,826	27,326	*	*	*
HARRISON	18,152	16,664	-8.2	6,013	117,191	167,231	10,035	27,812	501	1,082	5,459
HENRY	28,383	30,373	7.0	10,835	207,298	347,435	11,439	32,066	1,211	43,778	17,825
Napoleon	8,614	8,505	-1.3	3,216	71,080	98,435	11,574	30,608	*	*	*
HIGHLAND	33,477	35,105	4.9	12,969	225,846	318,696	9,078	24,574	1,470	27,908	13,109
Greenfield	5,150	5,417	5.2	1,903	34,036	48,534	8,960	25,504	*	*	*
HOCKING	24,304	25,354	4.3	9,253	178,745	230,867	9,106	24,951	411		
Logan	6,557	7,477	14.0	2,896	44,623	69,977	9,359	24,163	*	*	*
HOLMES	29,416	30,669	4.3	8,842	159,132	251,368	8,196	28,429	1,574	4,789	50,486
HURON	54,608	55,706	2.0	19,731	413,888	618,542	11,104	31,349	1,053	44,419	13,348
Bellevue	8,187	8,337	1.8	3,063	63,308	94,273	11,308	30,778	*	*	*
Norwalk	14,358	14,635	1.9	5,437	116,775	167,697	11,459	30,844	*	*	*
JACKSON	30,592	31,340	2.4	11,359	201,712	263,101	8,395	23,162	503	4,613	4,934
JEFFERSON	91,564	83,148	-9.2	30,713	832,792	893,135	10,742	29,080	514	1,426	4,477
Steubenville	26,400	22,584	-14.5	9,064	256,617	252,543	11,182	27,862	*	*	*
KNOX	46,309	49,878	7.7	17,826	314,146	470,189	9,427	26,377	1,257	16,694	29,503
Mount Vernon	14,323	14,921	4.2	5,977	110,489	158,744	10,639	26,559	*	*	*
LAKE	212,801	218,777	2.8	76,614	1,825,297	2,984,361	13,641	38,953	290	21,047	722
Mentor	42,065	43,862	4.3	14,616	392,449	648,684	14,789	44,382	*	*	*
Mentor-On-The-Lake	7,919	8,748	10.5	2,798	81,761	131,762	15,062	47,091	*	*	*
Painesville	16,391	16,795	2.5	6,608	127,805	201,733	12,011	30,529	*	*	*
Willoughby	19,329	20,001	3.5	7,944	209,425	330,997	16,549	41,666	*	*	*
LAWRENCE	63,849	65,319	2.3	23,432	344,878	499,456	7,646	21,315	630		
Ironton	14,290	13,577	-5.0	5,575	90,292	118,698	8,743	21,291	*	*	*
LICKING	120,981	130,916	8.2	47,519	910,571	1,448,598	11,065	30,485	1,552	24,384	42,328
Newark	41,200	42,783	3.8	17,397	318,236	455,912	10,656	26,206	*	*	*
LOGAN	39,155	40,891	4.4	15,422	285,273	407,659	9,969	26,434	1,058	26,349	23,963
Bellefontaine	11,888	12,354	3.9	4,059	80,843	108,711	8,800	26,783	*	*	*
LORAIN	274,909	265,036	-3.6	90,530	1,851,491	3,096,428	11,683	34,203	1,110	31,978	14,323
Elyria	57,504	55,968	-2.7	20,976	410,315	651,956	11,649	31,081	*	*	*
Lorain	75,416	69,867	-7.4	25,044	492,010	769,535	11,014	30,727	*	*	*
LUCAS	471,741	438,495	-7.1	165,139	3,990,464	5,818,749	13,270	35,235	574	28,636	8,051
Toledo	354,635	321,859	-9.3	125,176	2,874,941	4,060,106	12,615	32,435	*	*	*
MADISON	33,004	36,650	11.0	12,321	256,796	414,551	11,311	33,646	781	42,029	19,865
London	6,958	8,623	23.9	3,378	53,540	97,219	11,274	28,780	*	*	*
MAHONING	289,487	264,289	-8.7	96,826	1,984,976	3,017,486	11,417	31,164	766	9,761	12,465
Youngstown	115,436	98,817	-14.4	37,780	710,712	972,124	9,838	25,731	*	*	*
MARION	67,974	64,966	-4.4	23,586	520,268	725,191	11,163	30,747	774	35,362	13,136
Marion	37,040	34,513	-6.8	13,455	283,958	357,977	10,372	26,605	*	*	*
MEDINA	113,150	121,527	7.4	40,082	912,267	1,594,248	13,118	39,775	1,180	11,250	18,731
Medina	15,268	16,915	10.8	6,513	147,288	252,665	14,937	38,794	*	*	*
MEIGS	23,641	24,234	2.5	8,908	154,396	209,228	8,634	23,488	595	2,603	6,339
Middleport	2,971	2,709	-8.8	1,110	17,271	23,453	8,657	21,129	*	*	*
Pomeroy	2,728	2,904	6.5	1,163	15,882	25,454	8,765	21,887	*	*	*
MERCER	38,334	37,477	-2.2	12,366	284,512	411,408	10,978	33,269	1,614	35,359	80,563
Celina	9,137	9,090	-.5	3,225	77,509	108,831	11,973	33,746	*	*	*
MIAMI	90,381	92,599	2.5	33,975	584,585	1,112,891	12,018	32,756	1,224	34,175	20,146
Piqua	20,480	20,545	.3	7,863	128,060	228,451	11,120	29,054	*	*	*
Troy	19,086	20,216	5.9	7,806	131,074	247,043	12,220	31,648	*	*	*
MONROE	17,382	16,210	-6.8	5,829	127,638	164,857	10,170	28,282	825	627	5,751
MONTGOMERY	571,697	535,428	-6.4	205,515	4,129,524	7,299,521	13,633	35,518	1,067	21,854	10,165
Dayton	193,444	170,486	-11.9	74,136	1,224,455	1,831,966	10,746	24,711	*	*	*
MORGAN	14,241	14,416	1.2	5,207	97,985	127,855	8,869	24,554	645	1,738	5,613
MORROW	26,480	27,861	5.2	9,477	177,234	264,665	9,499	27,927	1,005	19,890	14,638
MUSKINGUM	83,340	87,306	4.8	32,013	561,101	852,625	9,766	26,634	1,135	7,033	14,729
Zanesville	28,655	28,339	-1.1	11,597	184,821	245,615	8,667	21,179	*	*	*
NOBLE	11,310	11,015	-2.6	3,957	81,004	105,338	9,563	26,621	610	297	3,872
OTTAWA	40,076	38,844	-3.1	14,242	317,466	504,789	12,995	35,444	677	19,327	3,402
Oak Harbor	2,678	2,508	-6.4	659	22,745	33,885	13,511	51,419	*	*	*
Port Clinton	7,223	7,097	-1.8	1,779	60,729	93,630	13,193	52,631	*	*	*
PAULDING	21,302	20,049	-5.9	6,819	139,718	224,866	11,216	32,976	777	31,861	10,864
PERRY	31,032	32,019	3.2	11,280	183,569	280,636	8,765	24,879	676		
PICKAWAY	43,662	42,302	-3.1	14,247	321,560	490,401	11,593	34,421	871	41,265	18,750
Circleville	11,700	11,704		4,448	97,221	147,946	12,641	33,261	*	*	*
PIKE	22,802	26,586	16.6	9,369	150,232	210,686	7,925	22,488	521		
PORTAGE	135,856	141,117	3.9	47,033	936,196	1,591,867	11,280	33,846	940	10,504	14,399
Kent	26,164	28,114	7.5	9,426	172,322	270,177	9,610	28,663	*	*	*
Ravenna	11,987	12,049	.5	4,590	90,002	142,447	11,822	31,034	*	*	*
PREBLE	38,223	40,423	5.8	14,342	230,805	447,845	11,079	31,226	1,319	31,367	24,749
PUTNAM	32,991	32,029	-2.9	10,178	200,936	347,413	10,847	34,134	1,627	44,433	28,439

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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
RICHLAND	131,205	127,848	-2.6	46,833	825,470	1,509,583	11,808	32,233	1,168	19,643	20,608
Mansfield	53,927	51,103	-5.2	20,861	356,213	584,694	11,441	28,028	*	*	*
Shelby	9,645	9,395	-2.6	3,609	73,374	112,465	11,971	31,162	*	*	*
ROSS	65,004	70,929	9.1	25,054	493,585	731,749	10,317	29,207	903	25,217	13,487
Chillicothe	23,420	24,570	4.9	9,969	217,498	305,722	12,443	30,667	*	*	*
SANDUSKY	63,267	61,137	-3.4	21,416	456,907	714,326	11,684	33,355	1,046	39,380	10,850
Fremont	17,834	16,499	-7.5	6,135	128,639	189,800	11,504	30,937	*	*	*
SCIOTO	84,545	82,704	-2.2	30,002	589,337	742,315	8,976	24,742	712	5,390	5,049
Portsmouth	25,943	23,181	-10.7	9,820	211,394	229,561	9,903	23,377	*	*	*
SENECA	61,901	57,181	-7.6	19,901	455,285	643,481	11,253	32,334	1,453	41,602	20,599
Fostoria	15,743	14,561	-7.5	5,578	129,063	179,823	12,350	32,238	*	*	*
Tiffin	19,549	17,702	-9.5	6,517	156,717	212,107	11,982	32,547	*	*	*
SHELBY	43,089	43,756	1.5	14,907	339,117	470,242	10,747	31,545	1,262	26,341	34,320
Sidney	17,657	17,710	.3	6,481	151,424	202,966	11,461	31,317	*	*	*
STARK	378,823	368,875	-2.6	135,234	2,746,125	4,419,240	11,980	32,678	1,375	17,739	25,463
Alliance	24,315	22,700	-6.7	8,873	175,855	262,734	11,574	29,611	*	*	*
Canton	93,077	84,473	-9.3	34,677	642,200	908,994	10,761	26,213	*	*	*
Massillon	30,557	29,696	-2.8	11,621	213,343	325,748	10,969	28,031	*	*	*
SUMMIT	524,472	483,296	-7.9	180,544	3,874,153	6,445,568	13,337	35,701	340	4,813	1,554
Akron	237,177	210,231	-11.4	84,046	1,623,779	2,475,448	11,775	29,453	*	*	*
TRUMBULL	241,863	231,827	-4.2	83,671	1,753,862	2,805,534	12,102	33,531	993	7,606	12,815
Niles	23,088	22,052	-4.5	8,484	178,307	279,842	12,690	32,985	*	*	*
Warren	56,629	51,627	-8.8	20,204	412,892	588,682	11,403	29,137	*	*	*
TUSCARAWAS	84,614	89,582	5.9	33,540	589,673	917,732	10,245	27,362	1,090	6,702	25,338
Dennison	3,398	3,459	1.8	1,293	24,735	34,871	10,081	26,969	*	*	*
Dover	11,526	12,095	4.9	4,695	94,134	134,231	11,098	26,590	*	*	*
New Philadelphi	16,883	17,876	5.9	7,348	135,896	204,700	11,451	27,858	*	*	*
Uhrichsville	6,130	5,994	-2.2	2,391	44,445	58,631	9,782	24,522	*	*	*
UNION	29,536	31,455	6.5	11,061	231,412	350,546	11,144	31,692	985	31,469	39,158
Marysville	7,414	7,504	1.2	2,973	62,667	85,479	11,391	28,752	*	*	*
VAN WERT	30,458	32,048	5.2	11,943	208,030	366,418	11,433	30,681	1,015	46,402	11,551
Van Wert	11,035	11,283	2.2	4,607	85,797	140,193	12,425	30,430	*	*	*
VINTON	11,584	11,914	2.8	4,199	79,881	93,389	7,839	22,241	249	582	5,716
WARREN	99,276	108,064	8.9	35,741	875,465	1,307,239	12,097	36,575	1,048	22,790	10,775
WASHINGTON	64,266	66,648	3.7	24,018	425,794	718,274	10,777	29,906	1,088	3,719	11,145
Marietta	16,467	16,623	.9	6,517	125,281	197,082	11,856	30,241	*	*	*
WAYNE	97,408	102,440	5.2	35,129	743,808	1,138,109	11,110	32,398	1,866	20,200	93,998
Wooster	19,289	19,735	2.3	7,627	181,609	256,580	13,001	33,641	*	*	*
WILLIAMS	36,369	35,305	-2.9	12,956	260,743	407,948	11,555	31,487	1,051	26,390	23,805
Bryan	7,879	7,821	-.7	3,145	63,880	92,483	11,825	29,406	*	*	*
WOOD	107,372	112,867	5.1	38,830	866,697	1,365,183	12,096	35,158	1,405	54,706	10,909
Bowling Green	25,728	25,398	-1.3	7,154	174,071	228,324	8,990	31,916	*	*	*
WYANDOT	22,651	21,778	-3.9	7,794	162,448	230,045	10,563	29,516	803	33,872	10,210
Upper Sandusky	5,967	5,953	-.2	2,325	47,008	65,182	10,949	28,035	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Ohio 1985 Cash Receipts as follows: From Crops $2,281,726,000; from Livestock & Livestock Products $1,471,674,000; Total $3,753,400,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,025,266	3,456,941	14.3	1,324,914	23,417,809	37,333,820	10,800	28,178	72,523	794,764	1,673,870
METROPOLITAN STATISTICAL AREAS											
Enid, Ok	62,820	64,714	3.0	25,417	483,004	777,290	12,011	30,582	1,261	37,642	28,866
Fort Smith, Ar-Ok	162,571	178,962	10.1	66,931	1,038,047	1,787,296	9,987	26,704	2,768	10,575	45,298
Lawton, Ok	112,456	119,116	5.9	38,624	973,490	1,074,997	9,025	27,832	994	8,572	15,984
Oklahoma City, O	860,969	1,022,430	18.8	395,382	8,203,998	12,557,739	12,282	31,761	6,526	47,246	108,826
Tulsa, Ok	657,367	765,093	16.4	296,562	4,686,169	9,333,455	12,199	31,472	5,428	26,212	92,682
COUNTIES, Cities											
ADAIR	18,575	20,115	8.3	6,847	132,257	128,104	6,369	18,710	1,002	1,289	52,378
ALFALFA	7,077	6,660	-5.9	2,775	49,252	81,285	12,205	29,292	859	33,681	42,294
ATOKA	12,748	14,715	15.4	5,142	67,486	93,796	6,374	18,241	1,053	1,417	20,036
BEAVER	6,806	7,883	15.8	3,025	70,607	90,557	11,488	29,936	852	18,928	36,843
BECKHAM	19,243	24,965	29.7	10,107	148,238	251,857	10,088	24,919	780	10,164	10,020
Elk City	9,579	16,477	72.0	6,479	86,751	172,322	10,458	26,597	*	*	*
BLAINE	13,443	14,288	6.3	5,582	83,375	146,308	10,240	26,211	949	20,682	25,474
BRYAN	30,535	35,715	17.0	14,114	192,430	279,669	7,831	19,815	1,351	7,484	14,279
Durant	11,972	14,180	18.4	5,658	85,651	120,870	8,524	21,363	*	*	*
CADDO	30,905	35,048	13.4	12,996	196,917	309,850	8,841	23,842	1,640	42,867	23,234
Anadarko	6,378	7,535	18.1	2,800	44,880	66,852	8,872	23,876	*	*	*
CANADIAN	56,452	79,703	41.2	27,448	526,236	989,139	12,410	36,037	1,126	19,874	36,949
El Reno	15,486	19,036	22.9	7,041	135,563	225,806	11,862	32,070	*	*	*

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CARTER	43,610	49,640	13.8	19,297	321,654	487,315	9,817	25,253	1,063	1,948	13,473
Ardmore	23,689	26,068	0.0	10,498	194,239	278,689	10,691	26,547	*	*	*
CHEROKEE	30,684	37,397	21.9	13,105	281,779	280,723	7,507	21,421	1,087		
Tahlequah	9,708	12,595	29.7	4,362	56,273	96,753	7,682	22,181	*	*	*
CHOCTAW	17,203	16,551	-3.8	6,341	97,526	122,116	7,378	19,258	977	1,061	17,729
Hugo	7,172	6,816	-5.0	2,700	44,545	52,520	7,705	19,452	*	*	*
CIMARRON	3,648	3,771	3.4	1,458	34,603	38,799	10,289	26,611	458	19,683	54,707
CLEVELAND	133,173	175,185	31.5	63,245	1,230,853	2,100,898	11,992	33,218	964	2,294	12,338
Norman	68,020	83,529	22.8	32,164	658,918	999,855	11,970	31,086	*	*	*
COAL	6,041	6,486	7.4	2,485	30,495	45,541	7,021	18,326	589	289	10,195
COMANCHE	112,456	119,116	5.9	38,624	973,490	1,074,997	9,025	27,832	994	8,572	15,984
Lawton	80,054	85,627	7.0	31,060	759,073	831,819	9,714	26,781	*	*	*
COTTON	7,338	7,548	2.9	2,975	51,747	61,817	8,190	20,779	560	17,318	12,983
CRAIG	15,014	15,712	4.6	5,951	73,772	135,340	8,614	22,742	1,164	5,381	40,406
Vinita	6,740	6,743		2,542	50,467	58,809	8,721	23,135	*	*	*
CREEK	59,210	72,152	21.9	26,493	330,829	713,632	9,891	26,937	1,190	993	8,753
Sapulpa	15,853	17,737	11.9	6,840	99,510	191,577	10,801	28,008	*	*	*
CUSTER	25,995	31,970	23.0	12,228	236,409	337,621	10,561	27,610	868	24,892	5,306
Clinton	8,796	13,688	55.6	5,497	88,706	157,968	11,541	28,737	*	*	*
Weatherford	9,640	14,439	49.8	5,235	86,699	142,470	9,867	27,215	*	*	*
DELAWARE	23,946	30,084	25.6	11,439	222,806	228,249	7,587	19,954	1,126	2,199	38,857
DEWEY	5,922	6,473	9.3	2,583	51,405	69,110	10,677	26,756	729	12,755	13,692
ELLIS	5,596	5,822	4.0	2,363	50,128	63,376	10,886	26,820	612	8,914	14,027
GARFIELD	62,820	64,714	3.0	25,417	483,004	777,290	12,011	30,582	1,261	37,642	28,866
Enid	50,363	52,007	3.3	20,704	398,548	626,666	12,050	30,268	*	*	*
GARVIN	27,856	32,945	18.3	13,001	212,150	291,556	8,850	22,426	1,355	5,860	22,992
Pauls Valley	5,664	6,467	14.2	2,878	44,270	57,952	8,961	20,136	*	*	*
GRADY	39,490	48,726	23.4	18,362	301,776	470,412	9,654	25,619	1,579	13,510	41,105
Chickasha	15,828	18,033	13.9	7,364	132,431	186,269	10,329	25,295	*	*	*
GRANT	6,518	6,667	2.3	2,818	43,228	80,063	12,009	28,411	903	37,904	22,907
GREER	6,877	7,149	4.0	3,012	46,536	66,455	9,296	22,063	518		
HARMON	4,519	4,439	-1.8	1,844	29,429	39,300	8,853	21,312	393	11,253	6,481
HARPER	4,715	4,532	-3.9	1,843	45,351	58,616	12,934	31,805	529	12,897	39,034
HASKELL	11,010	12,606	14.5	5,029	55,584	103,332	8,197	20,547	790	1,178	13,895
HUGHES	14,338	15,906	10.9	6,440	80,853	118,472	7,448	18,396	908	4,050	8,406
Holdenville	5,469	5,390	-1.5	2,316	37,530	41,696	7,736	18,003	*	*	*
JACKSON	30,356	28,638	-5.7	10,333	199,077	255,389	8,918	24,716	671	31,862	10,108
Altus	23,101	22,292	-3.5	7,844	157,343	201,933	9,059	25,744	*	*	*
JEFFERSON	8,183	8,599	5.1	3,397	50,658	70,138	8,157	20,647	560	5,241	17,781
JOHNSTON	10,356	11,927	15.2	4,629	54,351	80,428	6,743	17,375	595	1,292	14,507
KAY	49,852	54,463	9.2	21,970	371,522	625,411	11,483	28,467	1,025	30,437	19,921
Blackwell	8,400	8,619	2.6	3,622	79,920	94,915	11,012	26,205	*	*	*
Ponca City	26,238	29,413	12.1	12,091	218,463	360,979	12,273	29,855	*	*	*
KINGFISHER	14,187	17,215	21.3	6,506	112,772	192,203	11,165	29,542	956	20,503	47,214
KIOWA	12,711	13,020	2.4	5,320	81,283	109,084	8,378	20,505	823	23,818	14,805
Hobart	4,735	4,925	4.0	2,000	34,769	42,724	8,675	21,362	*	*	*
LATIMER	9,840	11,236	14.2	4,080	52,583	77,625	6,909	19,026	578	170	4,369
LE FLORE	40,698	46,657	14.6	17,253	183,828	348,703	7,474	20,211	1,494	3,702	18,862
LINCOLN	26,601	32,478	22.1	12,169	184,513	274,816	8,462	22,583	1,731	2,387	19,036
LOGAN	26,881	34,645	28.9	12,543	194,864	318,937	9,206	25,427	951	10,611	11,376
Guthrie	10,312	13,647	32.3	5,165	74,944	126,781	9,290	24,546	*	*	*
LOVE	7,469	8,436	12.9	3,351	48,228	82,074	9,729	24,492	593	3,087	12,177
MCCLAIN	20,291	28,032	38.1	10,153	152,430	291,529	10,400	28,714	977	5,153	24,212
MCCURTAIN	36,151	35,666	-1.4	12,654	176,310	260,574	7,306	20,592	1,341	3,560	34,072
Idabell	7,622	7,523	-1.3	2,910	43,813	58,032	7,714	19,942	*	*	*
MCINTOSH	15,495	18,640	20.3	7,414	76,341	145,302	7,795	19,598	869	2,398	7,742
MAJOR	8,772	9,889	12.7	3,769	58,657	108,959	11,018	28,909	869	15,840	17,164
MARSHALL	10,550	12,439	17.9	5,089	71,451	101,626	8,170	19,970	414	2,143	5,054
MAYES	32,261	37,718	16.9	14,159	224,242	343,282	9,101	24,245	1,309	3,191	19,944
Pryor	8,483	9,011	6.2	3,336	65,448	87,599	9,721	26,259	*	*	*
MURRAY	12,147	14,410	18.6	5,566	85,538	126,325	8,766	22,696	411	543	8,156
MUSKOGEE	66,939	72,571	8.4	27,822	417,559	684,732	9,435	24,611	1,419	9,507	18,388
Fort Gibson	2,483	3,108	25.2	1,058	20,626	29,771	9,579	28,139	*	*	*
Muskogee	40,011	44,172	10.4	17,904	278,970	434,823	9,844	24,286	*	*	*
NOBLE	11,573	12,734	10.0	4,998	75,819	132,679	10,419	26,546	751	14,463	18,089
Perry	5,796	6,442	11.1	2,691	50,840	69,152	10,735	25,698	*	*	*
NOWATA	11,486	11,154	-2.9	4,368	53,352	104,462	9,365	23,915	696	2,336	13,813
Nowata	4,270	4,293	.5	1,772	31,567	41,094	9,572	23,191	*	*	*
OKFUSKEE	11,125	12,350	11.0	4,761	55,160	90,469	7,325	19,002	745	1,776	8,494
OKLAHOMA	568,933	636,180	11.8	256,024	5,694,933	8,177,362	12,854	31,940	1,101	5,217	8,629
Edmond	34,637	49,351	42.5	17,192	353,547	686,625	13,913	39,939	*	*	*
Midwest City	49,559	54,169	9.3	20,181	482,188	661,248	12,207	32,766	*	*	*
Oklahoma City	403,136	453,678	12.5	188,848	4,050,354	5,866,613	12,931	31,065	*	*	*
OKMULGEE	39,169	41,712	6.5	15,809	218,226	360,493	8,642	22,803	1,071	3,076	8,635
Henryetta	6,432	6,469	.6	2,727	41,906	58,035	8,971	21,282	*	*	*
Okmulgee	16,263	16,694	2.7	6,531	100,566	153,903	9,219	23,565	*	*	*
OSAGE	39,327	44,551	13.3	16,893	236,208	479,582	10,765	28,389	1,028	5,437	52,205
Pawhuska	4,771	5,269	10.4	2,292	39,300	56,086	10,645	24,470	*	*	*
OTTAWA	32,870	35,454	7.9	13,682	161,360	295,512	8,335	21,599	963	9,930	15,306
Miami	14,237	14,809	4.0	5,645	79,722	138,972	9,384	24,619	*	*	*
PAWNEE	15,310	18,270	19.3	7,116	115,187	177,028	9,690	24,877	643	2,986	15,456
PAYNE	62,435	69,098	10.7	25,667	473,699	620,048	8,973	24,157	1,123	4,487	19,110
Cushing	7,720	9,469	22.7	4,199	62,591	92,337	9,752	21,990	*	*	*
Stillwater	38,268	40,134	4.9	14,002	294,054	336,321	8,380	24,019	*	*	*
PITTSBURG	40,524	45,609	12.5	17,682	251,374	369,058	8,092	20,872	1,377	1,886	14,393
McAlester	17,255	19,315	11.9	7,053	115,719	163,402	8,460	23,168	*	*	*

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OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
PONTOTOC	32,598	36,906	13.2	14,259	214,395	333,568	9,038	23,394	1,048	946	19,180
Ada	15,902	18,046	13.5	7,510	119,742	180,913	10,025	24,090	*	*	*
POTTAWATOMIE	55,239	68,685	24.3	25,969	404,682	679,874	9,898	26,180	1,407	4,097	15,322
Shawnee	26,506	30,460	14.9	12,479	214,004	308,483	10,127	24,720	*	*	*
PUSHMATAHA	11,773	13,621	15.7	5,269	58,853	90,100	6,615	17,100	769	345	10,016
ROGER MILLS	4,799	7,085	47.6	2,659	44,297	69,231	9,771	26,036	724	5,354	17,689
ROGERS	46,436	60,243	29.7	21,096	284,446	672,172	11,158	31,863	1,275	2,843	12,861
Claremore	12,085	16,558	37.0	6,418	102,449	184,994	11,172	28,824	*	*	*
SEMINOLE	27,473	30,389	10.6	11,642	162,024	260,720	8,579	22,395	1,030	1,592	8,991
Seminole	8,590	9,553	11.2	4,172	63,410	86,271	9,031	20,678	*	*	*
Wewoka	5,480	4,268	-22.1	1,785	37,485	36,216	8,485	20,289	*	*	*
SEQUOYAH	30,749	36,914	20.0	13,083	137,131	264,222	7,158	20,196	1,011	2,839	7,551
STEPHENS	43,419	47,892	10.3	18,870	355,312	505,241	10,550	26,775	1,134	5,426	17,698
Duncan	22,517	24,071	6.9	9,892	215,831	289,858	12,042	29,302	*	*	*
TEXAS	17,727	18,244	2.9	6,765	174,796	206,969	11,344	30,594	795	43,550	240,502
Guymon	8,492	9,196	8.3	3,404	92,278	113,053	12,294	33,212	*	*	*
TILLMAN	12,398	11,322	-8.7	4,401	84,624	103,328	9,126	23,478	692	29,636	10,388
Frederick	6,153	5,501	-10.6	2,154	46,315	52,238	9,496	24,252	*	*	*
TULSA	470,593	535,037	13.7	213,989	3,603,966	6,922,188	12,938	32,348	998	7,751	8,188
Broken Arrow	35,761	51,788	44.8	17,796	245,654	656,962	12,686	36,916	*	*	*
Tulsa	360,919	388,447	7.6	163,330	2,912,777	5,254,967	13,528	32,174	*	*	*
WAGONER	41,801	53,110	27.1	18,091	230,720	545,881	10,278	30,174	937	9,188	10,675
WASHINGTON	48,113	50,611	5.2	20,503	345,527	670,327	13,245	32,694	703	3,419	9,156
Bartlesville	34,568	34,731	.5	14,355	261,808	504,785	14,534	35,164	*	*	*
WASHITA	13,798	14,968	8.5	5,814	107,056	161,471	10,788	27,773	1,135	28,603	20,269
WOODS	10,923	10,275	-5.9	4,306	109,749	126,209	12,283	29,310	819	24,383	22,680
Alva	6,416	5,756	-10.3	2,342	64,454	70,945	12,325	30,292	*	*	*
WOODWARD	21,172	23,165	9.4	8,632	216,461	282,894	12,212	32,773	733	10,873	19,993
Woodward	13,610	15,576	14.4	5,933	139,005	188,493	12,102	31,770	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1985 Cash Receipts as follows: From Crops $939,219,000; from Livestock & Livestock Products $1,865,018,000; Total $2,804,237,000.*—Included in county totals.
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OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,632,663	2,726,132	3.6	1,061,774	20,608,732	31,964,005	11,725	30,104	34,087	935,459	705,133
METROPOLITAN STATISTICAL AREAS											
Eugene-Springfield, Or	275,226	263,353	-4.3	103,153	2,095,691	2,988,275	11,347	28,969	2,208	29,873	24,529
Medford, Or	132,456	144,781	9.3	55,639	875,788	1,453,816	10,041	26,129	1,632	21,815	18,654
Portland, Or	1,105,292	1,157,870	4.8	461,528	9,695,833	15,509,910	13,395	33,606	7,812	163,358	85,690
Salem, Or	249,895	266,991	6.8	100,592	1,810,476	2,818,762	10,558	28,022	4,021	169,672	61,767
COUNTIES, Cities											
BAKER	16,134	15,633	-3.1	6,229	105,542	151,361	9,682	24,299	678	5,315	28,543
Baker	9,471	9,000	-5.0	3,367	63,863	86,396	9,600	25,660	*	*	*
BENTON	68,211	67,081	-1.7	24,813	565,867	772,980	11,523	31,152	723	18,642	7,465
Corvallis	40,960	39,677	-3.1	14,924	335,453	424,341	10,695	28,433	*	*	*
CLACKAMAS	241,919	267,889	10.7	97,146	2,085,363	3,592,941	13,412	36,985	3,489	54,029	33,159
Oregon City	14,673	15,763	7.4	5,846	118,523	185,295	11,755	31,696	*	*	*
CLATSOP	32,489	33,269	2.4	13,608	228,823	364,635	10,960	26,796	281	134	4,987
Astoria	9,998	9,609	-3.9	3,607	66,191	96,208	10,012	26,673	*	*	*
COLUMBIA	35,646	37,511	5.2	13,914	240,840	411,690	10,975	29,588	781	3,490	6,062
COOS	64,047	58,991	-7.9	22,741	441,259	628,271	10,650	27,627	782	3,549	14,881
Coos Bay	14,424	14,330	-.7	5,663	115,153	167,389	11,681	29,558	*	*	*
North Bend	9,779	8,796	-10.1	3,275	73,735	95,287	10,833	29,095	*	*	*
CROOK	13,091	13,300	1.6	5,105	88,281	134,505	10,113	26,348	428	7,428	16,619
CURRY	16,992	16,762	-1.4	6,883	120,112	179,701	10,721	26,108	173	2,137	2,764
DESCHUTES	62,142	71,803	15.5	27,514	469,842	776,387	10,813	28,218	876	3,555	10,930
Bend	17,263	18,675	8.2	7,193	131,517	198,824	10,647	27,641	*	*	*
DOUGLAS	93,748	91,433	-2.5	33,709	611,177	940,097	10,282	27,889	1,844	6,283	18,620
Roseburg	16,644	15,744	-5.4	6,178	134,604	190,263	12,085	30,797	*	*	*
GILLIAM	2,057	1,808	-12.1	670	14,329	18,196	10,064	27,158	164	19,448	5,351
GRANT	8,210	7,997	-2.6	2,979	55,378	78,472	9,813	26,342	364	1,372	13,753
HARNEY	8,314	6,755	-18.8	2,488	57,906	76,728	11,359	30,839	409	5,497	19,988
HOOD RIVER	15,835	16,315	3.0	6,358	126,247	184,013	11,279	28,942	546	30,544	1,500
JACKSON	132,456	144,781	9.3	55,639	875,788	1,453,816	10,041	26,129	1,632	21,815	18,654
Ashland	14,943	15,931	6.6	6,568	103,801	159,365	10,003	24,264	*	*	*
Medford	39,603	44,713	12.9	18,191	292,812	477,029	10,669	26,223	*	*	*
JEFFERSON	11,599	13,008	12.1	4,605	79,215	120,107	9,233	26,082	368	23,364	17,481
JOSEPHINE	58,820	67,870	15.4	26,123	337,047	583,350	8,595	22,331	674	2,400	10,083
Grants Pass	14,997	16,317	8.8	6,708	98,348	156,995	9,622	23,404	*	*	*
KLAMATH	59,117	56,231	-4.9	21,132	407,019	571,445	10,162	27,042	999	36,714	30,823
Klamath Falls	16,661	17,359	4.2	6,713	115,514	165,306	9,523	24,625	*	*	*
LAKE	7,532	7,751	2.9	2,975	52,557	75,981	9,803	25,540	402	8,935	18,681

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OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LANE	275,226	263,353	-4.3	103,153	2,095,691	2,988,275	11,347	28,969	2,208	29,873	24,529
Eugene	105,624	100,640	-4.7	41,557	884,427	1,197,355	11,897	28,812	*	*	*
LINCOLN	35,264	37,890	7.4	16,257	254,353	416,223	10,985	25,603	297	669	1,302
LINN	89,495	91,410	2.1	34,459	678,232	961,852	10,522	27,913	2,062	59,150	30,502
Albany	26,678	29,164	9.3	11,780	231,904	317,146	10,875	26,922	*	*	*
MALHEUR	26,896	28,951	7.6	10,361	159,894	238,052	8,223	22,976	1,302	64,484	65,326
Ontario	8,814	9,887	12.2	3,653	62,530	89,696	9,072	24,554	*	*	*
MARION	204,692	223,828	9.3	84,464	1,491,978	2,350,609	10,502	27,830	2,825	143,109	47,680
†Salem	89,233	95,883	7.5	38,721	724,614	1,052,487	10,977	27,181	*	*	*
MORROW	7,519	8,436	12.2	3,037	59,784	87,029	10,316	28,656	353	60,522	59,144
MULTNOMAH	562,640	543,656	-3.4	232,963	4,805,305	7,184,047	13,214	30,838	610	21,492	3,689
Portland	366,383	351,157	-4.2	157,858	3,136,625	4,597,862	13,093	29,127	*	*	*
POLK	45,203	43,163	-4.5	16,128	318,498	468,153	10,846	29,027	1,196	26,563	14,087
SHERMAN	2,172	2,059	-5.2	789	15,826	19,771	9,602	25,058	198	21,971	2,856
TILLAMOOK	21,164	21,523	1.7	8,883	138,044	222,797	10,352	25,081	390	340	38,639
UMATILLA	58,861	62,397	6.0	23,223	428,820	605,103	9,698	26,056	1,441	106,966	47,929
Pendleton	14,521	14,302	-1.5	5,576	124,287	155,786	10,893	27,939	*	*	*
UNION	23,921	25,085	4.9	9,473	158,682	242,882	9,682	25,639	781	19,032	13,195
La Grande	11,354	12,725	12.1	4,927	76,108	121,881	9,578	24,737	*	*	*
WALLOWA	7,273	7,548	3.8	3,077	52,487	74,525	9,873	24,220	472	9,437	16,810
WASCO	21,732	22,988	5.8	8,979	175,183	247,138	10,751	27,524	502	28,236	5,508
The Dalles	10,820	11,784	8.9	4,382	88,825	121,716	10,329	27,776	*	*	*
WASHINGTON	245,401	285,257	16.2	109,521	2,383,888	4,084,537	14,319	37,295	1,919	52,187	19,326
WHEELER	1,513	1,332	-12.0	478	8,198	9,951	7,471	20,818	124	1,127	4,751
YAMHILL	55,332	61,068	10.4	21,898	421,277	648,385	10,617	29,609	1,794	35,650	29,516

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1985 Cash Receipts as follows: From Crops $1,047,921,000; from Livestock & Livestock Products $621,116,000; Total $1,669,037,000.*—Included in county totals.
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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	11,866,728	11,749,045	-1.0	4,324,835	92,658,849	149,525,941	12,727	34,574	55,535	751,294	2,084,966
METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem., Pa-N.J	636,714	670,466	5.3	252,275	5,171,857	8,618,393	12,854	34,163	1,957	45,923	56,309
Altoona, Pa	136,621	126,442	-7.5	47,073	909,072	1,408,768	11,142	29,927	502	4,036	28,018
Beaver, Pa	204,441	183,995	-10.0	66,782	1,656,086	2,453,584	13,335	36,740	572	2,635	7,816
Erie, Pa	279,780	272,633	-2.6	97,558	1,995,394	3,205,995	11,759	32,862	1,475	25,527	30,481
Harrisburg-Lebanon-Carlisle, Pa	555,901	589,903	6.1	221,718	5,784,402	8,418,442	14,271	37,969	3,619	36,862	192,471
Johnstown, Pa	264,506	244,590	-7.5	88,000	1,706,007	2,365,239	9,670	26,878	1,729	11,230	46,943
Lancaster, Pa	362,346	396,554	9.4	140,571	2,875,764	4,976,715	12,550	35,404	4,991	63,208	511,651
Philadelphia, Pa-N	4,716,818	4,771,429	1.2	1,715,334	38,796,698	68,112,400	14,275	39,708	5,241	263,509	137,297
Pittsburgh, Pa	2,219,848	2,070,586	-6.7	784,387	18,744,104	27,084,034	13,080	34,529	4,378	26,908	56,537
Reading, Pa	312,509	327,110	4.7	123,990	2,368,465	4,445,690	13,591	35,855	1,929	72,549	90,710
Scranton-Wilkes Barre, Pa	728,796	709,633	-2.6	265,732	4,638,944	7,815,444	11,013	29,411	2,325	27,660	50,049
Sharon, Pa	128,299	119,022	-7.2	43,054	932,482	1,389,873	11,677	32,282	1,401	8,847	23,537
State College, Pa	112,760	116,025	2.9	38,419	883,624	1,213,991	10,463	31,599	824	7,886	27,330
Williamsport, Pa	118,416	113,230	-4.4	41,544	768,066	1,208,377	10,672	29,087	918	9,653	23,551
York, Pa	381,255	405,034	6.2	148,929	2,936,602	5,018,949	12,391	33,700	3,502	68,195	143,513
COUNTIES, Cities											
ADAMS	68,292	73,309	7.3	25,577	474,662	811,822	11,074	31,740	1,199	34,169	65,991
Gettysburg	7,194	8,406	16.8	2,992	52,129	85,530	10,175	28,586	*	*	*
ALLEGHENY	1,450,085	1,332,634	-8.1	513,504	12,866,895	18,470,208	13,860	35,969	484	5,867	4,380
Brackenridge	4,297	3,788	-11.9	1,559	39,075	50,316	13,283	32,275	*	*	*
Clairton	12,188	11,462	-6.0	4,638	95,936	138,877	12,116	29,943	*	*	*
Duquesne	10,094	9,188	-9.0	3,827	79,930	111,288	12,112	29,080	*	*	*
McKeesport	31,012	26,721	-13.8	11,049	228,388	309,695	11,590	28,029	*	*	*
Pittsburgh	423,959	373,171	-12.0	153,286	3,398,176	4,429,084	11,869	28,894	*	*	*
Tarentum	6,419	5,958	-7.2	2,515	57,028	77,866	13,069	30,961	*	*	*
ARMSTRONG	77,768	80,353	3.3	30,047	500,044	809,952	10,080	26,956	800	30,585	10,951
Kittanning	5,432	5,200	-4.3	2,189	39,950	56,604	10,885	25,858	*	*	*
BEAVER	204,441	183,995	-10.0	66,782	1,656,086	2,453,584	13,335	36,740	572	2,635	7,816
Aliquippa	17,094	14,513	-15.1	5,616	133,748	180,659	12,448	32,169	*	*	*
Ambridge	9,575	8,151	-14.9	3,667	84,013	114,827	14,087	31,314	*	*	*
Beaver	5,441	4,515	-17.0	2,036	49,643	64,535	14,293	31,697	*	*	*
Rochester	4,759	3,994	-16.1	1,705	40,339	51,633	12,928	30,283	*	*	*
BEDFORD	46,784	47,650	1.9	17,165	325,573	447,980	9,401	26,098	1,092	5,210	37,792
Bedford	3,326	3,147	-5.4	1,259	22,039	30,157	9,583	23,953	*	*	*
BERKS	312,509	327,110	4.7	123,990	2,368,465	4,445,690	13,591	35,855	1,929	72,549	90,710
Reading	78,686	78,778	.1	33,828	544,659	913,426	11,595	27,002	*	*	*

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
BLAIR	136,621	126,442	-7.5	47,073	909,072	1,408,768	11,142	29,927	502	4,036	28,018
Altoona	57,078	50,377	-11.8	19,433	377,595	550,873	10,935	28,347	*	*	*
Tyrone	6,346	5,841	-8.0	2,322	43,616	64,213	10,993	27,654	*	*	*
BRADFORD	62,919	64,952	3.2	22,970	420,401	646,469	9,953	28,144	1,530	3,623	75,846
Athens	3,622	3,455	-4.6	1,268	24,797	35,295	10,216	27,835	*	*	*
Sayre	6,951	6,963	.2	2,424	47,930	70,478	10,122	29,075	*	*	*
Towanda	3,526	3,350	-5.0	1,223	24,428	34,930	10,427	28,561	*	*	*
BUCKS	479,211	529,055	10.4	179,544	4,079,963	8,950,657	16,918	49,852	991	28,378	22,115
Bristol	10,867	10,747	-1.1	4,160	104,282	236,568	22,013	56,865	*	*	*
Doylestown	8,717	9,257	6.2	3,773	86,216	153,675	16,601	40,730	*	*	*
Langhorne	1,697	2,474	45.8	797	16,017	42,493	17,176	53,316	*	*	*
Levittown	54,174	61,290	13.1	19,929	543,563	1,052,709	17,176	52,823	*	*	*
Quakertown	8,867	10,027	13.1	3,977	78,674	152,565	15,215	38,362	*	*	*
BUTLER	147,912	151,794	2.6	52,319	1,056,227	1,700,503	11,203	32,503	1,279	23,880	15,229
Butler	17,026	16,302	-4.3	6,909	130,261	188,120	11,540	27,228	*	*	*
CAMBRIA	183,263	165,348	-9.8	59,129	1,198,322	1,640,137	9,919	27,738	602	5,861	8,800
Johnstown	35,496	30,058	-15.3	12,571	226,567	272,126	9,053	21,647	*	*	*
CAMERON	6,674	6,279	-5.9	2,488	45,747	64,411	10,258	25,889	27		
CARBON	53,285	55,207	3.6	21,140	360,190	606,553	10,987	28,692	182	2,304	1,621
Jim Thorpe	5,263	5,411	2.8	1,823	38,921	59,614	11,017	32,701	*	*	*
Lansford	4,466	4,412	-1.2	1,824	30,771	46,575	10,556	25,535	*	*	*
Lehighton	5,826	5,866	.7	2,011	43,876	65,975	11,247	32,807	*	*	*
Mauch Chunk-East Mauch Chunk											
Palmerton	5,455	5,806	6.4	2,077	40,911	64,762	11,154	31,181	*	*	*
CENTRE	112,760	116,025	2.9	38,419	883,624	1,213,991	10,463	31,599	824	7,886	27,330
Bellefonte	6,300	6,368	1.1	2,447	50,880	77,373	12,150	31,620	*	*	*
State College	36,130	34,323	-5.0	9,068	244,163	271,602	7,913	29,952	*	*	*
CHESTER	316,660	353,462	11.6	121,486	2,882,993	5,448,183	15,414	44,846	1,825	132,674	73,528
Coatesville	10,698	11,536	7.8	4,459	84,838	157,551	13,657	35,333	*	*	*
Honey Brook	1,164	1,432	23.0	553	9,797	22,409	15,649	40,523	*	*	*
Phoenixville	14,165	14,413	1.8	5,752	122,890	217,182	15,068	37,758	*	*	*
West Chester	17,435	18,865	8.2	6,493	108,048	242,650	12,862	37,371	*	*	*
CLARION	43,362	42,487	-2.0	14,474	319,698	428,496	10,085	29,605	584	2,411	9,222
CLEARFIELD	83,578	81,482	-2.5	29,528	603,243	810,997	9,953	27,465	467	1,913	6,349
Clearfield	7,580	6,994	-7.7	2,792	68,948	84,706	12,111	30,339	*	*	*
Curwensville	3,116	2,875	-7.7	1,051	21,813	29,135	10,134	27,721	*	*	*
Du Bois	9,290	8,412	-9.5	3,188	78,496	95,186	11,316	29,858	*	*	*
CLINTON	38,971	37,673	-3.3	13,616	225,193	363,709	9,654	26,712	293	4,132	10,067
Lock Haven	9,617	8,672	-9.8	2,725	52,360	73,167	8,437	26,850	*	*	*
Renovo	1,812	1,425	-21.4	563	10,964	13,169	9,241	23,391	*	*	*
COLUMBIA	61,967	63,081	1.8	22,884	374,348	620,313	9,834	27,107	822	13,165	12,401
Berwick	11,850	11,282	-4.8	4,527	75,224	118,813	10,531	26,245	*	*	*
Bloomsburg	11,717	11,595	-1.1	3,616	71,130	102,187	8,813	28,260	*	*	*
CRAWFORD	88,869	90,391	1.7	32,686	593,562	897,844	9,933	27,469	1,507	5,941	38,262
Meadville	15,544	14,637	-5.8	4,983	102,775	131,899	9,011	26,470	*	*	*
Titusville	6,884	6,737	-2.1	2,145	38,718	53,454	7,934	24,920	*	*	*
CUMBERLAND	178,037	196,133	10.2	71,649	2,094,103	3,053,550	15,569	42,618	1,174	12,550	52,854
Carlisle	18,314	20,062	9.5	7,912	222,731	312,227	15,563	39,462	*	*	*
DAUPHIN	232,317	242,756	4.5	95,534	2,564,245	3,650,661	15,038	38,213	776	8,648	32,700
Harrisburg	53,264	51,262	-3.8	24,034	521,551	649,146	12,663	27,009	*	*	*
DELAWARE	555,007	537,097	-3.2	193,173	4,836,812	8,247,803	15,356	42,696	113	3,838	2,492
Chester	45,794	42,041	-8.2	16,223	288,708	447,240	10,638	27,568	*	*	*
ELK	38,338	37,055	-3.4	12,914	234,642	386,505	10,431	29,929	156	177	2,525
Ridgeway	5,604	5,160	-7.9	1,655	39,430	54,834	10,627	33,132	*	*	*
St. Marys	6,417	5,937	-7.5	1,810	44,496	63,179	10,642	34,906	*	*	*
ERIE	279,780	272,633	-2.6	97,558	1,995,394	3,205,995	11,759	32,862	1,475	25,527	30,481
Corry	7,149	7,497	4.9	2,929	53,050	85,753	11,438	29,277	*	*	*
Erie	119,123	110,927	-6.9	42,182	831,679	1,230,270	11,091	29,166	*	*	*
FAYETTE	160,395	152,164	-5.1	56,004	1,139,282	1,501,604	9,868	26,812	908	5,583	11,800
Brownsville	4,043	1,360	-66.4	590	25,531	13,070	9,610	22,153	*	*	*
Connellsville	10,319	9,143	-11.4	3,470	75,405	88,785	9,711	25,586	*	*	*
South Connellsville	2,296	2,102	-8.5	749	15,642	21,059	10,019	28,116	*	*	*
Uniontown	14,510	12,653	-12.8	5,323	119,962	141,517	11,184	26,586	*	*	*
FOREST	5,072	4,803	-5.3	1,873	27,872	44,819	9,331	23,929	44	109	797
FRANKLIN	113,629	120,392	6.0	43,974	796,242	1,316,461	10,935	29,937	1,508	18,306	93,882
Chambersburg	16,174	16,320	.9	6,831	128,760	194,862	11,940	28,526	*	*	*
Waynesboro	9,726	9,839	1.2	4,088	70,552	106,108	10,784	25,956	*	*	*
FULTON	12,842	14,089	9.7	5,105	86,641	131,566	9,338	25,772	491	1,842	9,948
GREENE	40,355	41,391	2.6	15,034	288,238	405,067	9,786	26,943	832	966	5,531
Waynesburg	4,482	4,214	-6.0	1,692	27,929	39,385	9,346	23,277	*	*	*
HUNTINGDON	42,253	44,723	5.8	15,990	295,548	412,738	9,229	25,812	636	2,963	23,194
Huntingdon	7,042	6,526	-7.3	2,235	43,650	58,741	9,001	26,282	*	*	*
Mt. Union	3,101	2,785	-10.2	1,087	19,119	26,026	9,345	23,943	*	*	*
INDIANA	92,281	93,706	1.5	31,447	702,263	914,365	9,758	29,076	977	10,695	16,595
Indiana	16,051	14,876	-7.3	4,173	123,903	138,848	9,334	33,273	*	*	*
JEFFERSON	48,303	47,481	-1.7	17,634	367,173	489,279	10,305	27,746	516	1,834	8,823
Punxsutawney	7,479	7,006	-6.3	2,636	56,412	69,357	9,900	26,311	*	*	*
JUNIATA	19,188	20,177	5.2	7,313	135,269	198,235	9,825	27,107	601	3,278	31,838
LACKAWANNA	227,908	214,254	-6.0	79,795	1,446,596	2,394,458	11,176	30,008	357	3,932	7,995
Carbondale	11,255	10,295	-8.5	3,902	70,654	113,528	11,027	29,095	*	*	*
Scranton	88,117	78,164	-11.3	30,443	555,952	819,561	10,485	26,921	*	*	*
LANCASTER	362,346	396,554	9.4	140,571	2,875,764	4,976,715	12,550	35,404	4,991	63,208	511,651
Columbia	10,466	11,083	5.9	4,308	84,498	137,514	12,408	31,921	*	*	*
Lancaster	54,725	57,032	4.2	22,754	383,513	591,650	10,374	26,002	*	*	*
LAWRENCE	107,150	98,660	-7.9	35,879	742,971	1,121,708	11,369	31,264	780	5,225	16,308

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 88	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Ellwood City	9,998	8,853	-11.5	3,563	73,443	107,044	12,091	30,043	*	*	*
New Castle	33,621	29,258	-13.0	11,446	222,141	302,377	10,335	26,418	*	*	*
LEBANON	109,829	112,580	2.5	40,753	815,872	1,272,383	11,302	31,222	971	10,985	79,504
Lebanon	25,711	26,052	1.3	10,790	193,125	275,815	10,587	25,562	*	*	*
LEHIGH	273,582	287,394	5.0	110,844	2,349,901	3,861,508	13,436	34,837	574	18,908	16,235
Allentown	103,758	106,110	2.3	44,617	868,108	1,314,134	12,385	29,454	*	*	*
LUZERNE	343,079	319,577	-6.9	121,224	2,155,327	3,544,338	11,091	29,238	553	7,555	7,802
Hazleton	27,318	24,359	-10.8	9,784	181,834	273,952	11,246	28,000	*	*	*
Pittston	9,930	8,711	-12.3	3,242	63,134	98,439	11,301	30,364	*	*	*
West Hazleton	4,871	4,204	-13.7	1,766	34,836	48,310	11,491	27,356	*	*	*
Wilkes-Barre	51,551	45,749	-11.3	18,162	320,078	467,668	10,222	25,750	*	*	*
LYCOMING	118,416	113,230	-4.4	41,544	768,066	1,208,377	10,672	29,087	918	9,653	23,551
Jersey Shore	4,631	4,708	1.7	1,660	32,760	51,161	10,867	30,820	*	*	*
Williamsport	33,401	30,432	-8.9	11,404	208,536	294,769	9,686	25,848	*	*	*
MCKEAN	50,635	46,332	-8.5	17,413	333,115	490,067	10,577	28,144	257	355	3,698
Bradford	11,211	9,774	-12.8	3,751	74,745	99,695	10,200	26,578	*	*	*
Kane	4,916	4,367	-11.2	1,625	36,230	46,275	10,597	28,477	*	*	*
MERCER	128,299	119,022	-7.2	43,054	932,482	1,389,873	11,677	32,282	1,401	8,847	23,537
Farrell	8,645	7,225	-16.4	2,792	62,527	83,867	11,608	30,038	*	*	*
Greenville	7,730	6,846	-11.4	2,573	56,341	73,849	10,787	28,702	*	*	*
Sharon	19,057	15,325	-19.6	6,086	149,254	190,072	12,403	31,231	*	*	*
Sharpsville	5,375	4,853	-9.7	1,842	44,884	60,158	12,396	32,659	*	*	*
Wheatland	1,132	1,030	-9.0	407	8,843	12,211	11,855	30,002	*	*	*
MIFFLIN	46,908	45,232	-3.6	16,872	360,253	485,157	10,726	28,755	670	2,795	32,355
Lewistown	9,830	8,877	-9.7	3,906	82,885	103,350	11,642	26,459	*	*	*
MONROE	69,409	84,687	22.0	32,018	493,151	966,406	11,412	30,183	207	1,709	2,213
East Stroudsburg	8,039	8,659	7.7	2,090	55,952	98,995	11,433	47,366	*	*	*
Stroudsburg	5,148	5,415	5.2	1,787	29,488	50,635	9,351	28,335	*	*	*
MONTGOMERY	643,621	694,830	8.0	250,790	6,512,709	11,397,820	16,404	45,448	724	12,034	22,548
Jenkintown	4,942	5,016	1.5	2,141	59,871	91,755	18,292	42,856	*	*	*
Lansdale	16,526	17,824	7.9	6,991	152,284	277,120	15,548	39,640	*	*	*
Norristown	34,684	35,215	1.5	13,447	255,259	418,968	11,897	31,157	*	*	*
Pottstown	22,729	23,748	4.5	9,864	188,466	331,528	13,960	33,610	*	*	*
MONTOUR	16,675	17,196	3.1	5,935	105,433	184,117	10,707	31,022	314	2,844	7,463
Danville	5,239	5,604	7.0	2,323	37,242	59,850	10,680	25,764	*	*	*
NORTHAMPTON	225,418	237,801	5.5	87,721	1,812,477	2,988,911	12,569	34,073	593	15,240	18,719
Bangor	5,006	5,625	12.4	2,316	43,406	70,743	12,577	30,545	*	*	*
Bethlehem	70,419	71,039	.9	27,312	607,421	908,724	12,792	33,272	*	*	*
Easton	26,027	26,107	3	9,996	176,080	256,818	9,837	25,692	*	*	*
Wilson	7,564	7,744	2.4	3,138	64,744	96,988	12,524	30,908	*	*	*
NORTHUMBERLAND	100,381	102,066	1.7	39,933	577,552	981,922	9,620	24,589	746	11,421	25,676
Milton	6,730	6,961	3.4	2,721	45,956	70,075	10,067	25,753	*	*	*
Mount Carmel	8,190	7,607	-7.1	3,473	52,148	71,281	9,370	20,524	*	*	*
Shamokin	10,357	9,894	-4.5	4,632	62,504	98,151	9,920	21,190	*	*	*
Sunbury	12,292	12,215	-.6	5,192	74,583	119,636	9,794	23,042	*	*	*
PERRY	35,718	38,434	7.6	13,782	310,182	441,848	11,496	32,060	698	4,679	27,413
PHILADELPHIA	1,688,210	1,545,215	-8.5	587,782	11,299,781	18,156,594	11,750	30,890	6		
Philadelphia	1,688,210	1,545,215	-8.5	587,782	11,299,781	18,156,594	11,750	30,890	*	*	*
PIKE	18,271	23,505	28.6	9,499	150,037	263,666	11,217	27,757	43	480	289
POTTER	17,726	18,517	4.5	6,688	106,963	169,572	9,158	25,355	363	3,245	12,148
SCHUYLKILL	160,630	148,705	-7.4	57,501	934,095	1,548,179	10,411	26,924	712	10,504	29,050
Ashland	4,235	3,773	-10.9	1,547	27,139	38,209	10,127	24,695	*	*	*
Mahanoy City	6,167	5,296	-14.1	2,487	39,946	54,757	10,339	22,017	*	*	*
Pottsville	18,195	16,200	-11.0	6,335	118,240	176,757	10,911	27,902	*	*	*
Shenandoah	7,589	6,291	-17.1	2,973	47,572	61,999	9,855	20,854	*	*	*
SNYDER	33,584	36,165	7.7	12,020	246,852	360,569	9,970	29,997	731	5,483	31,584
SOMERSET	81,243	79,242	-2.5	28,871	507,685	725,102	9,150	25,115	1,127	5,369	38,143
Somerset	6,474	6,285	-2.9	2,584	54,383	69,409	11,044	26,861	*	*	*
SULLIVAN	6,349	6,663	4.9	2,371	35,649	53,443	8,021	22,540	187	229	5,401
SUSQUEHANNA	37,876	40,940	8.1	14,624	212,849	392,278	9,582	26,824	941	1,678	37,340
TIOGA	40,973	39,948	-2.5	13,918	263,490	395,667	9,905	28,428	957	2,948	40,448
UNION	32,870	37,032	12.7	11,926	248,500	375,690	10,145	31,502	524	4,363	23,103
VENANGO	64,444	61,789	-4.1	22,586	432,478	685,598	11,096	30,355	512	1,393	5,165
Franklin	8,146	7,596	-6.8	194	4,014	1,905	251	9,820	*	*	*
Oil City	13,881	12,824	-7.6	4,603	92,656	135,695	10,581	29,480	*	*	*
WARREN	47,449	44,621	-6.0	16,265	330,725	498,732	11,177	30,663	494		
Warren	12,146	10,654	-12.3	3,585	78,288	105,578	9,910	29,450	*	*	*
WASHINGTON	217,074	210,143	-3.2	77,053	1,629,903	2,556,423	12,165	33,177	1,616	5,842	19,336
Charleroi	5,717	5,219	-8.7	2,480	51,458	70,316	13,473	28,353	*	*	*
Donora	7,524	6,673	-11.3	2,717	57,138	78,722	11,797	28,974	*	*	*
Monongahela	5,950	5,423	-8.9	2,324	46,286	65,804	12,134	28,315	*	*	*
Washington	18,363	17,485	-4.8	7,120	136,976	198,528	11,354	27,883	*	*	*
WAYNE	35,237	39,978	13.5	14,591	237,473	387,050	9,682	26,527	791	1,794	28,222
WESTMORELAND	392,294	375,645	-4.3	137,826	3,108,024	4,555,799	12,128	33,055	1,370	9,616	21,021
Arnold	6,853	6,327	-7.7	2,841	52,970	73,539	11,623	25,885	*	*	*
Greensburg	17,558	16,755	-4.6	6,938	161,134	220,320	13,150	31,756	*	*	*
Irwin	4,995	4,551	-8.9	2,119	55,785	70,257	15,438	33,156	*	*	*
Latrobe	10,799	9,634	-10.8	3,887	95,380	125,742	13,052	32,349	*	*	*
Monessen	11,928	10,201	-14.5	4,207	97,483	129,423	12,687	30,764	*	*	*
New Kensington	17,660	16,721	-5.3	6,890	146,073	201,817	12,070	29,291	*	*	*
WYOMING	26,433	28,034	6.1	9,811	169,522	289,929	10,342	29,551	386	1,299	19,638
YORK	312,963	331,725	6.0	123,352	2,461,940	4,207,127	12,683	34,107	2,303	34,026	77,522
Hanover	14,890	14,857	-.2	6,288	128,230	197,168	13,271	31,356	*	*	*
York	44,619	43,910	-1.6	18,861	311,237	459,693	10,469	24,373	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Pennsylvania 1985 Cash Receipts as follows: From Crops $923,210,000; from Livestock & Livestock Products $2,139,945,000. Total $3,063,155,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	947,154	986,722	4.2	365,273	7,379,049	12,921,828	13,096	35,376	728	18,139	12,236
METROPOLITAN STATISTICAL AREAS											
Fall River, Ma-R.I.	127,253	129,800	2.0	49,557	1,155,963	1,432,371	11,035	28,904	N.A.	N.A.	N.A.
New London-Norwich, Ct-R.I.	250,839	260,698	3.9	94,667	3,085,934	4,411,611	16,922	46,601	N.A.	N.A.	N.A.
Pawtucket-Woonsocket-Attleboro, R.I.-	307,403	402,002	30.8	146,708	3,010,261	4,906,713	12,206	33,445	N.A.	N.A.	N.A.
Providence, R.I	618,514	928,476	50.1	329,267	6,045,529	11,352,008	12,226	34,477	N.A.	N.A.	N.A.
COUNTIES, Cities											
BRISTOL	46,942	50,133	6.8	16,669	371,887	653,297	13,031	39,192	38	664	413
KENT	154,163	163,800	6.3	59,697	1,251,380	2,225,982	13,590	37,288	67	598	1,279
West Warwick	27,026	29,178	8.0	11,122	198,285	356,531	12,219	32,056	*	*	*
NEWPORT	81,383	79,078	-2.8	28,416	847,610	1,479,074	18,704	52,051	146	7,133	2,026
Newport	29,259	27,675	-5.4	9,978	277,446	456,600	16,499	45,761	*	*	*
PROVIDENCE	571,349	591,844	3.6	224,994	4,199,588	7,225,145	12,208	32,113	271	2,304	5,097
Central Falls	16,995	17,692	4.1	7,485	110,495	200,542	11,335	26,793	*	*	*
Pawtucket	71,204	74,122	4.1	29,924	502,815	865,044	11,671	28,908	*	*	*
Providence	156,804	155,033	-1.1	64,480	1,103,853	1,762,840	11,371	27,339	*	*	*
Woonsocket	45,914	46,290	.8	17,869	295,022	492,005	10,629	27,534	*	*	*
WASHINGTON	93,317	101,867	9.2	35,497	708,584	1,338,330	13,138	37,703	206	7,440	3,421
Westerly	18,580	19,802	6.6	6,968	149,258	267,447	13,506	38,382	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture; U.S.D. of A., Economic Research Service Bulletin indicates State of Rhode Island 1985 Cash Receipts as follows: From Crops $47,566,000; from Livestock & Livestock Products $13,871,000; Total $61,437,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,119,208	3,498,219	12.2	1,198,571	19,595,356	33,639,713	9,616	28,067	24,929	601,021	367,535
METROPOLITAN STATISTICAL AREAS											
Anderson, S.C	133,235	146,723	10.1	53,665	732,737	1,387,263	9,455	25,850	1,127	5,300	13,219
Augusta, Ga-S.C	345,918	400,464	15.8	138,081	2,443,189	4,009,250	10,012	29,035	1,257	14,434	19,228
Charleston, S.C	430,301	499,317	16.0	165,715	3,000,751	4,955,568	9,925	29,904	1,197	34,917	8,446
Charlotte-Gastonia-Rock Hill, N.C-S.	971,391	1,102,621	13.5	402,308	6,903,984	13,399,653	12,153	33,307	4,868	53,906	191,766
Columbia, S.C	408,176	463,281	13.5	156,704	3,072,614	5,269,315	11,374	33,626	1,237	12,577	26,421
Florence, S.C	110,163	118,994	8.0	39,926	716,192	1,090,015	9,160	27,301	1,270	55,471	6,647
Greenville-Spartanburg, S	568,758	634,691	11.6	228,356	3,875,685	6,610,236	10,415	28,947	2,505	13,673	19,308
COUNTIES, Cities											
ABBEVILLE	22,627	23,902	5.6	8,459	128,274	184,012	7,699	21,753	477	786	4,298
AIKEN	105,625	121,205	14.8	43,428	703,805	1,352,680	11,160	31,148	680	9,365	11,257
Aiken	14,978	17,743	18.5	6,949	123,959	222,694	12,551	32,047	*	*	*
ALLENDALE	10,700	10,863	1.5	3,676	48,633	73,884	6,801	20,099	162	12,961	1,797
ANDERSON	133,235	146,723	10.1	53,665	732,737	1,387,263	9,455	25,850	1,127	5,300	13,219
Anderson	27,965	27,895	-.3	10,289	156,925	239,829	8,598	23,309	*	*	*
BAMBERG	18,118	19,060	5.2	6,184	82,627	128,432	6,738	20,768	307	9,069	8,664
BARNWELL	19,868	20,887	5.1	7,002	105,934	166,995	7,995	23,850	276	10,864	2,822
BEAUFORT	65,364	85,389	30.6	27,556	502,243	906,585	10,617	32,900	149	8,119	2,536
Beaufort	8,634	9,639	11.6	3,045	63,326	118,484	12,292	38,911	*	*	*
BERKELEY	94,727	125,151	32.1	39,637	619,108	1,150,920	9,196	29,037	473	5,256	2,275
CALHOUN	12,206	11,825	-3.1	3,964	58,486	93,479	7,905	23,562	121	13,119	4,003
CHARLESTON	277,308	294,356	6.1	100,196	2,008,761	2,998,660	10,187	29,928	246	22,930	735
Charleston	69,510	67,319	-3.2	24,966	547,298	727,016	10,800	29,120	*	*	*
CHEROKEE	40,983	43,677	6.6	15,090	218,408	393,033	8,999	26,046	481	1,801	4,548
CHESTER	30,148	31,728	5.2	10,876	152,945	275,863	8,695	25,364	422	1,665	5,413
CHESTERFIELD	38,161	40,013	4.9	13,997	206,287	323,737	8,091	23,129	518	9,353	22,505
CLARENDON	27,464	28,466	3.6	9,030	110,353	190,009	6,675	21,042	550	35,052	10,723
COLLETON	31,676	36,246	14.4	12,255	185,249	298,111	8,225	24,326	623	7,768	3,346
DARLINGTON	62,717	65,434	4.3	21,696	338,290	539,176	8,240	24,851	600	35,187	7,125
DILLON	31,083	32,258	3.8	10,061	150,360	228,210	7,075	22,683	459	28,422	4,343
DORCHESTER	58,266	79,810	37.0	25,882	372,882	805,988	10,099	31,141	478	6,731	5,436
EDGEFIELD	17,528	19,257	9.9	6,351	86,554	131,350	6,821	20,682	275	21,082	6,002
FAIRFIELD	20,700	22,020	6.4	7,004	91,735	144,348	6,555	20,609	212	126	1,582
FLORENCE	110,163	118,994	8.0	39,926	716,192	1,090,015	9,160	27,301	1,270	55,471	6,647
Florence	29,176	32,250	10.5	11,445	227,052	328,172	10,176	28,674	*	*	*
GEORGETOWN	42,461	47,936	12.9	15,616	267,114	447,770	9,341	28,674	281	6,942	675
GREENVILLE	287,913	320,473	11.3	117,423	2,079,304	3,467,294	10,819	29,528	750	4,049	5,985

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SOUTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Greenville	58,242	59,097	1.5	23,273	435,221	614,547	10,399	26,406	*	*	*
GREENWOOD	57,847	63,880	10.4	23,154	324,768	589,293	9,225	25,451	366	566	7,912
Greenwood	21,613	23,299	7.8	8,617	122,453	209,145	8,977	24,271	*	*	*
HAMPTON	18,159	19,299	6.3	6,504	85,772	141,040	7,308	21,685	316	14,746	2,912
HORRY	101,419	134,680	32.8	47,989	671,296	1,261,015	9,363	26,277	1,593	56,357	9,005
Myrtle Beach	18,758	28,255	50.6	10,146	183,752	345,566	12,230	34,059	*	*	*
JASPER	14,504	15,542	7.2	5,072	77,452	119,038	7,659	23,470	189	1,535	862
KERSHAW	39,015	44,712	14.6	15,581	245,514	424,588	9,496	27,250	319	3,789	14,990
LANCASTER	53,361	58,318	9.3	20,174	302,766	568,460	9,748	28,178	481	2,070	3,607
LAURENS	52,214	57,194	9.5	19,448	273,088	492,801	8,616	25,339	718	2,185	15,288
LEE	18,929	18,037	-4.7	5,520	79,923	120,273	6,668	21,789	319	29,135	4,827
LEXINGTON	140,353	172,916	23.2	60,854	1,098,536	2,101,291	12,152	34,530	855	7,729	21,904
MCCORMICK	7,797	7,136	-8.5	2,297	33,210	48,944	6,859	21,308	101	121	2,328
MARION	34,179	35,405	3.6	11,595	175,344	267,864	7,566	23,102	421	23,203	5,248
MARLBORO	31,634	32,903	4.0	10,585	148,175	225,371	6,850	21,292	198	19,372	1,737
NEWBERRY	31,111	33,637	8.1	12,207	186,257	279,817	8,319	22,923	617	3,076	35,537
OCONEE	48,611	54,403	11.9	20,190	257,093	571,493	10,505	28,306	634	1,017	7,815
ORANGEBURG	82,276	89,027	8.2	28,633	407,631	642,711	7,219	22,447	1,240	36,208	22,778
Orangeburg	14,933	15,935	6.7	5,056	105,474	150,678	9,456	29,802	*	*	*
PICKENS	79,292	91,044	14.8	30,626	513,344	888,041	9,754	28,996	551	1,426	3,274
RICHLAND	267,823	290,365	8.4	95,850	1,974,078	3,168,024	10,910	33,052	382	4,848	4,517
Columbia	99,969	98,446	-1.5	30,742	676,916	947,379	9,623	30,817	*	*	*
SALUDA	16,150	18,483	14.4	6,266	82,163	121,784	6,589	19,436	638	5,802	20,931
SPARTANBURG	201,553	223,174	10.7	80,307	1,283,037	2,254,901	10,104	28,079	1,204	8,198	10,049
Spartanburg	43,826	45,938	4.8	17,312	307,793	457,391	9,957	26,420	*	*	*
SUMTER	88,243	97,072	10.0	31,121	449,817	711,672	7,331	22,868	567	25,521	20,963
Sumter	24,890	27,165	9.1	9,620	154,179	230,785	8,496	23,990	*	*	*
UNION	30,751	31,543	2.6	11,257	155,410	278,097	8,816	24,704	313	237	1,393
Union	10,523	10,510	-.1	3,939	59,841	101,384	9,646	25,739	*	*	*
WILLIAMSBURG	38,226	37,132	-2.9	11,491	176,908	276,341	7,442	24,048	1,076	36,635	5,875
YORK	106,720	126,644	18.7	42,876	627,493	1,309,040	10,336	30,531	694	5,827	7,847
Rock Hill	35,344	40,794	15.4	13,883	204,795	372,166	9,123	26,807	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Carolina 1985 Cash Receipts as follows: From Crops $619,163,000; from Livestock & Livestock Products $388,131,000; Total $1,007,294,000.*—Included in county totals.
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SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	690,178	710,259	2.9	258,146	4,550,896	7,782,085	10,957	30,146	37,148	842,982	1,635,134
METROPOLITAN STATISTICAL AREAS											
Rapid City, S.D.	70,133	77,904	11.1	28,690	440,226	920,607	11,817	32,088	577	7,919	14,806
Sioux Falls, S.D.	109,435	125,699	14.9	47,901	732,148	1,664,281	13,240	34,744	1,490	32,183	64,333
COUNTIES, Cities											
AURORA	3,628	3,330	-8.2	1,148	19,711	26,770	8,039	23,319	480	6,334	23,411
BEADLE	19,195	17,410	-9.3	6,889	159,789	257,450	14,787	37,371	874	19,300	53,506
Huron	13,000	11,672	-10.2	4,683	111,734	174,399	14,942	37,241	*	*	*
BENNETT	3,236	3,262	.8	1,025	14,798	23,606	7,237	23,030	277	9,033	10,626
BON HOMME	8,059	6,850	-15.0	2,488	48,951	59,491	8,685	23,911	827	11,734	34,437
BROOKINGS	24,232	25,902	6.5	8,683	190,328	272,867	10,535	31,425	1,060	24,151	46,591
Brookings	14,951	15,527	3.9	4,805	122,241	164,589	10,600	34,254	*	*	*
BROWN	36,962	35,012	-5.3	13,108	265,631	408,120	11,657	31,135	1,191	36,132	67,767
Aberdeen	25,851	24,439	-5.5	9,227	195,400	285,042	11,663	30,892	*	*	*
BRULE	5,245	5,214	-.6	1,942	34,306	46,729	8,962	24,062	441	5,384	23,260
BUFFALO	1,795	1,523	-15.2	383	5,971	7,424	4,875	19,384	94	2,325	5,284
BUTTE	8,372	7,950	-5.1	2,961	45,918	84,679	10,651	28,598	494	5,401	21,254
Belle Fourche	4,692	4,493	-4.3	1,702	35,912	49,362	10,986	29,002	*	*	*
CAMPBELL	2,243	2,321	3.5	875	14,643	17,409	7,501	19,896	358	7,442	15,350
CHARLES MIX	9,680	9,453	-2.4	3,298	52,989	73,585	7,784	22,312	884	14,531	63,128
CLARK	4,894	4,824	-1.4	1,844	29,084	41,945	8,695	22,747	669	20,887	26,259
CLAY	13,135	13,053	-.6	4,244	92,035	128,738	9,863	30,334	584	24,872	25,409
CODINGTON	20,885	23,040	10.3	8,832	173,778	266,880	11,583	30,217	675	13,818	25,391
Watertown	15,649	17,251	10.2	6,913	135,134	209,096	12,121	30,247	*	*	*
CORSON	5,196	4,902	-5.7	1,380	19,472	34,594	7,057	25,068	473	8,359	19,056
CUSTER	6,000	7,288	21.5	2,656	41,205	81,243	11,148	30,588	302	431	7,452
DAVISON	17,820	18,208	2.2	7,059	156,309	238,477	13,097	33,783	481	6,442	19,338
Mitchell	13,916	14,248	2.4	5,721	129,376	192,973	13,544	33,731	*	*	*
DAY	8,133	7,516	-7.6	2,870	45,726	69,702	9,274	24,286	800	18,527	22,084
DEUEL	5,289	4,947	-6.5	1,818	37,891	46,346	9,369	25,493	705	15,235	27,188
DEWEY CO.	5,366	5,619	4.7	1,644	20,490	40,632	7,231	24,715	417	5,815	15,537
DOUGLAS	4,181	3,806	-9.0	1,340	20,872	27,356	7,188	20,415	509	6,571	22,863
EDMUNDS	5,159	4,662	-9.6	1,627	27,714	39,582	8,490	24,328	520	12,494	20,455

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SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1988 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
FALL RIVER	8,439	7,759	-8.1	2,865	53,675	90,916	11,717	31,733	336	2,621	37,733
FAULK	3,327	3,045	-8.5	1,148	22,354	25,082	8,237	21,848	368	11,700	15,030
GRANT	9,013	9,810	8.8	3,597	63,370	102,198	10,418	28,412	712	15,532	29,098
GREGORY	6,015	5,613	-6.7	2,201	34,500	46,763	8,331	21,246	646	6,307	26,483
HAAKON	2,794	2,843	1.8	1,021	17,424	26,694	9,389	26,145	322	10,159	15,204
HAMLIN	5,261	5,110	-2.9	1,939	34,580	48,195	9,432	24,856	541	14,292	18,969
HAND	4,948	4,724	-4.5	1,745	34,013	43,860	9,285	25,135	630	14,417	32,307
HANSON	3,415	3,140	-8.1	1,053	18,418	23,589	7,512	22,402	454	7,359	18,865
HARDING	1,700	1,929	13.5	715	9,627	20,143	10,442	28,172	274	3,249	12,987
HUGHES	14,220	15,238	7.2	5,798	121,333	197,746	12,977	34,106	252	12,092	6,204
Pierre	11,973	12,953	8.2	4,949	117,788	172,757	13,337	34,907	*	*	*
HUTCHINSON	9,350	8,848	-5.4	3,349	60,170	80,752	9,127	24,112	1,064	18,280	49,379
HYDE	2,069	1,808	-12.6	670	10,891	17,416	9,633	25,994	237	4,980	10,070
JACKSON	3,437	3,589	4.4	1,031	13,587	27,841	7,757	27,004	282	6,402	10,235
JERAULD	2,929	2,664	-9.1	1,052	16,017	24,761	9,295	23,537	315	4,230	18,955
JONES	1,463	1,447	-1.1	582	8,865	15,728	10,869	27,024	222	7,898	6,385
KINGSBURY	6,679	6,460	-3.3	2,521	47,228	64,031	9,912	25,399	722	21,258	32,542
LAKE	10,724	10,616	-1.0	3,979	76,795	108,571	10,227	27,286	664	17,056	35,533
Madison	6,210	6,098	-1.8	1,977	43,251	62,870	10,310	31,801	*	*	*
LAWRENCE	18,339	19,712	7.5	7,538	109,653	220,018	11,162	29,188	245	594	10,049
Deadwood	2,035	1,993	-2.1	820	14,993	22,584	11,332	27,541	*	*	*
Lead	4,330	4,140	-4.4	1,583	33,714	50,174	12,119	31,696	*	*	*
LINCOLN	13,942	14,659	5.1	5,155	105,234	158,280	10,797	30,704	1,160	30,843	40,186
LYMAN	3,864	3,760	-2.7	1,261	20,626	33,930	9,024	26,907	424	13,589	14,621
MCCOOK	6,444	5,994	-7.0	2,201	38,981	55,596	9,275	25,259	750	15,526	28,956
MCPHERSON	4,027	3,711	-7.9	1,435	22,986	30,630	8,254	21,345	482	6,308	22,227
MARSHALL	5,404	5,043	-6.7	1,914	29,516	46,847	9,290	24,476	526	13,833	30,254
MEADE	20,717	23,478	13.3	7,451	119,225	232,320	9,895	31,180	773	5,934	27,836
MELLETTE	2,249	2,221	-1.3	680	9,293	16,497	7,428	24,260	240	3,717	10,330
MINER	3,739	3,330	-10.9	1,244	21,705	25,502	7,658	20,500	527	8,479	21,174
MINNEHAHA	109,435	125,699	14.9	47,901	732,148	1,664,281	13,240	34,744	1,490	32,183	64,333
Sioux Falls	81,343	93,103	14.5	36,904	580,623	1,282,437	13,774	34,751	*	*	*
MOODY	6,692	7,060	5.5	2,626	48,887	75,081	10,635	28,591	732	25,861	34,466
PENNINGTON	70,133	77,904	11.1	28,690	440,226	920,607	11,817	32,088	577	7,919	14,806
Rapid City	46,492	50,435	8.5	18,582	301,184	619,735	12,288	33,351	*	*	*
PERKINS	4,700	4,772	1.5	1,838	28,807	53,173	11,143	28,930	595	9,105	18,753
POTTER	3,674	3,425	-6.8	1,244	22,399	31,020	9,057	24,936	341	12,702	20,233
ROBERTS	10,911	10,609	-2.8	3,686	66,181	98,273	9,263	26,661	1,074	23,956	30,627
SANBORN	3,213	2,949	-8.2	1,148	17,795	22,727	7,707	19,797	430	5,427	25,441
SHANNON	11,323	10,721	-5.3	2,296	30,795	54,295	5,064	23,648	149	2,339	6,673
SPINK	9,201	8,182	-11.1	2,966	56,071	82,336	10,063	27,760	831	34,187	38,490
STANLEY	2,533	2,538	.2	919	14,067	28,907	11,390	31,455	167	7,626	9,448
SULLY	1,990	1,713	-13.9	670	11,480	17,448	10,186	26,042	279	27,949	13,401
TODD	7,328	7,083	-3.4	1,880	25,640	43,601	6,156	23,192	252	2,782	13,364
TRIPP	7,268	6,850	-5.8	2,488	50,069	65,513	9,564	26,332	713	13,531	30,873
TURNER	9,255	8,967	-3.1	3,491	61,044	91,313	10,183	26,157	1,101	23,321	49,471
UNION	10,938	10,128	-7.4	3,758	84,027	106,618	10,527	28,371	727	29,326	30,840
WALWORTH	7,011	6,374	-9.1	2,392	45,065	65,749	10,315	27,487	405	10,348	13,549
WASHABAUGH											
YANKTON	18,952	19,849	4.7	7,166	170,190	267,950	13,499	37,392	758	18,060	32,924
Yankton	12,011	12,636	5.2	4,741	113,886	175,212	13,866	36,957	*	*	*
ZIEBACH	2,308	2,793	21.0	728	8,328	15,662	5,608	21,514	244	4,487	9,984

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1985 Cash Receipts as follows: From Crops $1,187,022,000; from Livestock & Livestock Products $1,781,605,000; Total $2,968,627,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1988 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,590,750	4,911,880	7.0	1,794,934	30,451,438	50,457,048	10,272	28,111	90,565	807,921	806,485
METROPOLITAN STATISTICAL AREAS											
Chattanooga, Tn-	426,540	428,785	.5	156,839	2,488,112	4,351,262	10,148	27,743	2,200	5,581	30,422
Clarksville-Hopkinsville, Tn-Ky	150,220	151,149	.6	48,764	854,235	1,291,822	8,547	26,491	2,594	66,757	24,037
Jackson, Tn	74,546	78,919	5.9	29,312	468,675	766,995	9,719	26,167	785	19,472	4,378
Johnson City-Kingsport-Bristol, Tn-Va	433,638	456,544	5.3	168,528	2,290,080	4,230,862	9,267	25,105	11,578	56,862	64,990
Knoxville, Tn	565,970	614,301	8.5	232,763	4,638,223	6,313,336	10,277	27,123	7,811	31,328	42,184
Memphis, Tn-Ar-M	912,887	978,464	7.2	346,514	6,459,150	10,846,904	11,086	31,303	2,588	139,502	15,911
Nashville, Tn	850,505	948,034	11.5	347,435	7,150,845	11,899,663	12,552	34,250	11,796	94,497	104,675

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TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
COUNTIES, Cities											
ANDERSON	67,346	70,788	5.1	26,788	583,246	796,471	11,251	29,732	517	714	2,686
Oak Ridge	27,662	27,732	.3	11,384	338,827	426,765	15,389	37,488	*	*	*
BEDFORD	27,916	29,831	6.9	10,965	182,592	257,213	8,622	23,458	1,364	5,899	24,353
Shelbyville	13,530	14,246	5.3	5,406	91,818	126,553	8,883	23,410	*	*	*
BENTON	14,901	15,674	5.2	6,079	89,319	125,095	7,981	20,578	434	3,423	2,542
BLEDSOE	9,478	10,192	7.5	3,313	46,474	73,593	7,221	22,213	489	2,936	5,762
BLOUNT	77,770	85,688	10.2	32,198	653,511	859,771	10,034	26,703	1,219	5,671	9,712
Alcoa	6,870	6,878	.1	2,611	66,595	76,775	11,162	29,404	*	*	*
Maryville	17,480	18,592	6.4	7,217	165,238	202,363	10,884	28,040	*	*	*
BRADLEY	67,547	73,317	8.5	26,065	408,176	759,625	10,361	29,143	754	1,029	24,587
Cleveland	26,415	28,035	6.1	10,955	182,887	309,225	11,030	28,227	*	*	*
CAMPBELL	34,841	36,389	4.4	13,055	150,187	286,872	7,883	21,974	513	1,540	1,885
CANNON	10,234	11,177	9.2	4,163	55,109	92,741	8,297	22,277	787	3,458	8,843
CARROLL	28,285	28,731	1.6	10,823	170,788	224,564	7,816	20,749	1,080	11,782	8,900
CARTER	50,205	54,112	7.8	20,005	221,456	426,467	7,881	21,318	940	3,296	2,849
Elizabethton	12,431	12,852	3.4	5,052	69,650	123,916	9,642	24,528	*	*	*
CHEATHAM	21,616	25,076	16.0	8,547	157,694	291,514	11,625	34,107	668	5,283	1,962
CHESTER	12,727	13,168	3.5	4,619	67,298	98,966	7,516	21,426	485	4,903	3,170
CLAIBORNE	24,595	26,480	7.7	9,222	104,010	195,486	7,382	21,198	1,762	9,019	7,478
CLAY	7,676	8,091	5.4	2,987	30,668	54,421	6,726	18,219	638	3,162	3,195
COCKE	28,792	30,470	5.8	11,143	131,260	235,023	7,713	21,092	1,286	7,825	6,163
COFFEE	38,311	42,305	10.4	15,641	250,091	421,878	9,972	26,973	979	9,322	15,213
CROCKETT	14,941	13,511	-9.6	5,071	78,190	116,788	8,644	23,031	571		
CUMBERLAND	28,676	33,242	15.9	11,917	162,237	268,078	8,064	22,495	681	4,960	7,538
DAVIDSON	477,811	497,392	4.1	191,532	4,306,004	6,531,511	13,132	34,101	693	4,902	4,323
Nashville	455,651	470,735	3.3	181,726	4,184,771	6,047,711	12,847	33,279	*	*	*
DECATUR	10,857	11,750	8.2	4,561	64,191	87,272	7,427	19,134	537	1,992	5,098
DE KALB	13,589	14,628	7.6	5,491	73,618	112,902	7,718	20,561	991	8,081	4,391
DICKSON	30,037	34,286	14.2	12,406	199,845	357,077	10,414	28,783	1,188	4,337	6,316
DYER	34,663	35,776	3.2	13,531	197,417	318,585	8,905	23,545	788	35,477	5,128
Dyersburg	15,856	16,016	1.0	6,386	108,965	165,432	10,329	25,905	*	*	*
FAYETTE	25,305	26,095	3.1	7,996	101,819	183,958	7,050	23,006	845	25,152	30,060
FENTRESS	14,826	15,983	7.8	5,600	66,354	94,503	5,913	16,876	508	2,499	6,932
FRANKLIN	31,983	34,266	7.1	12,005	177,758	301,997	8,813	25,156	1,155	12,313	19,818
GIBSON	49,467	50,391	1.9	19,208	278,921	436,108	8,654	22,704	1,295	35,109	14,686
Milan	8,083	8,051	-.4	3,102	52,354	73,335	9,109	23,641	*	*	*
GILES	24,625	26,206	6.4	9,715	141,548	218,723	8,346	22,514	1,719	5,785	23,063
GRAINGER	16,751	17,740	5.9	6,291	77,775	139,623	7,871	22,194	1,343	5,790	5,037
GREENE	54,406	58,786	8.1	21,471	294,990	524,916	8,929	24,448	3,881	20,346	26,711
Greeneville	14,097	14,864	5.4	5,737	97,972	163,213	10,980	28,449	*	*	*
GRUNDY	13,787	14,010	1.6	4,799	63,287	100,223	7,154	20,884	356		
HAMBLEN	49,300	54,292	10.1	19,694	289,391	530,752	9,776	26,950	973	3,940	6,143
Morristown	19,683	20,416	3.7	7,894	121,653	202,264	9,907	25,622	*	*	*
HAMILTON	287,740	282,096	-2.0	104,912	1,792,339	3,109,125	11,022	29,636	613	2,371	7,684
Chattanooga	164,344	167,180	1.7	65,474	969,231	1,699,486	10,166	25,957	*	*	*
HANCOCK	6,887	7,590	10.2	2,682	22,208	41,596	5,480	15,509	868	4,036	1,901
HARDEMAN	23,873	23,191	-2.9	7,708	106,454	167,917	7,241	21,785	622	10,947	5,300
HARDIN	22,280	22,777	2.2	8,488	121,862	173,883	7,634	20,486	667	7,118	5,433
HAWKINS	43,751	47,067	7.6	17,091	191,731	399,149	8,480	23,354	2,223	10,335	6,908
HAYWOOD	20,318	20,746	2.1	6,852	86,547	139,418	6,720	20,347	585	31,871	3,028
HENDERSON	21,390	22,683	6.0	8,464	117,800	170,895	7,534	20,191	947		
HENRY	28,656	29,958	4.5	11,825	175,833	249,338	8,323	21,086	981	15,202	10,673
Paris	10,728	10,650	-.7	3,902	67,170	91,977	8,636	23,572	*	*	*
HICKMAN	15,151	16,800	10.9	5,841	55,420	159,018	9,465	27,224	704	2,792	6,437
HOUSTON	6,871	7,279	5.9	2,681	23,879	72,672	9,984	27,106	263	987	1,819
HUMPHREYS	15,957	15,292	-4.2	5,556	70,866	184,436	12,061	33,196	581	2,621	4,771
JACKSON	9,398	9,174	-2.4	3,373	42,389	70,792	7,717	20,988	835	4,206	1,981
JEFFERSON	31,284	35,061	12.1	12,451	169,927	315,175	8,989	25,313	1,456	6,281	11,309
JOHNSON	13,745	14,730	7.2	5,387	58,427	105,221	7,143	19,532	1,045	4,877	3,421
KNOX	319,694	342,084	7.0	132,025	2,853,863	3,627,728	10,605	27,478	1,414	5,477	7,024
Knoxville	175,045	176,691	.9	76,554	1,626,363	1,813,998	10,266	23,696	*	*	*
LAKE	7,455	7,041	-5.6	2,488	35,172	53,938	7,661	21,679	118	17,988	98
LAUDERDALE	24,555	25,932	5.6	9,071	109,163	190,236	7,336	20,972	675	26,601	3,294
LAWRENCE	34,110	35,714	4.7	12,865	129,161	363,711	10,184	28,271	1,548	9,957	15,262
LEWIS	9,700	9,985	2.9	3,176	35,562	79,827	7,995	25,134	242	671	1,003
LINCOLN	26,483	28,662	8.2	10,679	154,515	229,101	7,993	21,453	1,765	11,733	23,644
LOUDON	28,553	31,909	11.8	11,916	169,766	332,736	10,428	27,923	811	9,673	11,571
MCMINN	41,878	44,454	6.2	16,209	242,004	441,633	9,935	27,246	1,179	3,567	2v,204
Athens	12,080	12,289	1.7	4,708	81,108	137,333	11,175	29,170	*	*	*
MCNAIRY	22,525	23,800	5.7	8,976	118,103	178,475	7,499	19,884	850	7,805	7,592
MACON	15,700	16,349	4.1	6,063	80,028	140,100	8,569	23,107	1,358	8,442	6,036
MADISON	74,546	78,919	5.9	29,312	468,675	766,995	9,719	26,167	785	19,472	4,378
Jackson	49,131	52,995	7.9	20,061	324,114	513,860	9,696	25,615	*	*	*
MARION	24,416	25,866	5.9	9,084	111,700	213,594	8,258	23,513	327		
MARSHALL	19,698	21,899	11.2	8,246	125,701	183,740	8,390	22,282	1,134	4,734	18,837
MAURY	51,095	54,204	6.1	20,029	333,460	495,350	9,139	24,732	1,821	12,872	17,496
Columbia	26,571	28,520	7.3	10,409	183,257	258,812	9,075	24,864	*	*	*
MEIGS	7,431	7,787	4.8	2,782	38,993	79,388	10,195	28,536	348	1,168	3,650
MONROE	28,700	31,874	11.1	11,068	145,089	271,319	8,512	24,514	1,086	5,770	14,017
MONTGOMERY	83,342	89,357	7.2	30,231	473,945	779,744	8,726	25,793	1,194	16,898	9,782
Clarksville	54,777	60,442	10.3	20,325	320,227	519,166	8,589	25,543	*	*	*
MOORE	4,510	4,979	10.4	1,773	27,115	42,371	8,510	23,898	472	936	9,292
MORGAN	16,604	17,537	5.6	5,879	76,860	126,328	7,204	21,488	310	1,995	2,272
OBION	32,781	34,121	4.1	13,048	193,505	326,042	9,555	24,988	927	36,136	13,684
South Fulton	2,735	3,452	26.2	1,388	16,127	32,919	9,536	23,717	*	*	*

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TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1988 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Union City	10,436	10,407	–.3	4,091	73,720	117,321	11,273	28,678	*	*	*
OVERTON	17,575	18,278	4.0	6,572	77,030	134,341	7,350	20,441	991	3,438	7,146
PERRY	6,111	6,740	10.3	2,607	22,473	64,375	9,551	24,693	263	1,919	2,554
PICKETT	4,358	4,467	2.5	1,634	18,218	28,484	6,377	17,432	420	1,647	1,811
POLK	13,602	13,327	–2.0	4,666	67,803	112,713	8,457	24,156	258	758	11,861
PUTNAM	47,601	54,037	13.5	19,618	275,301	476,175	8,812	24,272	1,239	5,048	7,065
Cookeville	20,350	23,860	17.2	8,553	140,975	232,150	9,730	27,143	*	*	*
RHEA	24,235	25,937	7.0	9,212	123,594	242,627	9,354	26,338	392	3,297	4,129
ROANE	48,425	50,779	4.9	18,429	302,823	563,138	11,090	30,557	591	1,120	4,094
Harriman	8,303	8,981	8.2	3,404	53,722	95,899	10,678	28,172	*	*	*
ROBERTSON	37,021	42,079	13.7	14,806	243,536	442,674	10,520	29,898	1,736	40,155	21,116
RUTHERFORD	84,058	106,744	27.0	37,035	608,896	1,177,513	11,031	31,795	1,775	6,485	18,461
Murfreesboro	32,845	40,790	24.2	14,755	265,656	453,224	11,111	30,717	*	*	*
SCOTT	19,259	20,551	6.7	6,821	89,881	139,185	6,773	20,405	234	312	3,506
SEQUATCHIE	8,605	9,141	6.2	3,202	35,660	66,668	7,293	20,821	178	738	1,952
SEVIER	41,418	49,967	20.6	18,418	241,020	484,075	9,688	26,283	1,176	4,764	4,584
SHELBY	777,113	830,123	6.8	298,283	5,607,875	9,384,783	11,305	31,463	855	20,120	5,361
Memphis	646,174	674,783	4.4	249,080	4,632,889	7,276,757	10,784	29,215	*	*	*
SMITH	14,935	15,264	2.2	5,731	94,375	137,313	8,996	23,960	1,299	8,950	5,922
STEWART	8,665	9,654	11.4	3,550	30,654	85,858	8,894	24,185	460	3,459	1,411
SULLIVAN	143,968	149,889	4.1	56,206	803,807	1,575,226	10,509	28,026	1,685	6,943	8,131
Bristol, Tenn.-Bristol, Va.	43,028	43,658	1.5	17,529	256,506	489,492	11,212	27,925	*	*	*
Kingsport	32,027	32,066	.1	13,088	215,068	371,498	11,585	28,385	*	*	*
SUMNER	85,790	99,559	16.0	34,396	684,185	1,219,082	12,245	35,443	2,178	17,735	17,486
TIPTON	32,747	37,095	13.3	12,575	158,709	337,719	9,104	26,856	767	29,348	3,482
TROUSDALE	6,137	5,923	–3.5	2,184	36,124	56,524	9,543	25,881	501	5,046	2,339
UNICOI	16,362	17,593	7.5	6,622	74,893	147,156	8,364	22,222	363	1,926	258
UNION	11,707	12,973	10.8	4,592	58,881	90,493	6,975	19,707	686	2,631	1,832
VAN BUREN	4,728	4,772	.9	1,634	24,851	36,438	7,636	22,300	243	641	3,100
WARREN	32,653	34,019	4.2	12,843	183,018	295,217	8,678	22,987	1,360	28,826	17,402
WASHINGTON	88,755	93,847	5.7	34,246	463,553	913,640	9,735	26,679	2,114	12,056	16,848
Johnson City	39,753	45,474	14.4	16,543	224,742	432,956	9,521	26,172	*	*	*
WAYNE	13,946	14,659	5.1	5,258	48,291	133,103	9,080	25,314	711	1,680	4,448
WEAKLEY	32,896	34,222	4.0	12,328	191,497	260,564	7,614	21,136	1,179	23,654	18,072
WHITE	19,567	20,583	5.2	7,621	100,519	167,965	8,160	22,040	1,160	4,141	13,758
WILLIAMSON	58,108	76,637	31.9	25,618	512,486	1,068,639	13,944	41,714	1,595	9,489	20,639
WILSON	56,064	66,259	18.2	23,095	438,199	811,653	12,250	35,144	1,963	6,111	14,372
Lebanon	11,872	12,636	6.4	4,760	94,388	158,058	12,509	33,205	*	*	*

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County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1988 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	14,228,383	17,449,923	22.6	6,269,459	116,110,200	208,894,934	11,971	33,319	185,020	2,981,216	5,826,358
METROPOLITAN STATISTICAL AREAS											
Abilene, Tx	110,932	128,795	16.1	46,739	1,024,635	1,396,875	10,846	29,887	911	8,288	65,886
Amarillo, Tx	173,699	204,937	18.0	78,642	1,619,924	2,474,387	12,074	31,464	753	16,638	162,258
Austin, Tx	536,450	754,974	40.7	285,118	5,361,932	10,506,597	13,917	36,850	3,554	34,603	33,651
Beaumont-Port Arthur, Tx	375,497	391,154	4.2	141,911	2,765,420	4,550,037	11,632	32,063	1,148	20,635	6,870
Brazoria, Tx	169,587	202,151	19.2	66,883	1,665,548	2,673,032	13,223	39,966	1,316	30,697	10,235
Brownsville-Harlingen, Tx	209,680	275,488	31.4	79,574	1,065,039	1,676,378	6,085	21,067	1,173	69,972	13,878
Bryan-College Station, Tx	93,588	131,078	40.1	46,374	997,780	1,389,873	10,603	29,971	874	7,809	16,940
Corpus Christi, Tx	326,228	372,436	14.2	124,120	2,120,133	3,834,325	10,295	30,892	1,340	88,560	26,810
Dallas, Tx	1,957,451	2,456,871	25.5	922,322	17,834,871	36,351,794	14,796	39,413	7,310	58,890	86,566
El Paso, Tx	479,899	584,333	21.8	178,043	2,559,517	4,776,814	8,175	26,830	452	23,794	24,083
Fort Worth-Arlington, Tx	973,138	1,286,705	32.2	478,418	7,272,228	18,763,553	14,583	39,220	4,776	18,853	72,317
Galveston-Texas City, Tx	195,940	224,432	14.5	82,401	1,386,576	2,761,633	12,305	33,515	438	3,960	1,684
Houston, Tx	2,735,763	3,426,160	25.2	1,260,055	28,942,786	47,497,630	13,863	37,695	5,589	105,837	39,249
Killeen-Temple, Tx	214,636	233,293	8.7	75,264	1,442,423	2,326,495	9,972	30,911	2,658	19,582	34,204
Laredo, Tx	99,258	128,243	29.2	34,627	499,183	784,160	6,115	22,646	422	5,544	17,216
Longview-Marshall, Tx	151,752	179,447	18.3	66,400	1,068,529	1,939,583	10,809	29,211	1,409	1,228	10,029
Lubbock, Tx	211,651	229,566	8.5	81,798	1,618,617	2,492,516	10,858	30,472	1,029	35,815	72,016
McAllen-Edinburg-Mission, Tx	283,229	391,455	38.2	108,790	1,273,271	2,394,857	6,118	22,014	2,310	269,308	15,472

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Midland, Tx	82,636	120,044	45.3	44,720	862,659	1,766,115	14,712	39,493	335	6,266	5,718
Odessa, Tx	115,374	143,871	24.7	52,409	1,019,653	1,643,007	11,420	31,350	214	156	3,057
San Angelo, Tx	84,784	105,020	23.9	39,050	746,302	1,106,978	10,541	28,348	806	17,582	47,893
San Antonio, Tx	1,071,954	1,311,660	22.4	446,436	7,746,575	14,173,777	10,806	31,749	4,293	26,149	48,341
Sherman-Denison, Tx	89,796	103,562	15.3	40,660	706,912	1,136,324	10,972	27,947	1,765	9,121	16,240
Texarkana, Tx-Ar	113,067	122,111	8.0	46,016	522,024	1,204,546	9,864	26,177	1,645	14,153	40,834
Tyler, Tx	128,366	161,049	25.5	59,896	1,093,686	1,892,551	11,751	31,597	1,689	11,409	14,845
Victoria, Tx	68,807	79,837	16.0	27,644	568,639	991,586	12,420	35,870	1,057	13,761	9,017
Waco, Tx	170,755	197,101	15.4	73,037	1,100,363	2,017,516	10,236	27,623	1,951	19,315	36,915
Wichita Falls, Tx	121,082	128,501	6.1	47,420	1,112,725	1,425,220	11,091	30,055	583	10,533	8,257
COUNTIES, Cities											
ANDERSON	38,381	49,505	29.0	16,953	265,803	449,866	9,087	26,536	1,356	2,175	18,047
Palestine	15,948	19,241	20.6	7,475	139,795	222,651	11,572	29,786	*	*	*
ANDREWS	13,323	18,224	36.8	6,324	113,917	218,188	11,973	34,502	128	3,733	3,743
ANGELINA	64,172	72,704	13.3	25,595	440,014	718,893	9,888	28,087	723	384	12,472
Lufkin	28,562	32,466	13.7	11,417	212,258	326,035	10,042	28,557	*	*	*
ARANSAS	14,260	18,862	32.3	7,046	117,667	190,801	10,116	27,079	61	352	408
ARCHER	7,266	8,863	22.0	3,396	73,313	101,828	11,489	29,985	465	4,633	28,076
ARMSTRONG	1,994	2,157	8.2	827	16,698	24,716	11,459	29,886	240	6,896	19,436
Potest	3,086	3,888	26.0	1,122	18,746	30,071	7,734	26,801	*	*	*
ATASCOSA	25,055	30,884	23.3	10,353	154,308	247,986	8,030	23,953	1,256	13,345	24,949
AUSTIN	17,726	23,150	30.6	8,757	132,698	270,255	11,674	30,862	1,677	4,462	24,434
BAILEY	8,168	8,528	4.4	2,859	57,926	79,155	9,282	27,686	442	28,360	43,005
BANDERA	7,084	10,365	46.3	4,235	56,498	110,995	10,709	26,209	475	182	3,120
BASTROP	24,726	38,845	57.1	14,364	227,174	379,676	9,774	26,432	1,507	2,751	13,611
BAYLOR	4,919	4,925	.1	2,137	38,760	54,458	11,057	25,483	351	10,275	16,589
BEE	26,030	27,353	5.1	8,861	164,967	231,963	8,480	26,178	688	8,880	7,598
BELL	157,889	174,671	10.6	60,295	1,137,037	1,849,868	10,591	30,680	1,667	15,146	21,274
Belton	10,660	13,114	23.0	4,445	69,554	143,255	10,924	32,228	*	*	*
Killeen	46,296	58,758	26.9	22,559	356,749	606,384	10,320	26,880	*	*	*
Temple	42,354	47,017	11.0	17,353	354,160	554,496	11,794	31,954	*	*	*
BEXAR	988,800	1,200,006	21.4	406,302	7,135,716	12,884,774	10,737	31,712	2,007	17,184	30,131
San Antonio	786,023	925,751	17.8	317,426	5,387,463	9,221,731	9,961	29,052	*	*	*
BLANCO	4,681	6,286	34.3	2,572	38,163	66,375	10,559	25,807	488		
BORDEN	859	1,028	19.7	414	7,633	13,381	13,017	32,321	135	3,706	4,661
BOSQUE	13,401	15,859	18.3	6,865	98,797	147,765	9,317	21,524	1,004	3,952	18,589
BOWIE	75,301	82,778	9.9	31,426	303,436	858,540	10,372	27,319	1,130	4,486	21,811
Texarkana	52,730	56,044	6.3	22,259	272,866	603,409	10,767	27,109	*	*	*
BRAZORIA	169,587	202,151	19.2	66,883	1,665,548	2,673,032	13,223	39,966	1,316	30,697	10,235
Angleton	11,091	13,877	25.1	4,605	28,647				*	*	*
Clute	9,577	9,772	2.0	3,310	109,149	125,175	12,810	37,817	*	*	*
Freeport	13,444	12,920	-3.9	4,446	125,330	171,538	13,277	38,583	*	*	*
Lake Jackson	19,102	21,730	13.8	7,381	369,025	368,247	16,946	49,891	*	*	*
BRAZOS	93,588	131,078	40.1	46,374	997,780	1,389,873	10,603	29,971	874	7,809	16,940
Bryan	45,917	64,841	41.2	23,630	489,319	719,729	11,100	30,458	*	*	*
College Station	37,272	51,623	38.5	16,710	376,634	467,616	9,058	27,984	*	*	*
BREWSTER	7,573	8,147	7.6	2,970	36,330	65,395	8,027	22,019	110		
BRISCOE	2,579	2,188	-15.2	861	19,066	21,549	9,849	25,028	251	7,782	4,667
BROOKS	8,428	9,825	16.6	3,120	43,579	64,358	6,550	20,628	331	924	5,587
BROWN	33,057	38,393	16.1	14,981	240,662	383,712	9,994	25,613	1,181	4,218	17,450
Brownwood	19,203	20,988	9.3	7,637	137,371	196,412	9,358	25,718	*	*	*
BURLESON	12,313	16,559	34.5	6,299	111,792	170,362	10,288	27,046	1,260	7,299	10,806
BURNET	17,803	26,663	49.8	10,791	134,676	234,128	8,781	21,697	827	1,478	10,078
CALDWELL	23,637	31,019	31.2	10,363	162,751	262,730	8,470	25,353	977	3,758	24,053
CALHOUN	19,574	22,063	12.7	7,500	159,413	261,217	11,840	34,829	273	10,540	2,306
Port Lavaca	10,911	12,063	10.6	3,279	78,534	121,674	10,087	37,107	*	*	*
CALLAHAN	10,992	14,376	30.8	5,676	84,474	146,855	10,215	25,873	800	3,284	8,088
CAMERON	209,680	275,488	31.4	79,574	1,065,039	1,676,378	6,085	21,067	1,173	69,972	13,878
Brownsville	84,997	108,521	27.7	28,580	398,189	605,615	5,581	21,190	*	*	*
Harlingen	43,543	58,588	34.6	17,908	255,530	385,836	6,586	21,545	*	*	*
CAMP	9,275	10,263	10.7	3,962	64,615	104,231	10,156	26,308	413	404	53,696
CARSON	6,672	7,413	11.1	2,796	55,222	90,789	12,247	32,471	352	20,063	36,483
CASS	29,430	32,174	9.3	11,965	211,859	314,505	9,775	26,285	894	1,221	9,145
CASTRO	10,556	10,096	-4.4	3,056	63,416	85,045	8,424	27,829	483	64,768	169,315
CHAMBERS	18,538	21,108	13.9	7,356	166,353	277,139	13,130	37,675	332	21,908	3,082
CHEROKEE	38,127	42,922	12.6	16,031	268,949	405,313	9,443	25,283	1,439	11,490	18,768
Jacksonville	12,264	13,446	9.6	4,857	92,343	130,722	9,722	26,914	*	*	*
CHILDRESS	6,950	6,775	-2.5	2,765	51,733	67,570	9,973	24,438	323	9,253	2,670
CLAY	9,582	10,568	10.3	4,168	78,843	120,510	11,403	28,913	813	6,489	25,137
COCHRAN	4,825	4,281	-11.3	1,435	30,635	42,268	9,873	29,455	279		
COKE	3,196	3,834	20.0	1,563	20,106	42,837	11,173	27,407	357	415	9,220
COLEMAN	10,439	11,258	7.8	4,735	70,757	106,314	9,443	22,453	837	4,539	13,554
COLLIN	144,490	222,136	53.7	74,098	1,250,727	2,660,149	11,975	35,900	1,543	15,605	20,802
McKinney	16,269	21,414	31.8	7,782	123,537	311,712	14,556	40,056	*	*	*
Plano	72,331	118,123	63.3	37,461	619,028	643,212	5,445	17,170	*	*	*
COLLINGSWORTH	4,648	4,091	-12.0	1,627	32,732	43,477	10,627	26,722	388	6,209	8,757
COLORADO	18,823	21,517	14.3	8,218	146,125	238,710	11,094	29,047	1,424	31,474	17,046
COMAL	36,446	52,257	43.4	19,328	278,239	642,906	12,303	33,263	584	641	3,392
New Braunfels	22,402	30,044	34.1	9,795	151,495	321,641	10,706	32,837	*	*	*
COMANCHE	12,617	14,141	12.1	5,813	89,408	126,998	8,981	21,847	1,350	15,768	43,822
CONCHO	2,915	2,664	-8.6	1,052	21,829	27,603	10,361	26,239	376	7,426	9,505
COOKE	27,656	32,439	17.3	12,312	224,254	331,370	10,215	26,914	1,230	5,945	24,130
Gainesville	14,081	15,587	10.7	6,118	120,080	166,030	10,652	27,138	*	*	*

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CORYELL	56,767	58,622	3.3	14,969	305,386	476,627	8,131	31,841	991	4,436	12,930
COTTLE	2,947	2,664	-9.6	1,052	23,129	30,451	11,431	28,946	235	8,150	3,182
CRANE	4,600	5,637	22.5	1,994	38,533	62,302	11,052	31,245	30		
CROCKETT	4,608	4,670	1.3	1,634	29,746	50,794	10,877	31,086	154	39	12,666
CROSBY	8,859	8,087	-8.7	2,775	36,491	77,105	9,534	27,786	430	22,183	3,365
CULBERSON	3,315	3,182	-4.0	970	14,406	23,907	7,513	24,646	70	1,761	4,561
DALLAM	6,531	6,599	1.0	2,553	40,733	58,907	8,927	23,074	378	39,740	111,932
Dalhart	6,854	7,065	3.1	2,583	45,873	65,820	9,316	25,482	*	*	*
DALLAS	1,556,549	1,857,331	19.3	714,529	14,581,134	28,401,200	15,291	39,748	1,046	7,764	9,076
Carrollton	40,591	59,628	46.9	21,849	403,141	1,080,495	18,121	49,453	*	*	*
Dallas	904,078	1,036,932	14.7	430,987	8,507,338	15,686,564	15,128	36,397	*	*	*
Garland	138,857	176,435	27.1	59,101	1,226,670	2,671,644	15,142	45,205	*	*	*
Grand Prairie	71,462	94,752	32.6	32,020	581,773	1,258,156	13,278	39,293	*	*	*
Irving	109,943	128,842	17.2	48,613	1,060,373	2,041,472	15,845	41,994	*	*	*
Richardson	72,496	85,046	17.3	28,668	842,246	1,604,159	18,862	55,956	*	*	*
DAWSON	16,184	15,318	-5.4	5,358	116,471	168,177	10,979	31,388	581	36,974	2,771
DEAF SMITH	21,165	19,553	-7.6	6,225	141,963	186,954	9,561	30,033	655	55,551	507,130
Hereford	15,853	14,899	-6.0	4,756	106,973	141,461	9,495	29,744	*	*	*
DELTA	4,839	4,975	2.8	2,042	26,150	45,466	9,139	22,265	446	3,377	5,437
DENTON	143,126	215,523	50.6	77,169	1,213,785	3,247,637	15,069	42,085	1,417	10,290	24,177
Denton	48,063	56,988	18.6	21,438	381,044	732,427	12,852	34,165	*	*	*
Lewisville	24,273	31,171	28.4	10,465	356,765	405,969	13,024	38,793	*	*	*
DE WITT	18,903	21,388	13.1	8,273	134,549	195,094	9,122	23,582	1,619	2,276	22,376
DICKENS	3,539	2,949	-16.7	1,148	21,719	25,091	8,508	21,856	330	5,483	7,565
DIMMIT	11,367	12,121	6.6	3,409	46,553	73,050	6,027	21,429	224	6,896	17,693
DONLEY	4,075	4,162	2.1	1,736	29,664	44,195	10,619	25,458	365	4,355	35,841
DUVAL	12,517	14,153	13.1	4,364	66,426	101,812	7,194	23,330	1,074	5,549	14,133
EASTLAND	19,480	22,380	14.9	9,274	132,053	190,063	8,493	20,494	1,111	8,355	11,160
ECTOR	115,374	143,871	24.7	52,409	1,019,653	1,643,007	11,420	31,350	214	156	3,057
Odessa	90,027	106,987	18.8	39,248	814,596	1,248,394	11,669	31,808	*	*	*
EDWARDS	2,033	2,132	4.9	715	11,057	15,224	7,141	21,292	226	15	9,318
ELLIS	59,743	82,078	37.4	28,408	401,893	992,019	12,086	34,920	1,608	20,175	12,954
Ennis	12,110	15,160	25.2	5,270	82,468	183,891	12,130	34,894	*	*	*
Waxahachie	14,624	18,961	29.7	6,778	106,337	239,595	12,636	35,349	*	*	*
EL PASO	479,899	584,333	21.8	178,043	2,559,517	4,776,814	8,175	26,830	452	23,794	24,083
El Paso	425,259	514,054	20.9	160,737	2,345,798	4,338,359	8,440	26,990	*	*	*
ERATH	22,560	28,317	25.5	11,051	156,328	265,645	9,381	24,038	1,564	5,729	70,092
Stephenville	11,881	13,394	12.7	5,088	92,785	124,937	9,328	24,555	*	*	*
FALLS	17,946	18,936	5.5	7,514	87,269	163,608	8,640	21,774	1,117	13,278	31,028
Martin	7,099	6,121	-13.8	2,457	46,558	56,091	9,164	22,829	*	*	*
FANNIN	24,285	26,580	9.5	10,568	134,318	262,175	9,864	24,808	1,576	13,140	18,648
Bonham	7,338	7,156	-2.5	2,823	51,192	74,361	10,391	26,341	*	*	*
FAYETTE	18,832	22,432	19.1	9,295	153,453	228,380	10,181	24,570	2,610	4,081	24,198
FISHER	5,891	5,423	-8.0	2,105	43,115	65,807	12,135	31,262	688	13,768	8,950
FLOYD	9,834	8,752	-11.0	3,062	63,968	85,811	9,805	28,024	590	40,241	34,079
FOARD	2,158	1,998	-7.4	861	14,453	23,205	11,614	26,951	250	6,422	4,332
FORT BEND	130,846	209,946	60.5	66,884	1,211,821	2,817,860	13,422	42,131	1,179	40,455	8,645
Richmond											
Rosenberg	17,995	22,199	23.4	7,347	191,770	341,572	15,387	46,491	*	*	*
FRANKLIN	6,893	7,689	11.5	3,030	49,797	79,686	10,364	26,299	478	508	16,899
FREESTONE	14,830	19,380	30.7	7,603	142,199	200,770	10,360	26,407	1,101	447	13,113
FRIO	13,785	14,420	4.6	4,423	73,315	99,250	6,883	22,440	526	29,438	34,376
GAINES	13,150	15,324	16.5	5,032	94,539	153,396	10,010	30,484	619	65,366	13,060
GALVESTON	195,940	224,432	14.5	82,401	1,386,576	2,761,633	12,305	33,515	438	3,960	1,684
Galveston	61,902	63,386	2.4	24,753	397,489	679,136	10,714	27,437	*	*	*
League City	16,578	24,689	48.9	7,689	131,327	325,380	13,179	42,318	*	*	*
Texas City	41,403	44,843	8.3	14,122	263,765	485,368	10,824	34,370	*	*	*
GARZA	5,336	5,724	7.3	2,056	36,903	59,238	10,349	28,812	240	5,239	9,641
GILLESPIE	13,532	17,169	26.9	6,928	107,083	174,263	10,150	25,153	1,285	1,750	25,283
GLASSCOCK	1,304	1,177	-9.7	394	7,617	13,056	11,093	33,137	200	10,885	3,319
GOLIAD	5,193	6,004	15.6	2,082	37,472	53,193	8,860	25,549	674	2,018	16,137
GONZALES	16,883	19,624	16.2	7,167	109,715	164,022	8,358	22,886	1,632	3,967	113,869
Gonzales	7,152	8,649	20.9	2,802	53,638	75,247	8,700	26,855	*	*	*
GRAY	26,386	28,441	7.8	11,482	235,745	360,379	12,671	31,386	350	6,890	81,196
Pampa	21,396	23,300	8.9	9,316	192,450	293,093	12,579	31,461	*	*	*
GRAYSON	89,796	103,562	15.3	40,660	706,912	1,136,324	10,972	27,947	1,765	9,121	16,240
Denison	23,884	25,964	8.7	9,885	183,454	286,290	11,026	28,962	*	*	*
Sherman	30,413	33,949	11.6	12,821	259,164	371,070	10,930	28,942	*	*	*
GREGG	99,487	117,845	18.5	44,206	736,240	1,346,353	11,425	30,456	378	476	1,752
Kilgore	11,006	12,670	15.1	4,989	83,968	152,575	12,042	30,582	*	*	*
Longview	62,762	77,997	24.3	29,426	493,881	915,213	11,734	31,102	*	*	*
GRIMES	13,580	19,633	44.6	7,257	120,474	183,604	9,352	25,300	1,196	1,340	22,039
GUADALUPE	46,708	59,397	27.2	20,806	332,620	646,097	10,878	31,053	1,702	8,324	14,818
Seguin	17,854	20,539	15.0	6,443	112,697	192,033	9,350	29,805	*	*	*
HALE	37,592	36,414	-3.1	12,372	256,265	349,195	9,590	28,225	832	87,375	54,951
Plainview	22,187	22,102	-.4	7,318	157,893	214,226	9,693	29,274	*	*	*
HALL	5,594	4,567	-18.4	1,818	40,695	43,433	9,510	23,891	341	10,874	2,815
HAMILTON	8,297	8,974	8.2	3,838	53,332	76,549	8,530	19,945	956	2,761	16,869
HANSFORD	6,209	6,612	6.5	2,558	55,714	88,500	13,385	34,597	315	26,553	168,098
HARDEMAN	8,368	7,132	12.0	2,869	49,219	76,371	10,708	26,619	362	10,401	4,801
HARDIN	40,721	45,424	11.5	15,890	255,259	494,301	10,882	31,108	331	482	1,301
HARRIS	2,409,544	2,942,364	22.1	1,100,761	26,042,745	41,401,395	14,071	37,612	1,943	28,467	13,714
Baytown	56,923	64,460	13.2	22,792	588,816	853,334	13,238	37,440	*	*	*
Houston	1,594,086	1,810,424	13.6	709,271	17,026,907	24,626,533	13,603	34,721	*	*	*
Pasadena	112,560	126,228	12.1	45,838	1,227,450	1,745,397	13,827	38,078	*	*	*
HARRISON	52,265	61,602	17.9	22,194	332,289	593,230	9,630	26,729	1,031	752	8,277
Marshall	24,921	26,545	6.5	9,456	167,643	264,971	9,982	28,021	*	*	*

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREA COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
HARTLEY	3,987	3,673	-7.9	1,298	36,893	48,379	13,172	37,272	208	25,324	117,499
HASKELL	7,725	7,135	-7.6	2,870	58,140	82,142	11,513	28,621	670	18,671	3,442
HAYS	40,594	64,048	57.8	20,708	334,554	678,271	10,590	32,754	643	2,317	5,349
San Marcos	23,420	32,345	38.1	8,744	167,273	286,397	8,854	32,754	*	*	*
HEMPHILL	5,304	5,518	4.0	1,953	45,564	69,568	12,607	35,621	221	2,565	46,355
HENDERSON	42,606	57,795	35.6	22,707	329,580	585,828	10,136	25,799	1,509	3,782	15,113
Athens	10,197	11,580	13.6	3,419	76,421	118,058	10,195	34,530	*	*	*
HIDALGO	283,229	391,455	38.2	108,790	1,273,271	2,394,857	6,118	22,014	2,310	269,308	15,472
Edinburg	26,121	34,585	32.4	9,243	115,795	213,461	6,172	23,094	*	*	*
McAllen	67,042	89,614	33.7	26,018	396,817	729,454	8,140	28,037	*	*	*
HILL	25,024	30,267	21.0	12,175	141,706	294,492	9,730	24,188	1,544	22,391	13,308
Hillsboro	7,397	7,374	-.3	2,704	50,766	70,611	9,576	26,114	*	*	*
HOCKLEY	23,230	26,775	15.3	8,801	166,245	248,736	10,037	30,535	633	29,768	15,383
HOOD	17,714	29,381	65.9	11,640	128,605	426,951	14,596	36,843	593	3,672	10,135
HOPKINS	25,247	31,414	24.4	12,298	196,884	311,218	9,907	25,306	1,673	1,785	82,388
Sulphur Springs	12,804	15,509	21.1	5,973	106,103	159,711	10,298	26,739	*	*	*
HOUSTON	22,299	24,692	10.7	8,451	125,162	192,117	7,781	22,733	1,387	3,895	15,605
HOWARD	33,142	34,913	5.3	13,130	276,705	428,294	12,267	32,619	398	14,128	3,365
Big Spring	24,804	25,727	3.7	9,866	209,217	317,055	12,324	32,136	*	*	*
HUDSPETH	2,728	2,093	-23.3	670	10,671	15,679	7,491	23,401	139	10,145	7,647
HUNT	55,248	70,470	27.6	27,290	351,153	734,400	10,421	26,911	1,864	9,169	10,900
Greenville	22,161	26,430	19.3	9,975	153,200	297,683	11,263	29,843	*	*	*
HUTCHINSON	26,304	30,136	14.6	11,665	243,129	388,020	12,876	33,264	157	7,209	22,351
Borger	15,837	17,576	11.0	6,823	150,238	225,204	12,813	33,007	*	*	*
IRION	1,386	2,261	63.1	866	8,150	24,531	10,850	28,327	127	51	6,485
JACK	7,408	8,391	13.3	3,438	53,071	83,586	9,961	24,312	644	544	10,218
JACKSON	13,352	14,227	6.6	5,147	99,901	156,558	11,004	30,417	801	33,262	7,638
JASPER	30,781	34,142	10.9	12,315	201,248	325,348	9,529	26,419	659	292	4,728
JEFF DAVIS	1,647	1,739	5.6	617	7,523	14,001	8,051	22,692	78		
JEFFERSON	250,938	259,969	3.6	96,350	1,894,643	3,040,540	11,696	31,557	502	19,171	4,168
Beaumont	118,102	124,094	5.1	46,992	912,455	1,440,530	11,608	30,655	*	*	*
Port Arthur	61,195	64,710	5.7	24,248	401,672	656,377	10,143	27,069	*	*	*
JIM HOGG	5,168	5,687	10.0	1,768	23,287	41,917	7,371	23,709	206	292	7,790
JIM WELLS	36,498	42,528	16.5	13,490	244,827	369,611	8,691	27,399	785	13,214	11,282
JOHNSON	67,649	99,471	47.0	35,408	430,147	1,295,287	13,022	36,582	1,798	5,997	31,066
Cleburne	19,218	25,507	32.7	10,052	133,382	347,822	13,636	34,602	*	*	*
JONES	17,268	19,536	13.1	7,484	143,806	196,961	10,082	26,318	948	20,982	9,792
KARNES	13,593	13,934	2.5	4,807	90,500	127,142	9,125	26,449	1,075	3,632	11,870
KAUFMAN	39,015	55,204	41.5	19,576	258,051	665,624	12,058	34,002	1,505	3,741	18,081
Terrell	13,269	15,672	18.1	5,220	88,973	184,027	11,742	35,254	*	*	*
KENDALL	10,635	15,917	49.7	5,989	97,590	190,791	11,987	31,857	586	743	7,277
KENEDY	543	711	30.9	204	3,696	4,754	6,686	23,304	25		
KENT	1,145	1,261	10.1	488	8,288	13,691	10,857	28,055	177	2,651	4,921
KERR	28,780	40,392	40.3	16,466	266,375	465,948	11,536	28,298	529	760	7,904
Kerrville	15,276	20,628	35.0	7,719	135,141	221,824	10,754	28,737	*	*	*
KIMBLE	4,063	4,519	11.2	1,859	21,427	43,616	9,652	23,462	423	187	7,401
KING	425	406	-4.5	204	1,689	4,705	11,589	23,064	45	809	4,655
KINNEY	2,279	2,704	18.6	941	7,124	18,289	6,764	19,436	108		
KLEBERG	33,358	35,078	5.2	11,178	211,570	304,775	8,688	27,266	255	12,658	35,765
KNOX	5,329	6,091	14.3	2,450	37,695	65,964	10,830	26,924	403	13,433	7,361
LAMAR	42,156	47,862	13.5	18,561	232,288	454,855	9,503	24,506	1,432	9,192	17,392
Paris	25,498	27,907	9.4	11,145	146,661	267,479	9,585	24,000	*	*	*
LAMB	18,669	16,554	-11.3	5,932	126,432	172,957	10,448	29,157	823	62,512	121,719
LAMPASAS	12,005	14,463	20.5	5,521	79,685	126,133	8,721	22,846	611	936	12,604
LA SALLE	5,514	5,858	6.2	1,860	23,648	33,848	5,778	18,198	256	2,142	13,447
LAVACA	19,004	20,677	8.8	8,070	139,127	200,541	9,699	24,850	2,315	3,255	22,623
LEE	10,952	16,233	48.2	6,054	101,688	167,292	10,306	27,633	1,447	2,501	11,416
LEON	9,594	13,739	43.2	5,739	91,265	140,026	10,192	24,399	1,227	1,093	15,218
LIBERTY	47,088	59,576	26.5	21,259	364,325	630,044	10,575	29,637	861	23,048	3,374
LIMESTONE	20,224	23,868	18.0	9,224	100,491	212,054	8,884	22,989	1,209	4,089	21,893
Mexia	7,094	7,116	.3	2,787	46,058	62,933	8,844	22,581	*	*	*
LIPSCOMB	3,766	4,354	15.6	1,668	34,317	51,342	11,792	30,781	294	5,537	17,427
LIVE OAK	9,606	9,883	2.9	3,586	74,895	111,443	11,276	31,077	770	5,833	10,612
LLANO	10,144	13,742	35.5	6,262	87,881	163,379	11,918	26,154	520	613	12,192
LOVING	91	102	12.1	1	1,800	6	59	6,000	15		
LUBBOCK	211,651	229,566	8.5	81,798	1,618,617	2,492,516	10,858	30,472	1,029	35,815	72,016
Lubbock	173,979	186,906	7.4	67,408	1,428,935	2,073,142	11,092	30,755	*	*	*
LYNN	8,605	7,230	-16.0	2,488	56,853	67,451	9,329	27,111	556	27,363	905
MCCULLOCH	8,735	9,760	11.7	3,926	63,573	89,706	9,191	22,849	520	3,945	13,350
MCLENNAN	170,755	197,101	15.4	73,037	1,100,363	2,017,516	10,236	27,623	1,951	19,315	36,915
Mart	2,324	2,487	7.0	1,012	17,465	25,845	10,392	25,539	*	*	*
Waco	101,261	111,276	9.9	42,259	663,736	1,082,953	9,732	25,627	*	*	*
MCMULLEN	789	1,015	28.6	408	6,287	11,938	11,762	29,260	208		
MADISON	10,649	13,310	25.0	4,176	81,583	114,709	8,618	27,469	708		
MARION	10,360	10,558	1.9	4,084	64,011	87,480	8,286	21,420	207	123	1,560
MARTIN	4,684	5,674	21.1	1,971	34,449	66,692	11,754	33,837	390	21,836	1,935
MASON	3,683	3,893	5.7	1,546	25,462	39,661	10,188	25,654	567	4,384	20,868
MATAGORDA	37,828	42,617	12.7	15,300	308,040	542,711	12,735	35,471	703	45,551	8,901
Bay City	17,837	20,388	14.3	6,547	135,820	230,427	11,302	35,196	*	*	*
MAVERICK	31,398	40,362	28.5	10,148	150,839	287,665	7,127	28,347	176	3,078	45,217
MEDINA	23,164	27,359	18.1	9,137	153,957	237,788	8,691	26,025	1,480	16,406	21,394
MENARD	2,346	2,418	3.1	973	11,320	19,790	8,184	20,339	268	141	11,918
MIDLAND	82,636	120,044	45.3	44,720	862,659	1,766,115	14,712	39,493	335	6,266	5,718
Midland	70,525	102,000	44.6	38,265	757,652	1,522,353	14,925	39,784	*	*	*
MILAM	22,732	25,441	11.9	9,607	125,275	239,899	9,430	24,971	1,583	13,066	22,175

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MILLS	4,477	4,937	10.3	2,069	28,243	39,597	8,020	19,138	677	1,420	14,647
MITCHELL	9,088	9,467	4.2	3,583	64,148	97,882	10,339	27,318	406	7,544	5,053
MONTAGUE	17,410	20,326	16.7	8,281	124,843	183,381	9,022	22,145	1,065	3,857	15,548
MONTGOMERY	128,487	188,201	46.5	63,091	1,190,132	2,392,128	12,710	37,916	797	1,809	4,045
Conroe	18,034	21,546	19.5	8,051	194,581	306,985	14,248	38,130	*	*	*
MOORE	16,575	18,358	10.8	6,363	139,972	209,178	11,394	32,874	270	32,232	137,183
MORRIS	14,629	14,822	1.3	5,513	125,568	161,921	10,924	29,371	380	1,536	3,945
MOTLEY	1,950	1,713	-12.2	766	14,520	17,848	10,419	23,300	233	4,831	5,325
NACOGDOCHES	46,786	54,902	17.3	19,463	344,186	498,851	9,086	25,631	1,237	1,200	71,280
Nacogdoches	27,149	30,914	13.9	10,350	208,023	273,035	8,832	26,380	*	*	*
NAVARRO	35,323	42,774	21.1	16,828	208,814	418,545	9,785	24,872	1,464	8,022	14,939
Corsicana	21,712	25,834	19.0	9,921	142,269	273,075	10,570	27,525	*	*	*
NEWTON	13,254	14,597	10.1	5,101	76,042	122,475	8,390	24,010	323	282	1,253
NOLAN	17,359	18,349	5.7	7,010	128,624	188,688	10,283	26,917	452	6,501	19,104
Sweetwater	12,242	12,908	5.4	4,888	91,354	130,768	10,131	26,753	*	*	*
NUECES	268,215	307,121	14.5	103,586	1,775,149	3,190,709	10,389	30,803	735	47,966	6,324
Corpus Christi	231,999	265,732	14.5	89,548	1,574,960	2,788,068	10,492	31,135	*	*	*
OCHILTREE	9,588	11,437	19.3	4,352	101,546	157,634	13,783	36,221	394	24,378	70,050
OLDHAM	2,283	2,793	22.3	936	17,376	26,999	9,667	28,845	150	4,723	37,599
ORANGE	83,838	85,761	2.3	29,671	615,518	1,015,196	11,838	34,215	315	982	1,401
Orange	23,628	24,227	2.5	8,923	184,707	286,289	11,817	32,084	*	*	*
PALO PINTO	24,062	25,734	6.9	10,021	193,421	258,307	10,038	25,777	655	1,152	7,450
Mineral Wells	14,468	15,354	6.1	5,073	102,252	132,234	8,612	26,066	*	*	*
PANOLA	20,724	24,300	17.3	9,098	152,060	243,365	10,015	26,749	934	510	22,799
PARKER	44,609	62,791	40.8	22,913	304,934	822,038	13,092	35,876	1,751	5,690	22,422
Weatherford	12,049	16,487	36.8	6,741	87,252	219,950	13,341	32,629	*	*	*
PARMER	11,038	10,597	-4.0	3,454	73,784	99,188	9,360	28,717	661	77,164	229,347
PECOS	14,618	17,443	19.3	5,639	80,818	166,872	9,567	29,592	284	5,615	16,004
POLK	24,407	32,684	33.9	12,408	151,146	270,785	8,285	21,823	530	313	2,522
POTTER	98,637	109,485	11.0	43,355	792,774	1,149,885	10,503	26,523	178	1,766	18,447
Amarillo	149,230	204,937	37.3	78,642	1,467,228	2,474,387	12,074	31,464	*	*	*
PRESIDIO	5,188	5,890	13.5	1,975	18,835	35,582	6,041	18,016	137	4,539	15,002
RAINS	4,839	6,375	31.7	2,671	32,893	61,420	9,635	22,995	438	1,445	8,036
RANDALL	75,062	95,452	27.2	35,287	827,150	1,324,502	13,876	37,535	575	14,872	143,811
REAGAN	4,135	5,295	28.1	1,704	23,410	51,074	9,646	29,973	123	4,390	2,910
REAL	2,469	2,812	13.9	1,047	9,265	21,068	7,492	20,122	177	65	3,680
RED RIVER	16,101	16,482	2.4	6,446	98,351	132,562	8,043	20,565	1,027	5,683	11,460
REEVES	15,801	14,842	-6.1	4,688	74,182	131,048	8,830	27,954	149	4,726	57,902
Pecos	12,855	12,337	-4.0	3,757	61,720	112,417	9,112	29,922	*	*	*
REFUGIO	9,289	8,753	-5.8	3,062	73,158	92,197	10,533	30,110	262	12,151	5,116
ROBERTS	1,187	1,084	-8.7	397	10,201	14,594	13,463	36,761	103	1,685	20,175
ROBERTSON	14,653	16,793	14.6	6,631	121,383	161,812	9,636	24,402	1,100	7,854	24,256
ROCKWALL	14,528	24,599	69.3	8,542	129,281	385,165	15,658	45,091	191	1,315	1,476
RUNNELS	11,872	13,415	13.0	5,252	81,612	129,833	9,678	24,721	867	14,102	17,002
RUSK	41,382	46,956	13.5	17,735	303,555	474,717	10,110	26,767	1,372	1,615	10,360
Henderson	11,473	12,641	10.2	4,683	95,199	132,797	10,505	28,357	*	*	*
SABINE	8,702	10,170	16.9	4,007	47,677	78,140	7,683	19,501	256	47	8,022
SAN AUGUSTINE	8,785	9,208	4.8	3,396	45,625	75,131	8,159	22,123	355	202	11,797
SAN JACINTO	11,434	16,400	43.4	6,117	62,977	142,732	8,703	23,334	315	470	1,548
SAN PATRICIO	58,013	65,315	12.6	20,534	344,984	643,616	9,854	31,344	605	40,594	20,486
SAN SABA	5,693	6,005	5.5	2,376	39,148	55,400	9,226	23,316	643	3,190	18,215
SCHLEICHER	2,820	3,479	23.4	1,272	15,617	34,507	9,919	27,128	265	1,589	12,149
SCURRY	18,192	20,732	14.0	7,544	146,756	238,093	11,484	31,561	614	8,307	5,444
Snyder	12,705	14,618	15.1	5,105	103,158	168,375	11,518	32,982	*	*	*
SHACKELFORD	3,915	4,481	14.5	1,782	34,617	50,181	11,199	28,160	258	1,926	7,899
SHELBY	23,084	25,368	9.9	9,788	146,196	223,592	8,814	22,843	1,117	836	55,626
SHERMAN	3,174	3,186	.4	1,165	26,469	39,594	12,427	33,986	279	29,997	127,639
SMITH	128,366	161,049	25.5	59,896	1,093,686	1,892,551	11,751	31,597	1,689	11,409	14,845
Tyler	70,508	80,413	14.0	30,270	661,937	981,194	12,202	32,415	*	*	*
SOMERVELL	4,154	6,047	45.6	2,280	35,979	63,260	10,461	27,746	234	479	1,550
STARR	27,266	38,208	40.1	9,986	92,502	160,406	4,198	16,063	830	19,963	32,604
STEPHENS	9,926	11,376	14.6	4,618	78,771	118,061	10,378	25,565	431	693	6,242
STERLING	1,206	1,688	40.0	637	7,455	17,498	10,366	27,469	78	220	6,660
STONEWALL	2,406	2,665	10.8	1,031	20,083	26,479	9,936	25,683	337	4,198	5,374
SUTTON	5,130	5,452	6.3	1,862	28,706	62,293	11,426	33,455	177	72	9,416
SWISHER	9,723	8,467	-12.9	2,966	64,377	79,450	9,383	26,787	551	41,585	159,572
TARRANT	860,880	1,124,443	30.6	420,097	6,537,147	16,646,228	14,804	39,625	1,227	7,166	18,829
Arlington	160,123	242,862	51.7	94,593	1,398,798	3,999,818	16,470	42,285	*	*	*
Euless	24,002	30,855	28.6	11,942	256,578	491,835	15,940	41,185	*	*	*
Fort Worth	385,141	448,498	16.5	173,379	2,681,439	5,974,581	13,321	34,460	*	*	*
Haltom City	29,014	34,372	18.5	12,533	201,453	452,440	13,163	36,100	*	*	*
Hurst	31,420	38,087	21.2	14,217	288,754	694,196	18,227	48,829	*	*	*
TAYLOR	110,932	128,795	16.1	46,739	1,024,635	1,396,875	10,846	29,887	911	8,288	65,886
Abilene	98,315	112,733	14.7	40,447	916,382	1,212,465	10,755	29,977	*	*	*
TERRELL	1,595	1,543	-3.3	582	8,860	17,876	11,585	30,715	77		7,698
TERRY	14,581	15,675	7.5	5,358	106,522	156,515	9,985	29,211	532	38,994	1,048
THROCKMORTON	2,053	2,563	24.8	1,134	15,729	27,947	10,904	24,645	306	4,962	10,729
TITUS	21,442	24,872	16.0	9,288	168,457	262,621	10,559	28,275	778	784	12,891
Mount Pleasant	11,003	12,468	13.3	4,613	94,104	136,120	10,918	29,508	*	*	*
TOM GREEN	84,784	105,020	23.9	39,050	746,302	1,106,978	10,541	28,348	806	17,582	47,893
San Angelo	73,240	91,918	25.5	34,110	638,682	940,162	10,228	27,563	*	*	*
TRAVIS	419,335	565,086	34.8	221,523	4,335,653	8,119,719	14,369	36,654	1,061	6,859	9,991
Austin	345,496	447,958	29.7	178,903	3,522,385	6,157,201	13,745	34,416	*	*	*
TRINITY	9,450	12,966	37.2	5,237	56,185	109,439	8,440	20,897	520		
TYLER	16,223	20,013	23.4	7,561	102,220	180,296	9,009	23,846	496	579	1,848

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
UPSHUR	28,595	35,736	25.0	13,049	205,742	349,695	9,786	26,799	1,022	874	23,198
UPTON	4,619	5,801	25.6	2,084	24,766	59,215	10,208	28,414	89	3,066	2,505
UVALDE	22,441	25,751	14.7	8,317	94,210	191,390	7,432	23,012	531	17,847	18,374
VAL VERDE	35,910	41,373	15.2	12,430	148,671	289,958	7,008	23,327	253	151	16,658
Del Rio	30,034	35,646	18.7	10,221	114,784	234,226	6,571	22,916	*	*	*
VAN ZANDT	31,426	42,446	35.1	16,385	243,991	413,284	9,737	25,223	2,328	8,425	24,380
VICTORIA	68,807	79,837	16.0	27,644	568,639	991,586	12,420	35,870	1,057	13,761	9,017
Victoria	50,695	58,728	15.8	20,414	429,652	706,596	12,032	34,613	*	*	*
WALKER	41,789	57,298	37.1	18,631	258,009	494,605	8,632	26,547	624	698	9,108
Huntsville	25,786	34,208	32.7	9,858	150,132	276,204	8,074	28,018	*	*	*
WALLER	19,798	26,073	31.7	8,060	133,463	256,203	9,826	31,787	809	12,058	9,471
WARD	13,976	17,304	23.8	6,080	85,831	177,957	10,284	29,269	80		
WASHINGTON	21,998	27,769	26.2	10,261	193,723	290,468	10,460	28,308	1,839	2,030	18,035
Brenham	10,966	14,227	29.7	4,525	93,998	150,980	10,612	33,366	*	*	*
WEBB	99,258	128,243	29.2	34,627	499,183	784,160	6,115	22,646	422	5,544	17,216
Laredo	91,449	117,564	28.6	31,323	437,891	660,038	5,614	21,072	*	*	*
WHARTON	40,242	43,996	9.3	15,788	289,901	493,995	11,228	31,289	1,258	83,620	10,575
WHEELER	7,137	7,618	6.7	3,003	62,441	86,187	11,314	28,700	507	5,307	35,988
WICHITA	121,082	128,501	6.1	47,420	1,112,725	1,425,220	11,091	30,055	583	10,533	8,257
Wichita Falls	94,201	100,313	6.5	37,334	885,445	1,106,183	11,027	29,629	*	*	*
WILBARGER	15,931	18,494	16.1	7,274	113,720	190,858	10,320	26,238	557	21,117	8,847
Vernon	12,695	14,920	17.5	5,910	91,378	152,301	10,208	25,770	*	*	*
WILLACY	17,495	19,385	10.8	5,421	79,511	119,716	6,176	22,084	322	37,161	859
WILLIAMSON	76,521	125,840	64.5	42,887	691,725	1,708,607	13,578	39,840	1,850	25,427	18,311
Taylor	10,619	11,184	5.3	4,085	77,343	151,760	13,569	37,151	*	*	*
WILSON	16,756	21,079	25.8	7,138	112,282	179,984	8,539	25,215	1,672	11,867	26,482
WINKLER	9,944	11,335	14.0	4,042	78,484	123,962	10,936	30,668	32		851
WISE	26,575	36,247	36.4	13,334	170,842	452,684	12,489	33,950	1,561	3,112	30,727
WOOD	24,697	31,240	26.5	12,182	187,631	306,442	9,809	25,155	1,277	2,319	19,919
YOAKUM	8,299	10,029	20.8	3,362	66,824	107,566	10,725	31,995	296	19,127	1,944
YOUNG	19,001	21,717	14.3	8,715	157,671	255,808	11,779	29,353	710	6,803	11,405
ZAPATA	6,628	9,387	41.6	3,038	30,844	60,970	6,495	20,069	313	212	4,765
ZAVALA	11,666	12,718	9.0	3,507	42,944	62,011	4,876	17,682	264	25,935	28,992

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1985 Cash Receipts as follows: From Crops $3,976,894,000; from Livestock & Livestock Products $5,437,634,000; Total $9,414,528,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	1,461,037	1,735,467	18.8	551,860	9,286,498	16,002,525	9,221	28,997	13,984	129,948	423,636
METROPOLITAN STATISTICAL AREAS											
Provo-Orem, Ut	218,106	247,559	13.5	68,223	1,093,310	1,805,514	7,293	26,465	1,848	17,474	49,329
Salt Lake City-Ogden, Ut	910,222	1,081,086	18.8	354,736	6,017,011	10,872,750	10,057	30,650	2,370	24,449	53,145
COUNTIES, Cities											
BEAVER	4,378	5,460	24.7	1,795	30,152	35,801	6,557	19,945	204	4,776	12,130
BOX ELDER	33,222	39,385	18.6	12,115	236,926	364,214	9,248	30,063	1,079	20,641	38,075
CACHE	57,176	66,966	17.1	22,625	355,514	595,131	8,887	26,304	1,282	8,378	59,100
Logan	26,844	29,241	8.9	11,116	182,255	267,677	9,154	24,080	*	*	*
CARBON	22,179	23,907	7.8	8,083	172,807	230,350	9,635	28,498	201	430	2,189
DAGGETT	769	812	5.6	306	4,277	6,877	8,469	22,474	30		
DAVIS	146,540	186,076	27.0	52,761	908,504	1,726,639	9,279	32,726	660	11,588	11,506
DUCHESNE	12,565	17,136	36.4	4,908	80,446	122,415	7,144	24,942	677	1,976	13,151
EMERY	11,451	12,359	7.9	3,729	76,441	107,453	8,694	28,816	432	747	4,642
GARFIELD	3,673	4,621	25.8	1,584	22,749	30,922	6,692	19,521	222	582	3,616
GRAND	8,241	7,290	-11.5	2,477	65,980	67,507	9,260	27,254	59		
IRON	17,349	20,711	19.4	6,270	110,469	140,661	6,792	22,434	380	10,380	8,774
JUAB	5,530	6,501	17.6	2,109	36,004	47,771	7,348	22,651	221	2,314	3,957
KANE	4,024	5,155	28.1	1,728	25,535	31,586	6,127	18,279	146	267	1,357
MILLARD	8,970	15,574	73.6	4,895	54,177	98,624	6,333	20,148	612	18,309	29,336
MORGAN	4,917	5,777	17.5	1,690	35,518	59,183	10,245	35,020	250	695	8,209
PIUTE	1,329	1,561	17.5	523	6,898	9,485	6,076	18,136	116	252	4,645
RICH	2,100	2,527	20.3	847	14,595	23,573	9,328	27,831	150	996	7,335
SALT LAKE	619,066	730,745	18.0	246,284	4,167,630	7,536,640	10,314	30,601	805	9,428	16,714
Salt Lake City	163,697	163,598	-.1	71,987	1,214,313	1,789,536	10,939	24,859	*	*	*
SAN JUAN	12,253	11,986	-2.2	3,088	56,246	61,806	5,157	20,015	214	3,520	4,847
SANPETE	14,620	17,918	22.6	5,651	77,822	122,979	6,863	21,762	772	3,243	44,686
SEVIER	14,727	16,703	13.4	5,354	87,565	141,255	8,457	26,383	477	3,042	24,876
SUMMIT	10,198	14,342	40.6	4,917	79,028	164,866	11,495	33,530	417	683	11,619
TOOELE	26,033	29,406	13.0	9,333	170,016	285,925	9,723	30,636	304	2,416	8,009

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UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
UINTAH	20,506	27,310	33.2	8,250	145,864	215,149	7,878	26,079	671	1,891	12,489
UTAH	218,106	247,559	13.5	68,223	1,093,310	1,805,514	7,293	26,465	1,848	17,474	49,329
Provo	73,907	75,025	1.5	20,821	356,186	506,559	6,752	24,329	*	*	*
WASATCH	8,523	10,408	22.1	3,311	54,157	87,972	8,452	26,570	293	532	8,746
WASHINGTON	26,065	40,568	55.6	12,460	167,004	257,637	6,351	20,677	372	1,610	4,941
St. George	11,350	17,213	51.7	5,288	78,348	124,113	7,210	23,471	*	*	*
WAYNE	1,911	2,439	27.6	853	9,987	15,119	6,199	17,725	185	345	4,433
WEBER	144,616	164,265	13.6	55,691	940,877	1,609,471	9,798	28,900	905	3,433	24,925
Ogden	64,407	68,415	6.2	26,675	425,412	667,592	9,758	25,027	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Utah 1985 Cash Receipts as follows: From Crops $133,776,000; from Livestock & Livestock Products $426,419,000; Total $560,195,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VERMONT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	511,456	553,954	8.3	201,240	3,379,495	6,099,557	11,011	30,310	6,315	20,054	349,348
Burlington, Vt	115,308	127,265	10.4	44,777	1,375,485	1,641,922	12,902	36,669	N.A.	N.A.	N.A.
COUNTIES, Cities											
ADDISON	29,406	32,858	11.7	10,980	196,315	347,644	10,580	31,662	748	4,410	68,425
BENNINGTON	33,345	36,680	10.0	13,651	207,719	405,933	11,067	29,737	193	1,182	6,198
Bennington	15,815	18,096	14.4	5,336	79,413	148,392	8,200	27,810	*	*	*
CALEDONIA	25,808	27,014	4.7	10,085	142,108	251,842	9,323	24,972	491	1,231	21,339
St. Johnsbury	7,938	7,806	-1.7	2,752	48,060	75,446	9,665	27,415	*	*	*
CHITTENDEN	115,534	127,523	10.4	44,312	929,895	1,672,040	13,112	37,733	505	1,816	23,342
Burlington	37,712	38,684	2.6	13,715	276,728	433,921	11,217	31,638	*	*	*
ESSEX	6,313	6,114	-3.2	2,182	32,436	53,366	8,728	24,457	90	376	4,403
FRANKLIN	34,788	37,930	9.0	13,096	215,372	393,245	10,368	30,028	795	1,020	70,064
St. Albans	7,308	7,407	1.4	2,591	46,747	75,644	10,213	29,195	*	*	*
GRAND ISLE	4,613	5,217	13.1	1,889	35,825	58,826	11,276	31,141	139	960	6,568
LAMOILLE	16,767	18,697	11.5	6,895	99,277	178,135	9,527	25,835	255	674	14,586
ORANGE	22,739	24,277	6.8	8,587	124,067	216,313	8,910	25,191	600	1,081	24,097
ORLEANS	23,440	24,851	6.0	8,882	137,707	239,964	9,656	27,017	654	1,059	45,553
Newport	4,756	4,546	-4.4	1,436	29,369	44,846	9,865	31,230	*	*	*
RUTLAND	58,347	62,061	6.4	22,837	349,705	645,819	10,406	28,280	561	1,551	26,358
Rutland	18,436	18,263	-.9	6,038	102,991	173,406	9,495	28,719	*	*	*
WASHINGTON	52,393	55,251	5.5	20,720	327,294	584,561	10,580	28,212	399	655	13,073
Barre	9,824	9,941	1.2	3,733	56,836	93,202	9,376	24,967	*	*	*
Montpelier	8,241	8,290	.6	3,072	57,785	90,817	10,955	29,563	*	*	*
WINDHAM	36,933	41,104	11.3	16,035	236,222	430,225	10,467	26,830	298	2,762	11,076
Bellows Falls	3,456	3,540	2.4	1,218	24,142	36,846	10,408	30,257	*	*	*
Brattleboro	11,886	12,611	6.1	4,067	61,297	100,232	7,948	24,645	*	*	*
WINDSOR	51,030	54,377	6.6	21,089	345,553	621,644	11,432	29,477	587	1,277	14,266
Hartford	7,963	9,079	14.0	3,227	62,988	106,775	11,761	33,088	*	*	*
Springfield	10,190	10,087	-1.0	3,279	60,290	97,689	9,685	29,792	*	*	*
White River Junction	2,582	2,840	10.0	1,009	14,961	32,962	11,606	32,668	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1985 Cash Receipts as follows: From Crops $31,084,000; from Livestock & Livestock Products $371,274,000; Total $402,358,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,346,279	5,877,318	9.9	2,113,516	41,951,679	77,215,123	13,138	36,534	51,959	626,544	936,820
Charlottesville, Va	113,568	125,534	10.5	46,018	707,000	1,471,678	11,723	31,980	1,381	5,847	23,248
Danville, Va	111,789	115,493	3.3	42,567	571,042	1,047,075	9,066	24,598	2,024	40,760	9,506

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VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Johnson City-Kingsport-Bristol, Tn-Va	433,638	456,544	5.3	168,528	2,290,080	4,230,862	9,267	25,105	11,578	56,862	64,990
Lynchburg, Va	141,289	144,894	2.6	50,570	892,506	1,461,338	10,086	28,897	1,190	6,387	11,775
Norfolk-Virginia Beach-Newport News, Va	1,160,051	1,294,813	11.6	444,989	7,962,589	16,054,754	12,399	36,079	1,197	55,128	28,538
Richmond-Petersburg, Va	761,311	824,283	8.3	300,246	5,510,668	12,825,964	15,560	42,718	2,400	44,454	31,642
Roanoke, Va	220,600	228,515	3.6	87,850	1,580,431	2,681,019	11,732	30,518	892	3,133	17,124
Washington, D.C-Md-Va	3,250,392	3,587,788	10.4	1,332,174	39,599,992	64,246,401	17,907	48,227	5,981	79,751	131,933
COUNTIES, Cities											
ACCOMAC	31,268	32,324	3.4	12,408	203,777	272,502	8,430	21,962	415	32,398	14,996
ALBEMARLE	50,689	62,807	23.9	22,208	358,867	813,639	12,955	36,637	830	4,719	17,173
ALLEGHANY	14,333	16,008	11.7	5,645	60,584	146,045	9,123	25,872	182	116	1,238
AMELIA	8,405	8,802	4.7	2,985	38,425	67,394	7,657	22,578	446	5,944	20,608
AMHERST	29,122	28,474	-2.2	9,116	162,943	264,934	9,304	29,063	450	545	2,798
APPOMATTOX	11,971	12,730	6.3	4,439	71,397	136,498	10,723	30,750	442	1,704	4,279
ARLINGTON	152,599	150,924	-1.1	73,464	2,435,505	3,870,115	25,643	52,680	4	51	
AUGUSTA	53,732	57,528	7.1	19,975	307,661	564,743	9,817	28,272	1,606	5,560	58,394
BATH	5,860	5,407	-7.7	1,879	23,087	50,641	9,366	26,951	138		
BEDFORD	34,927	40,494	15.9	14,453	185,679	352,857	8,714	24,414	1,353	2,170	16,444
BLAND	6,349	6,806	7.2	2,282	26,631	48,989	7,198	21,468	354	371	4,952
BOTETOURT	23,270	25,845	11.1	9,186	137,138	282,825	10,943	30,789	586	2,011	8,527
BRUNSWICK	15,632	15,241	-2.5	5,044	61,602	104,466	6,854	20,711	590	13,387	6,573
BUCHANAN	37,989	36,110	-5.0	11,609	222,071	273,369	7,570	23,548	120	254	86
BUCKINGHAM	11,751	12,527	6.6	4,234	46,986	80,408	6,419	18,991	420	1,304	8,539
CAMPBELL	45,424	48,294	6.3	16,706	284,375	493,523	10,219	29,542	740	5,842	8,977
CAROLINE	17,904	19,267	7.6	6,425	95,677	157,440	8,171	24,504	265	6,480	2,681
CARROLL	27,270	29,357	7.7	10,877	112,157	210,421	7,168	19,345	1,083	3,341	11,912
CHARLES CITY	6,692	6,490	-3.0	1,978	33,269	64,942	10,006	32,832	70	3,582	219
CHARLOTTE	12,266	11,322	-7.7	3,923	45,597	81,673	7,214	20,819	686	8,879	6,997
CHESTERFIELD	141,372	185,289	31.1	62,547	1,157,561	2,568,526	13,862	41,066	240	2,583	1,923
CLARKE	9,965	11,247	12.9	4,189	65,887	124,580	11,077	29,740	299	7,600	9,621
CRAIG	3,948	4,456	12.9	1,667	20,298	38,909	8,732	23,341	196	401	1,759
CULPEPER	22,620	25,134	11.1	8,774	119,452	268,342	10,676	30,584	537	6,879	17,454
Culpeper	6,621	7,055	6.6	2,769	45,455	77,632	11,004	28,036	*	*	*
CUMBERLAND	7,881	8,430	7.0	2,792	31,474	54,094	6,417	19,375	331		
DICKENSON	19,806	20,102	1.5	6,739	106,654	139,765	6,953	20,740	170	129	173
DINWIDDIE	22,602	21,406	-5.3	6,315	108,641	173,822	8,120	27,525	496	11,701	4,730
ESSEX	8,864	9,446	6.6	3,407	52,495	83,286	8,817	24,446	192	10,782	1,469
FAIRFAX	596,901	750,470	25.7	267,987	8,942,821	16,103,175	21,457	60,089	242	2,993	1,549
FAUQUIER	35,889	43,836	22.1	14,731	214,227	536,907	12,248	36,447	973	5,489	27,020
FLOYD	11,563	12,461	7.8	4,661	45,845	97,947	7,860	21,014	920	1,216	10,028
FLUVANNA	10,244	11,313	10.4	3,862	48,946	85,945	7,597	22,254	308	616	2,862
FRANKLIN	35,740	39,391	10.2	13,553	172,824	333,072	8,456	24,576	1,212	7,224	24,305
FREDERICK	34,150	37,492	9.8	13,124	192,448	381,259	10,169	29,051	632	14,073	8,054
GILES	17,810	17,294	-2.9	6,325	70,980	151,080	8,736	23,886	375	384	2,873
GLOUCESTER	20,107	29,303	45.7	10,834	127,010	393,695	13,435	36,339	162	4,753	541
GOOCHLAND	11,761	13,074	11.2	4,279	72,018	143,902	11,007	33,630	294	1,833	4,040
GRAYSON	16,579	16,123	-2.8	6,031	68,176	119,996	7,443	19,897	995	2,026	11,706
GREENE	7,625	8,947	17.3	3,070	39,573	88,911	9,938	28,961	243	512	3,213
GREENSVILLE	10,903	11,203	2.8	3,687	48,113	79,475	7,094	21,555	256	11,487	5,287
HALIFAX	30,418	31,203	2.6	10,835	126,320	225,504	7,227	20,813	1,652	29,554	5,220
HANOVER	50,398	57,872	14.8	19,470	363,384	730,246	12,618	37,506	637	9,205	10,031
HENRICO	180,735	205,835	13.9	79,108	1,538,412	2,804,319	13,624	35,449	166	4,316	1,070
HENRY	57,654	55,978	-2.9	19,723	304,752	524,141	9,363	26,575	424	2,502	1,936
HIGHLAND	2,937	2,755	-6.2	1,089	13,105	26,840	9,742	24,646	320		
ISLE OF WIGHT	21,603	24,119	11.6	8,155	121,885	230,725	9,566	28,292	333	18,338	9,185
JAMES CITY	22,763	29,728	30.6	10,464	158,075	448,547	15,088	42,866	71	2,574	1,847
KING AND QUEEN	5,968	6,091	2.1	2,144	32,560	48,048	7,888	22,410	197	6,357	1,812
KING GEORGE	10,543	12,572	19.2	4,356	73,762	125,446	9,978	28,798	176	3,101	1,084
KING WILLIAM	9,327	9,442	1.2	3,267	57,315	92,902	9,839	28,436	149	7,245	3,485
LANCASTER	10,129	11,857	17.1	4,812	62,267	118,462	9,991	24,618	106	3,347	368
LEE	25,956	27,353	5.4	9,788	123,819	166,001	6,069	16,960	1,635	9,161	5,142
LOUDOUN	57,427	67,990	18.4	22,898	604,220	1,204,436	17,715	52,600	888	12,168	20,153
LOUISA	17,825	20,124	12.9	7,025	83,336	152,948	7,600	21,772	482	1,712	5,807
LUNENBURG	12,124	12,679	4.6	4,628	52,983	95,780	7,554	20,696	566	10,347	3,462
MADISON	10,232	11,177	9.2	3,851	44,937	100,465	8,989	26,088	462	2,486	13,410
MATHEWS	7,995	9,483	18.6	3,878	56,391	98,792	10,418	25,475	96	2,216	380
MECKLENBURG	29,444	27,876	-5.3	9,951	127,398	229,557	8,235	23,069	990	22,223	6,174
MIDDLESEX	7,719	8,775	13.7	3,467	44,183	75,951	8,655	21,907	127	3,188	4,128
MONTGOMERY	63,516	70,898	11.6	23,942	282,535	601,805	8,488	25,136	565	1,094	11,583
Christiansburg	10,345	13,012	25.8	5,109	68,227	114,408	8,792	22,393	*	*	*
NANSEMOND											
NELSON	12,204	12,660	3.7	4,620	53,787	96,851	7,650	20,963	388	3,316	6,896
NEW KENT	8,781	10,850	23.6	3,744	51,930	118,945	10,963	31,769	91	2,719	359
NORTHAMPTON	14,625	13,224	-9.6	5,071	88,252	102,585	7,757	20,230	246	21,916	235
NORTHUMBERLAN	9,828	10,586	7.7	4,238	61,824	105,264	9,944	24,838	199	7,493	560
NOTTOWAY	14,666	14,924	1.8	5,309	70,389	115,793	7,759	21,811	381	3,586	19,722
ORANGE	17,827	20,291	13.8	7,326	90,078	206,374	10,171	28,170	461	1,839	13,447
PAGE	19,401	21,064	8.6	7,788	93,785	175,310	8,323	22,510	506	1,353	27,914
PATRICK	17,585	18,415	4.7	6,688	80,115	142,958	7,763	21,375	781	5,437	5,893

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VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate July 1, 1988	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
PITTSYLVANIA	66,147	67,928	2.7	23,556	309,974	589,047	8,672	25,006	2,024	40,760	9,506
POWHATAN	13,062	14,394	10.2	4,166	73,049	143,614	9,977	34,473	215	3,120	8,251
PRINCE EDWARD	16,456	17,436	6.0	5,363	74,720	117,985	6,767	22,000	426	3,396	6,173
PRINCE GEORGE	25,733	26,178	1.7	6,898	121,202	204,144	7,798	29,595	191	5,395	1,019
PRINCE WILLIAM	144,703	178,103	23.1	55,924	1,437,214	3,040,095	17,069	54,361	314	2,115	5,140
Woodbridge	14,867	18,299	23.1	5,745	139,872	292,082	15,962	50,841	*	*	*
PULASKI	35,229	34,485	-2.1	12,521	151,592	310,154	8,994	24,771	367	463	9,378
Pulaski	10,106	9,218	-8.8	3,503	46,589	84,777	9,197	24,201	*	*	*
RAPPAHANNOCK	6,093	5,717	-6.2	2,082	31,702	63,603	11,125	30,549	313	2,536	3,211
RICHMOND	6,952	7,502	7.9	2,687	36,850	64,249	8,564	23,911	193	5,897	984
ROANOKE	72,945	77,432	6.2	27,884	584,800	1,017,525	13,141	36,491	366	1,122	8,597
ROCKBRIDGE	17,911	17,402	-2.9	6,427	73,135	153,587	8,826	23,897	711	1,103	10,032
ROCKINGHAM	57,038	53,661	-5.9	18,550	308,758	522,852	9,744	28,186	2,046	8,065	207,361
RUSSELL	31,761	33,379	5.1	11,635	136,768	277,528	8,314	23,853	1,283	6,703	8,014
SCOTT	25,068	26,717	6.6	9,677	128,212	182,981	6,849	18,909	1,964	8,820	3,250
Gate City	2,494	2,529	1.4	987	13,481	17,585	6,953	17,817	*	*	*
SHENANDOAH	27,559	29,389	6.6	11,058	146,108	265,746	9,042	24,032	922	4,099	38,368
Strasburg	2,431	2,875	18.3	936	7,366				*	*	*
SMYTH	33,366	35,140	5.3	12,467	143,810	255,945	7,284	20,530	959	4,711	10,423
SOUTHAMPTON	18,731	16,363	-12.7	5,167	85,139	135,190	8,262	26,164	518	34,055	13,652
SPOTSYLVANIA	34,435	41,766	21.3	13,645	186,116	474,864	11,370	34,801	321	2,487	5,249
STAFFORD	40,470	52,884	30.7	16,573	233,165	650,601	12,302	39,257	214	1,335	1,831
SURRY	6,046	6,333	4.7	2,157	31,673	50,799	8,021	23,551	186	9,700	2,677
SUSSEX	10,874	9,990	-8.1	3,349	55,005	82,498	8,258	24,634	258	16,822	2,111
TAZEWELL	50,511	51,407	1.8	17,879	335,990	403,777	7,855	22,584	494	614	9,581
Bluefield	5,946	5,768	-3.0	2,144	345,384	50,163	8,697	23,397	*	*	*
WARREN	21,200	23,713	11.9	8,995	122,673	230,508	9,721	25,626	243	846	2,227
WASHINGTON	46,487	48,030	3.3	17,023	276,335	392,904	8,180	23,081	2,289	13,486	26,746
WESTMORELAND	14,041	13,404	-4.5	4,956	79,486	121,098	9,034	24,435	224	10,791	871
WISE	43,863	45,253	3.2	15,580	271,621	354,065	7,824	22,726	161	170	715
WYTHE	25,522	26,162	2.5	9,623	111,357	211,355	8,079	21,964	805		
YORK	35,463	44,000	24.1	14,041	233,060	657,602	14,946	46,834	75	2,294	370
INDEPENDENT CITIES											
ALEXANDRIA	103,217	103,600	.4	51,073	1,521,872	2,644,499	25,526	51,779	-	-	-
BEDFORD	5,991	6,421	7.2	2,563	37,405	56,504	8,800	22,046	-	-	-
BRISTOL	19,042	19,289	1.3	7,658	130,093	193,339	10,023	25,247	-	-	-
BUENA VISTA	6,717	6,939	3.3	2,463	27,520	55,845	8,048	22,674	-	-	-
CHARLOTTESVILLE	45,010	42,467	-5.7	16,878	259,614	483,183	11,378	28,628	-	-	-
CHESAPEAKE	114,226	136,960	19.9	45,204	788,406	1,609,507	11,752	35,605	282	13,928	2,795
CLIFTON FORGE	5,046	5,021	-.5	1,942	22,547	48,238	9,607	24,839	-	-	-
COLONIAL HEIGH	16,509	17,573	6.4	6,511	108,791	194,378	11,061	29,854	-	-	-
COVINGTON	9,063	7,610	-16.0	3,061	39,094	76,019	9,989	24,835	-	-	-
DANVILLE	45,642	47,565	4.2	19,011	261,068	458,028	9,630	24,093	-	-	-
EMPORIA	4,840	4,472	-7.6	1,627	28,597	39,056	8,733	24,005	-	-	-
FAIRFAX	19,390	20,804	7.3	7,104	287,395	426,019	20,478	59,969	-	-	-
FALLS CHURCH	9,515	9,759	2.6	4,567	162,888	266,082	27,265	58,262	-	-	-
FRANKLIN	7,308	8,035	9.9	3,004	41,309	71,389	8,885	23,765	-	-	-
FREDERICKSBURG	15,322	20,099	31.2	8,106	103,448	243,594	12,120	30,051	-	-	-
GALAX	6,524	7,197	10.3	2,999	34,244	56,820	7,895	18,946	-	-	-
HAMPTON	122,617	119,965	-2.2	41,729	802,284	1,752,640	14,610	42,001	-	-	-
HARRISONBURG	19,671	28,424	44.5	9,169	109,297	254,523	8,955	27,759	-	-	-
HOPEWELL	23,397	24,086	2.9	9,097	134,268	213,761	8,875	23,498	-	-	-
LEXINGTON	7,292	7,614	4.4	2,450	32,860	66,529	8,738	27,155	-	-	-
LYNCHBURG	66,743	68,126	2.1	24,748	445,188	702,881	10,317	28,402	-	-	-
MANASSAS	15,438	20,782	34.6	7,075	168,231	364,369	17,533	51,501	-	-	-
MANASSAS PARK	6,524	6,267	-3.9	1,842	56,720	90,147	14,384	48,940	-	-	-
MARTINSVILLE	18,149	18,551	2.2	6,996	109,646	193,484	10,430	27,656	-	-	-
NEWPORT NEWS	144,903	158,268	9.2	58,126	960,283	2,196,161	13,876	37,783	-	-	-
NORFOLK	266,979	253,339	-5.1	84,675	1,638,724	2,525,551	9,969	29,826	-	-	-
NORTON	4,757	4,873	2.4	1,736	31,819	38,137	7,826	21,968	-	-	-
PETERSBURG	41,055	37,652	-8.3	14,137	217,417	351,972	9,348	24,897	-	-	-
POQUOSON	8,726	11,158	27.9	3,669	64,936	139,356	12,489	37,982	-	-	-
PORTSMOUTH	104,577	102,050	-2.4	37,153	681,881	1,152,384	11,292	31,017	-	-	-
RADFORD	13,225	14,866	12.4	4,496	61,264	123,978	8,340	27,575	-	-	-
RICHMOND	219,214	203,584	-7.1	81,996	1,530,726	2,377,307	11,677	28,993	-	-	-
ROANOKE	100,427	98,326	-2.1	40,683	677,172	1,069,653	10,879	26,292	-	-	-
SALEM	23,958	26,912	12.3	10,097	181,321	311,016	11,557	30,803	-	-	-
SOUTH BOSTON	7,093	7,691	8.4	2,888	42,582	77,144	10,030	26,712	-	-	-
STAUNTON	21,857	21,215	-2.9	8,147	148,299	246,006	11,596	30,196	-	-	-
SUFFOLK	47,621	50,241	5.5	17,220	280,171	537,979	10,708	31,242	376	21,019	8,960
VIRGINIA BEACH	262,199	347,703	32.6	117,888	2,160,797	4,481,610	12,889	38,016	231	10,560	14,025
WAYNESBORO	15,329	14,951	-2.5	5,917	103,325	178,387	11,931	30,148	-	-	-
WILLIAMSBURG	9,870	12,098	22.6	3,986	66,962	159,722	13,202	40,071	-	-	-
WINCHESTER	20,217	21,602	6.9	8,897	131,031	244,503	11,319	27,482	-	-	-

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1985 Cash Receipts as follows: From Crops $648,353,000; from Livestock & Livestock Products $1,100,778,000; Total $1,749,131,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSE-HOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,130,163	4,600,637	11.4	1,782,206	36,391,105	59,534,335	12,940	33,405	36,080	1,714,018	1,115,555
Bellingham, Wa	106,701	118,177	10.8	45,599	826,783	1,326,015	11,221	29,080	1,618	18,546	109,828
Bremerton, Wa	146,609	180,777	23.3	67,654	2,040,004	2,034,889	11,256	30,078	422	954	1,165
Olympia, Wa	124,264	154,108	24.0	59,763	1,285,579	1,973,371	12,805	33,020	856	8,808	35,296
Richland-Kennewick-Pasco, Wa	144,469	149,745	3.7	54,716	1,490,920	1,974,696	13,187	36,090	2,152	244,520	46,691
Seattle, Wa	1,606,765	1,819,851	13.3	726,838	14,585,773	27,735,513	15,241	38,159	3,383	32,117	111,371
Spokane, Wa	341,835	366,710	7.3	142,988	2,887,163	4,092,125	11,159	28,619	2,193	50,473	24,209
Tacoma, Wa	485,643	543,078	11.8	202,908	3,767,360	6,320,559	11,638	31,150	1,474	14,721	47,120
Vancouver, Wa	192,227	216,884	12.8	80,499	1,383,513	2,742,126	12,643	34,064	1,618	7,060	24,390
Yakima, Wa	172,508	186,347	8.0	68,762	1,247,344	1,833,280	9,838	26,661	4,581	292,636	175,097
COUNTIES, Cities											
ADAMS	13,267	13,913	4.9	4,938	117,766	145,014	10,423	29,367	714	92,959	29,551
ASOTIN	16,823	18,150	7.9	7,260	159,495	197,575	10,886	27,214	170	7,792	3,134
Clarkston	6,903	7,006	1.5	2,992	51,729	75,830	10,824	25,344	*	*	*
BENTON	109,444	113,938	4.1	42,030	1,173,817	1,578,650	13,855	37,560	1,296	122,105	17,968
Kennewick	34,397	40,172	16.8	15,917	380,962	545,549	13,580	34,275	*	*	*
Richland	33,578	32,665	-2.7	12,277	414,236	514,153	15,740	41,879	*	*	*
CHELAN	45,061	52,213	15.9	21,401	364,101	600,636	11,504	28,066	1,351	83,405	1,100
Wenatchee	17,257	18,696	8.3	6,916	129,181	193,568	10,353	27,988	*	*	*
CLALLAM	51,648	53,891	4.3	21,598	387,678	584,128	10,839	27,045	407	1,423	4,140
Port Angeles	17,311	16,885	-2.5	6,732	134,689	188,601	11,170	28,016	*	*	*
CLARK	192,227	216,884	12.8	80,499	1,383,513	2,742,126	12,643	34,064	1,618	7,060	24,390
Vancouver	42,834	43,989	2.7	20,139	344,339	558,713	12,701	27,743	*	*	*
COLUMBIA	4,057	3,953	-2.6	1,552	35,394	39,915	10,097	25,718	236	24,680	2,071
COWLITZ	79,548	77,354	-2.8	29,766	730,944	938,697	12,135	31,536	442	2,652	7,739
Kelso	11,129	10,333	-7.2	4,308	95,499	117,525	11,374	27,281	*	*	*
Longview	31,052	28,471	-8.3	11,642	310,389	364,596	12,806	31,317	*	*	*
DOUGLAS	22,144	24,489	10.6	9,183	213,223	261,083	10,661	28,431	937	91,259	8,662
FERRY	5,811	6,162	6.0	2,169	51,022	49,834	8,087	22,976	241	716	2,605
FRANKLIN	35,025	35,807	2.2	12,686	317,103	396,046	11,061	31,219	856	122,415	28,723
Pasco	18,425	18,676	1.4	7,074	162,623	197,396	10,570	27,904	*	*	*
GARFIELD	2,468	2,410	-2.4	970	21,335	29,093	12,072	29,993	214	20,052	2,466
GRANT	48,522	53,891	11.1	19,737	492,636	641,225	11,899	32,488	1,799	216,345	95,670
Moses Lake	10,629	10,952	3.0	3,820	118,794	133,666	12,205	34,991	*	*	*
GRAYS HARBOR	66,314	61,725	-6.9	24,217	477,709	666,707	10,801	27,531	461	2,122	15,102
Aberdeen	18,739	16,079	-14.2	6,310	130,198	162,692	10,118	25,783	*	*	*
ISLAND	44,048	50,280	14.1	18,817	344,353	541,199	10,764	28,761	308	1,204	8,310
JEFFERSON	15,965	18,707	17.2	7,716	119,975	193,609	10,350	25,092	161	154	2,601
KING	1,269,749	1,415,616	11.5	576,719	11,827,419	22,242,778	15,712	38,568	1,719	20,088	45,686
Auburn	26,417	31,558	19.5	13,418	233,083	438,029	13,880	32,645	*	*	*
Bellevue	73,903	85,118	15.2	33,436	850,272	1,400,068	16,449	41,873	*	*	*
Kent	23,152	28,893	24.8	13,602	257,436	525,899	18,202	38,663	*	*	*
Renton	30,612	35,938	17.4	10,147	184,887	353,116	9,826	34,800	*	*	*
Seattle	493,846	508,102	2.9	234,379	4,529,931	7,613,427	14,984	32,483	*	*	*
KITSAP	146,609	180,777	23.3	67,654	2,040,004	2,034,889	11,256	30,078	422	954	1,165
Bremerton	36,208	36,843	1.8	14,616	475,158	358,470	9,730	24,526	*	*	*
KITTITAS	24,877	25,711	3.4	9,811	229,008	310,535	12,078	31,652	735	14,408	64,512
Ellensburg	11,752	11,667	-.7	3,921	99,798	128,169	10,986	32,688	*	*	*
KLICKITAT	15,822	17,272	9.2	6,553	136,499	185,894	10,763	28,368	575	26,271	11,713
LEWIS	55,279	60,001	8.5	23,080	452,204	613,830	10,230	26,596	1,378	5,394	41,593
Centralia	10,809	12,550	16.1	5,056	87,105	110,993	8,844	21,953	*	*	*
Chehalis	6,100	6,167	1.1	2,348	51,567	64,037	10,384	27,273	*	*	*
LINCOLN	9,604	9,746	1.5	3,880	102,259	114,315	11,729	29,463	780	80,718	9,017
MASON	31,184	38,107	22.2	14,944	232,774	377,103	9,896	25,234	181	521	629
OKANOGAN	30,639	33,939	10.8	13,047	208,557	326,132	9,609	24,997	1,570	66,927	13,614
PACIFIC	17,237	18,146	5.3	7,526	123,858	179,284	9,880	23,822	303	3,283	5,847
PEND OREILLE	8,580	9,005	5.0	3,293	51,587	78,923	8,764	23,967	287	644	2,070
PIERCE	485,643	543,078	11.8	202,908	3,767,360	6,320,559	11,638	31,150	1,474	14,721	47,120
Tacoma	158,501	164,202	3.6	68,227	1,218,623	1,841,865	11,217	26,996	*	*	*
SAN JUAN	7,838	9,697	23.7	4,287	69,180	124,566	12,846	29,057	172		
SKAGIT	64,138	73,697	14.9	29,267	523,727	839,116	11,386	28,671	897	38,430	53,113
Mount Vernon	13,009	15,524	19.3	6,014	106,848	165,926	10,688	27,590	*	*	*
SKAMANIA	7,919	7,642	-3.5	2,794	69,706	92,715	12,132	33,184	79		
SNOHOMISH	337,016	404,235	19.9	150,119	2,736,354	5,492,735	13,588	36,589	1,664	12,029	65,685
Everett	54,413	60,531	11.2	25,426	442,967	770,618	12,731	30,308	*	*	*
SPOKANE	341,835	366,710	7.3	142,988	2,887,163	4,092,125	11,159	28,619	2,193	50,473	24,209
Spokane	171,300	175,830	2.6	75,903	1,480,869	1,940,989	11,039	25,572	*	*	*
STEVENS	28,979	32,179	11.0	11,379	240,896	277,317	8,618	24,371	1,191	5,840	17,214
THURSTON	124,264	154,108	24.0	59,763	1,285,579	1,973,371	12,805	33,020	856	8,808	35,296
Olympia	27,447	31,630	15.2	13,793	306,117	389,322	12,309	28,226	*	*	*
WAHKIAKUM	3,832	3,529	-7.9	1,282	24,761	38,396	10,880	29,930	145	100	5,514
WALLA WALLA	47,435	50,038	5.5	18,768	489,027	580,982	11,611	30,956	824	107,570	122,546
Walla Walla	25,618	26,401	3.1	10,293	257,354	274,650	10,403	26,683	*	*	*
WHATCOM	106,701	118,177	10.8	45,599	826,783	1,326,015	11,221	29,080	1,618	18,546	109,828
Bellingham	45,794	46,910	2.4	17,512	332,310	464,990	9,912	26,553	*	*	*
WHITMAN	40,103	39,113	-2.5	13,244	406,992	473,938	12,117	35,785	1,225	149,314	9,855
Pullman	23,579	22,599	-4.2	6,422	221,260	241,782	10,699	37,649	*	*	*
YAKIMA	172,508	186,347	8.0	68,762	1,247,344	1,833,280	9,838	26,661	4,581	292,636	175,097
Sunnyside	9,225	10,160	10.1	3,474	57,394	83,069	8,176	23,912	*	*	*
Yakima	49,826	50,040	.4	20,499	401,538	533,440	10,660	26,023	*	*	*

FARM PRODUCTS. From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Washington 1985 Cash Receipts as follows. From Crops $1,901,086,000; from Livestock & Livestock Products $978,865,000; Total $2,879,951,000 *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1987) Number of farms	FARM PRODUCTS (1987) Value of crops (Thousands)	FARM PRODUCTS (1987) Value of livestock (Thousands)
STATE TOTALS	1,949,644	1,918,422	-1.6	698,894	13,048,900	18,567,904	9,679	26,568	18,742	48,414	171,555
METROPOLITAN STATISTICAL AREAS											
Charleston, W.V.	269,595	256,299	-4.9	97,526	2,301,991	3,030,258	11,823	31,071	770	2,137	1,421
Cumberland, Md-W.V	107,782	102,517	-4.9	38,460	616,842	999,653	9,751	25,992	576	1,619	1,774
Huntington-Ashland, W.V-Ky-Oh	336,410	325,844	-3.2	119,360	2,264,060	3,149,642	9,666	26,388	3,457	11,912	11,344
Parkersburg-Marietta, W.V-..	157,914	158,334	.3	58,249	1,129,610	1,821,723	11,506	31,275	1,597	4,580	14,201
Steubenville-Weirton, Oh-W..	163,099	149,368	-8.4	54,554	1,451,656	1,525,145	10,211	27,957	667	2,205	5,504
Wheeling, W.V-Oh	185,566	175,765	-5.3	65,937	1,402,423	1,737,473	9,885	26,351	1,345	1,149	4,554
COUNTIES, Cities											
BARBOUR	16,639	17,400	4.6	6,176	87,199	134,687	7,741	21,808	478	469	2,046
BERKELEY	46,775	52,986	13.3	19,301	289,455	591,146	11,157	30,628	473	14,911	7,274
Martinsburg	13,063	13,310	1.9	5,450	86,136	159,326	11,970	29,234	*	*	*
BOONE	30,447	29,037	-4.6	10,131	157,016	272,304	9,378	26,878	26	25	15
BRAXTON	13,894	15,525	11.7	5,725	79,570	110,137	7,094	19,238	385		
BROOKE	31,117	29,114	-6.4	10,253	249,515	255,804	8,786	24,949	65	101	844
CABELL	106,835	100,278	-6.1	39,037	830,299	1,104,953	11,019	28,305	451	1,227	605
†Huntington	60,684	56,290	-11.6	23,420	506,234	609,426	10,827	26,022	*	*	*
CALHOUN	8,250	8,735	5.9	3,204	45,012	60,767	6,957	18,966	191	70	461
CLAY	11,265	11,882	5.5	4,018	53,729	71,753	6,039	17,858	102		
DODDRIDGE	7,433	8,328	12.0	3,036	45,469	60,166	7,225	19,818	279	77	624
FAYETTE	57,863	55,029	-4.9	19,340	277,578	450,255	8,182	23,281	253	83	1,144
GILMER	8,334	8,701	4.4	2,985	45,821	58,687	6,745	19,661	259	137	858
GRANT	10,210	9,974	-2.3	3,575	69,054	82,655	8,287	23,120	358	214	10,294
GREENBRIER	37,665	39,780	5.6	14,849	270,338	364,412	9,161	24,541	790	524	12,815
Lewisburg	3,065	2,992	-2.4	1,217	20,713	27,826	9,300	22,864	*	*	*
Ronceverte	2,312	2,324	.5	856	15,313	21,614	9,300	25,250	*	*	*
White Sulphur Springs	3,371	3,291	-2.4	1,290	23,426	30,607	9,300	23,726	*	*	*
HAMPSHIRE	14,867	16,906	13.7	6,087	102,233	143,546	8,491	23,582	527		
HANCOCK	40,418	37,106	-8.2	13,588	369,349	376,206	10,139	27,687	88	678	183
Weirton	25,371	21,909	-13.7	8,099	250,197	240,216	10,964	29,660	*	*	*
HARDY	10,030	10,289	2.6	3,791	60,618	82,071	7,977	21,649	463	1,268	30,028
HARRISON	77,710	75,579	-2.8	28,664	505,987	738,862	9,776	25,777	585	243	2,745
Clarksburg	22,371	20,136	-10.0	8,873	171,643	229,806	11,413	25,899	*	*	*
JACKSON	25,794	27,972	8.4	9,758	162,570	285,323	10,200	29,240	704	828	2,032
JEFFERSON	30,302	34,046	12.4	11,727	185,003	376,971	11,072	32,146	398	9,619	12,547
KANAWHA	231,414	213,686	-7.7	82,474	2,019,117	2,596,220	12,150	31,479	199	421	533
Charleston	63,968	54,783	-14.4	23,701	666,389	769,104	14,039	32,450	*	*	*
LEWIS	18,813	19,360	2.9	7,071	121,364	158,373	8,180	22,398	346		
LINCOLN	23,675	22,237	-6.1	7,455	131,317	166,242	7,476	22,299	345	855	291
LOGAN	50,679	48,379	-4.5	16,219	254,976	418,227	8,645	25,786	28		
Logan	3,029	2,708	-10.6	1,177	22,310	30,789	11,370	26,159	*	*	*
MCDOWELL	49,899	43,192	-13.5	14,352	218,262	328,556	7,607	22,893	8		
Welch	3,885	3,492	-10.1	1,448	23,661	29,147	8,347	20,129	*	*	*
MARION	65,789	64,110	-2.6	24,523	423,806	646,175	10,079	26,350	415	274	1,046
Fairmont	23,863	22,004	-7.8	9,329	179,957	253,680	11,529	27,193	*	*	*
MARSHALL	41,608	39,438	-5.2	14,044	271,973	392,444	9,951	27,944	443	589	2,813
Moundsville	12,419	11,418	-8.1	4,205	102,436	210,061	18,397	49,955	*	*	*
MASON	27,045	25,983	-3.9	9,403	202,263	257,841	9,923	27,421	789	3,437	8,791
Point Pleasant	5,682	5,315	-6.5	2,071	38,458	55,876	10,513	26,980	*	*	*
MERCER	73,942	71,542	-3.3	26,597	426,751	670,589	9,373	25,213	397	146	1,359
Bluefield	16,060	14,427	-10.2	5,729	111,200	155,440	10,774	27,132	*	*	*
MINERAL	27,234	28,024	2.9	10,044	200,329	269,561	9,619	26,838	300		
Keyser	6,569	6,729	2.4	2,584	41,531	63,969	9,506	24,756	*	*	*
MINGO	37,336	36,384	-2.6	11,998	159,512	278,980	7,668	23,252	9		
Williamson	5,219	5,493	5.3	2,232	28,125	44,107	8,030	19,761	*	*	*
MONONGALIA	75,024	79,152	5.5	29,490	496,206	770,050	9,729	26,112	356	261	1,381
Morgantown	27,605	27,475	-.5	9,867	176,449	237,519	8,645	24,072	*	*	*
MONROE	12,873	13,096	1.7	4,697	78,428	102,182	7,803	21,755	720	1,767	10,434
MORGAN	10,711	11,000	2.7	4,097	57,346	114,749	10,432	28,008	143	2,150	618
NICHOLAS	28,126	27,726	-1.4	9,660	184,662	242,379	8,742	25,091	328	156	1,651
OHIO	61,389	56,512	-8.0	21,719	440,000	585,842	10,367	26,974	159	560	1,741
Wheeling	43,070	38,913	-9.7	16,062	317,677	415,480	10,677	25,867	*	*	*
PENDLETON	7,910	8,157	3.1	2,974	48,041	61,557	7,547	20,698	594	486	23,993
PLEASANTS	8,236	8,325	1.1	2,859	89,187	61,757	7,418	21,601	98	138	327
POCAHONTAS	9,919	10,051	1.3	3,778	53,168	92,799	9,233	24,563	430	226	3,119
PRESTON	30,460	31,649	3.9	11,089	161,828	264,794	8,367	23,879	739	872	8,421
PUTNAM	38,181	42,613	11.6	15,092	282,874	434,038	10,186	28,836	571	1,716	888
RALEIGH	86,821	83,265	-4.1	29,936	481,487	814,163	9,778	27,197	280	353	841
Beckley	20,492	19,291	-5.9	8,010	152,018	237,442	12,308	29,643	*	*	*
RANDOLPH	28,734	29,684	3.3	10,362	167,360	261,904	8,823	25,275	438	400	3,817
Elkins	8,536	8,602	.8	3,097	51,685	79,170	9,204	25,563	*	*	*
RITCHIE	11,442	11,134	-2.7	4,162	72,203	91,517	8,220	21,989	362	117	1,848
ROANE	15,952	16,244	1.8	5,820	96,424	125,530	7,728	21,569	522	215	1,445
SUMMERS	15,875	14,688	-7.5	5,155	92,921	121,908	8,300	23,648	363	477	1,697
TAYLOR	16,584	16,990	2.4	6,241	92,412	143,301	8,434	22,961	275		
TUCKER	8,675	9,107	5.0	3,396	58,923	77,394	8,498	22,790	175	128	753
TYLER	11,320	11,609	2.6	4,199	110,005	85,047	7,326	20,254	294	204	1,228

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WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
UPSHUR	23,427	26,219	11.9	9,312	156,103	216,365	8,252	23,235	365	165	1,736
WAYNE	46,021	45,009	–2.2	15,918	285,290	399,416	8,874	25,092	200	229	1,022
WEBSTER	12,245	11,872	–3.1	4,179	63,293	79,624	6,707	19,053	117	17	173
WETZEL	21,874	22,371	2.3	8,079	240,404	175,124	7,828	21,676	269	97	562
WIRT	4,922	5,112	3.9	1,748	24,494	40,830	7,987	23,358	220	609	1,355
WOOD	93,648	91,686	–2.1	34,231	703,816	1,103,449	12,035	32,235	509	861	3,056
Parkersburg	39,967	37,840	–5.3	15,676	309,560	443,665	11,725	28,302	*	*	*
WYOMING	35,993	34,149	–5.1	11,316	176,540	298,272	8,734	26,358	61	14	101

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1985 Cash Receipts as follows: From Crops $49,611,000; from Livestock & Livestock Products $180,624,000; Total $230,235,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,705,335	4,812,196	2.3	1,745,450	36,225,119	59,206,096	12,303	33,920	82,199	937,848	3,903,333
METROPOLITAN STATISTICAL AREAS											
Appleton-Oshkosh-Neenah, Wi	291,325	309,238	6.1	108,968	2,081,408	3,906,908	12,634	35,854	3,810	36,264	209,243
Duluth, Mn-Wi	266,650	233,181	–12.6	88,214	1,890,937	2,328,835	9,987	26,400	1,457	3,551	15,836
Eau Claire, Wi	130,507	143,977	10.3	50,843	748,184	1,544,979	10,731	30,387	2,854	13,587	132,440
Green Bay, Wi	175,280	188,096	7.3	66,472	1,290,454	2,436,946	12,956	36,661	1,355	10,013	76,323
Janesville-Beloit, .	139,420	135,174	–3.1	49,396	815,745	1,735,739	12,841	35,139	1,680	51,762	71,014
Kenosha, Wi	123,137	120,418	–2.2	43,365	1,153,868	1,553,507	12,901	35,824	554	16,956	19,796
La Crosse, Wi	91,056	99,739	9.5	36,418	726,573	1,137,297	11,403	31,229	860	5,856	40,481
Madison, Wi	323,545	350,319	8.3	134,077	3,782,212	4,857,273	13,865	36,227	3,130	69,977	196,774
Milwaukee, Wi	1,397,143	1,355,155	–3.0	499,902	11,057,895	19,143,573	14,126	38,295	2,771	54,715	89,171
Minneapolis-St. Paul, Mn-Wi	2,137,856	2,287,328	7.0	850,879	18,890,983	35,260,016	15,415	41,440	11,491	156,353	323,117
Racine, Wi	173,132	169,489	–2.1	60,269	1,397,829	2,211,745	13,049	36,698	814	26,390	30,803
Sheboygen, Wi	100,935	104,763	3.8	38,201	688,147	1,285,468	12,270	33,650	1,349	10,789	68,449
Wausau, Wi	111,270	114,364	2.8	40,250	731,531	1,288,076	11,263	32,002	3,245	22,431	150,865
COUNTIES, Cities											
ADAMS	13,457	15,074	12.0	5,646	91,927	146,978	9,750	26,032	435	19,339	8,976
ASHLAND	16,783	17,514	4.4	6,656	96,817	154,029	8,795	23,141	298		
Ashland	9,115	9,386	3.0	3,157	55,736	84,443	8,996	26,748	*	*	*
BARRON	38,730	42,026	8.5	15,473	272,621	396,284	9,429	25,611	1,852	11,004	122,789
BAYFIELD	13,822	14,968	8.3	5,710	83,427	129,084	8,624	22,607	441	1,401	9,745
BROWN	175,280	188,096	7.3	66,472	1,290,454	2,436,946	12,956	36,661	1,355	10,013	76,323
Green Bay	87,899	91,972	4.6	35,938	656,173	1,162,179	12,636	32,338	*	*	*
BUFFALO	14,309	14,655	2.4	5,322	95,402	144,759	9,878	27,200	1,105	6,988	67,145
BURNETT	12,340	13,993	13.4	5,356	73,462	114,795	8,204	21,433	512	1,846	11,636
CALUMET	30,867	34,757	12.6	11,374	205,615	428,461	12,327	37,670	1,050	6,261	62,876
CHIPPEWA	51,702	55,493	7.3	19,016	280,651	569,421	10,261	29,944	1,766	7,162	90,976
Chippewa Falls	11,845	12,889	8.8	4,728	70,139	133,912	10,390	28,323	*	*	*
CLARK	32,910	34,358	4.4	11,929	174,118	305,777	8,900	25,633	2,442	5,580	124,165
COLUMBIA	43,222	42,089	–2.6	15,625	315,090	501,709	11,920	32,109	1,637	33,628	75,265
Portage	7,896	8,158	3.3	3,098	60,182	98,636	12,091	31,839	*	*	*
CRAWFORD	16,556	17,674	6.8	6,201	132,228	159,598	9,030	25,737	1,140	7,015	38,145
DANE	323,545	350,319	8.3	134,077	3,782,212	4,857,273	13,865	36,227	3,130	69,977	196,774
Madison	170,616	176,346	3.4	70,099	2,007,252	2,414,259	13,690	34,441	*	*	*
DODGE	74,747	77,201	3.3	26,529	550,982	922,189	11,945	34,762	2,353	27,983	146,312
Beaver Dam	14,149	13,867	–2.0	5,238	118,534	181,829	13,112	34,713	*	*	*
DOOR	25,029	26,475	5.8	10,114	196,891	300,386	11,346	29,700	1,032	9,235	26,461
DOUGLAS	44,421	39,958	–10.1	15,308	386,447	451,792	11,307	29,513	364	1,209	6,716
Superior	29,571	25,501	–13.8	8,659	231,981	253,305	9,933	29,253	*	*	*
DUNN	34,314	36,328	5.9	11,972	233,043	338,721	9,324	28,293	1,673	13,794	83,656
EAU CLAIRE	78,805	88,484	12.3	31,827	467,533	975,558	11,025	30,652	1,088	6,425	41,464
Eau Claire	51,509	57,619	11.9	21,041	315,202	620,338	10,766	29,482	*	*	*
FLORENCE	4,172	4,264	2.2	1,634	27,942	39,150	9,182	23,960	104	573	2,277
FOND DU LAC	88,952	91,861	3.3	31,992	574,253	1,046,686	11,394	32,717	1,922	23,693	108,827
Fond du Lac	35,863	36,727	2.4	13,539	245,741	419,321	11,417	30,971	*	*	*
FOREST	9,044	9,958	10.1	3,443	45,113	73,214	7,352	21,265	133	262	2,416
GRANT	51,736	52,487	1.5	17,153	448,828	519,662	9,901	30,296	2,560	18,615	168,409
GREEN	30,012	31,688	5.6	11,757	312,755	379,046	11,962	32,240	1,517	13,717	104,506
Monroe	10,027	10,829	8.0	4,508	125,517	144,261	13,322	32,001	*	*	*
GREEN LAKE	18,370	20,017	9.0	7,575	137,068	220,494	11,015	29,108	705	11,314	34,771
IOWA	19,802	20,840	5.2	7,397	190,154	207,433	9,954	28,043	1,435	17,611	92,224
IRON	6,730	5,994	–10.9	2,488	38,417	51,077	8,521	20,529	65	324	1,197
Hurley	2,015	1,598	–20.7	449	11,366	13,825	8,651	30,791	*	*	*
JACKSON	16,831	16,334	–3.0	6,135	124,294	159,425	9,760	25,986	897	13,788	38,368
JEFFERSON	66,152	68,166	3.0	23,876	506,355	823,258	12,077	34,481	1,602	32,044	77,854
Fort Atkinson	9,785	9,959	1.8	3,774	80,329	128,545	12,907	34,061	*	*	*
Watertown	18,113	18,640	2.9	6,359	139,905	217,729	11,681	34,240	*	*	*
JUNEAU	21,039	20,611	–2.0	7,736	148,773	205,288	9,960	26,537	825	13,598	27,832

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WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
KENOSHA	123,137	120,418	-2.2	43,365	1,153,868	1,553,507	12,901	35,824	554	16,956	19,796
Kenosha	77,685	74,321	-4.3	26,247	692,079	884,751	11,904	33,709	*	*	*
KEWAUNEE	19,539	20,205	3.4	6,979	149,162	215,279	10,655	30,847	1,124	10,310	57,564
LA CROSSE	91,056	99,739	9.5	36,418	726,573	1,137,297	11,403	31,229	860	5,856	40,481
La Crosse	48,347	49,558	2.5	19,297	389,439	541,086	10,918	28,040	*	*	*
LAFAYETTE	17,412	16,364	-6.0	5,741	149,106	179,934	10,996	31,342	1,411	23,221	103,594
LANGLADE	19,978	19,538	-2.2	7,208	117,522	183,725	9,403	25,489	573	14,447	22,915
Antigo	8,653	8,412	-2.8	2,549	51,501	80,346	9,551	31,521	*	*	*
LINCOLN	26,311	29,464	12.0	10,851	177,176	288,153	9,780	26,555	579	4,244	19,350
Merrill	9,578	10,468	9.3	3,174	64,931	104,859	10,017	33,037	*	*	*
MANITOWOC	82,918	80,985	-2.3	28,695	529,332	962,527	11,885	33,543	1,660	11,955	93,597
Manitowoc	32,547	31,495	-3.2	12,152	225,587	379,169	12,039	31,202	*	*	*
Two Rivers	13,354	12,775	-4.3	4,667	89,992	160,676	12,577	34,428	*	*	*
MARATHON	111,270	114,364	2.8	40,250	731,531	1,288,076	11,263	32,002	3,245	22,431	150,865
Wausau	32,426	31,521	-2.8	12,774	245,773	380,230	12,063	29,766	*	*	*
MARINETTE	39,314	41,267	5.0	15,447	266,563	394,295	9,555	25,526	844	4,269	27,693
Marinette	11,965	11,652	-2.6	3,186	65,739	86,967	7,464	27,297	*	*	*
MARQUETTE	11,672	13,110	12.3	5,127	86,435	127,881	9,754	24,943	549	9,804	18,802
MENOMINEE	3,373	4,343	28.8	1,065	14,503	25,992	5,985	24,406	6		81
MILWAUKEE	964,988	902,928	-6.4	351,326	7,466,454	12,537,388	13,885	35,686	167	7,383	584
Milwaukee	636,236	572,298	-10.1	226,850	4,449,064	7,243,588	12,657	31,931	*	*	*
MONROE	35,074	37,687	7.4	13,256	255,243	382,189	10,141	28,831	1,774	15,434	67,915
OCONTO	28,947	30,161	4.2	10,797	179,676	277,160	9,189	25,670	1,235	8,221	53,274
ONEIDA	31,216	32,770	5.0	12,462	218,413	328,754	10,032	26,381	117		
Rhinelander	7,873	7,623	-3.2	2,710	72,218	41,883	5,494	15,455	*	*	*
OUTAGAMIE	128,726	137,466	6.8	47,252	915,509	1,710,450	12,443	36,198	1,700	16,924	100,730
Appleton	58,913	64,295	9.1	23,737	467,520	846,456	13,165	35,660	*	*	*
OZAUKEE	66,981	69,389	3.6	23,398	585,540	1,077,042	15,522	46,031	527	8,952	21,825
PEPIN	7,477	7,254	-3.0	2,563	55,244	69,950	9,643	27,292	469	3,425	21,055
PIERCE	31,149	33,764	8.4	11,110	234,726	356,857	10,569	32,120	1,425	10,950	57,833
POLK	32,351	35,767	10.6	13,137	227,342	353,771	9,891	26,929	1,721	7,316	65,439
PORTAGE	57,420	59,096	2.9	19,571	431,142	632,446	10,702	32,315	1,119	41,614	41,008
Stevens Point	22,970	21,601	-6.0	7,071	181,927	239,381	11,082	33,854	*	*	*
PRICE	15,788	17,111	8.4	6,427	94,950	148,280	8,666	23,071	558	1,376	14,495
RACINE	173,132	169,489	-2.1	60,269	1,397,829	2,211,745	13,049	36,698	814	26,390	30,803
Racine	85,725	79,632	-7.1	30,249	673,784	978,936	12,293	32,363	*	*	*
RICHLAND	17,476	17,072	-2.3	6,315	115,600	172,300	10,093	27,284	1,234	6,960	52,557
ROCK	139,420	135,174	-3.1	49,396	815,745	1,735,739	12,841	35,139	1,680	51,762	71,014
Beloit	35,207	32,758	-7.0	12,208	198,842	384,047	11,724	31,459	*	*	*
Janesville	51,071	50,565	-1.0	18,681	319,061	667,136	13,194	35,712	*	*	*
RUSK	15,589	16,385	5.1	5,767	86,838	130,281	7,951	22,591	813	1,065	29,498
ST. CROIX	43,872	47,791	8.9	16,264	313,091	618,382	12,939	38,022	1,741	10,820	82,844
SAUK	43,469	49,307	13.4	18,270	354,121	524,987	10,647	28,735	1,635	13,715	90,669
Baraboo	8,081	8,183	1.3	3,138	60,496	88,012	10,755	28,047	*	*	*
SAWYER	12,843	15,185	18.2	5,727	72,674	124,943	8,228	21,816	200	2,377	5,869
SHAWANO	35,928	37,404	4.1	13,361	251,211	359,258	9,605	26,889	1,761	5,473	97,617
Shawano	7,013	7,653	9.1	2,693	47,578	74,655	9,755	27,722	*	*	*
SHEBOYGAN	100,935	104,763	3.8	38,201	688,147	1,285,468	12,270	33,650	1,349	10,789	68,449
Sheboygan	48,085	48,433	.7	18,705	335,607	576,682	11,911	30,841	*	*	*
TAYLOR	18,817	19,496	3.6	6,672	100,926	187,779	9,632	28,144	1,138	1,434	54,318
TREMPEALEAU	26,158	26,736	2.2	9,712	176,659	257,588	9,635	26,523	1,606	12,962	81,546
VERNON	25,642	27,606	7.7	10,425	172,709	268,162	9,714	25,723	2,414	12,329	78,142
VILAS	16,535	18,667	12.9	7,341	106,469	176,408	9,450	24,031	48	2,618	208
WALWORTH	71,507	73,273	2.5	25,893	536,349	874,792	11,939	33,785	1,060	36,057	52,672
WASHBURN	13,174	13,811	4.8	5,350	83,824	124,429	9,009	23,258	390	2,205	11,028
WASHINGTON	84,848	89,786	5.8	29,307	623,012	1,151,610	12,826	39,295	1,103	11,234	42,717
WAUKESHA	280,326	293,052	4.5	95,871	2,382,889	4,377,533	14,938	45,661	974	27,146	24,045
Waukesha	50,365	53,229	5.7	19,190	408,210	714,235	13,418	37,219	*	*	*
WAUPACA	42,831	45,368	5.9	16,412	306,377	462,132	10,186	28,158	1,488	10,793	65,196
WAUSHARA	18,526	20,697	11.7	8,054	135,966	205,111	9,910	25,467	783	30,662	24,185
WINNEBAGO	131,732	137,015	4.0	50,342	960,284	1,767,997	12,904	35,120	1,060	13,079	45,637
Menasha	12,307	14,907	21.1	6,745	111,469	228,146	15,305	33,824	*	*	*
Neenah	23,272	22,651	-2.7	8,074	191,255	337,465	14,898	41,797	*	*	*
Oshkosh	49,678	50,734	2.1	18,885	338,801	597,331	11,774	31,630	*	*	*
WOOD	72,799	79,247	8.9	28,263	495,517	900,006	11,357	31,844	1,253	18,491	47,318
Marshfield	18,290	19,951	9.1	7,645	139,961	239,026	11,981	31,266	*	*	*
Wisconsin Rapid	17,995	19,234	6.9	7,628	143,692	251,649	13,084	32,990	*	*	*

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County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	470,816	530,890	12.8	193,277	4,085,363	6,299,682	11,866	32,594	8,861	128,104	478,223
METROPOLITAN STATISTICAL AREAS											
Casper, Wy	71,856	75,185	4.6	27,879	734,406	1,022,555	13,601	36,678	305	1,260	15,964
Cheyenne, Wy	68,649	76,349	11.2	29,251	576,520	900,087	11,789	30,771	582	18,661	20,146
COUNTIES, Cities											
ALBANY	29,062	31,322	7.8	11,502	240,083	294,793	9,412	25,630	271	457	16,910
Laramie	24,410	26,125	7.0	9,095	193,573	234,466	8,975	25,780	*	*	*
BIG HORN	11,896	12,628	6.2	4,543	81,028	113,491	8,987	24,982	581	13,849	15,620
CAMPBELL	24,367	40,658	66.9	13,925	256,615	559,432	13,759	40,175	444	3,778	17,649
Gillette	12,134	27,082	123.2	9,435	153,018	376,418	13,899	39,896	*	*	*
CARBON	21,896	19,326	-11.7	6,812	186,995	241,104	12,476	35,394	280	2,594	46,329
Rawlins	11,547	11,130	-3.6	3,657	112,274	141,787	12,739	38,771	*	*	*
CONVERSE	14,069	14,315	1.7	4,901	114,623	184,035	12,856	37,550	306	736	17,685

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WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CROOK	5,308	6,043	13.8	2,200	39,514	62,913	10,411	28,597	442	1,935	14,859
FREMONT	40,251	36,609	-9.1	12,472	315,378	432,783	11,822	34,700	858	9,030	25,401
Riverton	9,712	10,359	6.7	3,711	78,864	128,081	12,364	34,514	*	*	*
GOSHEN	12,040	13,469	11.9	5,210	83,777	130,655	9,700	25,078	742	25,460	42,140
HOT SPRINGS	5,710	6,334	10.9	2,506	44,676	68,557	10,824	27,357	141	479	8,241
JOHNSON	6,700	7,212	7.6	2,798	55,146	83,006	11,509	29,666	261	648	15,177
LARAMIE	68,649	76,349	11.2	29,251	576,520	900,087	11,789	30,771	582	18,661	20,146
Cheyenne	47,283	53,511	13.2	21,276	424,065	648,802	12,125	30,495	*	*	*
LINCOLN	12,177	15,354	26.1	5,040	86,167	140,539	9,153	27,885	541	3,022	16,699
NATRONA	71,856	75,185	4.6	27,879	734,406	1,022,555	13,601	36,678	305	1,260	15,964
Casper	51,016	49,034	-3.9	18,213	538,557	685,530	13,981	37,640	*	*	*
NIOBRARA	2,924	3,389	15.9	1,343	21,159	31,029	9,156	23,104	260	1,697	15,100
PARK	21,639	26,538	22.6	9,849	172,052	289,398	10,905	29,383	628	18,045	58,233
PLATTE	11,975	9,777	-18.4	3,712	91,926	119,707	12,244	32,249	466	8,714	25,230
SHERIDAN	25,048	28,528	13.9	11,035	204,591	333,304	11,683	30,204	556	2,214	20,095
Sheridan	15,146	17,514	15.6	6,771	122,251	197,469	11,275	29,164	*	*	*
SUBLETTE	4,548	6,146	35.1	2,238	42,545	61,339	9,980	27,408	234	806	14,299
SWEETWATER	41,725	45,072	8.0	15,766	384,272	594,364	13,187	37,699	148	367	4,741
Rock Springs	19,458	20,773	6.8	7,752	195,445	288,360	13,881	37,198	*	*	*
TETON	9,355	12,006	28.3	4,959	99,450	150,789	12,559	30,407	117	699	5,223
UINTA	13,021	26,201	101.2	8,672	120,344	281,195	10,732	32,426	242	457	9,543
WASHAKIE	9,496	10,329	8.8	3,740	74,122	115,797	11,211	30,962	230	12,579	22,033
Worland	6,391	7,244	13.3	2,574	57,112	82,927	11,448	32,217	*	*	*
WESTON	7,106	8,100	14.0	2,924	59,474	88,810	10,964	30,373	226	617	30,906

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Wyoming 1985 Cash Receipts as follows: From Crops $121,448,000; from Livestock & Livestock Products $445,545,000; Total $566,993,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS PROVINCES Cities	POPULATION 1981 Statistics Canada Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 88 vs 81	HOUSEHOLDS 1988 Number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 Estimate income per household	FARM PRODUCTS# Number of farms 1981 Census	FARM PRODUCTS# 1985 cash receipts of crops (Thousands)	FARM PRODUCTS# 1985 cash receipts of livestock (Thousands)
CANADA TOTALS											
CANADA TOTALS	24,343,181	26,006,662	6.8	9,601,324	192,572,000	347,224,115	13,351	36,164	318,361	9,403,576	9,768,553
CANADIAN METROPOLITAN AREAS											
Calgary	592,743	662,296	11.7	253,327	6,537,845	13,193,523	19,921	52,081	N.A.	N.A.	N.A.
Chicoutimi-Jonquiere	135,172	143,287	6.0	48,119	1,362,742	2,507,337	17,499	52,107	N.A.	N.A.	N.A.
Edmonton	657,057	695,075	5.8	264,880	6,957,574	12,918,727	18,586	48,772	N.A.	N.A.	N.A.
Halifax	277,727	299,282	7.8	114,893	2,101,491	3,917,047	13,088	34,093	N.A.	N.A.	N.A.
Hamilton	542,095	575,088	6.1	221,771	5,062,330	9,442,344	16,419	42,577	N.A.	N.A.	N.A.
Kitchener	287,801	317,360	10.3	124,568	2,358,484	4,693,971	14,791	37,682	N.A.	N.A.	N.A.
London	283,668	309,912	9.3	128,059	2,438,785	4,801,444	15,493	37,494	N.A.	N.A.	N.A.
Montreal	2,828,349	2,852,720	.9	1,172,025	22,051,410	37,718,109	13,222	32,182	N.A.	N.A.	N.A.
Oshawa	154,217	184,470	19.6	65,093	1,394,954	3,131,364	16,975	48,106	N.A.	N.A.	N.A.
Ottawa-Hull	717,978	772,296	7.6	314,155	7,597,749	14,565,797	18,860	46,365	N.A.	N.A.	N.A.
Quebec	576,075	618,650	7.4	257,169	3,900,333	7,248,565	11,717	28,186	N.A.	N.A.	N.A.
Regina	164,313	183,669	11.8	70,623	1,703,950	3,234,322	17,610	45,797	N.A.	N.A.	N.A.
St Catharines-Niagara	304,353	316,492	4.0	119,696	1,838,861	3,355,079	10,601	28,030	N.A.	N.A.	N.A.
St John	114,048	116,919	2.5	40,894	1,240,074	2,126,120	18,185	51,991	N.A.	N.A.	N.A.
St John's	154,820	168,833	9.1	52,630	1,032,091	2,024,834	11,993	38,473	N.A.	N.A.	N.A.
Saskatoon	154,210	183,166	18.8	73,654	1,570,968	3,265,303	17,827	44,333	N.A.	N.A.	N.A.
Sudbury	149,923	145,086	-3.2	50,632	1,273,818	2,075,355	14,304	40,989	N.A.	N.A.	N.A.
Thunder Bay	121,379	127,787	5.3	47,621	1,137,419	2,112,991	16,535	44,371	N.A.	N.A.	N.A.
Toronto	2,998,947	3,351,453	11.8	1,312,823	28,920,688	57,084,170	17,033	43,482	N.A.	N.A.	N.A.
Trois-Rivers	111,453	118,194	6.0	46,534	1,022,830	1,866,386	15,791	40,108	N.A.	N.A.	N.A.
Vancouver	1,268,183	1,336,685	5.4	540,969	12,435,106	21,185,428	15,849	39,162	N.A.	N.A.	N.A.
Victoria	233,481	241,678	3.5	105,102	2,215,955	3,675,207	15,207	34,968	N.A.	N.A.	N.A.
Windsor	246,110	251,279	2.1	95,571	2,429,846	4,315,222	17,173	45,152	N.A.	N.A.	N.A.
Winnipeg	548,842	630,574	14.9	252,156	5,363,337	10,151,548	16,099	40,259	N.A.	N.A.	N.A.
PROVINCES, Cities											
ALBERTA	2,237,724	2,432,604	8.7	885,444	18,724,424	33,181,294	13,640	37,474	58,056	1,969,465	1,826,801
Calgary	592,743	662,296	11.7	253,327	6,475,937	11,818,971	17,845	46,655	*	*	*
Edmonton	532,246	550,307	3.4	218,049	5,577,668	9,234,464	16,781	42,350	*	*	*
Fort McMurray	31,000	45,333	46.2	14,655	120,552	295,361	6,515	20,154	*	*	*
Grande Prairie	24,263	29,045	19.7	10,216	224,992	442,533	15,236	43,318	*	*	*
Lethbridge	54,072	55,453	2.6	21,741	504,217	838,987	15,130	38,590	*	*	*
Medicine Hat	40,380	44,278	9.7	17,388	326,295	583,502	13,178	33,558	*	*	*
Red Deer	46,393	56,927	22.7	21,047	476,923	963,620	16,927	45,784	*	*	*
BRITISH COLUMBI	2,744,467	2,964,853	8.0	1,152,079	23,309,710	39,254,792	13,240	34,073	20,012	310,118	607,263
Cranbrook	15,915	17,759	11.6	6,499	165,341	287,529	16,191	44,242	*	*	*
Dawson Creek	11,373	11,902	4.7	4,470	83,967	136,308	11,453	30,494	*	*	*
Fort St. John	13,891	19,346	39.3	6,745	118,088	261,139	13,498	38,716	*	*	*
Kamloops	64,048	68,253	6.6	24,640	566,614	937,798	13,740	38,060	*	*	*
Kelowna	59,196	65,516	10.7	26,114	461,760	796,007	12,150	30,482	*	*	*
Kimberley	7,375	7,362	-.2	2,895	57,366	88,546	12,027	30,586	*	*	*
Nanaimo	47,069	53,318	13.3	21,161	457,081	807,758	15,150	38,172	*	*	*
Nelson	9,143	8,601	-5.9	3,557	99,573	144,272	16,774	40,560	*	*	*
Penticton	23,181	24,324	4.9	10,376	196,923	320,587	13,180	30,897	*	*	*
Port Alberni	19,892	18,772	-5.6	6,837	213,182	309,921	16,510	45,330	*	*	*
Prince George	67,559	73,976	9.5	25,474	685,205	1,167,626	15,784	45,836	*	*	*
Prince Rupert	16,197	17,251	6.5	5,944	169,078	279,677	16,212	47,052	*	*	*
Terrace	10,914	11,236	3.0	3,692	98,260	156,733	13,949	42,452	*	*	*
Trail	9,599	8,691	-9.5	3,598	118,358	164,652	18,945	45,762	*	*	*
Vancouver	414,281	400,613	-3.3	178,623	4,457,973	6,651,385	16,603	37,237	*	*	*

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CANADA POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS PROVINCES Cities	POPULATION 1981 Statistics Canada Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop Change 88 vs. 81	HOUSEHOLDS 1988 Number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1987 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1987 Estimate income per household	FARM PRODUCTS# Number of farms 1981 Census	FARM PRODUCTS# 1985 cash receipts of crops (Thousands)	FARM PRODUCTS# 1985 cash receipts of livestock (Thousands)
Vernon	19,987	21,950	9.8	9,070	160,644	274,612	12,511	30,277	*	*	*
Victoria	64,379	63,663	-1.1	34,662	639,741	977,572	15,355	28,203	*	*	*
MANITOBA	1,026,241	1,096,851	6.9	410,241	7,780,940	14,550,698	13,266	35,469	29,442	1,272,666	719,617
Brandon	36,242	40,378	11.4	16,072	277,596	540,951	13,397	33,658	*	*	*
Dauphin	8,971	9,280	3.4	3,876	82,793	149,106	16,067	38,469	*	*	*
Flin Flon	7,894	8,037	1.8	3,042	76,998	136,297	16,959	44,805	*	*	*
Portage La Prair	13,086	14,600	11.6	5,480	92,906	181,306	12,418	33,085	*	*	*
Rèàlin	1,953	2,046	4.8	858	11,924	21,766	10,638	25,368	*	*	*
Swan River	3,782	4,074	7.7	1,649	28,461	53,507	13,134	32,448	*	*	*
Thompson	14,288	11,708	-18.1	3,653	51,779	72,709	6,210	19,904	*	*	*
Winnipeg	564,473	604,703	7.1	241,811	4,779,752	8,932,982	14,773	36,942	*	*	*
NEW BRUNSWICK	696,403	730,728	4.9	246,278	4,182,945	7,528,335	10,303	30,568	4,063	77,442	132,616
Caraquet	4,315	4,857	12.6	1,543	25,864	49,640	10,220	32,171	*	*	*
Fredericton	43,723	42,310	-3.2	16,960	420,709	701,533	16,581	41,364	*	*	*
Moncton	54,743	53,879	-1.6	20,855	589,806	1,001,332	18,585	46,014	*	*	*
Saint John	80,521	74,749	-7.2	27,972	770,779	1,229,649	16,450	43,960	*	*	*
NEWFOUNDLAND	567,681	586,381	3.3	168,870	3,067,226	5,426,143	9,254	32,132	679	4,996	37,574
Corner Brook	24,339	23,273	-4.4	7,160	172,655	285,512	12,268	39,876	*	*	*
St. John's	83,770	80,871	-3.5	26,653	502,835	924,939	11,437	34,703	*	*	*
NOVA SCOTIA	847,442	898,516	6.0	315,930	5,560,538	9,925,676	11,047	31,417	5,045	51,901	192,635
Amherst	9,684	9,172	-5.3	3,558	69,903	111,579	12,165	31,360	*	*	*
Halifax	114,594	113,705	-.8	48,104	895,770	1,502,192	13,211	31,228	*	*	*
New Glasgow	10,464	10,502	.4	3,928	83,191	141,212	13,446	35,950	*	*	*
Sydney	29,444	28,765	-2.3	10,047	305,812	504,430	17,536	50,207	*	*	*
Truro	12,552	12,547		5,204	108,341	183,098	14,593	35,184	*	*	*
ONTARIO	8,625,107	9,364,393	8.6	3,480,537	74,284,652	141,153,017	15,073	40,555	82,448	1,804,531	3,202,374
Barrie	38,423	45,005	17.1	16,883	480,566	698,990	15,531	41,402	*	*	*
Belleville	34,881	35,319	1.3	14,488	337,076	595,384	16,857	41,095	*	*	*
Brampton	149,030	215,131	44.4	68,259	1,601,378	4,141,956	19,253	60,680	*	*	*
Brantford	74,315	83,261	12.0	31,938	611,940	1,203,871	14,459	37,694	*	*	*
Brockville	19,896	20,465	2.9	8,492	176,162	316,335	15,457	37,251	*	*	*
Cambridge	77,183	85,930	11.3	30,561	744,345	1,454,551	16,927	47,595	*	*	*
Chatham	40,952	45,214	10.4	17,239	342,321	662,977	14,663	38,458	*	*	*
Cobourg	11,385	11,667	2.5	4,546	77,688	138,985	11,913	30,573	*	*	*
Cornwall	46,144	47,516	3.0	17,888	396,349	712,712	14,999	39,843	*	*	*
Fort Frances	8,906	8,597	-3.5	3,355	71,727	120,414	14,007	35,891	*	*	*
Guelph	71,207	78,248	9.9	30,143	581,753	1,121,078	14,327	37,192	*	*	*
Hamilton	306,434	307,928	.5	123,345	2,851,320	4,995,473	16,223	40,500	*	*	*
Ingersoll	8,494	9,142	7.6	3,458	86,836	163,695	17,906	47,338	*	*	*
Kenora	9,817	9,161	-6.7	3,649	82,022	132,827	14,499	36,401	*	*	*
Kingston	52,616	49,798	-5.4	22,267	508,943	836,549	16,799	37,569	*	*	*
Kirkland Lake	12,219	10,929	-10.6	4,486	196,642	304,312	27,844	67,836	*	*	*
Kitchener	139,734	154,449	10.5	59,547	1,139,183	2,208,956	14,302	37,096	*	*	*
Lindsay	13,396	14,715	8.2	6,118	96,192	182,384	12,394	29,811	*	*	*
London	254,280	280,460	10.3	115,252	2,148,087	4,155,757	14,818	36,058	*	*	*
Niagara Falls	70,960	75,105	5.8	28,353	632,116	1,170,242	15,581	41,274	*	*	*
North Bay	51,268	52,259	1.9	18,804	503,645	895,860	17,143	47,642	*	*	*
Orillia	23,955	24,044	.4	9,147	125,200	219,080	9,112	23,951	*	*	*
Oshawa	117,519	135,156	15.0	48,506	1,144,318	2,315,191	17,130	47,730	*	*	*
Ottawa	295,163	291,525	-1.2	131,131	3,249,603	5,589,459	19,173	42,625	*	*	*
Owen Sound	19,883	20,945	5.3	8,488	140,555	258,918	12,362	30,504	*	*	*
Pembroke	14,026	13,286	-5.3	5,106	111,779	183,887	13,841	36,014	*	*	*
Peterborough	60,620	63,651	5.0	25,494	629,343	1,155,286	18,150	45,316	*	*	*
Port Colborne	19,225	18,121	-5.8	6,883	165,292	270,509	14,928	39,301	*	*	*
Port Hope	9,992	10,559	5.7	4,119	97,260	179,733	17,022	43,635	*	*	*
St. Catharines	124,018	128,525	3.6	49,577	1,138,599	2,061,313	16,038	41,578	*	*	*
St. Thomas	28,165	30,283	7.5	11,895	271,818	511,770	16,900	43,024	*	*	*
Sarnia	50,892	46,560	-8.5	18,978	579,606	918,877	19,735	48,418	*	*	*
Sault Ste. Mari	82,697	87,334	5.6	30,814	945,190	1,745,829	19,990	56,657	*	*	*
Simcoe	14,326	14,928	4.2	5,776	168,393	306,596	20,538	53,081	*	*	*
Sioux Lookout	3,074	3,118	1.4	1,119	183,960	32,542	10,437	29,081	*	*	*
Stratford	26,262	27,845	6.0	11,275	213,482	395,978	14,221	35,120	*	*	*
Sudbury	91,829	87,136	-5.1	32,720	887,668	1,463,108	16,791	44,716	*	*	*
Thunder Bay	112,486	117,123	4.1	44,030	1,014,891	1,846,486	15,765	41,937	*	*	*
Timmins	46,114	49,306	6.9	17,510	357,434	668,987	13,568	38,206	*	*	*
Toronto	599,217	572,913	-4.4	251,055	5,853,143	9,725,620	16,976	38,739	*	*	*
Waterloo	49,428	54,665	10.6	21,825	407,001	789,716	14,446	36,184	*	*	*
Welland	45,448	47,312	4.1	17,719	381,626	694,195	14,673	39,178	*	*	*
Whitby	36,698	49,316	34.4	16,952	370,593	886,776	17,982	52,311	*	*	*
Windsor	192,083	191,781	-.2	75,138	1,967,822	3,424,114	17,854	45,571	*	*	*
Woodstock	26,603	27,139	2.0	10,603	238,481	424,576	15,644	40,043	*	*	*
PRINCE EDWARD ISLAND	122,506	130,254	6.3	44,265	747,492	1,321,148	10,143	29,846	3,154	88,197	77,182
Charlottetown	15,282	13,400	-12.3	5,730	118,818	174,312	13,008	30,421	*	*	*
Summerside	7,828	7,026	-10.3	2,614	69,941	105,177	14,970	40,236	*	*	*
QUEBEC	6,438,403	6,684,448	3.8	2,487,699	46,955,541	80,909,271	12,104	32,524	48,144	548,537	2,256,359
Chicoutimi	60,064	62,916	4.7	21,453	615,195	1,090,392	17,331	50,827	*	*	*
Granby	38,069	39,171	2.9	15,723	290,798	505,699	12,910	32,163	*	*	*
Montreal	980,354	857,780	-12.5	403,952	9,923,838	14,521,670	16,929	35,949	*	*	*
Quebec	166,474	152,829	-8.2	67,391	1,222,495	1,882,972	12,321	27,941	*	*	*
Rouyn	17,224	16,586	-3.7	6,561	186,248	301,806	18,196	46,000	*	*	*
Sherbrooke	74,075	70,372	-5.0	29,467	567,484	906,582	12,883	30,766	*	*	*
Trois Rivieres	50,466	47,709	-5.5	20,130	434,746	690,862	14,481	34,320	*	*	*
SASKATCHEWAN	968,313	1,041,980	7.6	385,638	7,430,773	13,006,682	12,483	33,728	67,318	3,275,723	716,132
Lloydminster	6,034	8,155	35.2	2,990	52,098	116,550	14,292	38,980	*	*	*
Moose Jaw	33,941	36,141	6.5	14,553	324,905	562,328	15,559	38,640	*	*	*
Prince Albert	31,380	34,962	11.4	12,795	285,182	518,031	14,817	40,487	*	*	*
Regina	162,613	181,794	11.8	69,955	1,670,543	3,045,631	16,753	43,537	*	*	*
Saskatoon	154,210	183,166	18.8	73,654	1,526,108	2,968,919	16,209	40,309	*	*	*
YUKON NW TERRITORIES	68,894	75,654	9.8	24,343	527,759	967,059	12,783	39,726	N.A.	N.A.	N.A.

#1985 farm cash figures latest available; totals for Canada exclude figures from Yukon/Northwest Territories.
*Figures for individual cities not available; included in provincial totals.
Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

EDITOR & PUBLISHER'S
RETAIL SALES
CENSUS & ESTIMATES★ FOR 1987

ALABAMA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,479,552	19,691,898	20,484,277	1,108	1,305,816	843	2,380,048	2,997	4,537,234	1,964	4,905,170	2,003	1,160,411	2,262	1,197,142	1,551	998,185	3,439	1,543,841	1,031	765,736
METROPOLITAN STATISTICAL AREAS																					
Anniston, Al	430,112	568,556	588,522	35	39,830	19	76,132	72	118,535	63	136,489	55	30,323	51	39,773	55	29,269	91	45,464	29	23,342
Birmingham, Al	3,656,346	4,994,441	5,186,237	231	262,705	123	551,812	614	1,114,493	378	1,292,378	404	295,827	505	407,577	354	289,274	820	406,099	231	197,169
Columbus, Ga-Al	945,403	1,291,814	1,348,781	48	51,615	36	183,765	158	238,245	109	366,417	124	86,039	137	69,499	107	90,266	265	116,194	58	39,356
Dothan, Al	555,598	817,173	858,192	37	53,107	29	113,717	121	162,990	81	234,999	69	50,596	108	43,247	73	45,286	133	64,521	34	23,413
Florence, Al	531,874	724,135	755,899	43	48,824	39	109,408	111	148,533	67	187,932	65	44,360	94	43,823	56	31,536	138	56,367	40	19,698
Gadsden, Al	395,725	511,567	526,963	27	32,088	22	71,800	65	131,985	52	105,114	53	21,685	67	32,698	44	25,053	109	45,232	36	17,636
Huntsville, Al	893,334	1,410,436	1,497,637	43	94,423	34	209,188	118	264,532	89	384,711	86	66,514	126	91,464	92	87,683	207	144,437	36	39,372
Mobile, Al	1,948,966	2,527,291	2,597,561	123	163,457	84	329,197	364	601,745	214	604,812	267	162,491	250	103,696	195	135,676	482	216,969	122	106,669
Montgomery, Al	1,155,057	1,531,511	1,581,011	72	81,374	34	220,870	174	302,510	119	421,341	155	107,138	192	90,148	102	70,562	256	128,114	58	59,114
Tuscaloosa, Al	578,491	737,242	756,128	35	58,704	20	101,527	112	179,036	67	153,594	78	47,872	99	46,647	66	34,423	126	63,252	29	22,985
COUNTIES, Cities																					
AUTAUGA	93,500	129,656	135,536	12	9,781	5	11,865	16	31,442	18	38,900	13	11,347	17	5,892	7	3,168	22	10,026	4	3,925
BALDWIN	323,989	459,325	480,083	28	29,685	24	40,785	94	125,971	53	96,253	60	39,856	47	18,918	35	21,788	99	42,526	26	20,827
BARBOUR	63,620	83,809	86,964	8	2,007	10	6,733	27	26,358	15	13,369	12	4,347	11	5,474	4	1,849	21	8,589	8	4,929
BIBB	30,587	51,079	55,349	3	2,104	5	4,691	14	17,519	8	13,494	10	2,204	7	2,726	4	1,417	4	2,280	4	3,108
BLOUNT	70,472	116,156	125,254	8	6,939	6	12,360	18	31,009	17	32,063	10	4,830	10	5,382	12	2,536	16	6,700	7	4,776
BULLOCK	22,557	30,974	32,386	5	2,951	3	1,671	7	9,066	3	1,752	8	3,083	6	2,867	4	1,623	7	1,317	3	1,270
BUTLER	73,059	82,703	84,157	8	5,355	8	6,793	18	20,531	18	16,682	17	6,322	15	4,329	6	2,448	21	6,867	7	4,261
CALHOUN	430,112	568,556	588,522	35	39,830	19	76,132	72	118,535	63	136,489	55	30,323	51	39,773	55	29,269	91	45,464	29	23,342
Anniston	293,235	378,219	388,407	20	19,298	7	45,619	34	82,137	40	126,402	27	13,134	25	20,941	31	18,352	44	21,188	14	11,555
CHAMBERS	105,251	129,440	132,908	11	4,671	6	5,746	31	37,038	17	34,952	21	12,054	13	2,924	11	7,753	19	7,741	14	6,145
Lanett	39,595	51,368	55,292	3	2,325	2	2,968	10	17,559	6	17,435	7	2,970	4	1,140	2	81	5	1,021	4	1,637
CHEROKEE	39,255	58,368	62,258	7	5,273	7	2,915	13	13,181	8	14,164	9	3,598	16	3,593	5	807	15	3,591	5	2,914
CHILTON	87,458	113,435	117,864	14	7,023	8	10,213	30	29,962	16	26,627	20	5,210	10	4,348	12	5,852	22	5,238	8	5,515
CHOCTAW	33,263	46,630	49,161	5	2,525	8	2,092	25	17,457	10	5,587	9	1,652	6	1,512	4	1,375	15	6,378	4	2,047
CLARKE	100,502	131,149	135,326	12	13,584	17	12,882	33	38,473	18	24,900	21	9,277	17	5,618	12	4,755	26	7,965	12	8,154
CLAY	32,718	37,382	38,323	7	7,744	5	2,339	11	10,602	12	6,964	4	564	5	871	2	1,588	9	1,452	4	797
CLEBURNE	19,485	33,241	37,368	2	2,613	4	3,006	7	6,891	6	9,223	7	2,837	3	408	1	571	8	2,169	3	1,519
COFFEE	150,323	215,613	226,272	11	15,799	14	21,918	40	41,422	28	68,651	19	7,961	31	11,466	26	17,245	30	11,989	10	7,198
Enterprise	116,657	168,139	175,913	6	12,985	9	18,215	24	29,352	24	58,041	9	5,879	25	10,163	23	15,083	21	9,649	6	5,000
COLBERT	211,625	290,565	305,441	23	30,238	12	29,195	40	56,262	27	82,423	29	20,848	36	12,167	17	7,400	69	25,656	20	8,417
Muscle Shoals	89,934	124,376	135,857	8	10,679	6	27,592	11	22,905	10	25,273	9	4,802	23	9,557	10	3,520	28	16,288	6	3,141
Sheffield	66,363	86,390	88,828	5	4,822	3	747	12	26,597	10	32,391	5	2,492	8	1,328	4	2,082	26	6,647	6	2,206
Tuscumbia	29,091	44,897	50,166	4	5,770	2	715	6	2,681	6	23,002	6	3,563	4	1,154	2	1,501	4	616	6	2,688
CONECUH	36,220	48,151	50,166	3	2,047	3	3,493	14	13,120	8	3,891	15	11,062	8	1,659	2	1,297	8	3,066	3	3,522
COOSA	6,352	13,258	15,968					4	3,549	2	1,146	4	2,362			2	241	4	305	2	1,105
COVINGTON	132,242	159,773	163,748	18	13,987	15	13,677	34	40,625	32	38,812	23	5,543	25	7,906	19	10,163	36	7,523	14	7,823
Andalusia	72,345	86,706	87,959	10	8,017	4	8,614	14	22,672	16	23,663	11	3,005	16	5,624	9	2,908	15	4,352	6	4,219
CRENSHAW	26,739	46,850	51,398	3	1,278	7	2,447	15	16,759	6	12,688	9	3,719	6	914	3	1,423	6	1,465	4	2,317
CULLMAN	215,068	376,108	410,726	19	46,682	17	32,907	45	94,948	31	90,963	39	28,174	37	21,895	25	18,437	39	23,703	16	14,429
Cullman	165,338	284,766	306,971	12	23,853	15	30,764	24	72,326	26	82,883	21	16,549	33	20,315	17	14,484	24	15,274	14	13,431
DALE	113,168	178,705	189,919	9	10,884	10	18,614	41	47,585	20	37,460	22	25,242	19	5,413	11	4,614	31	16,721	9	6,852
DALLAS	174,596	226,202	233,028	14	13,389	17	31,496	37	53,390	25	49,150	38	15,515	29	12,812	22	8,516	52	16,129	11	10,445
Selma	160,952	210,919	217,167	13	12,737	13	30,863	27	50,120	20	46,209	26	11,808	29	12,812	20	7,988	46	15,428	11	10,445
DE KALB	135,823	194,087	205,117	19	21,201	12	15,224	33	45,325	37	48,043	17	5,971	26	9,764	18	11,663	46	13,046	15	10,551
Fort Payne	75,978	119,666	134,228	8	14,560	4	12,835	12	17,684	17	40,706	4	2,578	18	7,983	7	4,242	18	7,794	7	5,454
ELMORE	97,780	123,972	128,410	13	8,479	7	6,900	29	43,592	17	20,871	29	9,831	15	4,061	8	3,396	16	5,374	15	8,612
ESCAMBIA	137,495	162,080	164,790	18	16,358	16	15,743	25	32,787	31	32,354	37	14,983	23	11,180	15	7,758	37	9,786	12	7,802
ETOWAH	395,725	511,567	526,963	27	32,088	22	71,800	65	131,985	52	105,114	53	21,685	67	32,698	44	25,053	109	45,232	36	17,636
Gadsden	292,468	375,904	386,378	16	25,877	13	50,366	45	90,166	39	95,179	31	10,207	57	23,592	37	22,583	72	29,328	24	12,690
FAYETTE	53,093	63,167	64,925	9	6,259	5	5,395	14	17,296	9	16,036	2	1,451	10	3,063	9	2,632	13	2,765	7	3,182
FRANKLIN	96,648	125,783	130,306	9	10,654	9	11,783	18	25,038	21	43,395	15	6,593	18	3,938	16	6,725	26	5,503	8	5,271
GENEVA	50,792	71,249	74,841	7	5,514	9	7,257	20	27,089	12	13,181	14	5,042	10	2,813	8	1,676	10	1,037	8	4,183
GREENE	27,985	32,503	33,052			6	2,436	15	11,281	4	6,677	6	6,101	6	703	3	378	10	1,714	2	863
HALE	29,713	40,846	43,047	4	1,382	4	1,570	18	14,859	6	13,798	3	982	6	1,103	2	268	4	930	4	2,699
HENRY	39,749	57,848	61,153	7	20,114	5	2,620	21	17,678	8	4,702	5	1,583	4	2,429	4	2,502	5	2,177	3	1,511
HOUSTON	442,430	638,468	668,273	28	42,223	19	95,103	80	115,405	61	197,539	42	25,354	89	37,834	62	40,672	102	47,800	25	16,561
Dothan	403,398	576,346	600,955	25	35,529	15	83,683	60	98,831	50	190,236	35	21,521	80	35,531	56	37,346	90	45,548	19	14,307
JACKSON	145,742	181,035	189,385	9	8,384	12	17,664	34	40,142	26	61,031	18	7,366	25	7,044	13	7,625	34	8,681	16	6,846
Scottsboro	99,292	132,292	143,292	3	3,846	7	16,436	11	23,219	19	47,774	10	5,342	18	6,017	9	6,791	21	7,378	9	4,109
JEFFERSON	3,091,874	4,111,890	4,243,706	154	185,280	87	484,230	480	869,841	272	1,034,856	324	255,486	421	365,591	295	259,403	685	351,592	179	158,972
Birmingham	1,573,996	1,985,997	2,029,521	63	93,040	36	212,333	221	318,058	128	588,639	146	104,739	193	192,578	149	165,224	375	180,842	69	51,355
LAMAR	38,625	58,210	62,070	6	5,686	6	2,076	17	19,221	11	8,821	6	1,847	6	5,772	5	3,984	9	1,699	8	2,891
LAUDERDALE	320,249	433,570	450,458	20	18,586	27	80,213	71	92,271	40	105,509	36	23,512	58	31,656	39	24,136	69	30,711	20	11,281
Florence	275,522	369,474	381,617	17	16,124	19	77,781	38	65,668	30	95,469	22	16,481	50	30,049	34	22,199	55	26,060	16	10,033

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	52,386	66,626	69,687	5	4,560	7	7,178	15	18,661	6	6,398	13	10,359	8	2,829	4	1,866	13	4,160	6	3,064
LEE	299,231	436,090	457,040	21	35,884	16	69,143	60	99,981	24	104,377	42	26,779	41	16,373	26	13,328	72	43,709	18	13,249
Auburn	165,083	257,289	271,954	9	15,094	6	50,823	22	55,967	10	63,419	19	15,393	24	10,641	9	6,526	42	28,832	6	7,487
Opelika	118,717	158,411	163,540	10	19,801	8	18,149	27	36,041	12	40,182	16	9,015	17	5,732	16	6,748	25	13,211	11	5,762
LIMESTONE	131,641	188,305	198,407	12	16,307	12	17,007	22	48,932	28	43,583	21	11,015	26	11,358	15	7,201	33	15,435	6	8,159
Athens	100,918	148,385	156,272	10	13,575	8	11,462	13	34,725	26	40,451	11	5,616	25	10,917	12	5,518	28	14,266	6	8,159
LOWNDES	20,157	26,961	28,126	3		1	1,257	13	8,162	5	7,603	9	3,050	1	156	2	268	3	547	2	1,620
MACON	44,889	61,515	64,557	6	4,694	2	436	13	20,272	9	8,501	16	7,472	8	3,913	2	1,348	10	3,150	6	4,309
MADISON	893,534	1,410,436	1,497,637	43	94,423	34	209,188	118	264,232	89	384,711	86	66,514	126	91,464	92	87,683	207	144,437	36	39,372
Huntsville	836,097	1,316,501	1,394,434	38	89,760	29	207,728	94	243,386	72	369,447	76	60,657	119	86,498	87	82,644	190	134,818	33	37,233
MARENGO	78,015	82,850	82,860	6	6,214	11	8,273	30	21,713	13	20,636	9	3,568	14	3,646	13	3,862	16	3,776	6	2,560
MARION	73,331	111,295	118,588	10	8,541	9	15,664	26	33,878	16	24,906	11	2,015	19	9,001	11	4,786	22	5,139	8	5,279
MARSHALL	283,077	369,690	383,176	24	32,668	23	47,252	55	75,220	50	118,374	27	9,225	53	23,850	31	12,158	62	21,988	27	11,524
MOBILE	1,624,977	2,067,966	2,117,478	95	133,772	60	288,412	270	475,774	161	508,559	207	122,635	203	84,778	160	113,888	383	174,443	96	85,842
Chickasaw	43,772	59,430	64,649	2	2,747	3	8,439	8	30,708	7	7,127	3	1,492	4	2,158	3	1,514	8	3,905	3	2,323
Mobile	1,294,895	1,634,190	1,669,201	60	93,277	39	248,981	149	297,094	108	466,864	136	84,135	174	73,862	126	95,015	313	148,833	67	66,412
Prichard	71,493	83,069	84,139	8	11,083	4	2,631	21	24,976	11	9,280	19	10,985	7	3,209	11	6,985	18	2,540	7	4,817
MONROE	62,780	86,114	89,975	10	11,306	9	8,620	24	25,588	15	18,418	8	2,901	6	3,103	5	2,145	14	4,925	6	3,845
MONTGOMERY	963,777	1,277,883	1,317,065	47	63,114	22	202,105	129	227,476	84	361,570	113	65,960	160	80,195	87	63,998	218	112,714	39	46,577
Montgomery	929,730	1,232,373	1,269,480	43	59,132	19	200,226	116	216,882	81	352,754	104	80,793	156	77,955	86	63,174	203	107,328	39	46,577
MORGAN	375,438	529,665	553,871	31	39,634	23	67,090	66	112,081	63	140,612	49	29,191	58	32,669	51	29,298	85	37,162	30	20,731
Decatur	293,344	412,517	429,205	21	28,379	16	58,370	41	81,975	40	117,199	30	20,159	51	28,963	40	21,436	62	29,937	20	13,400
PERRY	20,852	22,790	22,932	4	2,009	5	1,472	14	6,644	5	3,307	7	1,449	5	1,493	3	660	4	718	4	2,239
PICKENS	38,897	49,784	51,836	7	3,339	8	2,166	24	15,102	14	12,499	12	1,850	7	974	7	2,789	9	1,174	6	2,263
PIKE	92,705	134,069	141,566	9	10,862	9	12,614	25	29,740	17	35,049	11	3,404	23	8,300	11	2,999	29	14,003	7	5,882
Troy	72,113	103,623	108,091	4	4,727	5	11,763	14	24,891	13	29,944	10	3,070	19	7,676	9	2,939	23	10,362	3	4,112
RANDOLPH	47,600	56,640	58,340	4	3,909	8	4,603	22	18,873	13	8,922	6	1,895	9	3,460	5	1,461	13	2,030	7	3,177
RUSSELL	111,600	155,429	163,012	15	8,154	9	20,317	44	59,016	27	19,146	23	12,121	12	5,251	6	1,594	33	13,322	11	7,359
ST. CLAIR	87,426	162,442	178,477	11	8,276	9	10,958	30	45,233	16	58,778	14	13,903	8	3,891	3	5,075	28	8,367	8	7,216
SHELBY	158,990	254,100	271,596	33	42,744	8	16,592	39	91,341	31	46,073	22	9,926	17	7,879	18	7,203	38	19,162	13	10,315
SUMTER	35,035	40,393	40,911	2	1,416	13	6,334	26	14,975	7	4,181	12	3,610	7	311	1	1,067	12	3,008	4	1,979
TALLADEGA	231,514	291,699	300,179	21	15,166	15	32,476	63	84,319	48	68,806	33	12,621	53	18,490	30	11,090	57	19,049	23	13,011
Sylacauga	99,039	125,445	128,647	9	8,108	7	14,182	17	35,919	23	33,098	9	3,134	24	7,147	16	5,030	17	5,850	11	6,550
Talladega	93,479	116,230	118,666	6	4,431	4	13,475	22	31,587	18	30,504	13	3,801	24	9,364	10	5,418	26	8,722	9	4,869
TALLAPOOSA	106,867	128,582	131,583	18	9,904	6	10,899	31	31,542	23	26,844	18	4,286	21	9,538	20	9,673	24	8,068	11	7,522
Alexander City	76,937	91,976	93,306	8	5,377	3	9,924	15	23,515	14	16,797	11	2,035	18	8,829	16	7,547	14	5,824	7	6,085
TUSCALOOSA	578,491	737,242	756,128	35	58,704	20	101,527	112	179,036	67	153,594	78	47,872	99	46,647	66	34,423	126	63,252	29	22,985
Northport	73,573	101,191	110,397	7	12,847	2	5,828	20	45,842	7	7,118	8	4,963	5	2,165	8	2,060	16	9,351	5	6,001
Tuscaloosa	452,129	567,067	578,949	24	33,547	18	94,314	75	110,240	52	129,801	54	35,814	94	44,482	54	28,901	102	51,925	22	16,840
WALKER	247,584	349,853	367,204	25	19,466	13	27,672	47	77,069	42	120,608	34	11,682	49	24,834	26	15,057	53	20,278	24	15,890
Jasper	166,891	238,431	248,828	13	13,245	6	25,672	23	41,715	24	93,460	12	3,412	41	19,615	17	12,125	28	15,261	13	8,712
WASHINGTON	29,511	37,262	38,780	5	3,562	2	2,646	12	7,680	4	7,132	11	3,465	4	343	2	2,727	5	689	3	1,354
WILCOX	29,494	36,419	37,738	3	2,632	6	2,596	23	12,723	5	4,818	12	2,332	2	1,044	3	866	9	1,372	4	1,316
WINSTON	63,669	86,395	90,907	8	5,959	7	11,567	18	26,168	14	16,435	13	3,594	14	2,636	9	5,668	16	4,878	6	2,599

ALASKA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,227,327	4,443,439	4,745,700	134	633,406	86	499,341	297	909,068	135	743,094	176	211,360	207	188,905	166	242,566	749	600,632	63	207,122
METROPOLITAN STATISTICAL AREAS																					
Anchorage, Ak	1,794,843	2,415,973	2,525,959	51	360,567	13	344,268	91	346,989	57	476,584	75	114,905	104	120,608	90	158,653	307	305,535	26	121,144
COUNTIES, Cities																					
ALEUTIAN ISLANDS	12,084	12,420	12,508	1		3	3,051	4	6,574			1						5	1,761		
ANCHORAGE	1,794,843	2,415,973	2,525,959	51	360,567	13	344,268	91	346,989	57	476,584	75	114,905	104	120,608	90	158,653	307	305,535	26	121,144
Anchorage	1,794,843	2,415,973	2,525,959	51	360,567	13	344,268	91	346,989	57	476,584	75	114,905	104	120,608	90	158,653	307	305,535	26	121,144
BETHEL	27,057	35,351	37,170	1		10	17,240	13	7,215	3	4,282	5	2,392					4	1,019		
BRISTOL BAY	7,298	10,145	10,821	1				3	4,456	1								5	3,789		
DILLINGHAM	10,087	14,158	15,129	1	1,369	2	1,967	6	7,732	1	413	2	109					4	2,355		
FAIRBANKS NORTH .																					
STAR	465,739	603,035	626,707	16	71,438	9	74,389	22	104,794	25	143,836	27	25,510	18	17,928	23	35,477	92	71,356	10	29,749
Fairbanks	426,349	554,567	576,679	13	64,883	8	70,334	15	88,538	24	141,006	21	18,909	18	17,928	23	35,477	78	61,686	10	29,749
HAINES	11,268	13,952	14,508	3	3,092	1	591	2	4,473	1	501	2	1,081	1	250			8	1,507		
JUNEAU	172,785	206,348	213,354	9	25,775	1	2,477	20	61,128	13	23,392	7	8,029	21	13,571	16	15,831	43	25,691	5	8,447
Juneau	172,785	202,013	211,756	9	25,775	1	2,477	20	61,128	13	23,392	7	8,029	21	13,571	16	15,831	43	25,691	5	8,447
KENAI PENINSULA	188,669	337,545	371,308	12	57,732	5	3,789	28	98,096	14	48,504	20	21,636	16	14,790	13	12,577	69	38,664	6	29,665
Kenai	57,690	101,610	116,250	2	12,810			8	37,230	2	9,228	8	8,663	8	10,860	5	6,529	17	11,357		
KETCHIKAN																					
GATEWAY	82,099	89,858	94,299	6	13,462	5	4,024	9	14,173	3	9,304	3	3,479	13	4,512	9	4,684	38	14,790	4	7,885
Ketchikan	79,419	83,958	85,471	5	11,274	5	4,024	7	11,190	3	9,304	3	3,479	13	4,512	9	4,684	36	13,982	4	7,885
KOBUK	21,966	26,915	27,731	1		6	8,336	7	9,054									3	8,400		
KODIAK ISLAND	70,275	166,571	250,335	4	21,533			5	73,195	5	16,020	2	3,688	5	1,190	7	3,804	20	15,282	3	3,083
Kodiak	69,717	81,268	85,118	3	1,460			5	6,860	5	16,020	2	345	5	1,190	7	3,804	20	15,282	3	288
MATANUSKA-SUSITNA	100,315	195,040	217,458	9	47,388	3	6,628	12	75,755	5	13,839	10	13,208	5	6,504	3	7,870	37	20,222	2	2,551
NOME	31,358	34,764	35,315	2	2,189	6	6,376	16	15,868			2	355	2	234	1	883	9	4,355	1	2,010
NORTH SLOPE	33,817	56,703	61,390			4	8,578	2	704									15	51,895		
PRINCE OF WALES-OUTER KETCHIKAN	11,649	20,253	22,591	1	163	1	837	10	12,118			1	21					7	5,919		
SITKA	41,952	43,918	44,810	3	14,267	2	340	4	6,715	1	3,514	2	1,839	8	4,043	3	2,787	16	4,790	2	1,047
Sitka	41,952	43,706	44,290	3	14,267	2	340	4	6,715	1	3,514	2	1,839	8	4,043	3	2,787	16	4,790	2	1,047

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ALASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KEAGWAY-YAKUTAT-ANGOON	11,504	14,571	15,331	1	2,392	4	1,057	5	5,113									12	3,294		
SOUTHEAST FAIRBANKS	12,973	15,762	16,383	2	1,538	1	108	5	6,745	1	369	4	2,738					7	2,620		
VALDEZ-CORDOVA	50,591	53,258	53,863	6	6,595	1	2,383	9	17,092	3	2,029	6	5,314	7	2,591			19	9,869	2	1,132
WADE HAMPTON	12,074	14,742	15,311			4	7,849	7	6,258			1						1	495		
WRANGELL-PETERSBURG	32,334	35,591	36,152	4	3,906	1	989	5	17,991	2	507	2	1,615	7	2,684	1		15	4,184	2	409
YUKON-KOYUKUK	24,590	26,566	27,277			4	4,064	12	7,228			4	5,441					13	2,840		

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,894,262	21,487,917	23,136,150	685	1,438,382	426	2,522,499	1,959	5,003,240	1,156	5,317,045	1,204	1,522,957	1,468	921,788	1,243	1,371,476	4,191	2,362,794	502	905,789
Phoenix, As	8,534,480	13,842,321	15,003,713	327	887,625	175	1,601,137	986	3,082,170	595	3,652,086	576	858,088	834	611,728	758	1,012,103	2,228	1,527,213	273	588,980
Tucson, As	2,593,915	3,796,764	4,048,300	116	221,602	64	531,694	427	851,680	235	934,258	189	233,037	304	170,832	253	248,533	825	420,542	104	161,259
COUNTIES, Cities																					
APACHE	83,338	111,247	117,053	5	4,998	14	17,986	28	39,679	8	7,325	20	23,207	3	3,721	3	365	25	7,607	2	5,356
COCHISE	281,162	361,939	379,267	24	17,380	19	41,415	68	97,174	31	91,848	40	23,382	46	18,089	32	14,079	134	34,335	16	14,051
Bisbee	15,801	22,202	24,336	2	1,079	3	1,117	10	7,571	2	2,575	2	931	2	393	2	694	17	1,603	2	902
Douglas	64,296	81,126	84,499	3	1,481	8	17,133	13	26,427	3	3,929	9	6,160	20	9,502	12	5,532	24	5,874	5	4,758
Sierra Vista	139,491	185,063	194,297	8	9,830	6	22,221	19	37,951	17	72,334	11	8,018	17	6,637	14	6,255	43	16,128	3	5,324
COCONINO	428,482	562,115	589,273	26	45,911	30	64,708	59	119,264	24	83,782	84	78,823	44	17,707	34	17,413	161	90,751	15	18,069
Flagstaff	282,759	370,074	387,831	18	38,682	13	42,669	31	70,284	20	78,200	44	32,716	37	15,321	31	16,248	107	52,478	11	13,820
GILA	142,882	170,069	176,167	16	12,053	11	13,165	36	61,453	20	33,521	19	11,906	16	5,778	7	2,000	71	17,286	7	5,145
GRAHAM	91,882	118,506	123,916	9	11,369	6	13,699	13	32,259	16	27,307	13	11,290	12	4,136	9	3,571	32	7,408	3	6,203
GREENLEE	20,804	43,301	48,899	1	353	5	3,087	5	23,809	3	5,331	7	5,338	2	1,236	3	1,743	14	2,924	2	2,217
LA PAZ																					
MARICOPA	8,534,480	13,842,321	15,003,713	327	887,625	175	1,601,137	986	3,082,170	595	3,652,086	576	858,088	834	611,728	758	1,012,103	2,228	1,527,213	273	588,980
Chandler	144,799	217,965	233,630	10	16,962	4	7,288	17	81,741	11	50,988	17	26,951	7	4,054	9	4,209	39	17,412	7	9,948
Mesa	1,120,792	1,885,170	2,053,444	59	183,335	24	300,978	101	348,157	78	560,576	45	74,229	119	92,241	109	148,847	223	153,948	30	92,884
Phoenix	4,483,182	7,052,133	7,606,276	157	421,375	97	919,419	530	1,576,528	317	1,538,599	312	459,096	451	363,885	411	598,041	1,276	821,976	143	288,757
Scottsdale	907,278	1,496,678	1,625,787	26	60,918	15	161,506	74	253,022	43	550,587	49	71,127	125	71,536	87	92,456	203	184,057	26	55,411
Sun City	NO DATA AVAILABLE FOR THIS CITY																				
Tempe	733,430	1,271,433	1,391,058	19	61,848	8	105,330	91	294,860	34	329,769	50	77,415	34	29,901	41	58,682	179	177,427	19	34,580
MOHAVE	315,662	514,579	560,043	31	42,304	14	36,768	49	140,165	42	124,230	55	81,933	27	10,136	27	12,542	121	49,860	12	15,751
Kingman	153,534	254,730	288,462	7	9,248	6	21,814	17	50,702	18	89,081	28	55,628	9	5,290	5	2,603	45	22,886	3	5,775
NAVAJO	250,971	391,309	422,289	15	36,967	24	36,561	49	127,543	29	61,279	44	59,765	28	8,251	16	6,108	94	39,990	10	11,354
PIMA	2,593,915	3,796,764	4,048,300	116	221,602	64	531,694	427	851,680	235	934,258	189	233,037	304	170,832	253	248,533	825	420,542	104	161,259
Tucson	2,129,130	3,058,574	3,249,683	80	144,197	42	423,118	307	603,835	198	889,173	149	166,829	241	142,871	218	223,874	647	317,153	83	125,974
PINAL	278,527	378,850	400,140	31	39,816	15	24,072	80	122,772	47	64,828	46	43,046	33	10,320	17	7,916	121	36,024	20	22,899
Casa Grande	103,789	144,485	152,983	14	25,566	3	9,189	24	39,226	16	26,955	14	11,429	18	7,294	6	2,786	30	10,697	6	9,044
SANTA CRUZ	132,308	167,439	174,581	7	10,572	10	25,510	24	43,078	9	21,057	12	9,525	31	26,942	10	6,456	40	14,717	6	9,042
Nogales	113,149	141,781	147,430	7	10,572	9	20,607	19	30,001	9	21,057	10	7,038	31	26,942	9	5,213	29	11,351	6	9,042
YAVAPAI	312,191	451,453	483,533	47	62,009	20	49,420	55	127,686	36	72,001	52	32,184	39	8,780	36	14,687	168	49,310	15	18,093
Prescott	164,626	230,335	244,503	17	15,425	9	36,049	28	58,280	25	52,201	21	15,130	26	7,236	19	7,912	72	25,809	7	8,280
YUMA	427,658	578,025	608,976	30	45,423	19	63,277	80	134,508	61	138,192	47	51,433	49	24,132	38	23,960	157	64,827	17	27,370
Yuma	307,394	421,221	444,348	14	26,337	11	58,159	43	90,181	44	119,118	21	13,589	38	20,861	35	20,870	103	47,772	12	22,731

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,113,502	12,441,004	13,003,531	797	841,886	521	1,664,977	1,960	2,596,268	1,278	3,393,875	1,216	756,991	1,477	664,796	927	570,712	2,512	895,614	653	378,445
Fayetteville-Springdale, Ar	498,362	781,150	828,750	37	58,358	20	142,986	90	157,182	60	196,628	42	36,787	72	33,763	50	36,868	147	69,238	22	17,463
Fort Smith, Ar-Ok	744,543	967,230	1,001,088	59	77,161	34	140,108	159	179,388	88	253,540	85	66,838	121	51,300	68	49,377	221	78,621	44	23,963
Little Rock-North Little Rock, Ar	2,336,498	3,296,773	3,434,363	137	201,967	71	483,262	326	615,975	249	947,304	254	206,220	336	226,863	217	179,734	531	265,646	110	80,361
Memphis, Tn-Ar-Ms	4,308,708	6,056,803	6,324,783	185	265,617	154	810,720	731	1,255,367	347	1,561,765	439	515,670	588	373,181	350	368,231	939	505,179	161	219,342
Pine Bluff, Ar	370,467	508,432	527,771	23	37,146	21	72,384	83	110,127	51	135,596	41	25,335	65	35,026	47	23,617	93	31,875	22	15,968
Texarkana, Tx-Ar	585,884	827,847	883,720	36	55,283	21	113,573	115	179,539	65	209,736	60	58,217	94	51,946	58	42,814	150	66,732	28	25,569
COUNTIES, Cities																					
ARKANSAS	95,999	103,231	103,358	17	7,514	9	11,943	21	26,252	17	19,600	17	5,849	23	6,092	15	4,370	30	4,971	8	3,117
Stuttgart	69,439	74,864	74,808	9	4,374	5	7,629	8	17,523	8	14,582	11	5,828	17	5,258	11	3,599	22	3,817	4	2,020
ASHLEY	76,260	103,947	108,320	6	4,827	8	13,895	17	25,831	13	31,663	9	2,269	14	5,778	8	4,010	12	4,356	11	4,736
BAXTER	110,635	137,308	141,087	16	10,270	8	19,261	19	30,999	15	28,769	14	3,428	20	6,375	17	9,501	33	9,064	11	6,753
Mountain Home	95,690	123,423	130,356	11	9,614	8	19,261	14	28,419	14	27,918	8	2,460	19	6,240	16	9,411	22	8,083	11	6,753
BENTON	300,272	726,054	830,773	36	72,065	10	118,074	54	188,316	40	212,084	41	48,661	42	29,501	36	48,315	91	51,134	19	17,457
Bentonville	52,039	134,796	162,382	6	17,599	1	17,557	7	31,398	6	47,558	7	8,261	5	1,749	4	6,938	15	11,291	3	4,731
Rogers	134,918	323,409	369,009	16	25,253	4	57,935	15	69,890	21	116,487	16	20,596	25	19,670	20	19,765	34	20,282	7	6,622

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ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BOONE	127,565	158,614	163,190	12	13,748	8	22,793	21	33,775	24	44,218	16	2,452	26	10,169	12	6,950	35	10,396	9	5,637
Harrison	108,944	136,749	140,432	9	9,143	8	22,793	15	32,629	21	33,888	12	1,894	26	10,169	10	5,093	26	9,505	9	5,637
BRADLEY	38,405	44,920	45,765	5	3,451	3	3,702	12	12,674	7	9,401	7	2,200	14	3,278	4	1,012	10	1,788	4	2,239
CALHOUN	10,351	11,969	12,317	2	886	1	911	7	4,451	3	1,674	3	604	1	30	1	80	5	253	1	462
CARROLL	59,775	85,006	89,711	8	8,649	5	8,736	17	25,515	9	13,380	12	3,568	6	1,072	6	2,508	43	7,741	10	2,238
CHICOT	43,224	50,543	51,344	9	4,278	8	2,708	22	14,405	13	13,906	8	3,584	5	959	3	633	12	2,364	7	2,334
CLARK	102,428	121,866	123,714	9	4,452	6	16,159	21	21,027	12	41,988	20	12,067	21	4,823	10	2,510	31	9,304	6	3,546
Arkadelphia	84,678	100,890	106,294	6	3,795	5	14,964	12	15,622	8	35,776	13	10,401	17	4,416	8	2,288	21	8,232	4	3,020
CLAY	45,904	51,367	52,285	7	2,187	8	7,152	19	14,712	12	11,687	7	2,019	9	991	6	800	21	2,587	8	3,170
CLEBURNE	55,177	69,668	72,127	9	7,465	8	11,518	15	11,453	9	21,816	12	3,082	8	1,014	7	2,078	20	3,052	5	1,906
CLEVELAND	6,176	8,782	9,587	2	524			3	2,088	1	1,073	3	958	1				2	21	1	268
COLUMBIA	96,063	131,535	136,979	7	6,379	6	21,821	31	29,228	14	25,005	14	4,942	27	13,650	9	10,253	30	8,903	8	4,602
Magnolia	86,850	118,689	122,896	6	5,853	5	19,728	20	24,822	13	23,965	11	4,336	27	13,650	8	9,593	22	8,037	6	4,602
CONWAY	86,291	104,290	106,542	5	2,323	5	13,408	20	20,033	12	38,568	11	4,831	8	3,433	8	3,185	19	3,558	6	2,300
CRAIGHEAD	312,778	425,244	441,042	30	32,336	13	67,616	64	79,849	38	98,172	41	12,881	51	33,185	35	21,507	79	39,290	20	14,438
Jonesboro	276,881	377,992	391,399	21	27,072	11	66,679	41	57,434	25	93,388	32	11,997	51	33,185	32	21,123	69	35,407	17	14,287
CRAWFORD	91,081	108,183	110,489	10	6,086	7	15,424	24	23,252	11	23,675	13	11,029	9	1,217	7	5,348	31	10,639	9	3,097
CRITTENDEN	267,790	341,346	349,500	13	18,918	11	23,317	44	57,368	30	85,411	43	100,504	29	8,384	12	9,285	45	16,698	8	10,473
West Memphis	205,188	255,119	259,996	10	16,406	7	22,159	23	43,495	22	79,596	25	43,669	27	7,801	10	8,720	35	15,001	6	8,712
CROSS	65,772	73,101	73,586	7	5,037	5	9,859	22	22,108	11	15,555	9	2,819	6	1,789	7	1,677	22	3,747	5	1,515
DALLAS	36,394	41,267	41,815	6	2,453	6	6,027	15	9,170	12	11,342	5	1,604	14	1,530	4	1,651	11	1,696	4	1,257
DESHA	93,262	101,913	102,165	5	2,218	11	13,270	32	19,423	13	45,098	10	2,673	9	1,830	9	2,270	19	2,766	7	1,950
DREW	55,044	72,713	75,438	6	6,333	5	10,135	15	15,668	10	19,978	10	4,181	12	2,477	6	2,404	13	4,558	4	2,107
FAULKNER	178,472	262,305	275,366	14	37,256	5	28,059	30	51,909	25	54,589	26	20,740	34	19,523	24	14,727	49	24,259	11	6,716
Conway	163,444	240,743	252,309	13	35,110	5	28,059	17	42,698	20	52,982	23	18,816	32	18,594	23	14,231	45	23,194	7	5,030
FRANKLIN	38,513	41,932	42,008	4	2,169	3	2,701	15	11,006	6	10,923	7	1,770	3	485	3	983	13	3,561	5	1,804
FULTON	20,587	26,946	28,250	3	669	5	2,414	4	8,144	6	3,174	8	3,271	8	559	1	991	12	1,895	6	2,304
GARLAND	368,754	522,445	547,665	33	28,913	17	84,319	53	100,231	42	129,222	44	25,301	71	25,403	38	19,810	130	59,338	26	16,239
Hot Springs	341,826	485,480	506,289	28	23,927	17	84,319	44	96,645	39	129,222	38	23,771	63	21,768	33	17,892	110	52,993	23	16,239
GRANT	28,512	34,279	35,233	5	3,302	5	4,028	8	8,352	7	5,853	9	2,553	5	464	3	294	11	1,933	2	3,894
GREENE	104,119	145,473	152,964	12	13,209	5	22,723	22	26,885	18	33,009	11	2,997	21	10,033	14	6,948	40	11,149	10	5,109
Paragould	91,122	127,525	133,348	9	9,465	5	22,723	16	24,589	16	28,261	9	2,349	20	9,242	13	6,230	36	10,652	9	4,433
HEMPSTEAD	69,541	89,607	98,778	7	6,018	4	9,369	23	24,117	13	18,633	13	6,040	14	4,995	9	3,291	17	5,830	8	2,765
Hope	64,571	79,126	83,977	7	6,018	4	9,369	18	22,886	12	16,242	11	4,592	14	4,995	7	2,214	15	4,727	8	2,765
HOT SPRING	84,719	114,939	125,440	10	3,338	3	13,189	19	21,917	17	34,231	18	15,387	14	5,099	7	3,076	18	6,414	6	2,707
Malvern	71,429	98,382	107,366	9	3,239	3	13,189	15	20,537	15	33,019	11	7,176	14	5,099	7	3,076	15	5,203	6	2,707
HOWARD	54,453	63,221	64,412	5	1,977	5	9,824	20	12,920	14	20,873	11	3,402	10	2,612	4	2,097	13	2,239	6	2,353
INDEPENDENCE	109,149	155,949	171,944	15	19,154	6	20,944	21	34,905	17	39,346	8	3,219	25	7,091	18	6,542	23	7,972	11	4,639
Batesville	93,616	133,615	146,948	11	17,047	4	18,082	12	28,698	14	36,455	5	1,489	24	6,971	14	6,052	19	7,617	9	4,288
IZARD	28,386	36,693	38,051	4	3,414	1	2,696	8	11,260	5	13,143	8	1,604	5	598	2	140	4	541	3	1,762
JACKSON	76,553	85,106	86,233	9	4,609	6	10,245	20	19,500	13	19,385	13	3,224	17	6,194	6	2,830	31	6,577	8	3,356
Newport	68,984	78,669	81,897	8	4,527	3	9,437	15	17,744	11	18,913	12	3,185	17	6,194	5	2,756	24	5,900	7	3,290
JEFFERSON	370,467	508,432	527,771	23	37,146	21	72,384	83	110,127	51	135,596	41	25,335	65	35,026	47	23,617	95	31,875	22	15,968
Pine Bluff	340,248	465,837	482,714	20	31,695	19	65,590	56	95,507	46	133,225	36	22,482	64	34,410	42	22,596	84	28,976	20	14,326
JOHNSON	52,345	66,827	69,208	6	1,260	2	8,003	18	16,161	6	24,631	10	3,841	9	1,732	5	2,592	13	2,706	6	2,101
LAFAYETTE	19,760	23,969	24,604	4	1,074	3	1,577	17	8,418	5	3,438	5	1,437	5	2,553	3	368	5	680	4	1,509
LAWRENCE	56,773	61,170	61,597	2	2,336	4	6,694	16	12,303	8	21,729	11	4,106	7	752	4	1,986	20	2,578	7	2,129
LEE	24,614	27,317	27,690	3	828	3	2,509	11	8,057	6	6,338	6	976	8	965	3	506	9	1,692	4	1,651
LINCOLN	20,367	26,297	27,200	2	1,763	4	653	12	8,342	7	10,252	4	652	1	46	1	159	2	438	2	696
LITTLE RIVER	36,274	41,557	41,971	2	1,077	3	5,360	11	11,294	13	15,932	8	1,848	3	897	3	745	7	1,289	4	1,297
LOGAN	59,294	71,709	73,247	8	4,140	6	7,849	14	13,920	11	29,940	7	393	12	2,574	7	2,038	25	4,092	5	2,373
LONOKE	105,629	123,191	125,156	10	6,790	11	10,937	20	32,962	26	42,071	24	7,038	16	3,174	7	1,496	17	2,747	11	5,413
MADISON	23,165	25,416	26,055	4	2,456	2	2,503	9	6,691	6	2,755	3	1,374	3	680	2	1,884	11	1,175	3	962
MARION	13,791	19,364	20,744	1	1,680	2	370	6	11,121	2	1,849	2	590	1				6	1,026	3	257
MILLER	155,315	191,007	195,005	8	7,232	5	12,212	36	66,960	9	9,985	19	19,925	23	11,550	12	8,296	57	18,493	7	8,821
Texarkana, Ark.- Texarkana, Tex.	479,503	664,155	710,318	26	43,797	17	103,310	72	137,182	51	174,721	43	36,826	77	46,308	53	40,068	109	51,893	21	21,095
MISSISSIPPI	191,829	239,213	245,351	20	9,005	12	38,190	42	46,426	29	75,610	37	11,021	30	13,155	24	8,859	55	14,029	11	7,875
Blytheville	124,993	156,023	159,344	11	4,522	7	24,086	15	29,442	15	51,607	17	5,981	22	10,032	14	6,204	32	10,607	5	4,479
MONROE	51,238	55,532	55,993	6	5,311	4	6,837	18	12,991	10	10,146	12	4,885	8	1,729	5	1,474	18	4,876	7	1,507
MONTGOMERY	12,496	21,318	24,220	3	1,312	4	1,711	6	5,966	4	3,365	1	453	1	58	2		5	1,524	1	223
NEVADA	26,012	31,705	32,554	2	5,566	2	653	11	8,264	5	8,845	5	1,163	5	1,379	4	2,137	7	1,007	4	1,205
NEWTON	6,139	8,499	9,287	3	1,213			5	4,133			1	400					4	928	1	
OUACHITA	127,300	185,622	195,759	18	15,172	7	19,288	33	43,205	20	55,638	15	4,596	22	11,077	12	8,999	37	10,075	13	6,421
Camden	77,196	103,895	107,573	7	4,384	4	17,333	18	27,510	9	18,863	10	3,218	15	6,935	8	7,250	25	8,682	9	4,696
PERRY	6,910	9,689	10,332	3	777			5	4,110	1	1,652	2	819					3	368	1	458
PHILLIPS	115,150	128,577	129,636	12	6,269	10	13,212	43	33,156	22	39,114	12	4,793	33	7,042	14	4,180	27	5,148	13	4,698
Helena	55,098	61,171	61,452	3	1,873	2	4,194	5	7,382	12	32,788	1	751	23	4,899	6	1,571	10	2,096	7	2,113
West Helena	40,973	46,110	46,431	6	2,937	3	7,415	12	15,543	5	4,450	8	3,259	7	1,717	5	1,919	11	2,441	3	1,671
PIKE	30,239	34,623	35,330	8	3,820	5	2,225	13	10,845	7	8,413	4	2,971	2	470	3	620	10	901	4	1,555
POINSETT	70,782	77,583	78,491	9	4,862	9	8,037	22	16,632	12	15,234	13	4,118	8	716	9	2,611	35	4,411	9	6,031
POLK	56,411	73,259	80,708	9	4,630	5	11,211	20	17,568	12	21,088	11	2,353	8	2,006	5	2,499	16	3,381	6	2,255
Mena	49,647	62,045	66,177	6	3,196	5	11,211	11	13,682	10	17,660	11	2,353	8	2,006	5	2,499	10	2,635	6	2,255
POPE	194,052	297,404	314,714	14	24,092	11	36,347	21	56,308	31	103,564	24	12,763	25	16,128	21	13,851	45	21,417	12	8,851
Russellville	168,553	263,231	278,573	11	22,499	9	36,100	11	47,192	27	98,081	14	4,321	24	15,618	19	12,816	36	19,634	9	7,772
PRAIRIE	25,920	29,086	29,413	4	1,357	2	615	10	5,337	8	10,709	8	1,677	5	850	2	290	8	1,236	3	1,537
PULASKI	1,901,718	2,725,363	2,844,057	99	143,835	48	403,396	247	486,395	172	788,779	178	169,730	265	197,769	174	156,322	428	229,853	79	62,002
Jacksonville	115,374	160,507	166,604	11	8,506	5	22,970	14	31,552	21	54,846	10	9,150	20	8,235	12	7,197	23	15,561	5	4,331
Little Rock	1,146,766	1,613,972	1,678,193	52	72,852	27	229,608	141	241,231	80	491,235	110	90,707	173	136,598	112	108,595	285	152,129	46	39,155
North Little Rock	516,663	769,238	807,489	20	48,976	13	142,722	57	147,691	47	199,492	43	60,303	66	49,103	36	30,852	95	52,838	23	15,898
RANDOLPH	38,464	43,863	44,873	3	1,351	3	3,396	20	13,003	8	11,074	8	1,105	6	1,561	8	1,894	12	2,227	6	1,455
ST. FRANCIS	118,178	132,496	133,647	6	12,093	9	12,881	36	28,307	15	22,196	17	17,286	14	4,826	10	5,476	24	8,747	8	4,082
Forrest City	76,296	85,442	85,962	5	3,254	5	6,846	19	21,606	11	17,583	8	4,730	12	4,488	10	5,476	15	6,457	8	4,082
SALINE	150,679	185,914	189,784	14	14,086	7	20,870	29	44,709	26	61,865	26	8,712	21	6,397	12	7,189	37	8,787	9	6,230
Benton	129,548	161,795	165,155	8	7,668	7	20,870	17	39,211	23	56,644	19	7,196	19	5,969	10	6,510	26	7,497	6	5,236
SCOTT	19,885	25,806	26,822	2	3,573	2	3,210	13	3,960	5	7,257	4	819	5	567	2	836	9	1,785	4	1,564
SEARCY	16,938	18,331	18,707	3	1,846	5	1,291	6	4,589	2	4,297	5	983	2	142	1	213	8	720	2	896

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ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEBASTIAN	568,670	723,842	742,222	41	60,595	22	109,147	102	112,654	65	194,801	61	40,158	107	46,712	57	38,452	159	60,435	28	18,898
Fort Smith	547,384	699,066	716,485	36	57,395	21	109,014	87	101,440	59	193,077	52	37,794	106	46,258	57	38,452	150	59,393	25	17,408
SEVIER	39,838	52,318	60,492	6	3,629	4	9,087	15	4,756	7	11,766	7	6,275	7	1,180	2	1,253	15	3,157	6	3,730
De Queen	27,590	37,097	40,266	4	2,107	4	8,344	6	2,182	4	5,765	5	3,931	7	1,180	2	1,150	12	3,013	5	2,778
SHARP	29,317	35,716	37,274			2	7,170	7	7,717	4	5,530	4	1,393	3	846	8	3,278	18	2,853	5	985
STONE	25,820	34,859	36,538	3	3,345	7	4,273	3	6,706	6	13,640	5	1,157	5	416	1	529	11	1,933	1	416
UNION	213,015	269,893	277,391	17	16,060	12	19,560	46	57,644	27	81,135	28	11,794	50	21,840	27	14,885	46	16,181	16	11,047
El Dorado	180,958	229,669	235,385	13	12,617	7	19,319	27	49,865	21	62,559	26	11,232	46	21,035	24	12,298	41	15,530	12	9,911
VAN BUREN	35,337	48,197	50,432	4	4,223	5	1,189	15	13,811	8	18,087	5	1,236	4	887	3	931	10	2,387	5	2,042
WASHINGTON	498,362	781,150	828,750	37	58,358	20	142,986	90	157,182	60	196,628	42	36,787	72	33,763	30	36,868	147	69,238	22	17,463
Fayetteville	300,009	460,053	484,869	11	15,419	13	106,466	43	79,622	31	129,810	18	10,361	53	23,767	30	20,600	91	47,812	11	11,144
Springdale	159,066	227,041	241,171	16	23,679	5	35,341	23	40,264	23	62,936	13	13,851	16	8,241	18	14,267	36	13,135	8	4,766
WHITE	205,520	239,143	266,475	19	11,685	15	23,433	48	51,104	38	103,801	25	10,339	25	10,648	21	8,803	52	15,255	14	8,002
Searcy	146,954	187,129	191,542	12	8,568	6	20,510	17	30,361	24	82,998	14	6,954	19	9,514	11	4,200	31	9,643	9	5,896
WOODRUFF	24,416	28,252	28,745	5	2,268	3	935	14	7,427	6	8,219	4	982	5	788	3	851	10	787	5	1,654
YELL	36,669	45,733	47,808	6	7,344	4	4,536	9	6,264	7	10,462	11	2,995	4	1,262	2	1,649	14	2,363	7	2,936

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	123,945,914		186,849,051		9,997,757		21,519,247		37,501,977		40,156,194		11,150,252		9,466,842		11,578,241		20,528,173		8,052,775
		176,827,369		5,531		2,262		16,749		8,798		10,625		14,031		10,376		36,734		4,308	
METROPOLITAN STATISTICAL AREAS																					
Anaheim-Santa Ana, Ca	11,684,897	17,446,681	18,620,847	399	1,008,150	151	2,279,683	1,125	3,404,495	718	4,221,140	882	1,043,981	1,183	992,627	922	1,174,090	3,016	2,188,778	358	642,060
Bakersfield, Ca	2,082,023	2,645,351	2,749,741	101	170,299	64	265,051	365	619,876	205	595,283	239	232,937	211	113,054	160	151,033	651	284,631	76	114,473
Chico, Ca	692,494	1,016,007	1,083,502	70	91,722	26	97,762	132	278,077	90	194,402	73	45,424	99	43,267	69	56,161	242	109,362	34	68,561
Fresno, Ca	2,563,905	3,566,152	3,763,475	135	206,611	65	451,150	462	767,165	250	863,267	262	217,922	293	178,342	214	226,508	796	334,272	98	216,620
Los Angeles-Long Beach, Ca	38,399,189	51,908,069	53,933,256	1,223	2,290,624	521	6,018,155	4,398	10,566,636	2,211	11,925,386	3,032	3,050,804	4,383	3,037,508	2,966	3,653,047	10,416	5,996,581	1,366	2,157,079
Merced, Ca	534,240	700,061	732,396	43	44,937	22	79,840	91	148,312	60	170,736	73	71,903	64	22,139	43	24,963	194	68,484	23	42,527
Modesto, Ca	1,303,641	1,847,721	1,954,357	94	138,649	37	249,414	236	429,451	120	346,528	113	115,492	160	98,059	132	142,181	362	163,855	55	116,637
Oakland, Ca	9,127,207	13,590,169	14,495,998	384	731,393	152	1,828,057	1,212	2,951,562	625	3,125,545	741	834,041	940	664,085	777	877,344	2,558	1,415,458	284	709,261
Oxnard-Ventura, Ca	2,589,477	3,868,779	4,125,267	126	219,584	49	535,429	297	875,156	230	1,045,164	221	240,827	271	170,059	224	195,390	645	353,726	95	172,744
Redding, Ca	602,970	883,944	941,789	63	86,345	25	90,435	123	206,274	61	172,971	86	92,392	81	38,851	49	36,301	230	76,296	26	72,473
Riverside-San Bernardino, Ca	7,521,341	11,740,614	12,622,553	465	911,776	182	1,495,411	1,111	2,834,322	720	2,667,420	767	890,722	787	501,621	654	637,820	2,191	1,288,835	249	483,041
Sacramento, Ca	5,972,565	8,941,191	9,534,477	326	600,549	102	1,082,075	837	1,955,454	505	2,125,090	507	597,374	543	381,118	492	586,763	1,940	1,011,703	203	476,626
Salinas-Seaside-Monterey, Ca	1,425,924	1,973,071	2,079,465	75	118,543	29	202,227	237	361,178	121	483,790	146	136,071	225	136,887	150	122,493	496	239,497	50	96,209
San Diego, Ca	9,478,827	14,863,433	15,971,371	372	800,139	157	2,097,468	1,230	2,968,552	658	3,654,889	716	961,248	1,125	771,705	831	1,051,152	2,855	1,783,072	286	577,766
San Francisco, Ca	9,113,128	12,336,298	12,978,906	311	528,200	163	1,472,081	1,476	2,385,818	379	2,366,249	605	590,697	1,139	882,410	801	841,475	3,320	1,909,019	323	519,341
San Jose, Ca	7,487,855	10,677,102	11,297,811	256	554,575	116	1,502,239	838	2,070,530	487	2,524,927	568	652,244	773	577,698	572	799,242	1,862	1,174,692	190	482,703
Santa Barbara-Santa Maria-Lompoc, Ca	1,846,926	2,646,205	2,827,205	110	160,781	31	257,747	226	514,797	128	480,832	175	182,882	262	142,118	192	180,973	527	327,229	65	124,813
Santa Cruz, Ca	990,619	1,529,099	1,639,407	62	160,599	23	130,284	196	371,155	84	318,312	90	90,583	142	69,056	102	83,800	379	192,559	29	79,218
Santa Rosa-Petaluma, Ca	1,613,867	2,450,625	2,631,738	128	197,451	36	328,190	284	573,357	133	438,446	170	183,729	196	112,545	173	162,323	515	258,551	60	159,476
Stockton, Ca	1,596,769	2,257,815	2,389,130	95	141,045	34	264,686	260	514,856	162	520,546	168	160,842	168	107,404	157	137,901	564	236,007	83	135,548
Vallejo-Fairfield-Napa, Ca	1,462,603	2,141,455	2,276,462	90	136,382	31	216,682	235	533,016	131	469,318	152	163,824	160	80,406	149	116,130	494	270,641	46	131,321
Visalia-Tulare-Portersville, Ca	1,077,044	1,358,952	1,412,340	74	95,581	31	162,980	211	332,689	136	315,591	108	85,638	142	63,026	111	72,856	355	110,517	49	71,431
Yuba City, Ca	422,899	538,498	560,612	26	49,446	17	85,755	89	131,512	49	101,483	40	27,373	53	23,191	49	26,377	154	52,526	16	25,506
COUNTIES, Cities																					
ALAMEDA	5,615,563	8,296,695	8,838,809	208	394,384	87	1,073,028	809	1,712,456	403	1,994,405	452	486,869	571	366,545	498	520,279	1,704	936,201	186	417,126
Alameda	468,885	665,999	703,487	11	6,624	13	222,125	49	102,741	25	107,648	22	21,388	127	71,743	36	22,736	115	59,703	11	35,636
Dublin	NO DATA AVAILABLE FOR THIS CITY																				
Fremont	658,280	1,061,717	1,145,267	31	63,155	10	160,468	73	227,335	44	313,736	51	69,732	41	21,468	51	56,885	148	97,139	19	49,216
Hayward	593,474	972,112	1,050,637	19	37,131	8	109,353	87	181,501	67	383,143	56	53,642	22	18,414	36	52,856	153	94,206	18	53,663
Livermore	191,725	280,924	298,528	10	19,246	2	5,890	29	84,076	19	85,756	18	13,333	13	7,853	21	11,467	50	25,446	8	22,874
Newark	119,224	180,831	193,295	3	8,519	2	14,999	14	53,989	8	17,900	6	9,150	17	20,714	9	8,741	40	24,353	4	12,263
Oakland	1,551,139	2,012,102	2,098,717	49	90,017	22	155,712	270	416,215	95	506,816	130	114,314	159	85,552	130	128,158	559	246,879	57	95,026
Pleasanton	124,773	218,405	239,233	5	3,612	3	18,714	18	68,587	8	24,347	12	20,272	16	10,660	12	9,113	53	35,342	3	8,241
ALPINE	3,084	3,283	3,330			1	420	1	490			1	415					6	1,710		
AMADOR	108,758	153,692	162,984	18	14,944	4	3,008	32	44,810	14	52,195	15	7,978	11	3,572	9	4,459	59	11,965	8	5,798
BUTTE	692,494	1,016,007	1,083,502	70	91,722	26	97,762	132	278,077	90	194,402	73	45,424	99	43,267	69	56,161	242	109,362	34	68,561
Chico	294,614	477,186	515,153	20	42,091	5	22,101	44	122,894	37	105,973	28	25,029	43	20,256	33	39,182	106	64,563	11	20,191
Oroville	133,340	222,478	242,045	13	21,728	7	28,693	24	62,480	25	39,285	19	11,027	19	8,515	13	7,082	47	20,796	10	22,490
CALAVERAS	73,733	99,779	105,418	11	15,035	6	4,925	28	35,061	8	9,859	15	10,282	9	1,240	10	4,679	47	8,710	8	3,546
COLUSA	42,429	49,536	51,253	8	4,662	1	546	15	14,919	10	9,831	14	5,191	7	1,718	3	1,159	28	6,201	3	3,004
Colusa	23,134	28,607	30,431	4	3,233			5	7,909	8	8,624	4	828	5	1,417	2	923	10	1,424	2	2,388
CONTRA COSTA	3,511,644	5,293,474	5,657,189	176	337,009	65	755,029	403	1,239,106	222	1,131,140	289	347,172	369	297,540	279	357,065	854	479,257	98	292,135
Antioch	219,563	325,089	346,060	11	18,778	8	66,317	30	76,258	17	70,364	20	20,512	18	11,982	12	7,374	66	31,189	7	21,161
Martinez	65,824	100,396	107,683	3	5,066			10	47,504	3	7,305	11	10,851	5	2,373	5	1,044	31	14,110	6	10,921
Pinole	91,074	116,415	121,036	5	3,648	3	10,903	8	50,613	3	5,475	13	14,036	7	2,275	2	1,455	26	13,828	4	13,468
Pittsburg	105,021	170,425	184,192	9	21,946	2	11,545	12	52,313	9	43,148	6	7,552	4	5,209	9	6,016	28	12,603	4	13,223
San Ramon Walnut Creek	597,809	962,256	1,035,980	15	33,213	6	131,291	46	143,911	30	366,523	27	40,460	71	83,054	41	51,360	104	67,636	10	42,444

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DEL NORTE	72,878	81,70*	83,462	7	8,264	5	3,481	27	25,122	8	10,109	14	5,758	6	2,110	7	4,160	48	11,361	3	5,281
EL DORADO	429,823	592,433	625,245	41	53,066	9	19,147	71	167,172	41	78,576	49	59,513	54	23,437	45	23,432	172	80,685	20	54,321
South Lake Tahoe	185,936	226,626	233,861	8	11,907	3	7,548	24	62,4[illegible]	15	29,451	19	16,774	22	14,038	17	7,947	70	37,449	6	20,498
FRESNO	2,563,905	3,566,152	3,763,475	135	206,611	65	451,150	462	767,165	250	863,267	262	217,922	293	178,342	214	226,508	796	334,272	98	216,620
Fresno	1,646,081	2,432,569	2,586,433	64	140,758	28	424,375	219	431,934	138	569,640	131	129,701	179	134,684	142	181,031	450	227,523	57	142,074
GLENN	77,993	104,927	118,914	16	11,996	3	18,249	25	27,130	11	16,310	19	12,605	9	5,299	6	3,387	38	12,145	6	2,817
HUMBOLDT	525,863	689,931	720,871	48	67,337	21	37,644	135	191,455	59	127,046	62	40,975	68	40,140	50	27,489	214	69,310	24	52,743
Eureka	268,957	369,934	388,898	21	39,087	8	30,754	42	62,041	32	88,312	25	17,929	40	31,572	35	23,170	95	35,926	9	25,631
IMPERIAL	423,866	511,645	527,391	27	30,380	18	64,548	88	150,662	52	94,574	45	28,594	84	37,323	27	18,216	133	38,136	17	31,053
Brawley	70,212	84,855	87,476	6	5,066	2	1,102	15	27,598	12	23,062	6	3,904	12	2,667	3	2,307	29	7,700	4	6,255
El Centro	167,451	211,763	219,719	10	12,883	5	35,612	22	44,450	23	39,540	19	13,163	27	13,655	14	12,275	44	17,736	8	16,801
INYO	129,670	145,777	148,880	13	11,920	6	3,196	16	33,664	9	24,144	34	24,802	14	6,549	12	3,752	39	18,627	5	4,274
KERN	2,082,023	2,645,351	2,749,741	101	170,299	64	265,051	365	619,876	205	595,283	239	232,937	211	113,054	160	151,033	651	284,631	76	114,473
Bakersfield	1,114,083	1,462,568	1,525,563	26	57,819	20	217,388	101	215,961	84	445,152	89	84,852	114	75,475	97	115,218	243	148,881	30	69,951
Ridgecrest	108,638	141,778	152,825	7	9,672	3	7,955	17	39,625	15	31,049	8	8,218	20	7,137	14	8,594	35	15,210	5	7,422
Taft	55,392	71,893	77,393	6	5,708	3	4,316	8	25,904	12	14,042	2	1,229	13	3,901	4	3,161	22	7,769	2	2,135
KINGS	263,484	326,949	338,650	19	13,751	12	27,341	51	77,375	38	77,783	34	25,691	49	14,454	23	15,966	101	35,089	15	23,988
Hanford	172,408	214,802	222,464	10	8,365	9	25,232	24	40,986	23	61,961	16	9,050	35	8,708	17	14,299	57	19,462	10	18,264
LAKE	161,802	221,250	233,918	17	20,847	11	12,464	38	85,477	27	36,779	22	8,286	13	1,978	11	3,868	81	17,700	8	22,038
Lakeport	65,352	92,131	101,057	6	4,767	3	9,235	10	40,039	8	19,845	6	2,855	7	1,119	4	1,102	20	5,641	3	4,727
LASSEN	88,976	111,452	115,884	16	10,627	6	4,114	23	40,817	14	16,881	12	7,916	12	4,204	7	2,913	42	12,632	5	4,157
LOS ANGELES	38,399,189		53,933,256		2,290,624		6,018,155		10,566,636		11,925,386		3,050,804		3,037,508		3,653,047		5,996,581		2,157,079
		51,908,069		1,223		521		4,398		2,211		3,032		4,383		2,966		10,416		1,366	
Arcadia	397,275	485,250	501,040	14	23,054	7	121,805	32	95,823	8	45,537	22	21,424	69	39,642	29	20,878	88	63,841	15	26,136
Baldwin Park	96,117	127,761	134,115	9	10,768	2	8,363	32	37,140	18	24,349	17	18,813	6	2,142	9	3,899	43	13,045	5	5,801
Bell	89,540	110,341	114,465	2	735	1	3,323	16	41,860	11	27,281	7	5,530	6	1,446	6	3,690	25	11,595	7	13,905
Covina	406,766	565,966	596,193	11	22,995	3	78,408	48	110,644	23	207,956	21	30,201	18	8,118	33	34,974	82	43,510	12	19,346
Glendale	924,041	1,453,986	1,563,530	24	38,692	9	201,980	89	249,760	56	474,120	63	76,282	105	93,614	78	113,417	185	143,172	29	42,356
Glendora	227,319	373,828	405,122	13	15,242	3	42,246	34	100,405	21	118,734	18	20,489	14	8,026	14	14,202	59	29,563	11	21,149
Hermosa Beach	128,668	204,677	220,377	5	5,927			17	53,182	16	102,564	5	7,635	17	8,590	6	7,012	48	18,252	3	1,419
Long Beach	1,610,417	2,100,313	2,193,577	45	91,850	24	153,567	192	451,245	112	524,198	136	135,[illegible]19	146	70,961	121	143,479	558	296,350	75	83,484
Los Angeles	14,889,426	19,230,138	20,067,632	439	792,205	188	2,089,666	1,842	4,041,143	691	3,618,481	1,202	1,174,455	1,805	1,210,847	1,199	1,569,859	4,287	2,487,486	544	814,431
Manhattan Beach	249,820	396,198	426,709	5	3,546	5	45,238	26	81,723	11	131,724	13	14,663	44	21,657	15	11,060	87	68,166	7	16,306
Palmdale	90,416	108,187	114,111	6	9,724	5	3,769	13	37,298	14	9,570	13	8,804	7	4,262	8	5,652	43	16,096	3	5,423
Pasadena	901,741	1,302,824	1,380,103	29	73,601	11	270,721	75	192,891	48	339,695	45	52,255	94	74,081	67	88,894	199	145,454	28	40,388
Pomona	447,164	612,656	644,017	19	34,133	7	95,082	47	102,673	33	204,253	39	37,844	26	15,721	29	26,621	129	62,738	16	23,871
Quartz Hill																					
Redondo Beach	276,978	447,758	483,805	9	13,529	3	71,635	36	132,137	9	6,873	27	28,925	40	18,594	32	57,864	107	96,301	14	15,312
San Fernando	127,705	174,641	183,740	4	8,173	1	6,779	15	37,964	22	66,080	8	5,793	23	15,894	12	10,362	42	16,781	3	2,010
San Fernando Valley	8,769,931	11,336,551	11,978,206		337,638		2,232,736		2,252,807		1,887,789		503,993		1,019,995		893,170		1,284,468		350,525
San Gabriel Valley	1,544,159	2,205,565	2,370,917	56	91,526	21	309,530	189	479,223	112	628,236	118	150,866	144	89,836	119	143,791	370	203,516	58	101,967
San Pedro	NO DATA AVAILABLE FOR THIS CITY																				
Santa Monica	938,896	1,317,385	1,389,653	19	32,348	12	115,850	62	105,006	48	500,408	32	42,497	125	102,666	82	113,060	243	176,218	31	45,692
South Bay	3,692,823	5,216,110	5,596,932	100	228,611	51	838,044	329	1,032,690	196	1,279,713	278	286,722	433	285,386	273	407,835	988	573,191	120	207,705
Torrance	1,287,775	1,882,824	1,997,894	27	87,555	15	395,488	82	282,731	52	433,221	75	80,906	173	150,611	104	190,108	273	177,288	33	54,295
West Covina	561,015	756,581	792,640	7	15,762	11	139,138	43	116,352	23	219,833	33	33,960	33	50,629	44	70,513	103	70,057	19	29,512
Whittier	497,040	662,155	692,767	12	27,224	6	87,638	32	104,854	29	256,086	29	26,120	49	24,219	58	52,057	96	42,805	14	20,447
MADERA	226,848	297,464	311,330	24	22,028	10	8,388	58	96,787	30	53,204	34	26,425	31	12,841	17	9,589	87	30,953	16	22,021
Madera	150,333	197,622	206,654	8	10,903	4	6,672	32	58,968	20	38,453	23	19,559	25	11,944	11	8,441	46	19,897	9	14,996
MARIN	1,368,657	1,946,103	2,060,391	84	143,743	17	169,427	226	430,702	94	478,718	105	109,535	178	90,781	150	138,157	402	240,643	47	89,625
San Rafael	558,530	828,462	881,237	29	76,122	7	127,721	60	99,722	51	265,050	30	31,922	61	38,264	80	88,406	118	61,573	10	28,504
MARIPOSA	38,732	51,435	54,043	6	6,077			20	18,672	3	939	13	8,514	6	2,784	1	106	21	5,374	1	426
MENDOCINO	331,178	455,627	481,256	36	50,171	12	23,299	103	138,868	42	79,127	47	25,565	52	16,304	34	16,751	153	53,256	18	32,110
Ukiah	154,499	199,685	208,366	9	15,309	4	9,297	33	50,427	22	40,228	18	12,565	26	9,807	21	10,137	49	18,008	9	22,168
MERCED	534,240	700,061	732,396	43	44,937	22	70,840	91	148,312	60	170,736	73	71,903	64	22,139	43	24,963	194	68,484	23	42,527
Merced	319,729	444,618	468,598	21	28,675	10	71,549	33	73,300	39	137,668	28	23,099	41	19,348	31	18,719	84	34,490	9	29,663
MODOC	28,147	31,807	32,732	8	6,063	5	618	13	8,738	6	4,865	6	2,508	4	266	1	315	22	3,963	3	1,024
MONO	68,627	78,172	80,116	8	6,552	2	1,123	17	22,830	1	157	14	8,885	8	3,653	6	2,855	45	21,658	1	1,224
MONTEREY	1,425,924	1,973,071	2,079,465	75	118,543	29	202,227	237	361,178	121	483,790	146	136,071	225	136,887	150	122,493	496	239,497	56	96,209
Monterey	262,742	347,019	362,773	15	21,857	2	44,902	43	51,968	22	69,678	20	17,687	44	21,971	31	19,612	116	70,534	5	18,271
Salinas	584,949	812,549	855,997	21	45,680	10	121,619	70	155,992	50	198,356	54	59,369	65	45,269	64	59,113	152	67,352	20	43,760
NAPA	427,120	589,273	620,409	37	54,630	9	49,809	106	166,704	39	93,000	44	37,813	59	24,414	43	32,441	162	79,204	17	30,486
Napa	308,236	429,108	452,043	25	37,402	7	45,179	70	132,188	25	55,340	31	30,439	37	18,763	33	29,470	90	41,083	11	25,907
NEVADA	261,498	371,381	393,796	38	52,324	13	14,105	52	105,900	26	55,429	28	26,908	40	15,371	29	16,773	111	37,061	14	28,356
Grass Valley	139,557	209,534	223,958	22	26,590	6	8,621	24	65,597	15	41,762	8	9,824	24	10,920	18	12,246	37	12,782	7	13,945
Nevada City	NO DATA AVAILABLE FOR THIS CITY																				
ORANGE	11,684,897	17,446,681	18,620,847	399	1,008,150	151	2,279,683	1,125	3,404,495	718	4,221,140	882	1,043,981	1,183	992,627	922	1,174,090	3,016	2,188,778	358	642,060
Anaheim	1,351,748	1,954,158	2,073,451	33	130,385	13	264,911	132	375,310	77	366,366	115	124,992	86	49,586	107	178,229	399	322,746	39	71,961
Brea	239,779	352,201	374,390	11	13,126	5	82,982	22	55,398	9	35,387	12	14,707	61	77,955	25	20,778	51	28,087	9	7,845
Costa Mesa	1,075,498	1,585,123	1,684,114	18	46,982	8	272,477	76	156,729	63	508,525	49	58,936	121	237,709	80	100,801	174	133,873	15	20,940
Huntington Beach	903,516	1,499,752	1,626,116	27	122,223	12	241,566	81	299,081	48	339,410	57	67,739	74	66,842	54	135,484	229	154,813	25	59,294
La Habra	233,272	322,571	340,253	19	29,189	6	33,238	31	53,414	21	74,913	24	20,552	22	10,622	23	30,241	81	38,575	9	22,599
Newport Beach	627,147	833,704	872,686	13	21,739	7	110,191	52	114,913	36	225,560	31	35,356	104	70,812	33	22,481	174	170,441	20	24,003
San Clemente	134,537	186,243	196,679	9	7,423	4	10,268	18	57,798	15	33,221	17	19,442	13	6,258	11	5,066	64	28,803	10	12,255
Santa Ana	1,182,123	1,866,376	2,006,927	45	109,870	15	170,280	127	357,460	96	562,083	95	122,510	78	56,899	114	174,673	316	198,667	36	64,509
PLACER	676,634	1,090,292	1,179,133	54	112,228	13	13,654	125	265,348	81	353,959	71	76,712	51	41,182	53	28,664	257	136,115	25	69,214
Auburn	143,954	228,479	246,755	8	30,796	3	2,924	20	44,433	20	60,791	9	8,322	14	16,766	15	8,144	51	24,203	7	25,230
Roseville	253,388	464,607	511,510	12	52,405	3	2,611	39	81,492	27	222,702	16	28,981	18	16,407	16	13,325	70	43,134	10	29,860
PLUMAS	81,398	103,444	108,034	17	11,277	5	9,489	24	27,447	15	20,300	20	7,705	10	2,937	5	1,131	53	9,655	7	5,216
RIVERSIDE	3,461,405	5,389,644	5,794,307	225	440,674	78	621,724	487	1,348,565	324	1,320,357	327	366,056	409	239,584	303	264,077	926	581,505	109	217,036
Banning	119,294	165,963	174,676	12	6,044	4	18,253	12	24,424	20	69,501	16	10,903	13	5,860	7	6,229	41	22,031	3	4,657
Beaumont	51,606	90,166	103,019	6	12,351	1	4,109	7	31,031	6	17,373	10	10,509	5	3,314	2	4,824	12	8,557	3	2,213
Corona	298,603	506,086	550,149	15	72,785	5	49,570	28	100,809	35	191,655	23	28,645	13	12,909	21	14,519	63	41,185	10	17,229
Hemet	262,909	387,077	411,694	21	30,442	9	37,848	33	100,218	23	102,729	19	21,598	36	15,540	28	17,938	64	33,211	9	28,118

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COLORADO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Bldg		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,581,084	22,319,099	23,656,008	966	1,716,211	376	2,410,996	1,869	4,698,615	1,358	5,469,941	1,570	1,426,320	1,864	1,113,522	1,480	1,421,597	5,057	2,628,165	508	521,642
Boulder-Longmont, Co	1,132,186	1,614,653	1,720,965	57	125,578	18	127,591	97	372,367	96	413,337	84	93,783	122	76,545	112	122,472	313	190,438	26	39,042
Colorado Springs, Co	1,653,177	2,711,824	2,950,188	83	192,222	35	358,652	176	504,279	155	789,805	147	153,599	187	131,890	155	177,448	488	297,445	36	44,295
Denver, Co	8,892,254	11,971,708	12,663,584	333	785,602	130	1,661,137	751	2,[illegible]753	550	3,019,636	679	743,409	811	619,737	741	838,825	2,230	1,419,899	202	273,781
Fort Collins-Loveland, Co	773,096	1,124,488	1,201,242	58	117,572	23	119,538	80	238,514	80	283,082	74	65,531	110	54,080	91	70,391	248	121,899	26	21,946
Greeley, Co	457,126	564,254	564,572	37	38,541	12	58,359	68	126,345	54	145,199	66	33,795	60	21,648	48	27,278	168	54,474	17	13,463
Pueblo, Co	541,146	589,423	601,992	27	38,832	15	83,815	104	143,970	66	117,753	67	34,759	77	29,933	47	37,881	245	60,836	25	15,838
COUNTIES, Cities																					
ADAMS	1,363,202	1,877,298	1,986,538	66	149,002	28	254,115	119	470,856	87	424,025	133	162,292	101	68,378	83	122,677	323	164,180	32	46,164
ALAMOSA	71,299	87,894	93,194	8	9,340	3	7,201	10	23,288	10	18,432	8	3,550	10	6,024	9	4,621	30	8,220	3	2,204
Alamosa	67,656	81,305	85,855	6	7,618	3	7,201	9	21,519	9	17,032	8	3,550	10	6,024	8	4,231	27	7,750	3	2,204
ARAPAHOE	2,358,839	3,611,726	3,907,795	81	242,024	33	580,633	167	561,212	135	1,176,188	136	200,722	273	228,543	198	202,703	462	374,411	33	63,977
ARCHULETA	23,057	28,416	29,793	8	10,717			5	5,392	3	3,238	3	2,714	6	1,486	1	210	15	2,290	1	616
BACA	22,054	27,228	28,470	5	4,904	4	647	5	2,838	5	7,024	7	8,698	4	235			10	1,410	3	567
BENT	14,859	15,793	16,158	1	711	2	485	7	5,517	2	4,380	1	613	2	125			3	361	2	980
BOULDER	1,132,186	1,614,653	1,720,965	57	125,578	18	127,591	97	372,367	96	413,337	84	93,783	132	76,545	112	122,472	313	190,438	26	39,042
Boulder	657,409	863,674	906,128	20	52,267	13	87,053	54	169,122	48	225,502	43	38,313	92	57,035	75	82,848	157	106,693	14	15,941
Longmont	267,533	466,234	504,927	20	37,370	4	34,235	20	125,066	32	138,143	21	33,515	32	16,867	24	26,748	80	44,923	7	16,258
CHAFFEE	72,589	89,765	94,910	12	8,750	5	5,325	14	25,984	13	18,776	20	4,851	7	1,216	3	592	37	7,480	3	2,506
Salida	43,260	57,102	61,983	4	2,401	3	4,085	8	16,107	7	11,843	10	2,761	5	1,014	2	475	17	2,319	2	2,020
CHEYENNE	6,656	6,739	7,071	3	590			3	2,696	2	522	3	275			1	96	5	995	1	367
CLEAR CREEK	28,637	41,422	44,587	1	3,217	2	318	7	10,987	4	3,828	10	7,852	3	339			38	13,469	1	
CONEJOS	12,758	14,455	15,066	3	1,724	1	1,035	4	6,122			7	2,347	1	214			4	223	3	1,778
COSTILLA	3,186	4,986	5,820	1	260	2	317	2	2,300			2	464					3	433		
CROWLEY	3,355	3,937	4,340	1	377					1	2,011	1	119	1	70			2	172	1	219
CUSTER	3,721	5,925	6,574	2	768			1	2,818			2		1	131			5	562	1	
DELTA	79,332	90,937	94,135	14	10,047	4	4,136	23	25,684	11	22,885	14	6,027	16	4,053	6	3,478	34	5,300	7	2,875
DENVER	2,825,883	3,264,948	3,363,256	96	213,848	35	267,725	277	625,856	168	509,753	219	172,758	254	193,072	284	312,738	935	548,647	84	79,134
Denver	2,825,883	3,264,948	3,363,256	96	213,848	35	267,725	277	625,856	168	509,753	219	172,758	254	193,072	284	312,738	935	548,647	84	79,134
DOLORES	4,012	4,472	4,633					2	2,170	2	1,110	1	347					3	464		
DOUGLAS	69,983	119,234	131,454	14	25,416	1	176	14	43,224	9	19,412	9	13,026	8	1,472	10	4,008	23	12,543	3	2,962
Castle Rock	NO DATA AVAILABLE FOR THIS CITY																				
EAGLE	169,430	244,567	260,527	14	37,483	1	989	30	56,977	6	11,658	13	14,986	21	13,951	17	7,880	75	58,259	8	6,954
Vail	NO DATA AVAILABLE FOR THIS CITY																				
ELBERT	5,619	6,410	6,779	1	296			4	2,115			4	730					3	642	1	
EL PASO	1,653,177	2,711,824	2,950,188	83	192,222	35	358,652	176	504,279	155	789,805	147	153,599	187	131,890	155	177,448	488	297,445	36	44,295
Colorado Springs	1,502,901	2,519,324	2,747,535	69	162,629	29	327,147	144	464,078	143	781,776	114	131,520	177	127,279	141	170,914	413	266,028	33	42,479
FREMONT	93,262	123,436	134,974	11	10,944	5	11,812	25	34,756	12	24,552	10	4,732	13	4,924	13	3,838	53	13,630	8	6,323
Canon City	76,528	100,303	108,228	9	9,287	4	9,850	17	27,668	8	17,852	8	3,946	11	4,290	13	3,838	38	10,697	7	5,660
GARFIELD	200,840	216,031	220,438	24	21,550	7	10,155	29	49,702	16	59,805	25	15,901	25	6,889	19	6,654	66	23,440	7	8,214
Glenwood Springs	118,365	132,743	136,337	10	9,804	5	8,838	13	22,708	11	44,077	14	9,544	18	5,425	13	3,819	28	11,744	3	6,076
GILPIN	3,921	4,668	4,963					1	116			1	195					11	2,239	1	182
GRAND	48,758	67,250	71,702	9	6,954	2	2,853	11	16,693	5	8,688	15	6,868	5	1,257	3	798	45	13,254	4	3,327
GUNNISON	62,745	74,342	76,966	8	6,282	2	569	10	19,040	8	14,109	8	6,715	11	4,130	7	2,137	44	13,249	5	2,225
Gunnison	49,554	59,375	62,648	6	5,364	1	402	7	15,694	7	13,081	8	6,715	7	3,249	7	2,137	20	6,847	3	1,703
HINSDALE	2,530	3,405	3,650	1	376			2				2	263					3	447		
HUERFANO	23,172	26,367	27,343	5	2,306	2	424	7	9,922	3	2,525	11	5,408	3	480	2	296	15	2,540	3	797
JACKSON	6,857	6,690	6,864	1	1,046			2	2,847	1		2	408	1	95			5	719	1	329
JEFFERSON	2,274,347	3,098,502	3,274,541	76	155,312	33	358,488	174	731,605	151	890,258	182	194,611	175	128,272	166	196,699	487	320,118	50	81,544
KIOWA	4,495	4,987	5,150	2	333			5	2,147			2	657					4	862	1	407
KIT CARSON	37,699	41,919	43,211	8	5,545	2	849	10	10,244	9	12,853	8	3,553	4	1,341	1	1,540	10	2,013	4	2,233
LAKE	30,013	33,142	33,905	5	2,507	2	445	5	10,204	2	5,815	6	5,379	5	1,147	1	427	23	3,057	2	1,895
Leadville	24,549	27,153	28,021	4	1,702	2	377	5	10,204	2	4,944	3	3,816	5	1,147			21	2,371	1	802
LA PLATA	175,750	225,299	236,312	15	24,965	8	13,739	30	55,043	20	38,946	20	15,784	34	13,340	29	13,525	72	30,908	7	3,041
Durango	156,781	202,103	211,964	13	23,431	7	12,947	24	45,969	15	33,654	17	15,085	34	13,340	28	13,310	63	28,891	6	2,839
LARIMER	773,096	1,124,488	1,201,242	58	117,572	23	119,538	80	238,514	80	283,082	74	65,531	110	54,080	91	70,391	248	121,899	26	21,946
Fort Collins	497,946	704,249	748,105	33	77,951	11	94,450	41	146,647	38	162,062	37	31,679	77	40,061	58	51,558	139	74,539	14	11,906
Loveland	183,450	288,071	311,384	15	23,750	6	18,301	16	66,692	27	96,255	20	24,020	24	10,459	20	11,642	45	23,917	7	8,130
LAS ANIMAS	40,465	70,451	95,839	5	5,353	6	4,238	16	19,365	14	11,830	8	2,296	8	1,276	4	1,368	23	4,725	4	1,957
Trinidad	36,494	51,030	55,875	4	3,190	5	2,740	12	14,408	14	11,830	5	912	8	1,276	4	1,368	20	3,339	4	1,957
LINCOLN	39,248	46,237	47,890	6	973	2		6	6,084	5	11,023	9	17,501	2	697	1	735	16	6,808	3	840
LOGAN	102,967	119,133	123,261	10	10,956	6	9,010	11	20,160	18	39,889	15	6,860	23	8,094	10	4,750	31	8,750	6	2,141
Sterling	97,167	111,795	115,297	10	10,956	4	9,010	10	19,695	17	38,580	12	3,119	22	7,886	10	4,750	28	8,617	6	2,141
MESA	592,620	605,666	672,745	41	71,591	16	62,042	75	116,501	55	150,870	50	40,287	73	24,861	54	36,669	133	47,378	17	13,487
Grand Junction	486,671	498,308	504,267	32	57,296	12	53,901	49	93,323	44	124,338	40	28,615	68	20,367	49	30,549	108	41,868	11	9,630
MINERAL	3,161	3,697	3,897	1	925			1	1,418			1	473					2	377		
MOFFAT	89,512	90,525	96,413	11	9,660	4	4,242	12	22,996	9	24,521	8	3,511	11	4,356	9	2,202	28	7,457	2	2,737
Craig	79,363	78,612	78,362	11	9,660	4	4,242	11	18,350	8	18,821	7	2,641	11	4,356	9	2,202	24	5,470	2	2,442
MONTEZUMA	102,376	120,172	124,764	9	9,892	6	5,385	15	28,871	13	28,719	18	11,931	12	5,418	8	3,491	33	11,779	3	3,609
Cortez	89,254	108,960	115,529	7	8,992	5	5,018	11	25,722	13	28,719	13	10,880	12	5,418	7	3,315	25	10,611	3	2,609
MONTROSE	119,660	134,623	139,758	15	19,222	7	10,111	17	31,150	16	32,626	11	8,713	15	5,667	9	5,462	37	10,431	6	3,167
Montrose	105,901	119,607	124,175	11	17,644	5	9,399	12	28,037	12	24,881	10	8,517	15	5,667	9	5,462	29	9,609	4	2,906
MORGAN	115,674	123,726	127,747	13	8,076	6	11,926	22	29,484	20	29,939	23	11,969	23	5,805	11	3,348	30	10,867	5	2,096
Fort Morgan	80,356	91,272	94,911	8	6,167	4	10,476	15	19,045	14	23,935	13	5,803	16	5,007	9	3,125	19	6,344	3	1,788
OTERO	76,806	101,134	108,349	7	8,317	6	15,812	25	28,515	9	13,617	15	9,496	14	6,402	13	6,874	43	9,504	6	2,737
La Junta	44,933	59,368	64,179	3	2,619	2	8,708	16	16,557	2	6,875	6	4,818	9	2,595	8	5,593	22	5,907	3	1,862
Rocky Ford	18,122	22,281	23,667	1	1,353	1	1,665	6	6,701	5	4,571	5	2,018	4	1,390	4	986	15	1,955	2	550
OURAY	5,603	7,113	7,556	2	600	1	313	4	775			2	567					13	2,745	1	922
PARK	9,810	12,035	12,747	1	1,039	1	110	4	2,217	1	2,350	5	1,489	1				9	2,828	1	706
PHILLIPS	18,367	21,605	22,351	3	2,703	4	586	4	5,171	6	10,777			2	403			8	985	2	586
PITKIN	135,342	179,247	188,516	11	20,310			14	21,826	2	4,742	6	8,300	41	23,003	14	12,255	84	53,920	8	11,826
Aspen	101,606	134,459	142,672	6	16,531			10	16,489	1	4,023	2	5,396	33	20,612	8	5,029	49	37,731	6	10,370

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COLORADO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PROWERS	70,926	105,293	113,763	12	9,926	4	6,887	13	24,388	14	22,071	12	13,930	15	5,879	9	4,683	31	11,197	5	3,387
Lamar	59,725	90,193	100,349	8	7,732	3	5,379	8	22,936	12	19,296	9	10,878	14	5,535	8	4,226	23	10,613	4	2,795
PUEBLO	541,146	589,423	601,992	27	38,832	15	83,815	104	143,570	66	117,753	67	34,759	77	29,933	47	37,881	245	60,836	25	15,838
Pueblo	505,056	550,119	561,569	22	37,021	14	79,606	91	132,046	62	114,486	55	26,701	73	28,759	46	37,274	220	57,937	23	14,885
RIO BLANCO	22,922	26,135	27,082	4	3,884	1	40	10	10,272	3	2,902	4	2,731	4	1,133	2	75	15	2,895	3	1,031
RIO GRANDE	43,728	55,526	58,257	9	5,044	3	1,759	11	18,000	5	9,556	9	5,773	5	2,401	5	3,510	16	2,828	5	3,351
ROUTT	88,168	111,417	116,352	14	16,104	3	1,489	15	24,882	7	11,450	11	10,277	16	9,994	10	6,096	37	18,469	4	2,981
SAGUACHE	7,267	9,123	9,653	3	1,009			2	2,398	2	3,482	2	534	1	347			3	563		
SAN JUAN	3,939	4,860	5,116	1				2	980			2	1,448	1				6	1,336	1	
SAN MIGUEL	12,367	20,031	21,864	5	4,281	1	209	8	6,233			3	1,583	2	330	2	559	13	5,257	2	860
SEDGWICK	17,148	18,289	18,647	4	1,167	1	530	4	3,692	3	7,574	6	1,334	1	445	2	627	7	929	3	954
SUMMIT	114,560	169,753	181,800	9	20,918	2	597	23	37,415	6	9,442	14	13,849	25	10,634	12	6,664	81	44,197	6	3,914
TELLER	30,480	43,789	47,197	3	889	3	1,994	10	16,872	1	652	5	3,635	3	957	1	661	26	6,728	2	875
WASHINGTON	14,666	18,618	19,797	2	4,098	4	1,562	5	5,003	2	660	4	1,981	3	464			9	1,714	3	999
WELD	457,126	544,254	564,572	37	38,641	12	58,359	68	126,345	54	145,129	66	33,795	60	21,648	48	27,278	168	54,474	17	13,463
Greeley	330,183	391,546	404,927	20	21,795	10	56,722	32	90,760	29	107,447	30	13,370	55	21,250	39	21,494	89	31,880	11	11,560
YUMA	43,720	43,969	44,649	9	7,935	4	1,763	12	11,615	11	11,530	5	1,715	12	1,481	6	1,181	13	2,070	2	1,075

CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,828,588	22,585,560	23,840,979	866	1,283,859	374	2,436,188	2,259	4,708,436	1,163	5,059,243	1,728	1,557,346	1,792	1,438,737	1,379	1,275,597	4,612	2,219,326	715	743,123
METROPOLITAN STATISTICAL AREAS																					
Bridgeport-Milford, Ct	1,941,252	2,689,781	2,876,913	83	188,862	51	340,702	291	589,499	125	552,790	225	202,764	216	167,135	165	167,016	538	250,274	87	86,472
Bristol, Ct	366,399	546,865	591,982	18	22,858	9	45,011	54	111,529	19	167,740	37	28,431	23	31,718	25	31,931	90	43,713	18	18,340
Danbury, Ct	836,992	1,458,322	1,613,655	62	93,919	23	176,240	110	315,496	65	328,870	80	108,399	71	77,173	76	89,620	224	130,060	28	32,184
Hartford, Ct	3,915,863	5,435,856	5,815,854	209	311,794	71	601,016	506	1,120,126	245	1,181,432	413	411,939	412	385,021	314	305,880	1,060	576,410	194	209,962
Middletown, Ct	302,199	394,613	417,717		20,379		55,545		77,053		92,330		34,937		16,952		20,101		35,232		20,736
New Britain, Ct	579,793	811,236	869,097	38	48,128	14	67,141	100	198,614	56	191,539	74	70,011	42	38,070	48	44,075	233	87,045	31	37,057
New Haven-Meriden, Ct	1,996,618	2,727,664	2,910,425	109	119,640	47	344,749	313	583,717	126	581,127	241	167,482	263	190,448	177	159,405	678	308,208	90	88,536
New London-Norwich, Ct-R.I.	1,360,897	1,966,451	2,117,839	76	131,323	42	185,334	197	407,322	130	494,370	138	148,684	155	89,884	126	113,272	451	207,399	60	66,762
Norwalk, Ct	960,507	1,275,332	1,354,038	44	56,884	17	85,830	93	247,078	61	314,362	85	63,525	124	116,180	99	101,246	216	129,346	23	28,473
Stamford, Ct	1,346,099	1,905,484	2,045,330	50	110,692	32	229,543	154	324,937	69	459,937	127	115,037	17	139,919	127	115,120	297	176,225	42	50,230
Waterbury, Ct	1,021,825	1,437,673	1,541,635	73	99,608	23	161,628	173	369,566	91	277,648	111	86,809	122	98,780	81	52,180	326	126,961	58	51,152
COUNTIES, Cities																					
FAIRFIELD	4,627,165	6,761,922	7,167,111	215	400,259	109	766,091	600	1,329,925	275	1,468,203	472	439,584	553	475,722	433	418,827	1,131	621,659	163	185,146
Bridgeport	545,199	686,177	710,063	22	45,921	20	62,502	110	148,737	42	119,630	74	41,934	68	38,884	54	44,284	187	60,954	31	25,202
Danbury	511,380	1,008,943	1,119,366	21	64,450	15	111,308	54	192,894	33	267,997	45	74,138	44	57,813	50	71,808	106	84,986	12	15,399
Greenwich	424,475	597,703	627,646	11	24,026	4	33,274	48	86,408	30	226,083	32	33,490	48	48,584	41	26,060	91	56,858	17	11,389
Norwalk	556,902	695,465	717,422	19	24,888	15	80,678	55	155,743	41	145,953	54	39,862	57	50,761	48	47,446	117	51,233	10	8,883
Stamford	659,224	929,338	976,882	21	36,752	20	200,348	75	150,392	29	151,389	62	43,779	84	63,566	60	66,887	162	76,802	8	24,531
Trumbull	182,532	266,703	281,444	7	8,311	6	106,748	16	63,495			12	12,463	39	38,789	10	7,217	17	8,325	4	8,332
HARTFORD	4,341,493	6,171,477	6,496,418	218	338,203	84	562,885	579	1,215,856	258	1,375,681	448	443,669	441	426,610	352	364,087	1,234	651,228	216	240,399
Bristol	338,261	514,031	546,116	15	20,934	9	45,011	45	104,471	15	166,493	30	25,240	22	29,820	23	26,893	76	42,174	15	17,658
Enfield	284,952	334,113	340,621	12	16,972	10	81,375	26	52,817	13	47,092	23	16,696	40	16,375	25	21,424	50	28,279	13	10,327
Hartford	538,636	677,889	700,264	22	26,246	11	71,624	109	90,408	26	118,547	55	38,079	70	48,084	53	46,241	286	134,512	41	35,935
Manchester	345,798	458,964	477,427	17	17,714	8	57,130	31	105,430	31	122,568	39	30,775	30	11,582	22	17,698	70	38,048	12	12,112
New Britain	226,722	316,644	332,796	12	14,454	6	30,100	38	69,821	19	79,999	29	19,443	17	12,132	18	10,882	98	34,536	19	18,687
LITCHFIELD	655,134	923,564	974,715	62	65,360	19	50,969	122	231,584	84	262,171	87	48,405	74	44,010	56	35,431	233	75,171	43	31,012
Torrington	190,040	265,259	279,148	11	16,092	7	37,052	29	66,527	23	70,025	18	11,028	25	14,677	22	12,770	49	16,727	9	5,613
MIDDLESEX	624,553	878,118	923,879	40	38,784	20	96,260	95	176,427	77	215,294	80	73,287	54	30,154	46	44,306	206	93,715	32	35,224
Middletown	201,109	256,817	265,524	11	18,019	5	46,061	22	50,056	14	52,114	16	10,998	20	15,160	16	14,703	60	26,368	8	13,321
NEW HAVEN	3,685,843	5,121,677	5,448,300	205	273,805	90	654,918	572	1,149,367	255	1,058,057	428	325,863	484	341,353	325	287,211	1,196	517,386	169	161,904
Ansonia	75,146	122,695	132,183	6	2,132	3	11,540	15	14,495	11	49,681	11	7,533	16	6,386	9	7,999	20	9,606	3	2,261
Meriden	244,873	344,472	362,063	14	17,402	5	41,837	38	54,441	18	89,704	31	22,682	42	27,298	22	24,167	71	24,458	9	12,417
Milford	339,654	475,368	499,219	15	30,563	8	40,785	44	96,008	28	101,893	35	42,154	40	22,101	35	51,782	103	55,564	13	9,596
Naugatuck	67,932	90,364	94,404	10	5,231	2	6,989	17	30,781	9	17,375	15	9,201	9	3,136	5	1,766	33	8,365	7	5,716
New Haven	432,540	577,360	603,023	21	13,609	12	85,177	96	97,536	26	74,621	56	32,681	87	52,372	46	40,335	233	97,023	33	22,457
Wallingford	243,325	383,760	410,650	10	18,122	7	42,687	29	67,273	25	168,679	27	21,848	21	8,499	10	7,678	66	33,526	6	5,783
Waterbury	590,110	862,879	912,706	26	57,162	17	138,989	90	206,868	46	129,014	50	41,821	75	66,679	51	36,730	174	69,689	30	25,721
NEW LONDON	1,156,903	1,690,554	1,790,304	64	111,345	35	133,420	162	341,898	116	454,704	120	138,661	118	73,541	104	95,987	384	172,825	52	53,396
New London	227,637	335,830	355,339	11	14,909	5	47,155	25	31,366	24	128,479	13	10,790	27	16,033	25	27,019	71	26,938	11	9,302
Norwich	260,696	358,746	375,096	13	11,795	10	19,659	36	79,352	25	135,658	17	18,841	27	15,807	23	26,329	68	22,089	15	11,424
TOLLAND	390,412	529,821	554,569	32	17,999	6	51,142	28	159,194	35	103,243	56	47,064	35	32,662	30	12,153	114	46,320	21	19,628
Vernon	202,306	294,525	310,592	8	5,096	2	30,652	15	85,191	16	71,610	16	19,994	24	25,704	18	8,504	42	24,938	6	10,202
WINDHAM	347,085	458,397	486,183	30	38,104	11	20,303	71	104,165	43	121,892	37	40,813	33	14,665	33	17,595	114	41,022	19	16,414
Willimantic	109,236	64,398	59,871	3	2,716	3	3,134	19	19,091	11	11,081	5	2,787	13	2,290	12	2,867	36	6,457	6	3,184

DELAWARE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,130,558	4,194,627	4,387,729	201	278,697	92	602,019	508	845,414	225	906,573	302	265,258	416	238,509	267	241,393	788	374,140	128	156,817
METROPOLITAN STATISTICAL AREAS																					
Wilmington, De-N.J-Md	2,555,429	3,259,301	3,379,518	127	155,127	62	460,712	387	641,814	188	736,887	264	260,257	304	171,905	211	195,975	627	278,343	104	122,311
COUNTIES, Cities																					
KENT	544,873	799,345	847,858	39	76,041	21	118,805	88	153,849	49	214,255	46	34,181	64	32,523	37	27,843	130	62,925	21	23,764
Dover	292,912	426,039	450,583	15	28,929	11	109,695	40	75,238	21	93,698	19	14,096	52	27,074	24	20,026	75	43,553	12	13,028
NEW CASTLE	2,103,090	2,683,387	2,782,502	97	119,523	45	431,684	301	525,567	123	591,902	189	180,558	268	152,307	179	172,433	482	225,277	83	104,382
Newark	240,299	325,467	340,228	12	20,924	7	33,831	27	43,230	17	137,293	19	20,338	22	12,741	15	10,144	42	24,853	9	10,126
Wilmington	384,985	481,811	498,666	17	25,097	3	32,035	80	46,073	28	142,277	37	30,447	67	38,803	30	27,629	150	49,603	13	19,308
SUSSEX	482,595	711,895	757,369	65	83,133	26	51,530	119	165,998	53	100,416	67	50,519	84	53,679	51	41,117	176	85,938	24	28,671
Milford	88,034	126,760	133,759	4	7,814	2	3,222	10	23,952	12	57,240	6	7,165	10	6,858	7	3,622	17	5,535	6	7,783

DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,654,366	3,504,004	3,619,017	40	69,750	38	327,929	377	625,139	74	216,906	158	180,855	388	348,297	190	240,098	1,048	812,978	140	189,760
METROPOLITAN STATISTICAL AREAS																					
Washington, D.C-Md-Va	17,824,496	25,859,111	27,257,308	521	1,099,633	291	3,342,114	1,967	5,141,450	817	6,088,471	1,391	1,782,630	1,784	1,679,886	1,384	1,806,494	3,770	2,861,652	546	1,088,587
COUNTIES, Cities																					
DISTRICT OF COLUMBIA	2,654,366	3,504,004	3,619,017	40	69,750	38	327,929	377	625,139	74	216,906	158	180,855	388	348,297	190	240,098	1,048	812,978	140	189,760
Washington	2,654,366	3,504,004	3,619,017	40	69,750	38	327,929	377	625,139	74	216,906	158	180,855	388	348,297	190	240,098	1,048	812,978	140	189,760

FLORIDA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	55,468,945	80,945,151	86,940,188	3,264	5,162,129	1,591	9,507,042	9,420	17,289,979	4,516	21,578,570	5,504	5,194,477	7,472	4,298,306	5,634	5,437,744	13,933	8,709,438	2,291	3,234,256
METROPOLITAN STATISTICAL AREAS																					
Bradenton, Fl	885,889	1,361,248	1,471,127	62	91,925	23	155,952	136	306,020	77	404,738	80	78,878	108	55,765	79	84,897	217	150,562	33	55,236
Daytona Beach, Fl	1,502,321	2,124,847	2,269,764	97	157,670	49	245,083	282	482,827	130	486,138	171	136,697	193	88,996	167	126,349	475	268,818	72	108,009
Fort Lauderdale-Hollywood-Pompano Beach, Fl	6,717,263	10,035,863	10,796,734	274	429,756	124	1,102,508	878	1,946,523	470	2,975,001	535	585,614	896	588,717	716	770,710	1,623	1,237,545	254	396,613
Fort Myers-Cape Coral, Fl	1,400,295	2,055,359	2,207,135	99	177,313	44	247,191	230	465,678	108	488,803	108	107,455	175	80,968	154	186,567	361	200,242	63	92,739
Fort Pierce, Fl	938,322	1,453,372	1,578,192	65	171,740	23	125,017	171	339,136	97	396,470	90	93,209	118	64,973	123	106,243	205	116,253	38	55,386
Fort Walton Beach, Fl	563,528	859,506	929,039	45	73,548	22	132,166	109	165,323	74	208,313	69	52,745	77	35,653	65	64,067	185	100,195	21	25,010
Gainesville, Fl	907,780	1,200,852	1,267,542	58	87,772	27	155,788	191	279,043	73	288,758	106	74,889	106	61,663	83	64,444	236	135,195	33	32,069
Jacksonville, Fl	3,737,181	5,420,231	5,807,671	207	312,950	99	585,953	713	1,069,927	341	1,575,496	453	407,911	480	272,493	337	289,532	996	556,236	140	228,335
Lakeland-Winter Haven, Fl	1,629,320	2,157,176	2,279,190	121	185,424	56	260,771	323	517,755	182	605,714	195	132,171	158	91,257	147	90,994	355	187,723	63	75,180
Melbourne-Titusville-Palm Bay, Fl	1,488,706	2,593,054	2,861,967	98	183,987	57	387,293	270	523,593	134	743,915	177	170,092	145	84,631	156	140,161	422	277,824	50	157,911
Miami-Hialeah, Fl	9,408,819	11,630,328	12,156,015	381	473,005	240	1,393,741	1,398	2,043,773	608	3,082,714	838	678,296	1,807	1,004,674	906	782,751	2,116	1,157,072	504	513,002
Naples, Fl	676,257	928,301	986,487	52	75,862	16	78,216	116	196,636	49	223,488	57	50,601	131	57,775	93	97,207	160	93,491	27	34,437
Ocala, Fl	733,753	1,141,685	1,238,231	72	140,357	27	134,838	162	256,859	72	254,893	101	114,030	84	43,850	71	68,932	173	89,392	29	40,698
Orlando, Fl	4,338,595	7,281,607	7,987,507	229	512,542	112	909,100	656	1,514,029	340	2,131,920	395	495,052	393	341,135	347	430,690	982	846,401	115	208,514
Panama City, Fl	579,996	829,502	887,293	32	48,158	19	102,622	122	138,525	64	247,540	64	48,661	86	40,223	60	48,751	206	120,652	27	25,971
Pensacola, Fl	1,351,882	1,781,745	1,861,270	84	117,343	43	285,823	240	391,929	168	461,877	142	108,108	154	66,087	116	99,823	358	179,503	61	49,426
Sarasota, Fl	1,732,228	2,164,865	2,330,310	116	185,447	47	253,181	196	426,130	105	538,586	120	114,921	193	107,338	209	217,695	328	229,643	55	95,943
Tallahassee, Fl	921,065	1,321,904	1,414,159	71	116,116	33	204,184	163	297,651	72	254,864	100	85,712	149	65,358	107	94,005	249	143,346	38	39,011
Tampa-St Petersburg-Clearwater, Fl	8,710,006	13,023,519	14,048,174	522	788,371	228	1,593,641	1,480	3,086,919	643	3,358,991	833	839,814	963	521,059	805	890,770	2,311	1,455,029	305	484,071
West Palm Beach-Boca Raton-Delray, Fl	3,845,955	6,274,706	6,844,639	183	347,229	88	726,144	578	1,357,414	241	1,649,909	301	367,100	594	439,485	458	517,872	873	685,115	145	259,858
COUNTIES, Cities																					
ALACHUA	839,558	1,122,489	1,186,462	51	80,697	24	150,127	159	251,932	62	275,328	86	67,694	101	60,285	78	59,453	223	128,679	29	28,576
Gainesville	599,961	794,912	838,504	29	53,054	12	65,678	87	175,391	49	268,744	57	47,776	46	34,679	59	44,280	147	80,014	18	18,874
BAKER	32,797	48,103	52,127	3	1,257	2	2,710	13	18,048	6	6,749	12	8,258	3	1,208	3	1,817	13	3,472	3	2,342
BAY	579,996	829,502	887,293	32	48,158	19	102,622	122	138,525	64	247,540	64	48,661	86	40,223	60	48,751	206	120,652	27	25,971
Panama City	418,050	594,708	634,881	24	37,516	13	92,779	64	70,551	48	225,125	35	29,783	62	32,639	51	39,546	107	54,325	18	17,729

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FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRADFORD	68,222	78,363	81,080	7	7,075	3	5,661	32	27,111	11	13,430	20	7,195	5	1,378	5	4,991	13	6,516	4	3,493
BREVARD	1,488,706	2,593,054	2,861,967	98	183,987	57	387,293	270	523,593	134	743,915	177	170,092	145	84,631	156	140,161	422	277,824	50	157,911
Cocoa	123,822	157,380	165,430	13	11,513	4	27,993	30	35,883	16	28,642	24	14,594	7	2,606	15	10,882	28	10,708	5	6,653
BROWARD	6,717,263	10,035,863	10,796,734	274	429,756	124	1,102,508	878	1,946,523	470	2,975,001	535	585,614	896	588,717	716	770,710	1,623	1,237,545	254	396,613
Fort Lauderdale	1,741,762	2,534,280	2,713,327	51	71,187	25	181,608	166	304,925	162	1,077,279	123	114,592	227	156,668	151	166,115	412	386,144	50	73,286
Hollywood	1,028,753	1,520,573	1,631,371	25	53,995	24	243,401	119	235,014	58	550,995	72	68,701	116	73,400	81	125,336	191	124,813	31	56,991
Pompano Beach	623,989	910,622	975,793	26	28,916	13	124,960	73	112,975	46	356,322	46	33,432	109	76,155	74	74,472	101	53,279	18	39,331
CALHOUN	29,521	39,940	42,777	6	4,479	3	2,019	11	11,977	7	12,283	5	3,026	4	864	4	670	8	902	3	2,328
CHARLOTTE	314,853	527,545	577,954	34	58,221	12	27,967	58	129,192	33	152,543	26	38,127	28	23,565	49	40,838	80	43,907	12	32,033
Punta Gorda	114,313	191,094	216,688	12	19,725	4	4,998	24	43,216	13	68,840	13	17,025	9	5,994	18	17,853	25	12,558	6	12,361
CITRUS	243,823	354,401	380,525	31	52,652	10	21,030	52	103,553	28	75,145	34	33,786	26	8,979	26	15,883	65	24,407	12	16,212
CLAY	320,534	480,083	517,068	22	27,333	11	115,170	68	83,755	28	103,396	32	31,551	64	36,589	32	26,988	83	45,159	14	11,456
Orange Park	55,857	78,281	85,755	4	5,871	2	15,771	8	9,654	2	5,558	11	12,260	16	6,199	7	3,292	23	13,340	5	5,498
COLLIER	676,257	928,301	986,487	52	75,862	16	78,216	116	196,636	49	223,488	57	50,601	131	57,775	93	97,207	160	93,491	27	34,437
Naples	422,764	573,159	607,519	25	31,901	11	69,034	58	134,192	26	100,650	25	24,992	101	49,504	46	60,714	104	62,694	19	23,912
COLUMBIA	189,096	258,282	274,489	16	21,029	11	20,309	53	62,542	22	59,029	50	32,433	22	13,921	19	9,554	48	27,695	7	9,904
Lake City	139,135	198,419	211,993	12	17,748	9	17,036	34	52,245	16	42,717	35	18,546	19	12,246	15	8,621	35	19,834	6	8,653
DADE	9,408,819	11,630,328	12,156,015	381	473,005	240	1,393,741	1,398	2,045,773	608	3,082,714	838	678,296	1,807	1,004,674	906	782,751	2,116	1,157,072	504	513,002
Florida City	15,719	17,557	18,169					5	2,814	1	2,000	5	5,742					11	4,914		
Homestead	208,002	264,747	277,667	7	13,719	9	31,089	36	77,835	17	86,912	16	13,475	17	3,737	14	10,450	42	16,005	5	7,968
Miami	2,654,405	3,195,467	3,327,844	105	123,312	73	328,967	398	429,740	195	940,167	250	173,566	616	325,424	306	250,938	640	309,126	153	130,010
DE SOTO	80,957	137,067	150,579	9	13,358	6	28,771	20	43,907	8	21,046	14	9,100	11	3,529	4	3,408	19	9,810	5	7,644
DIXIE	26,559	37,880	40,652	3	1,518	3	4,563	10	12,212	3	8,722	7	5,151	2	1,977	3	439	11	2,136	1	
DUVAL	3,033,832	4,432,354	4,752,890	158	254,217	69	435,457	540	866,430	269	1,354,547	339	306,262	364	222,198	275	246,926	758	445,108	107	199,696
Jacksonville	2,865,519	4,113,814	4,397,094	146	236,587	65	423,956	501	760,359	255	1,291,446	323	282,785	339	207,414	263	236,875	690	391,256	99	180,172
ESCAMBIA	1,178,543	1,547,494	1,632,481	72	103,414	36	265,763	195	314,662	136	409,020	113	82,188	137	59,015	103	90,025	309	160,547	49	39,961
Pensacola	418,690	537,812	565,084	18	26,395	12	62,165	50	69,009	38	246,864	29	15,748	48	17,538	39	28,806	117	52,199	19	13,400
FLAGLER	40,017	66,002	72,479	8	6,543	1	3,381	16	23,430	4	17,353	8	6,212	3	714	5	2,943	21	6,096	2	
FRANKLIN	21,203	24,218	25,355	6	3,585	5	1,059	15	9,012	5	2,027	7	2,626			1	167	12	2,928	3	796
GADSDEN	96,921	164,256	181,470	10	10,241	13	15,442	40	55,343	12	37,183	14	7,877	17	8,220	12	6,944	19	8,165	9	6,631
GILCHRIST	9,565	13,174	14,184	1	1,137	2	1,930	8	5,797			2	1,010	1				9	1,752	1	
GLADES	7,120	12,303	13,834			1	2,033	6	8,174			2	498	1		1		4	1,485	1	
GULF	24,910	28,615	29,824	4	2,791	6	2,096	12	12,318	5	3,459	6	1,439	1	41	7	1,568	11	1,486	4	1,750
HAMILTON	29,284	39,867	42,391	7	5,704	3	1,030	15	12,151	2	1,271	17	11,379	1	277	3	1,010	12	2,661	2	3,682
HARDEE	39,647	83,442	89,111	7	12,174	6	4,307	21	33,079	7	11,466	11	5,797	8	2,335	11	2,321	9	2,631	4	5,674
HENDRY	94,957	125,711	132,944	10	13,800	8	6,483	30	48,621	16	32,345	13	7,635	6	1,312	6	2,096	22	8,916	3	3,533
HERNANDO	185,117	301,834	330,085	21	28,554	8	24,759	53	103,168	18	68,885	25	22,520	16	6,197	24	15,407	57	21,222	7	16,270
Brooksville	126,141	210,150	238,153	12	14,948	6	19,273	29	61,725	12	66,774	16	13,564	12	4,822	15	8,937	32	13,158	5	12,144
HIGHLANDS	214,958	323,331	349,011	24	29,157	12	21,680	58	93,155	33	85,675	27	16,672	22	10,146	32	20,807	59	26,850	13	19,864
HILLSBOROUGH	3,621,009	5,468,384	5,897,157	204	292,278	90	699,999	636	1,273,092	290	1,470,700	359	367,554	400	229,292	309	344,358	973	587,814	119	182,123
Tampa	2,116,504	3,027,162	3,234,266	100	136,790	43	370,617	325	508,158	148	959,847	211	210,970	243	138,800	184	212,043	588	346,624	69	95,600
HOLMES	33,489	42,777	45,665	3	1,435	3	1,707	16	13,733	7	9,698	5	1,462	3	841	3	1,559	3	5,761	4	1,604
INDIAN RIVER	367,620	538,714	578,390	39	46,580	11	41,247	66	130,122	35	125,044	37	33,669	65	28,340	58	41,284	91	53,537	17	30,819
Vero Beach	271,134	393,577	421,923	29	32,050	8	32,571	45	92,059	24	71,828	25	22,567	60	24,804	52	38,601	72	47,959	15	24,275
JACKSON	136,455	164,297	172,345	13	7,871	13	15,090	43	38,071	21	53,712	30	17,455	21	5,022	17	4,797	31	8,175	12	6,431
Marianna	78,607	103,684	112,043	8	4,613	6	13,210	11	19,111	14	37,436	13	5,397	14	4,056	11	2,860	16	6,666	7	4,532
JEFFERSON	30,258	28,694	29,241	4	2,175	3	2,065	15	10,820	4	1,475	3	4,482	3	381	4	1,000	3	1,912	3	1,195
LAFAYETTE	6,933	9,020	9,651	2	4,648			4	3,791	2		1	162			2	87	3	122	1	30
LAKE	531,851	759,115	812,618	52	78,226	20	71,016	115	177,461	66	231,968	63	42,862	69	25,675	58	41,925	131	53,643	29	32,271
Leesburg	190,143	274,867	294,165	18	33,593	7	23,047	30	31,037	23	86,398	19	19,815	24	8,152	26	19,992	44	22,373	8	11,002
LEE	1,400,295	2,055,359	2,207,135	99	177,313	44	247,191	230	465,678	108	488,803	106	107,455	175	80,968	154	186,567	361	200,247	63	92,739
Cape Coral	127,969	199,801	216,978	16	32,948	4	15,160	26	66,088	8	10,840	13	13,913	20	11,214	27	19,240	41	14,950	8	15,230
Fort Myers	729,045	1,021,550	1,087,343	24	53,939	16	170,455	98	183,265	51	352,843	42	34,996	71	36,877	65	79,667	121	68,760	25	34,299
LEON	824,144	1,157,648	1,232,689	61	105,875	20	188,742	123	242,308	60	217,681	86	77,835	132	57,138	95	87,061	230	135,181	29	32,379
Tallahassee	680,325	946,256	1,005,525	50	84,970	17	175,305	79	189,254	48	158,426	67	61,945	113	48,802	77	71,827	203	118,760	25	26,745
LEVY	65,537	90,116	96,270	7	2,589	6	4,904	28	33,738	9	15,536	20	12,637	5	1,781	4	4,156	32	8,074	4	4,765
LIBERTY	5,949	8,008	8,788					5	2,725			2	2,965			1	1,076	2	198	1	
MADISON	40,200	48,342	50,566	6	3,453	4	2,526	16	14,936	5	6,514	11	7,174	4	779	3	2,399	9	2,432	5	5,510
MANATEE	885,889	1,361,248	1,471,127	62	91,928	23	155,952	136	306,020	77	404,758	80	78,878	108	55,765	79	84,897	217	150,562	33	55,236
Bradenton	250,037	409,692	441,504	17	39,743	4	16,712	41	88,906	37	184,180	22	19,942	19	7,974	19	25,614	62	24,815	10	16,624
MARION	733,753	1,141,685	1,238,231	72	140,357	27	134,838	162	256,859	72	254,893	101	114,030	84	43,850	71	68,932	173	89,392	29	40,698
Ocala	562,955	873,802	945,876	43	103,500	17	124,529	91	159,269	54	215,855	70	72,579	78	41,842	57	60,832	124	71,268	17	29,054
MARTIN	434,026	711,922	778,897	37	90,406	11	57,334	75	164,159	52	182,407	38	46,962	70	36,451	68	58,022	92	57,488	20	27,059
Stuart	240,066	398,729	437,047	15	22,267	6	28,317	34	83,930	34	137,671	21	18,898	43	18,212	49	44,024	52	35,404	11	16,187
MONROE	383,746	513,661	544,254	33	37,534	16	57,118	67	125,694	35	77,637	41	30,547	61	19,865	44	22,961	191	90,162	17	23,720
Key West	187,933	247,376	261,178	7	12,592	8	38,806	30	54,220	13	42,457	12	12,179	38	10,796	17	10,090	92	46,546	9	10,505
NASSAU	127,005	194,615	210,474	14	14,083	12	14,876	36	49,788	16	32,458	35	36,100	20	5,942	9	5,582	41	21,411	6	5,714
OKALOOSA	563,528	859,506	929,039	45	73,548	22	132,166	109	165,323	74	208,313	69	52,745	77	33,653	65	64,067	185	100,195	21	25,010
Fort Walton Beach	287,999	401,173	426,650	17	30,595	9	38,440	39	58,502	44	150,089	30	18,570	28	11,945	37	34,849	83	46,287	7	5,900
OKEECHOBEE	99,205	126,794	133,624	11	5,887	7	9,721	30	45,372	11	16,358	18	15,044	12	3,987	9	4,909	31	14,890	6	6,363
ORANGE	2,935,531	4,656,230	5,057,957	150	319,491	76	520,880	426	931,238	231	1,449,972	275	307,535	247	195,342	239	259,625	649	546,222	77	131,990
Orlando	1,238,547	1,930,770	2,090,021	46	111,897	30	287,542	131	278,749	77	695,331	76	87,886	128	100,899	104	122,327	245	213,683	34	43,148
OSCEOLA	337,462	576,614	634,260	22	36,624	14	42,983	63	137,899	32	177,790	45	59,742	27	18,676	19	25,096	93	86,936	10	19,248
PALM BEACH	3,845,955	6,274,706	6,844,639	183	347,229	88	726,144	578	1,357,414	241	1,649,909	301	367,100	594	439,485	458	517,872	873	685,115	145	259,858
Boca Raton	404,410	685,567	752,661	26	49,929	6	52,127	66	160,473	17	29,028	28	52,903	110	75,277	91	97,771	125	113,265	22	44,043
Palm Beach	158,165	247,325	267,902	1	1,665	5	1,557	19	39,699	2	4,758	3	3,092	86	98,251	20	16,890	32	41,289	8	12,591
West Palm Beach	842,483	1,289,481	1,390,816	25	40,858	15	262,672	86	136,909	43	515,913	50	43,633	88	67,258	79	121,861	147	101,886	22	33,992
PASCO	839,086	1,324,577	1,439,384	80	124,369	34	150,154	169	368,442	77	286,083	74	97,534	81	53,981	83	84,574	196	109,592	33	63,508
PINELLAS	4,067,794	5,928,704	6,381,548	217	343,170	96	718,729	622	1,342,217	258	1,533,323	375	352,206	466	231,589	389	446,431	1,085	736,401	146	222,170
Clearwater	1,083,243	1,668,044	1,801,306	46	84,944	23	280,765	112	229,324	54	599,201	60	61,134	161	84,751	113	129,118	250	185,061	26	46,832
St. Petersburg	1,246,751	1,816,435	1,344,263	50	54,629	31	210,731	199	284,596	67	310,945	125	72,305	128	57,425	108	73,935	260	126,220	49	43,830
POLK	1,629,320	2,157,176	2,279,190	121	185,424	56	260,771	323	517,755	182	605,714	195	132,171	158	91,257	147	90,994	355	187,723	63	75,180
Lake Wales	76,791	98,660	105,950	7	3,488	5	5,384	18	35,935	12	8,749	15	5,939	14	10,283	11	4,199	24	10,192	6	9,788
Lakeland	572,049	756,959	799,180	36	49,714	15	118,546	80	146,574	58	237,944	54	42,322	61	40,096	49	28,150	110	66,903	17	22,558
Winter Haven	324,712	431,542	456,216	19	28,125	13	70,822	50	86,970	28	122,262	29	16,052	44	29,819	38	18,581	74	43,395	15	16,242
PUTNAM	195,243	305,087	331,304	18	27,475	12	33,526	52	81,508	30	76,972	22	19,093	30	16,721	17	16,739	49	21,525	10	12,489
Palatka	125,145	198,704	215,690	8	9,065	7	22,928	21	53,562	18	48,344	13	13,446	27	15,430	14	12,373	23	15,694	8	10,548
ST. JOHNS	255,810	313,177	327,239	13	17,317	7	20,450	69	69,954	26	85,095	47	33,998	32	7,764	21	10,036	114	46,559	13	11,469
St. Augustine	180,689	229,109	240,509	9	12,721	5	15,422	46	60,017	19	54,884	29	14,576	29	6,633	16	8,412	87	37,734	10	9,206

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FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ST. LUCIE	504,296	741,450	799,295	28	81,334	12	67,683	96	174,977	45	214,063	52	46,240	48	28,522	55	48,221	113	58,765	18	28,327
Fort Pierce	411,678	582,527	621,324	19	27,561	10	64,906	77	121,502	43	210,737	46	39,596	39	21,026	42	35,410	92	45,170	12	15,825
Port St Lucie	49,615	80,522	90,824	4	2,843	2	2,070	15	44,523	1	1,241	1	825	7	4,345	12	8,817	18	7,615	4	9,716
SANTA ROSA	173,339	234,251	248,789	12	13,929	7	20,060	45	77,267	32	52,657	29	25,920	17	7,072	13	9,798	49	18,956	12	9,465
SARASOTA	1,432,228	2,161,865	2,330,310	116	185,447	47	253,181	196	426,130	105	538,586	120	114,921	193	107,338	209	217,695	328	229,643	55	95,943
Sarasota	554,852	790,793	844,954	33	63,292	19	79,709	74	147,075	39	142,274	50	43,629	104	56,576	83	71,354	151	111,243	27	43,823
SEMINOLE	1,065,602	2,048,763	2,295,290	57	156,427	22	345,237	167	444,892	83	504,158	75	127,775	119	127,117	89	145,969	240	213,243	28	57,276
Sanford	199,014	356,178	394,378	12	40,310	7	30,902	42	90,021	23	121,313	15	19,954	13	7,292	13	11,860	45	26,350	8	15,691
SUMTER	94,762	140,308	151,168	7	6,813	4	6,310	29	40,753	7	9,442	19	53,128	4	1,295	3	2,310	26	14,935	5	4,949
SUWANNEE	87,468	112,345	118,300	10	4,237	8	7,935	34	36,007	19	31,522	14	3,445	17	4,970	13	5,270	18	6,003	9	9,748
TAYLOR	67,000	113,215	125,034	7	8,255	4	9,534	25	30,181	13	30,527	11	7,100	13	4,796	8	4,940	25	11,451	6	4,413
UNION	13,198	16,848	17,847	3	4,903			6	4,948	4	2,574	7	2,948					4	184	1	94
VOLUSIA	1,502,321	2,124,847	2,269,764	97	157,670	49	245,083	282	482,827	130	486,138	171	136,697	193	88,996	167	126,349	475	268,818	72	108,009
Daytona Beach	614,045	857,586	912,452	19	32,112	22	169,226	76	113,072	41	268,772	42	34,077	106	50,856	55	52,087	176	103,104	20	33,833
De Land	153,289	187,680	196,143	15	15,227	5	5,645	33	60,456	21	52,068	18	10,099	17	4,567	16	9,507	41	16,664	9	8,302
WAKULLA	17,075	26,902	29,576	2	1,461	4	2,053	14	12,669	3	2,769	4	145			2	1,522	15	5,173	1	603
WALTON	64,460	95,660	103,500	5	8,446	6	7,843	24	33,159	9	16,062	14	12,542	9	2,185	8	3,848	20	5,922	6	3,166
WASHINGTON	40,068	48,695	51,365	5	6,216	2	3,867	17	19,433	3	3,497	6	2,519	5	700	5	981	15	5,968	5	2,905

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,408,112	35,390,445	37,456,119	1,574	2,513,539	998	4,315,605	4,720	7,490,259	2,602	8,650,764	3,075	2,564,211	3,309	1,928,200	2,427	2,001,481	6,118	3,483,541	1,473	1,272,911
METROPOLITAN STATISTICAL AREAS																					
Albany, Ga	524,095	695,415	724,205	34	43,566	16	99,359	119	135,176	49	164,966	46	27,784	79	39,957	67	41,661	123	60,264	21	18,224
Athens, Ga	561,715	804,449	848,943	40	56,783	28	115,762	118	181,183	59	180,471	69	39,145	103	41,671	62	37,490	164	83,695	44	32,335
Atlanta, Ga	11,707,125	18,094,542	19,331,350	546	1,320,272	273	2,450,417	1,532	3,491,814	892	4,543,544	1,191	1,342,755	1,280	955,772	937	1,012,711	2,824	2,009,164	510	601,577
Augusta, Ga-S.C	1,452,316	2,133,628	2,256,747	100	159,058	55	290,779	257	451,470	172	524,185	157	144,206	214	131,900	147	124,330	347	189,313	85	78,131
Chattanooga, Tn-Ga	1,869,737	2,444,071	2,530,063	125	123,467	84	307,162	246	586,040	199	573,886	280	207,496	221	128,429	180	134,769	472	204,473	103	66,907
Columbus, Ga-Al	945,403	1,291,814	1,348,781	48	51,615	36	183,765	158	238,245	109	366,417	124	86,039	137	69,499	107	90,266	365	116,194	58	39,356
Macon-Warner Robins, Ga	1,233,439	1,670,235	1,744,161	71	97,430	42	228,738	250	346,495	129	458,716	163	105,013	185	87,530	114	92,364	283	144,478	60	58,916
Savannah, Ga	1,072,141	1,350,841	1,392,395	56	80,737	39	167,060	167	267,881	93	311,497	130	84,614	155	90,680	104	86,907	297	161,272	52	42,094
COUNTIES, Cities																					
APPLING	46,440	64,977	68,553	5	4,472	3	4,679	17	20,126	8	15,228	9	3,525	9	4,374	7	2,549	12	5,571	4	2,184
ATKINSON	10,975	13,484	14,117	2	2,050	2	230	5	4,296	2	525	3	1,173			1	623	4	596	2	950
BACON	27,460	34,392	35,510	4	1,874	2	1,362	11	9,286	5	10,669	8	2,186	5	2,035	2	594	9	1,955	6	2,912
BAKER	3,915	4,867	5,032					2	2,088			3	1,163	1						1	73
BALDWIN	140,265	201,105	212,284	9	12,898	10	29,925	38	52,016	20	40,899	22	13,044	21	10,178	13	8,344	31	18,090	9	8,201
Milledgeville	120,160	172,795	182,536	8	10,564	7	19,451	31	48,974	19	35,717	21	11,443	15	7,649	13	8,344	30	16,079	9	8,201
BANKS	8,871	12,291	12,981	1		1	908	3	2,224			3	4,538	2		1		7	2,784		
BARROW	90,510	141,775	151,973	6	18,085	6	5,307	24	32,739	18	49,450	14	7,510	13	6,390	5	1,871	22	8,237	8	6,348
BARTOW	170,744	233,540	245,510	14	13,182	8	9,494	35	54,481	13	49,584	35	43,308	18	12,662	18	12,388	40	19,206	10	7,232
Cartersville	126,427	171,555	179,534	12	10,971	7	8,094	24	38,606	17	38,540	21	20,848	18	12,662	17	12,333	32	16,358	9	6,373
BEN HILL	56,313	78,148	82,241	9	4,951	3	5,531	21	22,772	8	15,403	9	6,159	9	5,311	14	5,661	18	5,080	6	3,563
BERRIEN	43,316	58,775	61,649	4	5,620	2	2,922	17	13,630	7	24,110	6	2,165	5	2,079	8	2,362	9	1,606	4	2,002
BIBB	823,074	1,123,428	1,175,049	36	51,793	26	175,324	144	206,352	78	293,845	117	71,495	136	69,136	83	72,665	184	103,180	37	40,149
Macon	786,513	1,068,144	1,112,693	31	47,348	27	169,249	130	196,539	74	288,025	105	63,414	129	64,041	79	69,921	177	96,774	36	38,008
BLECKLEY	28,917	36,336	37,671	1	827	2	3,068	9	12,992	9	6,491	7	1,635	6	2,443	3	2,474	7	1,818	6	2,946
BRANTLEY	6,996	10,163	11,005	2	1,349			11	4,772	3	385	6	663			1	599	4	722	2	
BROOKS	35,234	43,357	44,907	2	1,224	2	1,968	18	11,362	8	18,265	5	1,030	5	1,741	8	2,558	7	980	3	1,533
BRYAN	21,027	27,005	28,743	1	2,862			8	7,126	2	4,339	9	5,079					7	2,697	3	1,047
BULLOCH	64,206	208,063	214,841	13	11,781	9	28,186	35	50,829	22	52,899	24	11,103	24	11,597	19	10,759	39	17,126	8	6,691
Statesboro	155,999	198,213	204,580	11	10,540	9	28,186	31	46,847	21	51,251	21	10,471	24	11,597	18	10,368	37	16,524	7	6,116
BURKE	56,636	73,137	76,091	2	3,850	3	2,025	22	30,116	8	9,792	5	2,300	7	3,798	6	7,883	10	5,507	5	3,502
BUTTS	28,832	39,582	41,745	7	4,606	4	1,440	18	15,277	8	3,382	8	2,519	4	2,640	6	1,669	6	1,840	3	1,808
CALHOUN	10,750	12,303	12,845	3	315	2	612	10	4,425	5	3,891	4	577	3	364	2	295	2	543	3	602
CAMDEN	45,867	66,312	69,925	5	6,626	7	3,529	21	22,120	11	15,833	14	8,099	5	719	7	2,802	15	4,910	5	1,966
CANDLER	27,613	37,329	39,282	2	1,868	2	1,712	8	10,429	6	12,706	6	2,633	3	2,040	2		3	800	5	940
CARROLL	210,918	303,876	322,136	29	31,750	14	35,609	59	78,987	32	66,018	19	12,357	38	11,991	20	9,785	58	25,096	22	14,016
Carrollton	162,669	239,314	253,457	14	19,205	7	33,129	35	60,353	24	57,237	11	5,867	29	10,229	14	8,568	44	24,099	12	10,241
CATOOSA	132,233	194,674	205,897	12	12,143	7	25,083	17	71,490	15	32,153	11	16,333	12	5,880	13	13,799	23	16,924	5	4,705
CHARLTON	19,797	23,476	26,396	2	956	3	995	9	6,157	6	11,202	2	1,686	3	637	3	666	11	2,140	2	315
CHATHAM	1,043,638	1,307,909	1,346,596	54	75,215	37	165,238	153	252,195	86	301,134	122	82,185	152	90,209	102	83,750	291	160,347	50	41,209
Savannah	876,317	1,080,994	1,109,731	38	61,306	34	158,470	116	206,255	67	253,935	92	56,857	143	81,734	85	64,087	228	116,707	40	33,959
CHATTAHOOCHEE	3,153	3,618	3,741					3	1,101			1	520	2	447			8	1,282		
CHATTAOGA	62,290	78,230	81,696	5	3,875	10	4,818	19	25,063	11	14,543	12	6,483	10	3,630	4	1,196	14	4,414	6	2,968
CHEROKEE	131,132	217,543	235,654	15	30,595	7	7,718	42	71,832	22	45,392	20	11,426	9	4,057	12	6,643	34	18,066	10	11,983
CLARKE	452,036	639,101	670,916	28	47,817	20	109,241	64	120,183	34	146,360	47	25,926	87	34,093	49	31,195	137	72,788	30	24,660
Athens	323,404	439,690	458,242	26	39,708	15	48,241	47	90,346	30	79,600	46	24,766	51	18,668	41	24,032	120	61,051	27	21,982
CLAY	4,177	5,284	5,492	1		1	781	7	3,005			3	229					3	918	2	313
CLAYTON	880,306	1,469,388	583,670	29	52,362	23	314,373	106	289,850	77	383,464	78	112,216	81	58,938	50	56,877	149	118,129	29	54,356
Jonesboro	49,160	75,690	84,533	5	7,382	5	12,961	16	27,206	5	4,909	9	15,691	4	581	2	481	19	2,778	4	8,011
CLINCH	11,445	15,448	16,161	2	739	2	786	13	6,555	4	3,190	5	160	2	532	1	263	4	952	4	1,491
COBB	1,949,512	3,211,888	3,457,191	99	271,524	48	578,764	207	593,092	141	864,123	179	218,273	208	184,600	140	154,803	385	280,005	76	96,115
Marietta	556,062	813,014	857,059	36	73,954	11	54,288	69	132,983	52	295,786	57	53,196	54	42,328	44	43,806	149	87,707	24	28,713
COFFEE	99,743	136,750	143,462	12	25,998	7	11,233	32	32,753	11	25,819	8	5,539	23	9,463	10	5,484	23	10,151	10	4,924
COLQUITT	119,827	156,123	162,979	17	16,579	6	13,722	50	40,739	15	30,964	19	8,341	30	10,117	11	5,215	31	10,614	12	7,172
Moultrie	114,130	147,659	153,153	15	16,268	5	13,353	41	35,754	15	30,964	18	8,272	30	10,117	11	5,215	31	10,614	11	7,076
COLUMBIA	97,863	165,684	179,758	13	32,173	6	8,103	27	53,099	16	16,771	11	11,218	8	4,669	14	13,924	20	9,926	6	7,018

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GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COLUMBUS CONSOL. GOVT. Columbus																					
COOK	35,763	46,254	48,132	5	2,468	4	1,565	19	12,403	7	6,853	11	7,139	6	2,644	6	2,455	15	4,448	5	2,658
COWETA	148,221	229,685	265,518	15	14,391	8	20,761	35	62,197	21	76,801	21	18,302	20	13,204	12	13,005	38	16,356	10	10,354
CRAWFORD	4,613	5,756	6,250					8	2,099	3	879	2	787	2	51			2	23		
CRISP	114,201	147,374	152,749	8	7,936	7	14,024	33	36,606	9	22,958	17	32,118	18	8,665	12	5,007	28	11,087	7	4,120
Cordele	86,869	107,381	110,460	7	4,403	7	14,024	26	34,149	9	14,923	13	15,250	17	5,261	11	2,936	22	9,314	7	4,120
DADE	33,418	41,735	43,289	3	1,344	2	3,289	5	18,587	7	3,474	5	8,549	3	786	1	368	7	2,625	2	827
DAWSON	7,538	13,156	15,103	3	3,438	1	282	3	1,653	1	949	4	2,836	1		1	152	1	1,214	1	72
DECATUR	77,131	96,605	99,629	9	7,263	6	8,384	31	26,285	14	21,171	14	4,097	21	8,424	12	2,766	16	5,792	11	6,660
DE KALB	3,049,680	4,408,046	4,640,124	105	285,847	49	634,808	311	747,125	184	1,238,116	290	329,401	288	233,069	244	257,218	627	439,322	106	120,903
DODGE	68,215	86,290	89,406	7	5,491	9	8,431	28	25,652	15	15,537	19	9,272	8	3,110	5	1,529	17	11,668	8	3,595
DOOLY	34,359	40,714	41,761	6	3,531	2	329	9	5,086	8	14,551	12	8,867	1	110	4	2,681	2	3,070	3	1,210
DOUGHERTY	516,783	685,938	713,992	33	42,748	16	99,359	110	130,375	49	164,966	44	27,146	79	39,957	66	41,498	122	59,831	20	17,707
Albany	508,441	625,173	649,012	30	39,777	15	98,200	102	124,984	49	164,966	43	23,868	79	39,957	66	41,498	121	59,115	20	17,707
DOUGLAS	209,553	337,522	362,040	13	24,518	4	13,699	41	101,121	26	97,439	22	33,706	23	12,981	17	18,684	41	28,075	12	14,966
EARLY	36,157	42,697	44,960	2	3,141	2	2,929	18	13,395	10	10,099	11	1,869	10	3,024	4	1,068	8	1,218	6	2,473
ECHOLS	489	757	804					1	804									1			
EFFINGHAM	28,503	42,932	45,799	2	5,522	2	1,822	14	15,686	7	10,363	8	2,429	3	471	3	3,157	6	925	2	885
ELBERT	76,162	97,671	101,962	10	5,601	4	3,864	14	22,601	12	41,966	9	2,831	10	3,249	6	2,232	14	4,883	10	4,097
EMANUEL	71,785	89,684	93,145	11	9,022	8	5,052	24	22,015	11	23,183	10	3,393	14	6,754	7	4,980	21	6,207	9	3,931
EVANS	31,778	44,155	46,354	5	6,372	5	4,158	10	11,510	5	8,777	11	2,730	5	2,356	5	1,728	9	1,571	3	2,249
FANNIN	42,421	55,708	58,606	5	4,440	6	6,024	13	22,024	9	6,199	14	2,478	10	2,375	4	1,058	15	3,984	5	2,039
FAYETTE	82,374	154,029	169,602	13	15,481	3	333	22	59,641	11	22,423	9	6,880	11	7,006	12	4,425	25	12,246	7	11,703
FLOYD	300,448	394,592	410,280	13	15,091	15	53,005	59	93,145	35	87,398	41	21,382	56	27,945	43	25,840	84	36,680	21	15,825
Rome	289,934	380,587	395,258	12	14,720	14	52,632	52	86,473	34	86,959	36	19,489	54	27,421	41	25,167	79	36,086	19	15,230
FORSYTH	81,308	136,129	147,571	11	17,074	3	8,077	22	31,389	14	35,057	12	10,129	14	5,068	12	9,915	24	16,082	3	5,131
FRANKLIN	68,046	101,299	108,829	9	10,402	5	2,403	17	21,917	9	42,223	13	8,404	12	2,245	6	2,743	14	2,158	7	3,609
FULTON	3,588,522	5,114,269	5,380,905	129	354,032	69	661,558	428	792,589	191	1,041,286	347	363,445	461	345,276	280	289,854	1,120	844,576	149	158,434
Atlanta	2,447,705	3,225,232	3,345,241	74	229,233	51	502,980	308	441,531	121	605,390	216	199,151	324	244,270	175	155,255	780	526,609	90	86,205
Roswell	176,151	296,415	336,503	9	25,800	3	32,341	21	52,783	13	67,916	14	24,890	31	16,945	16	32,711	57	39,994	8	9,885
GILMER	33,610	53,001	57,368	5	5,188	8	3,926	7	9,272	9	17,290	9	3,024	6	1,336	4	3,039	12	3,350	4	4,391
GLASCOCK	2,055	2,795	3,116			1		2	714			3	980					2	362		
GLYNN	302,973	409,502	427,396	24	29,091	12	38,073	72	78,032	28	70,792	46	49,672	63	36,801	40	23,398	101	54,054	21	16,146
Brunswick	233,708	300,938	311,435	19	24,576	10	36,691	55	53,621	25	69,132	32	21,774	40	25,144	31	17,921	65	30,523	16	10,168
GORDON	108,896	155,389	165,023	11	12,385	6	13,155	18	33,886	15	15,070	22	17,981	20	8,438	14	20,959	35	16,523	9	6,784
GRADY	67,852	82,869	85,262	7	8,819	5	3,136	22	28,389	10	20,327	10	3,490	11	3,336	11	2,063	9	3,217	3	2,065
GREENE	25,302	33,876	35,711	2	1,020	3	695	13	15,101	4	8,465	7	1,077	3	701	3	1,615	6	1,251	3	973
GWINNETT	751,203	1,546,375	1,728,183	45	151,167	20	130,302	114	400,260	74	368,274	92	156,125	62	34,699	79	152,337	177	148,816	37	63,855
Lawrenceville	158,010	346,887	409,846	10	28,861	6	22,214	20	58,903	21	190,107	15	24,773	8	4,408	18	16,813	31	24,387	9	15,367
HABERSHAM	98,759	138,807	147,135	8	24,351	6	4,730	26	30,829	17	36,254	12	5,421	11	9,403	16	7,387	24	7,791	11	6,689
HALL	350,944	532,063	567,213	25	53,380	16	76,555	59	121,391	41	127,172	21	13,798	43	25,781	40	25,409	89	54,229	21	24,113
Gainesville	280,894	415,084	439,629	16	36,744	10	66,799	31	84,372	30	104,005	16	8,342	40	25,160	28	17,776	66	43,712	16	19,278
HANCOCK	12,251	14,187	14,625	1	243	3	346	12	6,295	3	2,036	6	2,266	2	363	1	165	4	1,018	2	226
HARALSON	44,843	64,357	68,713	4	4,315	9	2,691	13	21,920	8	12,718	11	2,759	18	3,992	4	1,612	13	2,807	9	5,157
HARRIS	16,046	23,374	25,279	2	245	2	358	15	10,791	3	2,817	5	915	1	264	3	1,735	10	1,816	2	1,316
HART	39,042	52,966	56,026	6	2,650	5	4,665	11	15,077	10	11,078	5	1,567	7	2,363	8	3,277	14	5,426	4	3,048
HEARD	6,539	7,583	7,978	1	576			4	1,549	3	747	2	1,254	1		1	151	2	1,701	1	105
HENRY	88,523	139,834	150,082	8	12,575	4	2,366	29	36,498	12	37,847	23	26,987	2	198	3	2,696	24	11,786	8	5,895
HOUSTON	334,102	450,974	469,817	22	37,317	11	49,635	69	110,552	40	143,574	28	22,603	40	14,284	24	17,628	79	35,840	14	12,459
Warner Robins	260,462	355,955	371,464	15	32,738	9	45,250	49	86,474	34	120,511	13	8,284	23	10,496	18	14,131	57	25,786	10	8,850
IRWIN	11,737	14,569	15,162	2	948	2	429	6	4,307	3	2,835	3	956	5	1,636	1	44	7	663	3	1,590
JACKSON	76,924	111,918	119,138	8	5,873	7	6,233	29	31,896	16	29,255	16	11,604	11	3,875	10	3,902	16	6,769	11	6,159
JASPER	10,829	14,168	14,807	2	1,101	1	434	8	6,490	3	1,371	4	1,683	2	253	1	307	3	908	2	245
JEFF DAVIS	40,962	52,222	54,352	5	2,571	3	3,075	15	20,465	7	9,453	8	2,286	7	3,383	7	2,387	11	2,827	6	2,966
JEFFERSON	43,936	56,998	59,419	5	2,516	9	2,750	15	14,054	12	17,185	10	5,237	7	2,331	6	2,325	10	2,919	5	3,304
JENKINS	20,518	27,360	28,571	3	543	2	325	11	11,477	5	5,096	6	2,889	5	2,089	3	874	5	924	2	2,015
JOHNSON	12,055	15,654	16,416	2	161	3	226	8	6,775	3	3,510	2	1,026	4	1,343	2	473	5	1,070	1	192
JONES	14,001	18,108	18,980	3	1,336			13	8,090	2	1,411	5	583	2	730	2	913	2	287	3	3,321
LAMAR	30,198	41,231	43,135	4	2,411	3	2,628	14	14,796	10	10,309	5	1,463	2	2,363	5	954	13	3,680	4	2,432
LANIER	8,410	12,029	12,705	1	704	1	392	8	3,911	2	5,030	4	838	1		1	215	3	256	1	247
LAURENS	163,125	215,445	224,420	12	14,183	10	23,631	50	47,954	28	56,146	21	12,306	25	13,630	25	11,536	44	15,436	18	8,601
Dublin	146,005	192,983	200,776	10	13,665	8	22,588	37	35,946	24	54,775	15	9,029	25	13,630	21	10,749	34	14,214	17	8,496
LEE	7,312	9,477	10,213	1	820			9	4,801			2	638			1	363	1	433	1	517
LIBERTY	99,679	130,417	135,316	11	15,137	4	13,020	26	27,954	15	18,373	16	14,853	11	5,400	18	13,642	34	16,487	7	2,644
LINCOLN	8,777	10,777	11,175	2	672	2	320	7	3,496	4	2,420	2	1,232	5	783	1	191	4	689	2	346
LONG	2,980	4,041	4,486					4	1,931	1	436			1				1	638	1	205
LOWNDES	357,637	495,948	519,074	31	30,672	11	48,362	88	91,910	42	123,010	54	57,110	51	31,015	42	27,492	102	48,789	18	25,557
Valdosta	309,729	425,575	444,649	29	29,120	9	46,975	67	77,633	36	105,042	44	36,852	49	29,789	39	24,125	84	40,837	16	24,198
LUMPKIN	28,397	51,261	56,788	2	9,153	4	2,757	9	14,072	5	9,291	2	3,488	1	3,152	1		9	5,782	3	3,981
MCDUFFIE	81,793	116,252	122,451	9	22,147	8	7,208	19	30,219	16	20,297	11	10,925	14	5,649	9	4,732	16	8,047	7	5,258
MCINTOSH	20,096	24,584	25,432	3	1,520	1	614	9	7,438	7	6,554	5	4,232	1	353			7	1,106	2	451
MACON	28,873	36,686	38,069	3	2,953	3	3,614	16	10,761	7	6,953	4	959	6	2,370	4	1,309	6	870	7	2,936
MADISON	14,417	20,690	22,943	1	266	1	288	15	10,734	6	3,245	3	414	1	253			6	1,243	2	509
MARION	9,752	12,146	12,585	2	54	2	88	6	3,839	4	2,216	2	601	2	150			1	477	3	1,366
MERIWETHER	62,796	85,999	90,659	6	5,642	5	5,067	21	18,483	7	41,178	7	2,018	8	2,384	6	2,918	16	3,866	7	2,572
MILLER	15,379	18,701	19,309	2	537	2	312	8	7,417	7	5,475	5	1,096	4	791	3	717	1	370	2	1,158
MITCHELL	56,992	71,574	74,781	4	3,548	5	3,382	28	23,548	12	18,474	12	3,846	9	3,855	11	4,704	11	1,864	8	2,154
MONROE	37,279	59,431	63,880	3	3,260	4	1,466	14	20,749	4	830	16	16,648	7	3,677	2	726	17	9,038	3	4,154
MONTGOMERY	31,652	45,215	47,529	3	1,596	1	7,515	10	7,829	9	18,588	3	938	1	1,678	3	3,504	9	3,974	3	1,044
MORGAN	45,124	60,853	63,537	4	5,921	3	1,809	12	16,317	8	14,365	11	11,346	6	978	1	1,683	7	3,873	4	2,186
MURRAY	54,547	77,966	82,559	7	6,089	5	2,498	12	39,763	8	8,105	10	7,443	5	1,991	9	2,607	15	3,602	7	4,530
MUSCOGEE	830,650	1,132,767	1,182,028	33	43,461	27	163,448	111	178,128	82	347,271	100	73,398	123	63,801	101	88,672	224	101,590	47	31,997
Columbus	830,650	1,132,767	1,182,028	33	43,461	27	163,448	111	178,128	82	347,271	100	73,398	123	63,801	101	88,672	224	101,590	47	31,997
NEWTON	106,291	153,405	162,527	7	7,041	6	9,380	26	49,126	18	33,240	19	8,652	14	12,070	11	5,578	28	10,698	11	8,560
OCONEE	18,338	32,740	35,946	3	2,827			10	18,370	3	1,611	3	1,201	4	3,450	3	2,393	5	2,895	1	1,007

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GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OGLETHORPE	16,439	23,797	25,263	2	4,006	1	740	6	6,023	4	6,590	2	1,808	2	1,905			4	213	2	1,621
PAULDING	57,100	103,221	113,850	3	4,960	4	2,249	12	26,202	7	51,175	6	4,347	4	1,497	1	1,111	11	5,082	8	6,277
PEACH	62,262	77,725	80,315	10	6,984	3	3,779	24	21,501	9	19,886	13	10,332	7	3,380	5	1,158	18	5,171	6	2,987
PICKENS	41,844	78,260	86,898	3	1,464	4	3,639	7	17,460	7	38,273	9	5,937	1	505	3	1,243	7	2,661	5	7,173
PIERCE	26,907	34,230	35,797	9	5,939	2	174	15	9,416	8	8,949	6	1,770	4	855	1	218	8	1,786	3	1,802
PIKE	5,293	8,489	9,370	2	203	1	352	4	2,964			2	451	1				2	1,181	2	779
POLK	96,943	129,393	135,373	11	9,649	8	10,316	34	43,615	22	28,783	7	5,371	23	6,373	13	5,686	30	6,410	11	9,264
PULASKI	27,918	34,377	35,463	1	676	2	1,103	15	12,827	7	8,105	7	1,145	10	2,084	7	1,718	6	1,714	3	1,543
PUTNAM	26,545	37,369	39,378	3	1,469	3	1,466	15	16,257	6	6,615	7	1,538	1	2,744	2	2,248	9	1,832	3	1,353
QUITMAN	2,333	3,707	4,066	1		1	781	8	2,346	1		1	375								
RABUN	42,551	57,845	60,984	4	13,176	3	1,569	12	14,696	4	7,946	9	3,871	7	1,135	7	2,015	17	4,969	5	1,436
RANDOLPH	18,912	21,810	22,257	4	1,592	3	1,216	13	8,106	4	3,466	5	504	5	889	3	1,516	5	839	4	1,357
RICHMOND	916,450	1,334,982	1,408,381	48	67,620	22	218,046	130	224,092	97	371,080	86	81,454	147	88,203	88	91,483	220	136,380	46	39,965
Augusta	317,239	412,876	427,813	14	14,856	6	18,763	59	85,119	36	131,755	35	27,713	55	28,410	41	26,935	93	40,368	25	22,066
ROCKDALE	177,897	299,298	329,257	15	26,393	4	25,769	27	72,472	23	100,692	21	22,772	19	7,884	16	14,564	43	21,042	10	9,937
Conyers	156,694	254,178	286,672	11	22,682	3	20,789	22	62,035	21	93,825	15	16,241	18	7,556	14	13,141	37	18,559	10	9,937
SCHLEY	9,544	13,027	13,844	1		2	583	6	3,752	3	4,502	5	1,052			1	619	3	829		
SCREVEN	37,078	50,556	53,319	2	5,138	4	2,067	16	17,345	7	12,167	6	1,950	4	2,531	7	1,558	8	1,535	4	2,808
SEMINOLE	26,552	32,698	33,898	4	3,325	6	1,714	14	11,753	6	7,827	2	999	8	1,113	5	1,328	9	951	4	1,950
SPALDING	211,019	282,854	294,990	16	19,923	9	27,034	37	72,119	33	68,208	18	7,803	38	20,986	26	16,761	47	20,832	15	9,644
Griffin	202,782	271,929	283,661	16	19,923	9	27,034	33	70,271	31	64,703	16	7,070	37	20,681	26	16,761	45	20,079	14	9,099
STEPHENS	85,733	127,479	135,171	7	10,966	7	16,949	20	31,859	10	30,833	11	6,381	11	3,450	15	4,328	27	10,518	9	8,375
STEWART	11,656	13,900	14,569	1	231	4	460	13	4,348	3	3,672	7	1,647	1	44			4	757	3	979
SUMTER	128,342	164,951	170,742	15	31,855	5	8,722	29	34,290	14	23,230	20	7,631	26	14,566	10	5,524	23	12,270	9	7,460
Americus	122,094	157,252	162,609	12	20,473	4	8,169	21	31,441	12	22,179	17	7,229	26	14,566	10	5,524	21	11,933	8	7,349
TALBOT	7,149	8,483	8,812	1	353	4	1,265	6	2,501	1	573	4	1,044	1	686			1	263	1	166
TALIAFERRO	851	1,431	1,717			1	427	1	308			1	26	1		1	202	2	43		
TATTNALL	41,564	52,832	55,599	4	1,874	6	1,502	14	13,984	14	15,954	12	3,868	3	3,029	9	4,502	8	1,572	5	2,478
TAYLOR	17,625	23,376	24,485	2	599	3	602	14	5,937	5	9,981	6	704	3	1,173	2	1,412	4	475	5	1,599
TELFAIR	35,102	43,473	45,010	5	2,251	2	3,549	14	14,461	9	7,451	8	2,045	9	2,784	6	3,254	9	1,619	8	2,129
TERRELL	32,944	41,105	42,446	4	5,919	3	1,047	17	13,133	4	7,374	11	1,904	5	3,034	5	1,562	9	2,414	3	1,387
THOMAS	145,120	189,510	198,039	16	14,507	11	18,106	40	39,678	19	45,034	17	7,056	24	16,330	21	9,070	36	17,150	12	6,931
Thomasville	123,628	164,936	172,499	12	13,813	7	17,731	33	38,037	15	28,006	14	6,071	24	16,330	19	8,206	33	17,085	9	6,541
TIFT	179,806	231,002	239,129	11	12,507	7	18,938	35	38,857	22	49,780	30	39,922	23	13,985	19	9,296	43	23,508	11	8,677
Tifton	146,314	194,919	202,690	9	11,994	7	18,938	29	37,549	21	49,267	18	13,498	22	13,849	18	9,185	36	20,040	10	8,498
TOOMBS	78,653	99,986	103,796	8	9,990	5	7,417	25	29,411	12	17,365	11	5,411	10	6,290	11	5,164	19	7,073	7	3,708
TOWNS	14,967	20,908	22,517	2	2,704	2	831	5	3,818	2	6,582	4	845	4	782	2	398	8	2,358	2	695
TREUTLEN	9,166	10,988	11,288	4		2	308	6	4,934	3	825	2	983	4	712	2	384	5	928	1	1,735
TROUP	224,273	311,966	328,116	23	19,879	11	28,153	50	66,349	37	72,837	29	22,993	42	30,508	36	22,821	53	22,144	16	12,424
La Grange	189,462	266,153	279,632	19	19,051	7	24,688	37	53,037	31	64,218	24	21,753	31	26,789	24	16,869	42	19,439	12	10,456
West Point	23,859	32,663	35,597	1	254	2	1,868	6	6,451	5	8,156	3	782	10	3,701	11	5,795	7	997	3	1,516
TURNER	32,944	38,608	39,689	5	7,349	3	2,055	14	10,913	7	8,403	6	2,407	3	1,206	6	1,868	8	1,717	4	714
TWIGGS	6,755	8,586	9,070	3	965	2	573	9	2,888	1	357	4	2,229			1	240	1	96	2	193
UNION	18,708	25,540	30,856	2	4,429	4	711	7	5,281	6	5,835	5	2,017	3	686	3	187	9	3,288	2	3,323
UPSON	89,452	119,251	124,608	8	5,361	7	9,899	37	32,155	13	22,104	9	9,587	18	5,888	11	7,408	32	9,811	8	5,379
WALKER	152,490	196,943	205,212	12	14,136	6	7,232	30	81,161	29	23,357	42	26,151	26	13,464	16	6,442	28	5,596	13	5,170
WALTON	75,142	109,699	116,468	10	9,698	2	6,479	31	38,285	12	27,175	12	2,262	9	5,209	11	4,696	23	7,972	8	7,308
WARE	185,931	244,415	254,124	22	17,344	6	45,976	50	46,730	16	53,160	27	18,243	38	15,035	22	14,758	32	15,363	14	8,760
Waycross	180,660	237,745	247,231	17	16,065	6	45,976	47	45,088	13	51,576	21	17,344	38	15,035	20	14,062	32	15,363	14	8,760
WARREN	9,930	11,744	12,096	1	347	2	253	6	3,355	3	3,363	3	1,504	2	517	3	518	3	429	1	431
WASHINGTON	56,903	73,889	76,839	7	5,907	7	5,798	19	20,811	12	20,836	11	2,026	13	4,007	5	2,259	10	4,386	6	4,077
WAYNE	86,165	108,427	112,170	8	6,133	4	4,975	20	19,120	16	35,386	15	4,774	17	6,695	14	10,357	20	6,365	8	7,317
WEBSTER	3,389	4,130	4,472	1		2	2,308	2	565	1		1	430								
WHEELER	3,156	4,260	4,826	1	440			1	749	3	503	3	624			1	127	3	486		
WHITE	27,615	41,438	44,417	3	2,617	4	1,398	14	7,525	8	12,528	8	2,085	3	728	2	1,787	21	5,731	3	2,258
WHITFIELD	330,052	484,316	513,878	14	16,192	13	57,417	58	99,242	42	99,127	40	36,185	60	27,916	61	73,975	80	38,504	19	15,263
Dalton	284,379	416,007	441,101	12	13,182	11	54,301	45	77,008	38	96,494	32	27,327	59	26,336	52	56,164	73	36,676	15	12,333
WILCOX	6,743	8,320	8,625	2		5	993	10	2,779	2	955	5	840			3	1,098	3	566	2	617
WILKES	10,181	58,572	62,534	9	6,989	7	3,405	12	17,864	5	12,913	11	4,078	10	3,634	3	2,200	6	1,615	3	3,328
WILKINSON	19,067	25,742	27,061	2	467	3	1,051	13	9,894	4	7,115	2	3,443	1	55	1	904	8	2,017		
WORTH	38,860	54,365	57,205	4	2,916	3	3,463	20	15,007	7	20,401	10	4,572	4	571	4	719	9	2,289	5	3,286

HAWAII RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,193,406	6,647,699	6,983,775	126	261,098	153	922,408	797	1,331,873	227	918,761	366	385,314	793	528,862	335	286,362	1,741	1,214,299	121	480,809
METROPOLITAN STATISTICAL AREAS																					
Honolulu, HI	3,962,598	4,831,480	4,999,592	72	132,806	75	680,907	544	860,470	152	689,735	251	276,181	511	365,527	218	195,699	1,337	929,274	92	369,017
COUNTIES, Cities																					
HAWAII	492,154	664,858	699,534	28	58,803	34	45,367	102	183,925	40	108,452	60	43,163	88	46,567	60	36,423	162	84,896	10	46,434
Hilo	285,856	377,943	395,534	13	39,769	10	31,540	36	84,331	24	93,900	32	19,934	35	18,180	34	20,577	84	39,417	6	28,652
North Kona	NO DATA AVAILABLE FOR THIS CITY																				
South Kona	NO DATA AVAILABLE FOR THIS CITY																				
HONOLULU	3,962,598	4,831,480	4,999,592	72	132,806	75	680,907	544	860,470	152	689,735	251	276,181	511	365,527	218	195,699	1,337	929,274	92	369,017
Honolulu	2,859,473	3,418,724	3,526,660	45	92,018	48	489,736	382	537,717	85	394,631	164	165,057	421	309,355	162	156,726	1,039	737,032	66	248,544
KAUAI	219,418	271,837	282,594	8	23,169	14	14,933	56	78,673	11	32,823	22	17,583	55	21,234	14	10,530	88	43,437	4	16,839
Lihue	100,040	131,999	142,652	5	17,183	4	7,548	10	25,052	6	30,306	6	6,897	24	9,040	9	6,384	34	15,628	2	11,029
MAUI	519,236	879,524	1,001,755	18	46,320	30	111,201	95	208,805	24	87,751	33	48,387	139	95,534	43	43,710	154	156,692	15	48,519
Wailuku	61,074	107,135	122,488	1	1,610	3	4,633	18	34,438	10	34,716	5	7,047	5	1,169	8	8,090	33	15,414	2	2,696

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,060,204	5,159,715	5,335,407	399	427,215	204	411,620	753	1,215,540	545	1,294,944	494	323,811	523	231,780	434	278,545	1,536	482,822	214	221,718
METROPOLITAN STATISTICAL AREAS																					
Boise City, Id	892,138	1,218,835	1,270,899	49	80,622	20	97,314	127	279,213	102	289,323	80	68,828	106	59,227	108	82,372	313	153,430	28	60,779
COUNTIES, Cities																					
ADA	892,138	1,218,835	1,270,899	49	80,622	20	97,314	127	279,213	102	289,323	80	68,828	106	59,227	108	82,372	313	153,430	28	60,779
Boise City	708,120	948,027	984,597	26	56,755	16	92,335	90	188,810	67	238,628	60	58,337	91	46,683	82	69,013	250	124,778	21	31,357
ADAMS	6,341	11,255	12,386	2	2,775			6	5,660	1		2	1,360	1				6	748	1	430
BANNOCK	314,246	356,537	361,448	18	25,931	16	41,865	56	69,556	29	95,725	36	17,058	46	19,908	34	15,107	108	31,942	14	17,615
Pocatello	269,130	302,599	306,118	12	20,722	12	32,153	43	56,317	27	87,255	30	14,926	30	16,396	28	13,150	88	26,452	12	16,928
BEAR LAKE	24,551	27,753	28,147	2	1,572	3	821	8	9,482	5	4,805	6	4,084	6	1,526	2	1,048	10	1,281	2	994
BENEWAH	23,807	39,609	42,908	5	2,574			7	16,493	7	11,740	5	1,947	6	1,155			16	2,948	2	2,856
BINGHAM	89,009	93,032	93,404	11	6,233	8	4,119	25	26,842	14	29,618	12	4,228	15	3,698	6	2,751	32	5,450	7	2,846
Blackfoot	66,676	69,746	69,707	7	3,611	4	2,796	14	17,463	8	25,530	7	3,299	10	3,289	5	2,287	24	4,834	5	2,762
BLAINE	83,701	111,710	115,976	10	13,600	3	3,783	17	28,362	6	12,350	8	4,819	20	4,676	14	8,929	45	19,750	3	5,503
BOISE	2,809	4,316	4,904			1	131	4	1,552			1	326					7	954		
BONNER	96,181	138,383	146,062	18	15,578	6	3,234	20	37,121	20	39,000	14	7,573	15	6,057	12	6,110	43	13,420	9	6,235
Sandpoint	66,297	98,948	109,831	11	8,813	3	1,659	10	21,942	18	35,264	8	4,447	14	5,669	11	5,622	23	9,986	6	4,753
BONNEVILLE	392,184	518,242	537,521	23	41,237	15	59,851	50	102,345	38	133,320	37	26,514	28	22,186	37	37,311	101	40,422	13	18,276
Idaho Falls	360,958	488,186	507,694	20	40,188	14	56,517	41	99,169	36	124,178	33	22,908	28	22,186	35	34,804	97	39,841	13	18,276
BOUNDARY	27,671	39,712	42,079	9	4,285	2	1,430	6	13,521	6	9,277	4	4,690	2	967	2	900	12	2,452	2	1,255
BUTTE	8,224	8,680	8,839					1	2,215	3	677	3	1,783	4	802	1	188	4	575	2	915
CAMAS	1,063	1,492	1,664			1	99	1	461									3	496		
CANYON	366,617	420,918	427,415	32	43,414	17	42,843	59	90,115	49	126,349	36	21,756	45	18,864	31	14,605	111	28,525	14	13,206
Caldwell	117,010	132,473	134,059	11	12,970	6	7,150	16	29,506	17	42,739	15	12,110	13	3,058	13	7,738	35	8,770	5	4,462
Nampa	208,117	241,607	245,579	13	24,783	9	34,275	22	45,176	21	68,072	14	7,595	31	15,655	16	6,117	60	18,427	7	7,701
CARIBOU	26,010	26,536	26,612	5	2,523	2	403	12	6,155	6	8,553	8	1,868	5	1,014	3	1,475	9	1,438	3	1,254
CASSIA	121,306	128,141	128,686	11	9,917	9	6,234	33	26,511	13	40,050	16	8,274	21	8,256	12	5,710	34	8,769	6	6,068
Burley	116,042	121,286	121,283	11	9,917	7	4,767	7	24,059	13	40,050	13	7,135	21	8,256	11	5,330	28	7,110	6	6,068
CLARK	1,453	1,454	1,530			1	204	1				3	401					2	370		
CLEARWATER	28,779	32,505	32,974	6	4,134	4	661	11	10,874	8	8,189	2	907	4	685	3	435	19	4,919	4	462
CUSTER	14,213	13,412	13,353	4	1,026			7	3,807	3	508	4	3,120	2	222	1		10	1,339	1	959
ELMORE	66,721	88,933	92,456	6	5,877	4	2,725	19	23,681	14	26,941	7	13,009	6	1,303	4	1,309	27	6,924	3	2,504
FRANKLIN	23,820	29,307	30,171	4	5,028	3	856	6	6,618	5	7,127	2	1,809	6	864	4	2,675	9	1,515	3	1,128
FREMONT	25,460	25,409	25,427	6	2,541	3	787	9	6,748	4	5,602	9	3,330	1	727	3	440	17	2,106	3	481
GEM	28,709	40,478	42,530	5	7,696	3	1,891	5	14,275	8	9,986	4	174	2	424	6	1,843	15	2,303	3	1,215
GOODING	34,221	37,886	38,299	5	3,173	4	3,820	8	8,391	7	6,801	9	6,211	2	1,347	2	1,278	17	3,525	4	1,642
IDAHO	34,256	48,986	52,290	13	4,117	2	2,098	17	15,894	5	6,563	8	3,492	7	2,027	6	3,002	22	4,767	5	2,863
JEFFERSON	34,542	42,668	44,047	5	983	2	1,107	9	22,087	6	7,449	10	4,821	5	983	2	1,509	7	1,116	2	706
JEROME	40,910	50,388	51,995	6	3,331	5	3,179	5	15,932	5	8,749	8	7,809	5	1,461	5	1,950	19	3,175	2	1,196
KOOTENAI	261,600	396,515	420,994	27	38,104	8	22,296	55	99,689	42	113,191	27	27,083	24	16,882	28	13,765	121	38,315	14	16,524
Coeur d'Alene	188,050	276,240	292,865	12	17,056	6	16,620	31	64,481	29	89,303	18	17,133	20	15,398	24	12,257	65	26,178	10	12,016
LATAH	131,362	157,320	161,040	14	12,486	8	19,265	28	32,923	17	36,705	11	3,857	27	7,926	16	10,243	55	13,541	11	8,416
Moscow	118,257	140,847	143,434	7	10,410	6	17,224	19	28,714	16	35,775	6	2,558	26	7,799	15	9,969	40	11,648	9	7,765
LEMHI	29,583	33,237	33,792	6	3,955	2	2,172	6	5,834	8	7,998	6	3,721	4	2,362	4	584	18	2,541	2	449
LEWIS	10,897	12,379	12,668	4	2,[illegible]	2		5	4,070	1	829	3	556	3	1,271			10	1,216	2	321
LINCOLN	8,131	9,711	10,181			1	1,784	3	1,698			2	2,724			1	461	5	700	1	606
MADISON	81,845	104,589	107,772	7	8,039	4	7,266	9	19,598	8	19,385	10	8,316	17	8,794	12	19,104	14	5,884	3	5,760
MINIDOKA	45,216	54,466	56,004	2	3,508	3	1,593	13	15,575	8	16,835	10	6,594	4	1,499	2	1,663	18	3,502	3	919
NEZ PERCE	204,482	269,471	279,328	15	14,719	9	38,082	29	52,839	28	78,240	19	11,446	26	10,205	22	15,993	84	24,889	8	13,538
Lewiston	202,498	266,443	275,884	15	14,719	9	38,082	28	51,942	28	78,240	18	11,424	26	10,205	21	15,637	80	23,758	8	13,538
ONEIDA	8,375	9,827	10,095	3		2	754	3	1,345	3	3,731	3	1,614			1	739	4	732		
OWYHEE	17,342	20,744	21,584	4	2,269	2	1,931	7	8,840	1	438	8	3,329			1	171	6	960	1	396
PAYETTE	32,620	53,727	58,047	5	6,860	1	342	8	18,360	5	15,362	2	3,780	3	711	5	3,702	17	3,463	3	1,178
POWER	13,026	15,479	15,953	3	486	2		5	5,988	2	2,728	1	1,204	4	437	1	153	11	2,572	2	635
SHOSHONE	64,027	72,136	73,299	10	6,219	2	624	13	24,995	13	12,023	16	10,930	8	2,901	4	1,154	28	5,094	6	3,157
Kellogg	28,647	34,433	36,361	5	1,692			6	11,960	7	9,463	4	4,413	2	1,062	2	668	5	1,287	2	1,381
TETON	9,668	10,124	10,271	2	2,319	1	397	3	1,952	1	1,518	4	711			1	211	8	920	1	605
TWIN FALLS	282,501	317,314	321,185	30	27,108	16	30,552	42	58,921	35	88,129	30	15,267	35	18,744	32	18,626	82	25,190	14	15,842
Twin Falls	239,940	271,075	274,372	21	23,899	13	28,690	27	48,312	29	69,556	24	11,785	32	17,560	28	16,797	65	22,952	13	15,474
VALLEY	30,002	36,467	37,539	7	7,050	2	836	9	9,651	4	3,215	7	2,207	5	932	4	879	19	5,480	3	594
WASHINGTON	20,585	29,632	31,033	5	3,464	5	3,271	6	9,351	5	5,915	1	281	3	737	2	150	18	3,164	4	1,350

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	50,747,397	66,417,335	68,624,268	3,024	3,618,849	1,309	8,194,913	6,334	12,587,882	3,616	14,861,801	5,139	4,376,002	6,412	4,483,302	4,035	3,753,552	16,215	6,952,987	2,514	2,976,555
METROPOLITAN STATISTICAL AREAS																					
Aurora-Elgin, Il	1,418,124	2,066,289	2,240,661	101	171,273	36	286,994	146	450,057	99	405,241	164	172,682	178	109,104	126	102,817	431	226,147	57	114,671

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ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Bloomington-Normal, Il	598,960	804,599	831,810	44	53,447	15	111,279	77	147,873	41	161,151	73	72,510	87	46,997	57	44,135	195	91,894	21	34,330
Champaign-Urbana-Rantoul, Il	792,592	1,016,561	1,042,146	42	65,135	20	148,355	75	177,076	63	198,106	83	75,844	96	54,708	77	53,597	247	132,793	25	39,694
Chicago, Il	28,298,947	37,804,378	39,109,054	1,109	1,667,375	463	4,729,665	3,260	6,830,375	1,199	7,798,906	2,200	2,165,669	3,361	3,053,943	1,953	2,371,531	8,048	4,164,428	1,405	1,846,060
Davenport-Rock Island-Moline, Ia-Il	1,844,620	2,263,294	2,310,021	106	123,333	51	321,001	245	430,549	163	532,977	211	182,047	235	104,311	171	110,516	688	252,763	77	90,213
Decatur, Il	612,391	752,605	766,350	37	49,260	15	122,067	67	142,768	61	163,017	55	51,547	85	42,386	56	42,687	176	68,052	22	28,956
Joliet, Il	1,270,371	1,748,248	1,814,767	106	124,579	29	186,774	147	344,060	119	420,997	159	202,219	141	82,624	100	59,232	436	177,320	66	90,326
Kankakee, Il	418,618	507,280	515,763	33	34,316	10	61,669	44	107,715	46	124,137	41	27,919	48	25,177	32	24,368	153	55,675	21	23,102
Lake County, Il	2,296,138	3,386,388	3,552,588	124	190,727	39	307,151	199	541,221	151	1,209,448	210	219,268	282	193,762	184	188,146	628	296,453	79	146,675
Peoria, Il	1,641,258	1,870,549	1,927,009	98	98,457	45	239,488	200	402,192	137	484,365	191	134,644	170	84,605	143	96,677	562	182,414	69	59,671
Rockford, Il	1,273,799	1,659,866	1,705,801	77	103,667	35	234,642	152	336,795	93	378,920	145	122,896	172	76,429	105	102,800	428	169,537	47	53,334
St. Louis, Mo-Il	10,911,091	15,092,363	15,517,604	556	901,074	275	2,191,167	1,455	3,123,755	894	3,494,181	1,301	1,173,950	1,202	781,476	941	799,968	3,362	1,505,169	463	655,981
Springfield, Il	954,395	1,274,091	1,314,297	54	87,717	18	191,902	103	238,368	69	261,713	94	89,836	127	76,189	68	68,168	307	132,040	50	72,494
COUNTIES, Cities																					
ADAMS	341,778	393,332	396,952	20	16,062	12	67,669	42	75,856	35	103,977	24	12,062	61	24,768	41	19,632	135	34,673	12	14,821
Quincy	316,683	363,040	365,502	15	14,252	10	67,297	29	72,155	30	87,770	21	11,761	59	24,394	39	19,154	107	31,458	12	14,821
ALEXANDER	38,559	43,402	46,051	6	2,588	2	5,853	11	8,559	9	9,093	11	5,083	9	1,015	3	1,486	29	3,923	5	1,267
Cairo	27,383	30,202	31,142	3	292	2	4,938	7	7,227	6	4,980	6	3,039	9	1,015	2	814	18	2,869	4	842
BOND	47,991	54,418	54,927	9	4,598	4	1,838	9	10,831	8	15,073	15	8,607	8	2,525	5	1,004	19	5,069	4	1,742
BOONE	94,207	126,359	142,724	7	8,170	4	10,595	18	33,578	13	50,297	15	13,189	6	3,541	7	2,905	30	12,278	3	3,359
Belvidere	85,046	125,008	131,053	5	6,541	4	10,595	13	32,677	11	45,020	13	11,993	6	3541	7	2,905	24	10,274	3	3,359
BROWN	11,466	12,475	12,497	6	1,626	2	435	4	4,057	7	3,449	3	238	1	227	2	413	6	976	2	442
BUREAU	132,143	149,484	151,479	13	8,095	4	12,229	28	34,779	20	38,514	21	13,686	19	4,902	20	8,854	62	14,305	10	4,074
Spring Valley	25,237	33,042	35,643	1	162	1	791	6	7,589	3	12,235	3	2,630	3	201	5	1,390	7	1,195	3	1,653
CALHOUN	14,550	16,740	17,052	3	774	2	901	8	2,631	4	5,647	4	1,885	1	255	1	451	15	2,321	1	783
CARROLL	43,581	47,066	47,243	9	4,167	3	1,351	13	13,798	9	7,921	10	4,539	5	528	6	1,412	42	5,933	4	1,989
CASS	40,160	41,796	42,626	11	3,195	3	1,262	11	12,271	11	8,671	10	3,613	5	795	6	1,957	37	3,900	4	1,067
Beardstown	26,368	27,931	28,452	6	1,735	2	988	3	8,652	5	4,365	7	2,815	3	587	3	1,318	20	2,148	2	719
CHAMPAIGN	792,592	1,016,561	1,042,146	42	65,135	20	148,355	75	177,076	63	198,106	83	75,844	96	54,708	77	53,597	247	132,793	25	39,694
Champaign	411,284	538,656	553,393	14	37,125	9	93,917	35	91,984	18	75,228	31	34,470	69	41,775	42	28,361	120	76,443	11	25,947
Urbana	128,664	169,934	174,876	7	9,728	4	22,449	14	37,950	9	17,984	16	18,051	15	7,714	15	6,143	49	29,509	7	9,289
CHRISTIAN	136,699	166,370	169,856	24	14,610	10	17,227	23	42,871	22	39,642	25	11,400	22	8,240	11	5,699	56	10,593	14	5,959
Taylorville	89,141	107,813	109,547	9	8,703	4	11,845	9	21,971	14	30,309	9	7,540	14	5,396	7	3,981	27	6,907	8	3,646
CLARK	47,687	54,416	55,110	9	4,242	3	938	9	14,795	10	11,716	17	7,023	10	1,374	5	939	29	4,562	6	2,221
CLAY	45,981	48,580	48,612	11	3,490	6	2,274	14	12,025	10	12,130	10	3,376	9	1,628	9	1,976	17	2,738	5	2,346
Flora	35,498	39,064	40,252	7	2,938	3	1,920	7	9,254	6	10,063	4	2,022	8	1,573	7	1,839	9	2,157	4	2,199
CLINTON	102,365	126,475	129,562	21	23,246	5	4,414	28	25,330	15	32,342	21	7,658	14	3,688	16	8,232	74	11,955	7	2,176
COLES	229,612	292,059	299,170	20	12,565	18	37,312	32	59,938	30	65,148	30	20,878	35	15,544	24	15,869	99	34,597	12	15,557
Charleston	72,619	94,292	96,900	6	5,788	7	8,388	9	25,281	11	12,647	12	9,041	11	2,461	5	2,412	39	16,420	6	5,632
Mattoon	141,471	179,409	183,386	8	5,841	9	25,752	18	31,912	17	49,036	15	10,100	23	12,635	17	12,268	47	16,097	6	9,925
COOK	23,128,580	29,723,406	30,555,073	877	1,204,655	398	3,664,017	2,840	5,320,733	988	5,837,883	1,825	1,654,859	2,848	2,525,911	1,619	1,943,839	6,965	3,445,552	1,260	1,511,586
Chicago	10,320,751	11,604,753	11,668,380	341	390,450	206	1,320,714	1,539	2,322,256	413	1,475,896	741	558,463	1,369	969,285	718	748,450	3,808	1,579,923	776	692,718
CRAWFORD	82,315	87,542	87,560	10	8,431	8	7,875	10	21,605	8	20,491	14	6,479	12	3,384	6	2,264	22	5,307	5	3,790
Robinson	64,460	69,573	71,277	6	6,114	5	6,531	5	16,747	6	12,157	6	3,037	11	3,256	3	1,749	17	4,874	3	3,100
CUMBERLAND	23,157	23,940	23,760	4	2,543	2	161	4	4,368	6	7,074	9	3,669	4	597	1	1,374	9	2,614	2	116
DE KALB	275,797	351,213	360,117	29	27,678	10	23,402	38	68,975	31	91,969	38	25,023	45	20,686	26	19,478	117	41,051	11	12,030
De Kalb	153,042	181,190	183,265	13	16,842	4	5,190	18	46,593	9	34,761	17	11,149	23	8,141	13	11,659	57	24,407	5	7,935
DE WITT	62,662	73,138	74,917	8	6,616	4	2,186	9	16,180	12	27,216	10	5,506	13	2,987	4	1,501	25	5,513	5	1,562
Clinton	45,616	53,304	55,866	6	5,715	2	1,593	4	11,294	8	19,507	6	3,993	8	2,467	2	1,093	15	3,913	4	1,392
DOUGLAS	80,610	94,994	96,256	12	6,563	7	2,013	14	24,199	16	20,204	18	10,822	9	6,929	11	6,302	35	7,226	6	2,387
DU PAGE	4,597,678	7,291,225	7,733,350	175	394,142	52	1,000,013	347	1,130,881	155	1,750,643	307	453,158	448	497,210	288	395,161	885	644,552	120	291,487
Wheaton	174,554	255,055	266,742	11	19,764	1	1,023	17	52,553	7	99,859	13	14,738	27	15,600	10	14,957	39	13,720	10	19,061
EDGAR	75,881	87,985	89,818	9	8,591	5	5,609	13	19,688	14	23,482	13	6,233	18	4,777	5	2,562	32	7,764	7	3,802
Paris	57,029	65,044	67,715	5	4,275	5	5,609	10	16,648	10	14,880	10	5,395	16	3,828	4	1,845	23	5,654	6	2,935
EDWARDS	25,931	26,879	26,985	9	7,596	2	94	8	9,913	3	2,532	4	290	6	432	6	1,471	5	1,189		
EFFINGHAM	211,785	269,632	276,300	12	17,630	9	15,473	20	46,055	21	55,442	39	58,779	34	19,336	24	16,779	56	26,014	5	4,314
Effingham	174,310	230,669	237,326	9	15,760	8	14,065	12	41,204	16	49,446	23	47,110	30	18,306	16	12,578	31	21,519	5	4,314
FAYETTE	73,224	83,317	84,265	15	9,871	8	9,566	14	18,499	15	17,667	15	8,456	11	2,055	8	1,709	26	7,346	2	2,002
FORD	52,044	55,138	55,065	6	8,233	5	1,759	14	14,237	13	10,560	14	5,110	14	1,707	3	1,105	25	4,635	6	2,021
Paxton	16,802	17,737	18,048	1	980	3	754	5	6,148	5	2,903	5	1,306	7	927	1	264	6	1,767	3	776
FRANKLIN	160,827	207,576	220,411	21	12,730	10	19,559	34	49,942	28	46,318	25	17,187	37	10,575	16	9,045	57	17,771	14	9,332
Benton	67,693	86,851	93,237	7	4,478	3	12,356	9	18,285	9	24,667	10	7,428	11	2,696	5	3,249	20	7,476	5	3,382
West Frankfort	58,041	74,502	79,989	5	2,801	3	6,049	10	19,143	11	14,474	8	6,141	13	4,443	8	4,955	14	5,618	4	3,483
FULTON	136,796	135,891	134,547	19	10,227	9	8,119	28	35,830	22	29,030	23	9,149	25	8,262	14	6,317	75	11,563	9	6,186
Canton	82,848	84,222	83,278	7	2,717	2	7,228	11	19,510	10	19,671	10	7,094	19	7,663	9	3,724	28	6,609	6	4,502
GALLATIN	15,483	20,242	21,163	4	3,115	2	482	7	5,569	6	4,393	4	824	5	1,098	2	887	14	1,149	4	1,250
GREENE	39,589	44,048	44,295	9	4,930	6	1,121	11	13,310	11	11,993	8	2,927	7	780	5	1,091	28	3,164	6	1,777
GRUNDY	121,392	141,229	143,279	20	10,511	6	10,172	17	31,711	16	36,409	21	16,260	10	3,751	12	3,901	51	13,452	9	6,264
Morris	80,209	91,721	95,558	7	4,294	3	7,068	8	22,049	8	21,666	11	11,640	9	3,521	8	3,268	26	7,650	4	4,005
HAMILTON	24,523	26,249	26,349	3	1,601	6	1,887	5	5,788	5	6,944	8	2,162	1	285	3	719	7	1,161	2	1,791
HANCOCK	51,980	57,287	58,204	16	6,400	5	715	14	12,715	17	19,259	10	3,052	4	786	6	1,921	46	4,000	8	1,424
HARDIN	7,036	9,172	9,714	1	210	1	377	5	4,005	3	1,270	3	375	1	113	2	368	9	922	2	235
HENDERSON	15,255	16,364	16,414	6	1,014	1	307	6	2,821	5	3,756	6	3,134			3	662	23	3,016	1	
HENRY	180,634	202,764	204,131	26	13,394	11	9,455	27	41,784	27	50,526	31	19,038	35	11,998	20	10,701	77	20,977	12	9,787
Kewanee	73,829	87,695	88,743	6	3,383	4	7,305	10	18,803	11	17,239	10	8,001	20	7,424	12	7,068	29	7,306	4	6,039
IROQUOIS	102,205	111,614	112,293	18	8,594	7	8,553	18	25,251	23	24,459	20	14,165	16	3,600	12	5,725	61	9,310	5	2,810
Watseka	45,798	54,017	56,756	4	1,805	5	7,497	5	12,137	8	13,033	5	2,522	11	3,198	3	1,167	15	4,201	2	2,082
JACKSON	340,587	430,720	440,870	17	21,239	13	73,208	31	61,322	29	101,813	26	17,486	50	32,016	29	21,941	102	40,471	11	7,468
Carbondale	259,369	328,924	335,947	7	6,005	8	57,804	14	37,659	13	85,832	16	13,441	38	29,325	17	12,801	69	31,783	6	5,804
Murphysboro	52,727	60,647	61,200	3	3,831	4	11,568	8	16,873	9	10,682	8	3,039	11	2,382	7	2,575	16	5,199	5	1,664

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ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JASPER	42,031	45,499	45,623	8	8,474	6	1,893	8	8,848	6	13,981	6	4,095	5	802	3	1,202	11	1,308	2	375
JEFFERSON	136,329	232,073	237,129	20	14,321	9	36,244	22	43,681	21	47,158	27	27,467	23	11,312	24	12,436	47	22,595	9	5,825
Mount Vernon	171,700	217,470	222,489	11	10,533	6	33,191	18	43,130	19	46,053	23	26,967	23	11,312	19	9,666	36	21,058	9	5,825
JERSEY	56,803	72,547	74,417	3	5,939	4	7,644	11	15,501	11	21,910	9	2,727	4	2,726	6	3,072	35	7,404	5	2,089
JO DAVIESS	63,412	71,833	72,919	16	6,437	4	1,061	17	13,332	8	14,225	17	7,652	4	246	6	1,560	53	9,723	7	3,338
East Dubuque	NO DATA AVAILABLE FOR THIS CITY																				
JOHNSON	21,191	27,376	28,528	3	2,186	4	1,641	4	8,292	5	4,497	5	1,672	3	272	2	860	10	1,967	2	1,301
KANE	1,338,179	1,945,466	2,113,294	88	158,736	34	279,019	135	415,914	91	378,039	145	161,132	172	105,767	114	95,935	399	216,184	53	110,733
Aurora	549,910	649,559	656,499	26	33,652	15	180,680	51	69,522	31	127,484	44	30,303	99	54,192	44	37,903	124	55,909	16	18,334
Elgin	281,830	398,706	415,166	22	45,390	6	40,732	24	88,055	18	37,116	34	34,754	29	23,010	27	28,456	71	32,887	13	24,755
KANKAKEE	418,618	507,280	515,763	33	24,316	10	61,669	44	107,715	46	124,137	41	27,919	48	25,177	32	24,368	153	55,675	21	23,102
Kankakee	202,743	234,318	236,027	7	9,872	4	30,347	18	40,626	17	47,436	19	12,315	34	19,505	19	16,427	69	26,523	13	17,781
KENDALL	79,945	120,823	127,367	13	12,537	*	7,975	11	34,143	8	27,202	19	11,550	6	3,337	12	6,882	32	9,963	4	3,938
KNOX	286,446	347,361	353,027	26	16,397	10	48,963	33	71,017	29	78,698	43	26,630	47	19,671	36	19,271	108	33,722	12	14,047
Galesburg	244,340	301,201	306,636	17	14,222	9	47,981	23	60,611	18	63,407	30	19,686	42	18,987	33	18,337	77	30,080	10	13,753
LAKE	2,296,138	3,386,388	3,552,588	124	190,727	39	307,151	199	541,221	151	1,209,448	210	219,268	282	193,762	184	168,146	628	296,453	79	146,675
North Chicago	38,280	44,081	44,521	1	2,640			5	11,055	5	4,165	10	6,230	1	1,492			39	12,915	1	1,680
Waukegan	452,372	580,486	594,431	19	26,899	11	107,508	39	81,885	25	166,241	32	32,010	81	41,008	39	33,901	121	48,163	13	23,130
LA SALLE	533,470	652,986	666,170	38	44,826	26	75,321	80	134,316	61	158,988	86	54,586	90	34,637	67	32,509	237	59,580	27	21,823
La Salle	51,228	56,265	56,449	3	685	3	1,278	8	12,290	7	12,062	12	8,107	6	1,216	10	5,787	26	4,183	2	3,264
Ogelsby	10,864	13,877	14,881	2	2,195	2	772	2	3,010			2	774	3	763	3	1,297	9	1,071	2	676
Ottawa	156,182	196,327	200,375	8	12,368	6	17,372	15	37,662	16	70,146	15	14,871	24	9,254	17	6,446	54	14,749	8	8,393
Peru	127,324	179,105	186,093	3	9,473	5	42,197	17	34,243	11	30,140	15	14,938	29	14,259	12	9,559	34	15,154	4	4,040
Streator	97,208	103,538	103,233	6	5,027	5	11,900	15	22,146	14	25,541	20	8,900	18	6,997	9	3,780	38	8,556	6	3,876
LAWRENCE	54,922	66,488	67,884	8	8,548	5	2,806	9	22,713	7	8,276	8	5,800	9	2,364	5	2,893	25	4,112	3	2,947
Lawrenceville	32,876	39,792	42,097	3	1,904	3	1,548	6	13,897	5	5,418	5	5,180	8	1,917	3	1,595	16	2,807	2	1,803
LEE	98,990	117,735	119,777	17	8,989	3	4,924	23	14,608	18	41,496	16	8,534	9	6,502	10	4,884	61	12,104	6	5,353
Dixon	64,319	76,007	77,018	10	4,907	2	3,767	14	7,973	10	21,458	13	7,834	8	5,996	6	4,133	31	8,066	4	4,214
LIVINGSTON	145,077	178,626	182,427	19	10,107	10	17,601	21	39,026	28	49,830	23	10,385	23	8,741	20	8,932	61	15,121	8	4,415
Pontiac	64,027	88,851	92,234	5	4,113	4	13,553	6	17,647	8	20,422	8	5,545	14	7,060	9	4,856	23	7,765	2	1,939
LOGAN	119,188	130,567	130,859	18	10,955	7	12,704	21	26,150	15	33,174	24	12,143	12	4,497	12	6,114	54	14,029	5	3,415
Lincoln	95,137	101,796	101,495	7	4,881	6	10,564	13	21,923	11	27,513	14	7,044	11	4,050	11	5,707	38	12,658	5	3,415
MCDONOUGH	152,761	179,041	181,215	24	14,463	6	16,382	17	38,656	14	30,775	20	10,612	31	13,113	17	8,321	55	21,388	8	7,957
Macomb	124,705	143,293	144,196	9	5,277	5	15,058	9	31,556	6	26,358	14	9,696	26	11,728	14	7,455	39	19,507	7	6,835
MCHENRY	572,689	789,747	820,631	57	68,578	13	65,635	73	178,761	56	210,380	68	57,652	65	30,822	46	32,531	198	74,324	25	42,987
Crystal Lake	163,076	230,902	240,226	12	22,648	5	40,679	20	72,280	4	16,041	15	16,827	26	16,116	17	10,943	43	19,206	4	10,620
MCLEAN	598,960	804,599	831,810	44	53,447	15	111,279	77	147,873	41	161,151	73	72,510	87	46,997	57	44,135	195	91,894	21	34,330
Bloomington	416,778	543,325	557,859	23	33,218	9	82,488	36	73,737	26	148,272	37	37,738	51	31,037	38	33,748	115	56,453	11	21,150
Normal	115,735	184,662	195,974	5	7,407	4	26,501	15	53,181	2	2,483	13	20,424	32	14,923	13	8,605	37	27,142	8	12,561
MACON	612,391	752,605	766,350	37	49,260	15	122,067	67	142,768	61	163,017	55	51,547	85	42,386	56	42,687	176	68,052	22	28,956
Decatur	503,298	599,823	607,258	24	32,875	12	83,845	49	114,245	51	143,790	39	41,340	61	30,693	42	37,872	145	55,944	20	27,117
MACOUPIN	151,945	189,683	194,737	23	23,012	14	11,885	37	45,273	26	50,676	33	14,923	25	5,120	13	8,548	80	12,624	16	8,862
MADISON	1,098,254	1,438,822	1,481,969	64	98,607	47	216,677	171	328,308	122	354,272	156	107,607	132	53,832	92	59,849	384	137,488	46	40,480
Alton	247,110	306,934	312,923	5	18,672	12	80,935	26	40,493	25	70,515	22	10,698	51	17,447	23	17,441	72	28,708	9	7,022
East Alton	49,553	67,394	69,906	1	2,644	5	19,966	10	15,946	5	7,976	8	3,990	7	2,367	5	3,773	17	6,506	2	4,075
Edwardsville	79,338	106,023	109,193	8	8,709	5	11,953	14	22,742	9	27,335	9	6,448	13	5,958	9	4,890	31	12,409	2	3,590
Wood River	93,335	119,890	122,850	4	3,144	1	9,292	16	30,873	9	47,679	8	6,858	8	3,961	7	5,903	31	8,396	2	2,141
MARION	214,029	231,933	234,789	16	13,229	11	26,968	35	54,222	28	55,229	33	16,710	41	12,359	29	10,835	87	18,331	11	7,430
Central City	57,249	60,623	61,747		2,524		8,072		16,761		22,974		5,144		832		1,506		2,151		8
Centralia	132,195	145,364	145,440	9	9,587	6	18,266	16	33,713	16	31,257	15	9,096	33	10,771	19	7,662	48	11,657	7	4,692
MARSHALL	29,703	30,321	30,217	7	4,036	4	1,436	8	8,706	4	4,541	12	2,911	4	480	5	452	18	3,342	3	1,687
MASON	58,552	60,729	60,346	11	3,997	5	4,637	13	14,272	15	13,617	11	6,701	8	997	8	2,196	37	5,802	5	1,880
MASSAC	41,041	47,338	48,164	11	5,240	4	1,901	9	10,312	9	12,939	8	3,377	13	1,549	4	947	19	3,000	4	2,807
MENARD	23,103	25,885	26,105	4	1,582	1	1,197	5	5,383	6	6,340	9	3,133	2	2,392			11	1,957	2	2,487
MERCER	37,865	38,463	38,329	9	3,071	1	1,308	9	11,190	7	6,803	11	4,396	7	1,602	6	1,823	29	3,571	3	1,593
MONROE	57,721	82,706	86,360	9	9,342	2	16,814	16	23,449	12	20,129	7	3,602	5	1,522	6	2,172	32	8,579	4	2,426
MONTGOMERY	124,571	126,816	125,825	20	9,005	10	13,130	29	30,000	26	28,301	32	11,484	31	5,551	12	4,284	52	9,472	10	4,656
Litchfield	61,197	63,260	63,947	8	3,004	2	8,829	7	15,193	12	10,744	14	6,180	14	2,463	7	2,514	11	3,876	5	1,952
MORGAN	176,053	196,169	196,841	22	13,105	8	26,834	20	41,321	22	46,136	21	12,917	24	10,040	20	8,328	53	16,715	7	8,089
Jacksonville	153,585	173,101	173,685	15	11,395	6	25,963	9	32,594	15	41,282	15	12,317	23	9,917	16	7,126	39	14,327	7	8,089
MOULTRIE	38,890	41,760	41,838	10	5,091	5	1,175	8	7,774	8	11,378	6	2,675	7	1,989	4	721	23	3,533	4	2,608
OGLE	129,025	143,473	144,480	21	10,719	8	2,976	25	35,573	17	41,899	30	13,195	20	4,896	9	1,992	77	13,044	10	5,498
PEORIA	980,027	1,018,450	1,009,901	52	53,494	28	172,531	115	181,141	58	196,004	95	68,037	109	47,491	91	62,539	328	105,646	39	31,665
Peoria	752,488	771,024	762,517	32	38,044	23	170,796	66	110,003	41	138,952	49	36,350	91	40,515	82	59,682	223	78,634	24	21,611
PERRY	78,447	94,016	97,049	9	7,853	9	10,907	21	24,149	13	17,077	15	6,890	13	3,599	9	3,908	31	7,613	7	5,417
Du Quoin	51,806	61,110	64,211	3	3,829	4	7,820	11	16,305	7	11,567	7	4,157	7	1,873	5	2,618	18	4,905	5	4,639
Pinckneyville	18,227	20,736	21,572	4	2,225	4	2,081	6	7,524	3	2,243	7	2,031	3	702	2	526	8	1,747	2	671
PIATT	43,622	48,171	48,619	10	3,241	2	1,273	9	10,762	7	18,607	10	3,941	4	338	4	1,797	19	2,691	4	2,278
PIKE	49,916	64,645	67,155	10	8,765	5	3,125	16	14,551	9	13,070	17	7,655	10	2,634	5	1,279	36	6,190	3	1,175
POPE	4,476	6,234	6,621			1	453	4	1,954	2	2,338	1	102			1	316	3	621	1	109
PULASKI	12,148	12,555	12,643	3	673	1	555	9	4,619	4	2,395	5	1,361	3	77	2	218	6	580	4	576
PUTNAM	13,367	13,423	13,401	4	985			4	3,661	3	3,364	2	1,278					11	834	1	575
RANDOLPH	123,832	132,836	134,828	17	9,338	12	16,006	34	33,902	26	34,678	29	8,057	20	2,113	17	6,654	50	9,737	9	3,045
RICHLAND	20,214	97,036	97,030	9	9,923	5	14,044	10	15,398	15	21,565	13	8,515	12	4,163	11	4,613	23	6,402	6	3,584
Olney	82,042	88,262	88,095	8	8,955	5	14,044	6	14,412	12	17,769	13	8,515	12	4,163	10	4,246	21	5,915	6	3,584
ROCK ISLAND	814,979	950,496	959,688	39	42,399	20	143,427	109	173,997	83	239,318	82	54,949	96	45,054	63	33,122	317	109,204	31	42,238
East Moline	119,891	130,033	129,628	5	2,115	2	4,807	5	30,541	12	54,502	8	5,919	12	6,017	10	3,149	44	13,538	5	4,707
Moline	359,564	451,387	460,613	12	14,584	10	107,859	36	61,611	28	90,810	33	22,446	52	27,004	39	23,808	126	58,231	8	16,440
Rock Island	151,364	157,800	156,570	8	8,415	4	11,876	22	25,664	23	40,109	17	12,345	16	5,202	9	3,474	79	20,466	11	8,811
ST. CLAIR	1,055,553	1,473,092	1,532,499	55	73,191	29	298,103	146	285,033	109	309,468	120	109,437	143	91,076	75	71,159	366	146,741	47	35,797
Belleville	306,584	388,386	396,933	14	19,838	7	22,415	38	83,125	46	147,794	20	16,090	33	13,256	30	20,270	95	34,473	18	14,942
SALINE	137,974	177,955	184,466	11	10,496	8	23,043	25	44,900	2	36,574	15	15,272	24	6,259	14	9,754	42	14,415	15	10,523
Eldorado	29,142	47,476	53,597	2	1,741	3	7,700	7	10,511	7	14,174	3	3,523	5	1,193	4	2,698	13	3,064	4	2,857
Harrisburg	82,590	90,262	90,268	5	4,141	5	13,548	13	22,864	12	14,199	7	6,509	16	3,919	6	3,164	23	9,402	10	6,135
SANGAMON	931,292	1,248,206	1,288,192	50	86,135	17	190,705	98	232,985	63	255,373	85	86,703	125	73,797	68	68,168	296	130,083	48	70,007
Springfield	785,747	1,068,244	1,103,682	28	59,866	14	189,856	71	181,227	44	241,475	52	54,797	117	71,941	55	60,957	204	100,545	41	68,444
SCHUYLER	23,310	25,177	25,238	5	2,271	1	1,528	5	6,844	5	5,090	9	1,644	5	1,762	3	1,248	14	2,791	2	438

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Merch.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCOTT	11,304	11,474	11,398	3	534	1	675	4	2,352	2	5,739	1	358	3	183			9	887	1	149
SHELBY	57,619	60,439	60,468	9	3,189	5	1,702	20	16,035	15	15,842	19	4,417	9	1,297	6	4,239	34	3,937	8	2,173
Shelbyville	36,879	40,355	41,513	2	1,999	5	1,702	9	10,532	8	9,897	6	2,437	6	1,089	3	3,223	15	2,397	7	2,042
STARK	12,005	12,678	12,742	5	1,440			6	3,031	5	5,281	1	134	1	52	1	131	8	700	2	211
STEPHENSON	192,425	247,216	254,141	19	16,536	9	28,000	30	51,541	30	74,966	21	12,660	23	9,817	14	11,294	73	21,611	6	12,284
Freeport	169,294	223,079	229,843	12	12,242	8	27,087	23	48,922	19	66,908	15	11,572	22	9,691	13	11,060	50	18,457	5	11,680
TAZEWELL	560,939	727,503	789,845	31	35,581	14	65,454	69	198,364	63	232,807	76	56,293	51	34,981	42	29,250	193	67,777	24	25,868
Pekin	230,914	272,108	260,204	7	7,448	5	39,509	22	58,541	23	65,774	27	16,835	29	13,322	18	15,073	55	18,390	8	7,697
UNION	53,521	64,962	66,312	10	4,685	3	3,952	13	18,347	8	14,391	10	2,712	10	1,601	8	3,126	24	6,044	6	2,477
VERMILION	375,973	447,280	453,716	33	29,589	15	57,032	52	101,483	46	87,036	52	39,363	41	26,831	34	20,460	137	42,404	25	19,218
Danville	273,495	329,712	334,584	18	23,491	8	51,376	27	56,413	30	73,802	27	23,652	31	25,034	25	13,821	80	31,623	17	15,201
WABASH	68,514	80,041	82,127	5	2,821	4	9,309	11	18,545	10	21,334	11	4,917	12	2,685	5	2,100	17	6,550	3	1,626
Mount Carmel	67,488	77,693	81,095	4	2,800	4	9,309	9	18,421	10	21,334	10	4,900	12	2,685	5	2,100	17	6,550	3	1,626
WARREN	71,728	78,061	78,250	15	4,425	4	5,621	12	16,332	13	23,560	15	8,070	14	2,979	8	2,169	31	7,994	5	2,728
Monmouth	60,289	65,714	65,799	8	3,122	3	4,540	7	15,186	10	19,375	10	6,893	12	2,656	7	1,959	25	6,047	4	2,680
WASHINGTON	36,416	49,534	51,803	12	7,478	3	2,007	12	9,112	9	18,467	4	2,147	5	946	5	1,533	22	4,259	3	1,590
Nemas	NO DATA AVAILABLE FOR THIS CITY																				
WAYNE	83,376	90,809	91,338	12	25,983	4	5,055	15	15,769	12	20,466	10	2,616	10	3,816	7	2,310	14	3,900	4	1,780
WHITE	73,840	83,722	85,517	9	6,420	6	4,634	16	14,170	12	31,232	12	4,841	14	2,194	8	2,680	21	5,005	5	1,865
Carmi	61,688	71,395	74,630	4	3,294	3	4,000	8	11,527	11	30,519	7	3,476	12	2,108	5	2,134	14	4,120	4	1,763
WHITESIDE	255,847	289,180	290,781	28	27,601	11	32,516	32	49,743	31	71,932	37	22,495	30	12,502	33	15,220	97	23,892	14	14,007
Rock Falls	44,607	47,728	47,623	4	2,165	1	590	8	12,878	9	9,839	12	6,949	1	237	5	2,305	21	5,394	2	2,504
Sterling	147,543	168,883	169,861	11	8,597	6	30,668	9	23,386	11	47,515	11	8,480	20	11,369	17	9,394	40	12,059	7	9,623
WILL	1,148,979	1,607,019	1,671,488	86	114,068	23	176,602	130	312,349	103	384,588	138	85,959	131	76,873	88	55,331	385	163,868	57	84,062
Joliet	536,169	728,423	753,194	29	35,391	11	129,381	47	124,679	36	194,077	50	43,677	84	45,475	49	31,215	152	65,701	21	34,701
WILLIAMSON	242,236	302,786	309,601	28	34,500	8	19,411	41	66,815	22	83,331	30	24,302	40	10,488	25	14,017	80	25,370	14	11,450
Herrin	54,028	71,991	77,978	4	3,693	3	1,696	12	21,960	9	20,541	4	4,483	12	3,934	6	4,467	17	5,681	4	3,440
Marion	142,019	169,330	171,327	15	17,622	4	17,225	16	32,824	8	49,197	18	15,420	21	5,764	10	5,647	35	14,938	5	4,557
WINNEBAGO	1,179,592	1,523,507	1,563,077	70	95,497	31	224,047	134	303,217	80	328,523	130	109,707	166	72,888	98	99,895	398	157,259	44	49,975
Rockford	827,136	1,064,411	1,090,923	33	49,482	21	157,373	81	219,289	52	269,391	86	67,590	86	36,975	71	80,888	246	96,727	32	37,654
Rockton	NO DATA AVAILABLE FOR THIS CITY																				
South Beloit	18,136	22,606	24,096	2	1,938			3	4,817	2	1,267	4	2,447			2	2,352	18	4,999		
WOODFORD	100,292	124,596	127,263	15	9,382	3	1,503	16	22,687	16	55,554	20	10,314	10	2,133	10	4,888	41	8,991	6	2,138

INDIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Merch.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	23,723,731	30,492,690	31,463,009	1,762	1,935,689	860	3,638,819	3,116	6,201,182	2,282	7,182,708	3,167	2,552,275	2,898	1,434,331	2,165	1,496,886	7,720	3,094,718	1,212	1,358,977
METROPOLITAN STATISTICAL AREAS																					
Anderson, In	574,610	881,608	934,162	43	44,972	19	113,091	71	208,611	53	213,608	86	79,675	61	44,698	65	43,158	202	83,759	30	42,336
Bloomington, In	435,496	576,225	596,207	27	34,191	14	75,616	57	116,669	38	117,471	46	40,283	78	37,405	53	30,652	129	68,664	18	22,241
Cincinnati, Oh-Ky-In	6,506,565	9,154,610	9,477,864	339	448,329	152	1,487,298	1,202	1,963,176	387	1,901,146	742	716,556	656	399,830	472	498,878	2,063	1,046,994	303	360,866
Elkhart-Goshen, In	761,445	1,114,497	1,171,652	56	65,199	29	96,949	97	245,554	82	422,100	80	63,735	79	42,724	52	29,519	216	99,959	26	41,835
Evansville, In-Ky	1,393,147	1,712,881	1,742,158	90	125,895	47	235,761	188	345,855	120	362,634	161	108,671	172	110,112	123	101,729	427	168,692	65	57,664
Fort Wayne, In	1,603,351	2,207,907	2,297,931	95	129,704	46	299,467	148	434,150	131	501,003	169	170,491	227	113,896	158	135,378	538	249,761	81	90,064
Gary-Hammond, In	2,747,635	3,032,713	3,051,851	141	146,705	67	365,593	297	658,470	215	603,722	333	271,694	306	147,857	182	140,516	862	331,417	146	156,692
Indianapolis, In	5,834,963	7,596,656	7,837,642	283	418,630	134	957,093	637	1,331,559	398	1,872,873	652	660,690	645	359,420	468	392,385	1,342	808,248	257	327,663
Kokomo, In	490,866	821,037	881,497	34	55,058	17	106,092	70	160,882	46	225,853	70	73,887	66	46,891	45	34,788	163	87,736	22	37,821
Lafayette-West Lafayette, In	592,064	716,457	729,952	33	48,064	14	112,313	60	122,466	45	168,350	51	48,651	66	30,139	44	34,933	168	80,931	24	31,381
Louisville, Ky-In	4,271,270	5,513,275	6,271,318	253	359,538	143	868,072	755	1,303,254	348	1,409,647	477	468,559	453	312,021	319	244,811	1,191	670,094	232	250,535
Muncie, In	571,499	768,643	797,378	41	53,939	15	94,815	74	147,170	56	160,301	76	83,982	67	31,265	64	49,980	192	84,579	29	37,174
South Bend-Mishawaka, In	1,151,353	1,564,386	1,624,200	63	69,108	33	231,996	151	293,708	83	366,218	140	102,803	141	75,204	128	73,389	392	167,682	55	67,610
Terre Haute, In	775,792	864,558	870,255	46	58,725	21	111,820	64	146,690	59	180,537	80	61,331	64	48,339	67	33,446	219	76,211	25	27,012
COUNTIES, Cities																					
ADAMS	105,914	138,021	146,498	15	12,451	6	7,698	18	28,724	19	38,181	17	9,257	19	4,134	19	6,853	37	14,924	5	5,962
Decatur	67,520	85,275	91,193	9	7,490	3	5,166	7	19,544	10	18,963	10	6,927	11	2,979	8	2,488	26	11,932	3	4,372
ALLEN	1,413,676	1,941,122	2,018,570	73	105,560	34	283,519	112	337,805	98	431,903	138	148,384	200	107,385	134	127,841	451	224,069	68	75,867
Fort Wayne	1,142,086	1,525,095	1,577,084	42	55,040	28	256,125	86	262,068	69	349,849	99	93,965	74	95,168	107	108,027	373	179,179	54	61,407
BARTHOLOMEW	293,045	430,150	452,562	21	27,307	12	63,097	29	84,391	27	85,118	43	52,028	37	21,653	39	25,757	82	44,977	13	17,226
Columbus	257,762	373,819	392,220	17	24,716	9	60,822	19	71,468	26	80,271	30	28,894	37	21,469	36	23,575	75	39,917	12	15,371
BENTON	25,253	27,525	27,853	7	2,146			5	6,907	6	5,873	13	3,755		331	2	425	14	1,585	4	1,530
BLACKFORD	44,211	45,435	45,430	9	4,384	4	4,171	15	12,236	8	11,053	13	2,619	7	1,240	5	1,657	24	3,266	3	2,415
Hartford City	36,107	36,955	37,237	6	3,383	3	3,456	11	9,999	5	9,371	11	2,344	6	1,121	3	1,204	15	2,332	2	1,863
BOONE	147,818	192,916	199,291	12	14,106	2	8,203	20	37,928	20	36,618	30	42,261	23	9,527	19	7,934	54	20,588	10	9,046
Lebanon	71,817	93,464	96,416	5	7,185	2	8,203	7	20,347	13	17,885	14	13,279	12	5,013	9	4,277	30	10,154	4	3,483
BROWN	17,167	22,465	23,840	2	1,573	2		13	2,719	2	2,822	4	1,532	3	404	3	701	15	5,577	3	1,582
CARROLL	45,937	54,226	55,267	10	5,484	6	2,886	9	9,289	9	18,776	9	4,200	8	758	3	1,303	30	4,198	5	2,616
CASS	157,041	179,225	181,269	18	11,461	7	21,118	34	34,548	21	42,492	24	12,930	24	7,285	21	10,333	73	16,826	10	9,651
Logansport	137,996	157,069	158,617	13	9,838	5	20,713	19	29,584	14	31,978	15	10,930	24	7,285	20	10,303	60	15,276	8	9,603
CLARK	457,803	594,185	611,851	31	47,894	15	112,869	66	101,731	42	130,642	64	61,236	48	33,612	21	17,461	113	51,550	18	18,558
Jeffersonville	139,193	176,145	180,751	9	10,303	4	8,795	22	32,834	19	53,747	21	16,756	14	10,834	4	3,265	49	18,924	10	9,281

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INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLAY	86,239	101,123	102,852	9	5,366	3	6,840	13	17,931	14	29,618	18	15,893	8	2,917	8	2,316	29	7,671	6	5,538
Brazil	56,341	64,689	67,471	8	5,050	3	6,840	6	16,056	8	8,991	11	8,053	5	2,340	4	1,982	21	5,867	5	5,049
CLINTON	98,326	104,853	105,117	10	4,408	3	5,381	22	25,930	16	25,181	14	7,409	21	5,172	12	4,916	52	10,256	8	5,951
Frankfort	82,198	88,033	88,135	4	3,798	3	5,381	10	21,747	14	22,306	11	5,965	21	5,172	10	4,170	29	7,614	5	4,690
CRAWFORD	17,171	26,488	29,137	1	1,343	6	3,236	8	9,113	2	1,672	6	4,784	3	209	1	375	11	2,116		
DAVIESS	103,956	115,265	116,444	18	14,936	7	14,396	17	24,913	15	20,541	19	10,992	20	5,788	15	3,143	40	8,610	9	5,204
Washington	76,618	81,700	81,633	9	3,977	5	10,239	11	20,992	10	15,122	10	7,701	16	4,490	15	3,143	28	7,652	8	4,548
DEARBORN	102,376	130,594	134,847	12	6,956	7	11,792	21	33,309	15	27,668	23	11,500	11	2,718	12	5,567	41	11,739	7	9,955
DECATUR	81,169	96,471	98,277	12	5,458	5	8,820	12	21,909	11	22,752	21	14,192	13	3,159	9	3,003	32	8,364	3	3,998
Greensburg	65,374	80,048	81,655	8	4,362	5	8,820	9	19,978	10	19,738	14	9,240	11	2,562	9	3,003	19	7,090	2	2,582
DE KALB	104,219	148,646	155,662	14	13,887	6	11,391	20	41,554	17	38,102	20	10,885	16	5,139	13	4,509	49	15,317	7	6,887
Auburn	61,710	85,430	93,336	7	5,842	4	9,826	7	20,720	6	18,820	8	8,237	10	4,292	8	2,091	24	10,792	4	5,511
DELAWARE	571,499	768,643	797,378	41	53,939	15	94,815	74	147,170	56	160,301	76	83,982	67	31,265	64	49,980	192	84,579	29	37,174
Muncie	489,982	643,850	664,245	30	45,050	13	81,579	61	126,719	42	129,116	60	71,753	64	30,888	55	37,930	161	72,848	25	30,763
DUBOIS	177,612	274,982	292,161	16	14,565	7	15,517	25	46,045	14	110,291	29	19,757	28	11,689	23	14,501	67	24,649	9	7,681
Jasper	116,428	182,477	193,602	7	4,570	2	6,726	8	22,631	11	98,461	11	7,165	17	8,925	15	11,561	36	14,870	3	4,139
ELKHART	761,445	1,114,497	1,171,652	56	65,199	29	96,949	97	245,554	82	422,100	80	63,735	79	42,724	52	29,519	216	99,959	26	41,835
Elkhart	469,698	700,071	737,264	25	36,677	15	77,826	47	167,745	47	264,842	48	42,071	39	18,722	27	11,870	130	64,387	15	20,023
Goshen	132,798	196,211	206,972	12	10,780	6	6,890	19	38,254	18	78,199	13	13,885	14	13,048	13	6,793	35	16,253	5	9,039
FAYETTE	102,255	147,381	154,861	6	4,437	7	14,659	10	36,192	13	32,662	16	11,785	11	5,307	10	4,175	31	14,968	7	12,332
Connersville	98,681	140,997	147,574	6	4,437	6	12,719	9	33,208	13	32,662	16	11,785	11	5,307	10	4,175	30	14,505	7	12,332
FLOYD	207,065	231,912	233,986	20	9,119	5	16,287	45	58,395	17	35,767	32	18,269	18	17,214	23	19,220	80	29,777	15	13,034
New Albany	186,676	208,421	209,871	15	8,100	5	16,287	38	49,393	17	35,767	25	16,219	15	15,100	18	17,515	70	27,395	12	10,106
FOUNTAIN	68,719	72,427	72,706	12	5,334	7	2,463	12	17,043	16	24,855	16	2,868	10	1,149	7	1,354	36	7,981	6	3,733
FRANKLIN	33,946	47,434	49,781	5	5,242	2	1,627	13	19,268	10	7,478	8	4,265	2	273	2	1,025	16	4,459	2	1,566
FULTON	64,031	84,402	87,459	10	3,930	5	6,541	12	20,518	13	22,027	18	7,433	12	2,243	4	1,528	37	11,017	6	6,074
Rochester	49,828	64,073	66,821	4	1,242	4	6,193	6	17,789	9	14,334	14	6,479	10	2,142	2	1,326	24	9,466	4	5,536
GIBSON	131,876	149,835	151,537	18	14,897	10	13,901	28	34,868	20	37,193	19	8,220	18	5,863	12	4,077	42	12,282	9	7,421
Princeton	79,681	93,466	98,061	9	6,617	7	13,620	12	16,228	11	31,918	9	3,005	13	5,423	5	2,638	19	6,207	4	3,346
GRANT	316,652	503,264	536,493	33	36,776	11	63,855	52	105,383	40	119,973	48	41,196	44	32,476	35	25,350	139	54,283	21	25,516
Marion	265,714	429,421	458,524	21	31,825	8	58,949	31	84,764	35	118,208	28	27,209	38	30,818	28	20,105	99	43,647	16	20,590
GREENE	89,997	105,187	107,416	19	12,020	9	8,859	18	31,792	17	19,419	21	6,450	19	4,060	10	2,857	47	7,254	8	5,231
Bloomfield	17,438	20,593	21,644	2	2,235	1	389	4	8,216	2	3,284	3	1,049	6	1,234	2	713	8	777	3	1,394
Linton	39,046	47,217	49,941	6	3,321	4	7,554	6	11,980	6	7,756	7	3,168	10	2,490	4	1,135	16	3,466	2	2,098
HAMILTON	288,640	463,079	494,546	23	32,952	8	25,938	37	112,477	20	119,823	45	44,961	35	13,773	37	32,123	86	50,628	21	23,483
Noblesville	94,519	145,834	154,647	6	6,303	3	14,205	12	41,330	10	38,455	15	11,482	13	4,795	5	5,534	32	13,564	9	10,095
HANCOCK	153,022	248,438	265,954	12	11,648	7	16,673	23	50,639	11	77,028	37	40,032	14	6,308	14	6,787	40	24,726	10	13,253
Greenfield	108,790	182,581	195,910	8	10,101	6	14,735	10	41,593	5	63,479	17	25,843	6	2,939	6	4,088	22	13,938	6	9,842
HARRISON	69,610	83,175	85,275	8	6,989	8	5,908	13	24,177	12	14,107	14	6,173	5	1,498	7	4,771	30	7,131	3	3,260
HENDRICKS	194,139	212,982	214,426	16	11,202	9	8,140	25	64,648	21	42,640	30	24,555	17	4,581	22	7,554	66	21,437	11	10,792
HENRY	178,909	207,649	210,843	16	11,462	9	13,570	32	63,903	34	37,202	34	20,929	27	7,930	16	9,295	70	18,692	9	9,875
New Castle	119,842	140,461	142,569	8	4,810	5	12,494	16	39,703	20	29,576	19	10,931	22	7,307	13	8,318	43	13,275	6	7,367
HOWARD	439,575	739,650	794,661	26	48,051	14	103,001	61	138,977	39	200,920	52	63,959	58	43,934	40	33,301	142	80,515	19	36,448
Kokomo	404,032	683,737	734,932	24	42,044	12	98,119	53	130,779	35	195,353	40	50,945	55	40,281	35	29,618	129	76,916	17	30,905
HUNTINGTON	117,764	167,416	175,480	16	9,440	5	15,598	23	39,520	15	37,803	23	21,212	12	6,044	9	6,160	45	15,089	8	8,482
Huntington	83,001	114,644	119,472	9	5,713	4	13,885	13	30,627	9	23,387	14	6,883	10	5,433	7	5,333	33	10,987	7	7,841
JACKSON	157,763	225,996	237,123	21	25,449	8	14,519	24	52,846	19	50,077	31	28,503	16	12,855	16	6,660	49	22,254	9	10,495
Seymour	124,484	178,782	187,082	15	20,922	6	13,406	15	38,832	15	41,129	16	22,389	14	12,361	10	4,063	32	15,983	6	9,422
JASPER	102,580	118,733	120,695	13	9,514	6	9,328	18	24,055	19	26,301	23	15,709	16	4,771	7	1,960	32	10,129	9	7,785
Rensselaer	40,679	48,685	51,354	2	1,229	3	3,924	8	11,945	7	13,003	5	2,871	8	2,971	3	706	14	4,846	4	4,290
JAY	69,364	93,947	98,046	8	4,712	6	4,426	14	28,217	13	20,114	11	9,384	12	2,190	9	4,865	34	8,551	4	4,535
Portland	48,657	66,808	72,858	4	2,937	3	2,758	8	20,409	10	13,778	5	7,081	9	1,777	6	3,645	18	6,235	3	3,681
JEFFERSON	121,599	128,188	128,007	17	13,353	11	14,242	22	30,588	14	24,743	15	6,097	18	4,556	17	7,276	31	10,253	10	5,461
Madison	109,645	115,107	114,743	13	10,597	9	13,855	16	26,409	14	24,743	12	5,520	18	4,556	17	7,276	29	9,643	9	4,970
JENNINGS	53,168	75,575	79,312	8	6,549	3	3,152	10	23,472	10	12,954	10	9,363	5	902	5	1,479	18	7,281	4	4,181
JOHNSON	366,426	494,445	513,131	20	13,383	14	127,569	38	65,332	26	85,929	38	45,479	65	45,956	36	23,030	96	40,209	16	18,215
Edinburg	9,442	13,984	15,498	1	693	2	1,710	3	4,554	1	1,814	4	1,857			3	742	8	912	2	1,343
Franklin	62,452	83,519	86,537	3	1,640	2	5,412	7	23,935	9	22,466	10	8,915	9	3,875	6	1,782	23	8,360	5	6,138
KNOX	187,501	213,800	216,236	21	19,961	13	24,124	29	40,185	20	46,004	36	15,003	38	12,721	28	12,208	73	18,776	15	11,659
Bicknell	11,899	16,452	17,969	1	478	2	530	2	2,292	3	3,792	4	1,334	3	333	2	3,305	9	900	2	2,420
Vincennes	155,466	173,760	174,815	17	17,809	8	22,632	21	29,867	15	38,852	20	10,929	35	12,388	26	8,444	55	16,745	11	6,194
KOSCIUSKO	222,673	296,425	307,900	26	29,400	15	24,323	31	61,223	34	76,274	36	20,111	27	13,757	29	12,485	87	27,674	12	14,089
Warsaw	126,727	173,817	180,907	6	7,508	9	22,487	12	41,518	12	33,997	15	11,876	18	11,597	21	11,108	34	17,490	6	8,335
LAGRANGE	70,917	92,668	96,603	19	19,071	5	3,564	16	22,744	8	12,400	11	6,897	6	983	5	1,670	37	13,148	5	3,211
LAKE	2,333,445	2,502,718	2,506,817	115	126,808	52	320,354	252	529,615	175	496,478	269	216,299	260	131,453	148	118,226	707	262,165	113	111,841
East Chicago	94,520	97,780	98,269	8	8,988	4	8,388	18	18,147	6	16,345	15	7,409	12	3,263	6	4,239	53	14,176	11	8,713
Gary	371,236	362,353	357,926	28	17,696	8	28,071	54	89,037	32	72,338	63	38,600	38	13,315	27	12,456	142	32,982	25	23,100
Hammond	401,874	421,028	420,280	16	15,312	7	39,867	51	81,515	30	70,267	54	37,309	47	31,773	27	18,437	139	55,137	14	13,860
LA PORTE	442,833	536,630	547,612	30	32,976	15	69,723	58	114,938	45	114,309	64	52,395	67	27,678	42	24,916	163	51,376	18	27,345
La Porte	147,340	184,126	188,781	10	9,451	5	14,377	13	39,765	19	47,344	19	15,819	22	12,808	17	11,394	53	15,961	9	9,646
Michigan City	255,586	306,357	311,840	13	15,872	10	55,346	33	65,949	22	63,400	29	22,681	45	14,870	23	12,589	80	27,890	9	17,699
LAWRENCE	149,673	203,499	212,041	14	12,715	11	27,806	26	48,034	21	45,372	26	16,425	25	7,144	18	9,987	43	17,161	11	10,337
Bedford	107,035	143,694	149,037	7	5,981	8	24,846	13	37,236	14	17,956	17	11,340	23	6,919	16	9,944	30	13,513	8	9,440
MADISON	574,610	881,608	934,162	43	44,972	19	113,091	71	208,611	53	213,608	86	79,675	61	44,698	65	43,158	202	83,759	30	42,336
Anderson	409,083	607,428	639,445	25	28,342	9	69,035	41	149,132	34	157,106	44	39,277	41	32,540	46	34,058	129	63,036	18	25,070
Elwood	68,409	77,723	83,012	3	2,434	3	9,144	7	23,356	7	14,524	10	8,523	10	5,150	6	3,017	19	6,105	4	6,698
MARION	4,385,269	5,624,153	5,782,268	175	291,035	81	743,153	444	929,353	261	1,442,438	421	415,784	452	263,360	306	297,361	1,114	619,618	171	235,160
Indianapolis	4,138,613	5,323,736	5,475,792	161	256,296	77	721,653	411	870,967	246	1,375,801	384	379,723	435	251,304	289	285,123	1,030	581,608	159	223,572
MARSHALL	145,137	177,118	181,136	26	21,434	6	7,068	18	37,437	24	44,403	31	18,004	28	8,586	17	5,716	70	15,983	13	9,545
Plymouth	76,799	93,403	98,937	11	8,004	4	4,159	6	20,917	14	22,865	10	8,071	16	6,730	11	3,006	34	11,064	5	3,929
MARTIN	32,431	39,455	40,486	6	2,176	3	1,693	6	11,843	6	9,871	6	4,222	4	1,222	3	2,265	18	2,278	3	1,063
MIAMI	111,995	131,961	134,526	14	5,841	4	7,774	22	26,801	20	42,935	16	10,174	15	5,632	14	5,486	47	10,111	7	7,834
Peru	99,106	116,379	118,179	10	5,277	4	7,774	14	24,122	15	36,196	12	9,072	14	5,236	11	4,520	34	8,756	7	7,834
MONROE	435,496	576,225	596,207	27	34,191	14	75,616	57	116,669	38	117,471	46	40,283	58	37,405	53	30,652	129	68,664	18	22,241
Bloomington	387,110	504,030	519,605	18	27,177	14	75,616	45	100,813	31	103,242	32	27,989	77	37,145	48	28,051	112	59,031	16	20,232
MONTGOMERY	139,257	162,729	165,509	15	9,155	8	19,746	21	34,863	17	41,069	24	11,019	19	6,004	13	6,003	50	14,964	10	8,753
Crawfordsville	112,417	133,196	135,322	8	6,765	6	14,309	14	32,978	13	30,300	18	9,372	18	5,401	8	5,529	36	13,846	9	7,512
MORGAN	169,095	206,020	210,801	11	12,484	9	15,637	31	58,517	19	29,339	31	32,020	20	7,823	17	10,276	47	18,761	10	9,651
Martinsville	75,172	94,898	101,473	4	6,174	7	10,940	15	27,862	11	16,182	12	7,445	13	4,139	11	5,975	20	7,370	6	4,414

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INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NEWTON	36,457	41,336	41,951	8	3,982	2	303	11	10,484	7	6,470	13	4,654	6	1,652	5	1,556	22	3,353	6	4,299
NOBLE	103,053	143,930	150,544	16	9,303	9	13,884	17	38,083	23	35,755	22	10,538	12	4,343	10	4,886	47	12,684	9	6,970
Kendallville	54,373	75,939	83,127	5	3,690	5	12,155	6	20,024	10	18,524	4	3,696	10	3,679	7	3,618	15	6,473	5	4,134
OHIO	8,767	10,049	10,190	2	164			5	3,644			4	2,347	2	277	1	82	6	803	1	89
ORANGE	48,593	58,533	60,274	9	4,248	4	3,229	15	20,752	5	7,472	10	6,493	8	1,002	8	1,774	23	4,502	6	2,960
OWEN	33,440	41,137	42,459	3	1,318	2	251	7	10,598	7	11,194	8	6,727	1	130	5	1,569	17	3,778	2	2,168
Spencer	28,022	36,022	38,688	3	1,318	1	204	4	8,824	6	10,572	8	6,737	1	130	2	1,201	9	3,131	2	2,168
PARKE	35,383	42,681	43,817	5	5,108	3	1,720	10	13,831	7	6,518	9	2,666	4	400	4	1,475	26	3,269	3	2,397
PERRY	63,273	90,870	95,545	8	6,282	8	13,237	12	27,569	10	12,542	11	3,644	15	5,547	7	4,745	24	8,060	4	4,212
PIKE	27,564	38,060	39,946	3	796	2	995	11	13,480	6	11,683	7	1,744	3	432	4	1,881	13	2,444	2	3,004
PORTER	414,190	529,995	545,034	26	19,897	15	45,239	45	126,855	40	106,744	64	55,395	46	16,404	34	22,290	155	69,252	33	44,851
Chesterton	53,108	68,331	73,405	4	3,219	3	6,177	5	13,500	6	27,132	7	4,912	8	1,130	4	1,724	19	4,929	4	3,451
Valparaiso	230,169	291,113	298,479	7	7,164	7	31,265	22	69,884	18	66,358	25	19,662	30	12,516	22	16,831	61	34	17	25,650
POSEY	66,075	89,092	92,826	10	5,308	7	5,711	13	18,771	13	29,774	16	7,651	8	1,992	8	4,563	34	7,739	5	4,264
PULASKI	40,701	48,997	50,618	6	5,475	3	2,646	6	7,600	11	15,977	9	2,790	5	1,227	4	1,154	17	3,126	3	3,705
PUTNAM	83,484	101,440	103,965	11	8,289	4	5,859	20	30,587	12	19,091	18	7,960	13	4,218	11	3,658	32	8,508	6	5,672
Greencastle	58,985	72,708	77,282	6	5,319	3	4,635	6	22,229	8	11,783	8	5,770	10	3,405	10	3,382	19	6,695	4	4,091
RANDOLPH	77,517	87,057	88,329	13	4,594	10	3,893	21	23,788	10	20,235	20	8,172	12	2,705	13	4,668	34	6,474	6	4,943
Union City	23,530	25,904	26,695	4	2,873	4	1,866	6	7,655	3	1,162	4	4,547	3	755	2	1,188	8	1,588	2	1,841
Winchester	37,956	44,736	46,996	4	818	4	1,664	7	10,492	6	18,796	6	2,452	4	1,705	6	2,695	13	2,509	2	2,862
RIPLEY	72,303	102,446	107,929	12	14,068	7	5,019	25	32,187	11	20,797	11	4,973	9	1,203	9	4,017	25	6,579	7	4,731
RUSH	59,732	61,170	64,490	9	6,510	3	5,567	12	19,193	11	26,140	11	6,655	7	842	4	4,215	19	4,437	2	4,113
Rushville	45,733	62,540	66,142	6	3,874	3	5,567	6	12,759	10	24,565	8	5,033	7	842	2	2,802	13	3,775	2	4,113
ST. JOSEPH	1,151,353	1,564,386	1,624,200	63	69,108	33	231,996	151	293,708	83	366,218	140	102,803	141	75,204	128	123,389	392	167,682	55	67,610
Mishawaka	380,395	515,412	534,204	16	19,225	10	116,075	38	84,028	21	104,428	32	19,608	57	35,091	45	56,999	103	49,400	14	21,392
South Bend	608,117	816,080	844,960	29	32,436	17	96,419	80	159,354	40	216,950	65	51,125	65	29,979	55	46,739	224	91,684	33	38,777
SCOTT	64,591	85,261	88,760	7	7,135	7	9,311	14	19,186	10	15,085	16	12,019	5	1,425	5	1,717	21	7,876	4	3,667
SHELBY	130,554	154,623	157,225	14	11,840	4	11,780	19	32,665	20	35,598	19	8,092	17	7,320	19	12,281	8	8,063		
Shelbyville	116,057	138,113	140,375	7	8,245	4	11,780	15	30,959	16	34,337	14	14,308	18	7,837	16	7,061	32	10,645	8	8,063
SPENCER	49,827	58,347	59,356	11	4,415	5	1,092	15	17,683	11	17,435	12	4,274	5	462	5	2,359	29	4,736	3	1,873
STARKE	76,018	87,149	88,436	10	8,307	7	6,761	13	19,105	10	18,162	11	14,914	4	542	4	1,591	33	5,192	3	7,442
STEUBEN	113,602	158,650	166,203	12	15,756	5	9,177	21	35,008	16	25,182	19	29,792	16	6,538	9	4,739	48	17,878	5	4,829
SULLIVAN	51,266	70,023	73,511	6	4,311	3	4,881	15	20,053	6	17,232	17	8,367	8	3,501	5	1,589	23	3,745	2	2,514
Sullivan	27,899	41,482	46,010	6	4,311	2	3,438	4	6,953	4	12,144	7	4,358	8	3,501	5	1,589	11	1,822	2	2,514
SWITZERLAND	10,512	10,868	10,965	2	242	3	283	3	4,256	2	1,556	1	202	3	194	1	196	10	806	1	236
TIPPECANOE	592,064	716,457	729,952	33	48,064	14	112,313	60	122,466	45	168,350	51	48,651	66	30,139	44	34,933	166	80,931	24	31,361
Lafayette	417,877	507,413	516,999	25	33,530	11	92,446	34	78,261	31	135,236	30	30,059	54	25,297	33	25,253	102	45,682	18	19,978
West Lafayette	129,086	148,257	149,768	5	5,934	3	19,867	17	39,872	5	7,315	16	15,046	11	3,861	6	5,601	47	24,865	5	10,403
TIPTON	51,291	61,387	66,836	8	7,007	3	3,091	9	21,905	7	24,933	18	9,928	8	2,957	5	1,487	21	7,221	3	1,373
Tipton	41,275	53,750	71,242	6	4,650	2	1,822	5	20,662	6	18,950	14	7,676	8	2,957	3	788	16	6,185	3	1,220
UNION	16,045	17,331	17,433	2	5,680	1	119	5	5,210	3	1,977	4	1,249	4	497	1	344	5	917	1	57
VANDERBURGH	1,016,953	1,236,826	1,261,442	45	85,300	24	199,560	103	233,902	71	236,720	98	65,879	130	93,587	88	78,481	303	130,303	42	42,496
Evansville	968,339	1,174,736	1,197,515	38	70,196	23	198,025	99	228,553	63	229,255	88	51,949	126	89,712	86	74,608	282	122,096	41	40,945
VERMILLION	55,241	66,535	68,177	7	5,392	3	3,759	11	15,155	11	26,535	8	6,115	3	1,154			29	3,187	4	2,975
Clinton	38,298	46,508	49,244	3	3,066	2	1,317	7	11,730	6	17,806	6	4,964	2	863			16	1,816	2	1,853
VIGO	689,553	763,435	767,403	37	53,359	18	104,980	51	128,759	45	130,919	62	45,438	56	45,422	59	31,130	190	68,540	19	21,474
Terre Haute	543,119	592,043	593,345	28	30,330	13	74,358	40	122,237	34	86,469	41	30,425	50	42,193	50	25,373	155	53,036	15	19,629
WABASH	122,109	155,307	160,028	22	19,954	10	17,721	20	32,106	20	32,385	19	11,568	16	5,405	17	6,074	47	12,696	13	9,843
Wabash	70,722	90,257	92,707	11	9,500	5	8,439	12	19,407	14	19,876	9	6,919	11	3,637	11	4,720	28	9,031	8	5,798
WARREN	8,337	10,954	11,423	3	1,847	1	59	3	4,354	1		3	1,387			1	819	7	845	2	387
WARRICK	105,610	151,953	159,551	20	24,199	6	7,836	24	41,406	15	39,757	19	12,734	12	4,353	13	5,816	36	11,125	7	4,374
WASHINGTON	61,001	82,791	87,727	12	10,850	4	7,247	11	19,835	13	23,159	14	4,945	9	2,032	5	2,429	18	4,016	3	2,856
WAYNE	392,993	445,260	449,447	24	32,308	21	66,793	52	83,504	35	112,928	53	42,416	36	13,316	30	16,047	107	36,316	15	17,191
Richmond	331,447	376,230	379,414	19	27,092	15	65,322	37	64,541	26	103,299	32	22,957	31	12,722	28	14,722	84	31,252	13	14,505
WELLS	79,673	91,412	92,866	9	4,421	4	3,832	12	18,651	17	33,609	16	5,221	15	3,573	11	5,591	31	8,044	5	3,435
Bluffton	62,204	70,678	71,371	7	3,484	4	3,832	5	13,568	13	26,080	12	4,091	15	3,573	7	3,109	22	6,654	3	2,669
WHITE	88,349	104,847	110,452	10	10,794	4	9,492	16	23,203	18	27,423	15	6,650	10	2,734	8	1,924	51	10,822	6	4,299
Monticello	59,310	68,740	71,883	4	4,687	3	5,766	8	18,357	7	15,457	8	4,467	7	2,331	8	1,577	27	6,327	3	2,959
WHITLEY	85,456	118,139	123,699	8	10,257	6	4,557	16	34,791	16	30,998	11	11,222	11	1,372	11	3,028	38	10,375	6	7,310
Columbia City	56,241	75,340	81,706	5	6,655	5	4,381	7	26,117	8	10,202	9	10,751	9	1,315	6	2,558	23	6,890	3	5,188

IOWA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,646,359	15,008,751	15,327,938	1,566	1,216,762	620	1,700,549	2,164	3,129,194	1,496	3,533,030	2,064	1,180,681	2,065	751,430	1,361	733,405	5,298	1,373,817	715	491,811
METROPOLITAN STATISTICAL AREAS																					
Cedar Rapids, Ia	830,476	1,103,564	1,143,783	57	91,399	19	191,649	107	221,308	54	234,565	93	57,664	123	53,760	80	62,330	287	108,529	35	40,340
Davenport-Rock Island-Moline, Ia-Il	1,844,620	2,263,294	2,310,021	106	123,333	51	321,001	245	430,549	163	532,977	211	182,047	235	104,311	171	110,516	688	257,763	77	90,213
Des Moines, Ia	2,015,617	2,731,921	2,840,669	134	170,430	65	399,465	258	575,686	147	628,637	210	188,346	275	150,122	173	163,894	641	273,976	79	72,413
Dubuque, Ia	434,607	516,838	527,197	28	33,506	15	86,258	54	95,640	46	114,478	55	26,270	61	29,413	48	32,562	161	50,239	17	19,733
Iowa City, Ia	369,609	495,748	514,354	24	44,084	13	58,416	46	98,903	31	96,826	50	34,564	67	28,666	47	32,646	125	60,967	17	15,939
Omaha, Ne-Ia	2,919,090	4,174,787	4,385,583	152	291,870	57	549,314	358	808,694	209	1,008,714	357	322,085	295	209,159	192	320,382	979	453,773	123	140,542
Sioux City, Ia-Ne	584,663	698,268	712,382	51	60,107	23	96,388	76	141,165	45	151,104	85	49,676	90	39,081	55	37,606	214	62,240	22	22,639
Waterloo-Cedar Falls, Ia	741,504	815,641	821,008	69	51,577	26	105,087	105	147,844	76	199,909	106	51,353	104	46,879	73	43,631	284	76,463	32	30,262

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IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	[illegible] Mdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
ADAIR	34,767	34,514	34,360	4	2,986	3	510	10	9,069	6	5,664	10	7,174	4	208	3	469	22	3,880	5	935
ADAMS	12,284	11,972	11,863	4	1,496	1	389	3	3,651	4	1,773	5	639	3	639	2	163	7	531	2	514
ALLAMAKEE	55,473	59,330	59,778	12	6,761	5	2,919	14	15,133	10	17,527	10	3,818	12	2,385	6	987	37	3,934	2	868
APPANOOSE	57,114	69,278	72,299	10	5,966	7	7,288	13	18,422	12	12,215	8	5,041	10	3,848	5	2,039	22	5,346	3	1,493
Centerville	47,208	59,122	63,093	6	4,307	7	7,288	8	17,197	8	10,062	6	3,749	10	3,848	5	2,039	14	3,278	3	1,493
AUDUBON	27,667	27,865	27,732	5	1,645	3	632	7	5,847	5	8,582	7	2,720	5	761	3	1,809	19	1,770	4	793
BENTON	66,752	68,005	67,872	23	8,080	5	953	16	13,295	16	21,594	22	6,398	13	2,466	8	3,154	43	5,123	6	2,331
Vinton	31,011	31,923	32,227	6	3,221	4	774	3	7,106	7	8,422	8	2,615	7	1,400	5	2,215	15	2,678	3	1,601
BLACK HAWK	667,051	739,429	744,998	48	42,531	19	101,191	91	127,572	60	183,832	84	45,882	83	42,298	62	40,822	243	70,214	26	27,258
Evansdale	10,271	9,583	9,354	2	864	1	1,005	2	2,306	1	1,381	3	1,378	2	278	1	173	9	1,106	1	285
Waterloo	422,355	458,247	459,987	26	30,208	12	76,310	47	80,391	42	89,904	48	28,058	49	25,494	40	27,571	144	40,429	16	18,156
BOONE	87,217	102,020	103,671	16	7,308	5	5,692	18	23,572	12	26,689	18	7,962	16	4,921	12	7,234	41	8,942	7	3,904
Boone	68,577	80,972	82,319	9	4,301	5	5,692	8	16,282	9	25,392	10	4,860	14	4,559	8	6,582	27	7,226	5	3,479
BREMER	74,483	76,212	76,010	21	9,046	7	3,896	14	20,272	16	16,077	22	5,471	21	4,581	11	2,809	41	6,249	6	3,004
BUCHANAN	68,201	72,119	72,484	14	8,417	4	3,768	12	17,273	12	19,397	17	5,912	8	1,845	4	791	44	5,825	4	2,634
BUENA VISTA	99,641	109,848	110,920	12	10,820	8	8,805	12	21,338	15	28,519	18	6,483	19	6,087	10	4,899	49	9,460	7	2,808
BUTLER	34,897	34,750	34,881	16	6,406	3	1,193	24	8,210	8	7,820	13	1,828	6	540	5	1,486	30	1,863	3	691
CALHOUN	40,080	39,046	38,690	14	3,886	2	1,503	18	9,852	9	9,944	9	3,035	5	1,349	8	2,511	25	2,176	3	1,278
CARROLL	122,844	128,926	129,036	16	12,118	6	9,346	26	18,280	16	36,397	22	15,114	19	7,357	10	3,198	57	9,497	5	1,672
Carroll	92,498	98,300	98,312	6	5,430	4	8,893	13	13,645	12	29,654	10	11,982	16	6,906	5	1,606	29	7,368	3	1,631
CASS	88,809	92,780	92,781	16	9,611	9	7,625	13	19,303	16	19,469	23	11,358	17	5,562	9	1,917	35	5,741	7	3,436
Atlantic	67,978	71,936	73,255	11	8,133	7	7,313	7	16,411	9	13,561	14	5,946	15	5,441	6	1,800	21	4,289	6	3,345
CEDAR	63,913	61,828	61,241	11	5,983	6	2,028	15	13,791	13	16,744	14	11,389	9	980	7	1,983	31	3,546	5	1,079
CERRO GORDO	290,564	358,242	366,893	33	28,453	10	46,580	29	76,676	27	75,386	41	29,561	52	24,572	29	15,387	110	30,649	13	10,661
Mason City	226,350	277,421	283,609	23	23,185	8	37,281	16	58,318	20	67,080	27	19,627	38	18,016	24	12,922	72	19,662	10	8,664
CHEROKEE	73,571	75,690	75,541	10	5,399	3	4,565	12	18,211	12	22,573	17	5,650	18	4,917	7	2,575	30	4,133	7	2,704
Cherokee	58,173	60,974	61,908	7	4,007	3	4,565	7	14,171	10	19,008	11	4,059	14	3,697	7	2,575	17	3,316	5	1,971
CHICKASAW	40,793	39,189	38,751	10	4,097	7	1,751	14	8,582	9	11,173	14	3,499	6	1,328	5	1,196	29	2,996	3	1,391
CLARKE	37,889	41,399	41,754	6	2,606	3	2,392	6	11,964	6	7,902	13	7,613	6	701	3	245	16	3,405	3	907
CLAY	107,661	108,144	107,604	19	7,511	5	9,395	14	19,294	10	27,944	17	6,862	35	8,143	19	4,934	41	8,567	5	2,874
Spencer	103,383	103,644	102,861	14	6,774	5	9,395	8	18,477	9	27,760	13	6,505	35	8,143	18	4,821	35	7,883	5	2,874
CLAYTON	61,601	60,025	59,807	19	11,450	3	610	19	11,654	13	18,220	26	4,312	6	1,149	7	2,084	42	3,607	5	1,774
CLINTON	273,558	295,511	296,762	26	14,370	9	28,775	41	62,507	35	85,631	38	17,123	26	14,625	38	18,351	119	25,109	11	9,310
Clinton	219,349	235,023	235,331	17	10,671	7	25,826	26	47,803	23	61,703	23	13,746	21	13,559	28	16,566	83	21,237	7	7,960
CRAWFORD	63,316	69,747	70,734	11	6,775	2	4,443	17	15,855	9	12,520	18	7,544	18	5,507	5	1,985	51	7,433	5	1,969
DALLAS	103,981	114,624	115,684	19	7,145	9	10,214	26	30,857	18	36,023	25	9,669	15	3,643	9	3,080	32	5,311	7	2,056
DAVIS	25,236	28,616	29,331	5	2,751	1	2,213	3	5,798	4	7,541	6	2,821	6	655	2	467	14	1,640	3	88
DECATUR	27,289	29,184	29,495	6	2,981	5	1,007	10	8,950	3	4,257	7	3,935	5	1,128	3	701	16	1,912	4	1,738
DELAWARE	59,222	67,467	68,559	11	11,420	4	3,172	16	15,660	7	15,348	12	4,634	17	3,613	4	1,370	34	4,694	6	2,948
DES MOINES	225,299	260,805	265,151	23	19,587	8	41,156	42	54,342	25	46,537	26	15,952	43	17,726	32	17,346	88	22,772	10	8,544
Burlington	162,671	179,835	181,459	10	7,213	5	24,660	27	48,996	14	30,095	17	11,110	22	7,743	20	11,439	71	19,239	8	6,014
DICKINSON	73,550	88,688	90,833	8	15,124	6	4,182	9	14,584	10	18,630	17	6,187	17	7,622	8	2,725	57	12,195	5	2,720
DUBUQUE	434,607	516,838	527,197	28	33,506	15	86,258	54	95,640	46	114,478	55	26,270	61	29,413	48	32,562	161	50,239	17	19,733
Dubuque	382,795	459,298	468,505	19	25,296	14	85,434	44	88,142	35	96,144	39	23,426	59	28,564	40	27,217	132	45,407	16	19,126
EMMET	54,437	55,885	57,490	13	7,766	3	3,804	8	12,082	6	14,315	9	3,103	14	3,676	5	1,614	24	3,450	3	1,454
Estherville	47,437	48,767	49,210	8	3,505	3	3,804	3	10,922	6	14,315	6	2,789	13	3,596	4	1,515	15	2,651	2	1,309
FAYETTE	91,981	92,402	91,886	16	10,585	7	6,754	24	19,047	18	27,120	23	6,359	24	4,816	12	4,108	42	5,712	8	2,169
Oelwein	40,246	39,913	39,802	4	1,589	4	3,632	5	9,989	6	8,330	8	2,345	18	4,121	7	2,254	16	2,588	4	1,196
FLOYD	74,873	76,994	76,892	12	6,549	7	7,589	15	18,781	9	16,235	20	5,851	20	5,113	9	2,417	32	5,610	5	2,026
Charles City	58,638	59,923	59,587	9	4,799	6	6,576	8	17,257	4	8,547	13	4,504	20	5,113	7	1,914	17	4,431	4	1,648
FRANKLIN	40,785	40,046	40,012	7	3,391	2	1,886	15	9,370	5	9,597	12	4,665	8	1,492	7	1,355	21	1,988	2	1,338
FREMONT	30,489	32,640	33,006	8	4,515	3	100	7	12,251	3	4,061	9	3,668	3	612	3	532	21	2,013	3	1,584
GREENE	40,576	41,396	41,531	13	5,154	4	2,012	10	7,816	6	13,088	9	2,050	13	2,497	3	390	24	2,975	4	1,837
GRUNDY	39,063	36,326	38,051	6	2,629			16	10,308	10	9,593	11	2,712	9	1,591	4	2,519	27	3,681	4	1,901
GUTHRIE	21,528	22,014	22,085	8	2,167	8	1,317	11	5,981	5	4,350	8	1,793	4	406	5	1,737	15	1,681	3	1,069
HAMILTON	63,049	65,259	65,351	14	4,803	3	3,303	15	17,747	10	8,988	17	8,778	13	4,301	8	2,164	39	6,423	4	2,464
Webster City	43,753	47,716	49,037	8	2,970	3	3,303	8	14,743	8	8,133	6	1,969	13	4,301	6	1,912	24	3,688	3	2,171
HANCOCK	28,750	29,900	30,087	11	3,737	4	440	15	7,572	8	6,486	7	1,092	7	1,983	7	2,015	21	2,282	6	1,517
HARDIN	99,810	103,958	104,144	21	14,878	7	5,030	23	21,948	23	32,647	22	6,373	23	4,210	12	2,864	39	5,101	10	3,044
HARRISON	60,754	63,914	64,358	6	5,090	4	931	17	9,445	10	28,808	18	4,905	6	1,277	5	2,157	28	4,107	7	3,099
HENRY	72,779	85,289	86,737	14	7,877	7	6,316	11	18,417	15	27,153	17	7,381	10	3,082	6	3,458	24	5,421	5	3,170
Mount Pleasant	56,089	65,655	68,844	6	4,705	5	4,567	5	15,162	9	22,365	10	4,881	10	3,082	6	3,458	15	3,686	4	2,556
HOWARD	33,877	35,436	35,522	11	6,373	5	1,340	12	9,297	6	6,680	7	866	7	1,240	5	1,356	26	1,854	2	1,009
HUMBOLDT	43,250	41,468	41,029	10	3,120	2	1,878	8	11,092	11	10,813	11	2,345	10	2,184	6	1,687	32	3,440	4	1,579
IDA	29,133	31,832	32,168	8	7,706	4	1,546	8	7,495	8	8,064	5	1,304	4	1,057	2	1,296	18	1,602	3	1,249
IOWA	64,071	71,872	72,889	6	4,284	5	906	18	15,632	10	10,355	15	6,091	9	3,870	7	4,259	40	6,996	6	1,679
JACKSON	66,175	72,718	73,654	14	9,116	4	4,650	19	20,199	12	14,238	19	4,445	18	3,269	12	3,177	46	5,411	5	2,585
JASPER	131,791	156,698	159,763	21	18,818	10	8,880	25	34,103	22	38,930	22	16,477	22	7,970	18	5,866	56	11,855	11	6,503
Newton	97,912	115,766	117,742	10	9,765	6	7,039	12	26,291	15	32,694	11	8,566	20	7,589	14	5,214	32	9,668	8	6,374
JEFFERSON	63,874	82,390	85,109	12	5,858	5	5,933	11	19,639	8	25,186	7	4,768	14	4,749	5	1,654	24	5,833	2	3,431
Fairfield	59,995	76,461	81,950	10	5,580	5	5,933	11	19,639	7	24,285	6	4,573	14	4,749	5	1,654	19	5,643	2	3,431
JOHNSON	369,809	495,744	514,354	24	44,084	13	58,416	46	98,903	31	96,826	50	34,564	62	28,666	47	32,646	125	60,967	17	15,939
Iowa City	272,236	361,602	374,353	17	27,378	10	47,259	33	76,077	17	62,928	28	21,218	58	27,966	34	21,459	88	43,206	10	13,618
JONES	58,214	66,350	67,317	10	4,745	6	4,189	17	15,209	13	19,565	21	6,844	12	1,631	5	1,823	36	4,474	6	2,111
KEOKUK	30,701	33,521	34,172	9	4,297	2	1,226	13	3,391	13	11,726	6	3,220	5	644	2	1,405	20	1,812	3	1,007
KOSSUTH	85,704	85,149	84,630	16	6,160	6	6,238	15	15,563	15	26,492	15	4,827	17	3,469	12	4,140	48	6,509	6	1,785
LEE	178,698	194,761	195,930	26	16,907	12	22,842	29	51,567	23	37,902	29	12,257	26	5,944	26	11,120	79	16,811	10	7,936
Fort Madison	68,680	77,109	77,804	7	6,955	4	11,674	13	26,520	7	4,971	14	6,013	9	2,366	8	3,318	34	7,837	5	3,153
Keokuk	77,339	84,087	84,485	9	6,888	7	10,474	10	22,394	11	15,762	8	4,155	16	3,510	13	3,667	31	7,860	4	4,674
LINN	830,476	1,103,564	1,143,783	57	91,399	19	191,849	107	221,308	54	234,565	93	57,664	123	53,760	80	62,330	287	108,529	35	40,140
Cedar Rapids	694,573	924,855	958,370	34	72,926	17	190,418	76	158,935	41	202,088	61	43,752	106	48,207	65	55,240	217	88,717	26	31,915
Marion	79,041	104,613	108,285	9	7,161	1	545	8	45,481	7	13,723	9	5,711	8	2,687	9	5,205	26	12,345	6	7,675
LOUISA	31,959	32,673	32,661	5	2,820	3	501	11	10,236	7	10,110	7	2,285	3	523	5	793	25	3,125	3	794
LUCAS	42,808	45,203	45,425	6	3,336	1	3,651	7	9,989	5	6,986	5	7,003	11	2,985	6	1,680	12	2,274	4	1,651
LYON	[illegible]	30,371	30,310	13	5,908	1	373	16	6,697	3	5,735	9	1,533	6	1,689	7	2,978	25	1,917	2	475
MADISON	44,280	43,532	43,271	13	8,203	3	1,105	9	9,594	9	11,067	7	2,018	11	1,366	3	827	23	4,383	4	1,842

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MAHASKA	87,903	104,635	106,655	16	7,723	5	9,324	15	25,609	15	19,467	12	9,286	23	7,527	14	6,604	35	9,871	5	3,040
Oskaloosa	76,520	92,185	93,976	9	5,004	5	9,324	11	22,218	13	17,549	10	8,139	21	7,044	13	6,256	26	8,985	4	2,589
MARION	88,019	101,843	108,542	16	7,021	10	7,773	19	23,726	16	28,036	17	7,441	20	5,998	13	5,222	49	10,601	8	3,927
MARSHALL	185,019	213,971	221,980	22	21,517	10	24,799	28	47,921	26	50,971	24	11,055	36	10,421	21	8,663	70	19,110	9	10,650
Marshalltown	175,112	201,986	209,522	16	19,702	8	22,980	22	44,912	23	48,808	21	10,547	35	10,113	20	8,511	58	18,811	9	10,650
MILLS	37,338	41,587	42,032	2	1,493	2	1,535	9	10,020	7	14,560	8	4,210	4	416	2	1,383	21	3,084	3	1,637
MITCHELL	36,296	36,323	36,297	12	7,765	4	631	12	5,057	5	7,709	12	3,790	8	970	4	1,239	23	2,133	4	1,292
MONONA	44,201	44,445	44,366	10	2,812	1	680	18	8,208	7	16,814	13	3,434	12	884	4	1,433	34	3,057	7	2,758
MONROE	25,394	27,830	28,159	4	3,046	2	1,537	5	7,434	8	7,169	7	2,129	7	1,074	1	394	14	1,340	3	585
MONTGOMERY	56,864	64,200	65,081	12	4,730	6	8,013	8	13,749	11	15,079	17	5,918	14	3,387	6	2,190	23	4,188	4	3,241
MUSCATINE	181,398	202,162	204,282	17	19,708	7	13,754	28	49,749	21	35,527	28	20,706	29	10,550	24	9,264	74	17,424	7	8,662
Muscatine	140,961	152,019	152,504	11	10,270	5	9,233	17	40,163	14	29,511	21	10,773	29	10,550	19	7,225	55	14,930	4	5,835
O'BRIEN	74,502	75,241	75,076	16	7,071	7	5,192	17	12,891	15	21,589	12	6,637	18	4,730	11	1,886	35	5,031	9	2,907
OSCEOLA	21,015	20,521	20,523	8	2,342	2	629	8	4,323	2	3,442	7	2,487	7	941	1	412	18	1,545	1	604
PAGE	84,091	91,201	94,474	17	10,020	9	11,145	9	13,960	15	16,290	16	7,669	27	7,085	13	4,465	31	4,355	5	3,394
Shenandoah	38,016	41,895	43,188	11	7,842	5	6,423	3	11,772	6	10,302	6	3,707	18	5,425	9	2,585	15	2,173	3	2,303
PALO ALTO	41,380	40,028	39,680	10	6,254	1	570	10	6,705	6	12,213	13	4,316	7	1,112	6	1,702	28	2,299	5	1,203
PLYMOUTH	95,229	108,607	110,196	18	9,519	6	6,717	22	26,703	13	29,259	24	11,839	14	4,719	5	1,985	48	9,243	6	2,319
Le Mars	61,040	69,266	72,008	5	3,002	4	5,133	7	21,749	4	16,132	10	5,383	12	4,242	2	1,145	22	5,147	3	1,502
POCAHONTAS	29,451	29,563	29,631	8	5,196	3	519	10	6,350	6	7,222	9	1,589	6	599	7	830	23	2,290	3	473
POLK	1,822,184	2,514,606	2,620,605	102	157,969	52	387,594	215	518,708	117	552,668	167	170,204	250	143,734	137	159,318	572	262,197	67	67,819
Des Moines	1,237,987	1,679,967	1,745,256	67	83,722	36	267,947	141	334,920	80	396,494	106	100,682	163	95,280	105	104,903	388	173,794	46	42,792
POTTAWATTAMIE	417,413	514,012	526,490	25	28,560	10	43,320	56	90,912	36	152,835	81	88,938	33	14,670	20	8,687	135	47,486	23	24,110
Council Bluffs	352,501	433,563	443,521	14	22,124	9	42,000	34	77,895	28	141,480	46	55,596	29	14,081	14	8,131	101	38,482	16	22,300
POWESHIEK	91,416	109,942	112,294	13	7,985	7	3,740	14	22,956	11	27,930	14	20,392	10	3,034	9	2,846	32	9,527	7	3,142
RINGGOLD	17,253	18,984	19,306	2	1,052	1	680	4	4,312	4	6,904	6	1,667	2	576	2	188	9	1,687	3	727
SAC	42,079	39,730	39,323	14	8,835	4	668	13	6,187	10	9,154	18	5,065	10	956	4	388	29	2,548	4	1,173
SCOTT	849,007	1,110,034	1,146,292	41	67,540	20	168,119	109	214,768	53	243,133	98	108,060	104	47,214	68	66,693	294	127,582	34	38,188
Bettendorf	152,791	205,726	213,248	4	17,557	5	38,038	22	51,522	10	31,909	19	16,152	17	7,936	17	10,309	38	20,841	6	8,357
Davenport	618,679	800,657	825,208	30	48,430	14	125,953	71	140,021	35	200,463	62	49,727	83	38,325	66	54,930	209	89,396	24	28,666
SHELBY	53,929	54,863	55,063	14	4,565	4	5,685	10	12,333	8	13,866	9	4,491	8	1,448	4	439	31	4,828	5	1,705
SIOUX	98,013	101,992	102,201	22	7,798	8	2,517	30	19,048	19	37,700	19	11,228	19	3,211	18	4,161	41	5,870	10	3,373
STORY	325,330	387,837	395,148	28	19,681	13	47,944	60	85,768	35	94,429	42	24,041	54	19,897	40	22,122	127	42,017	16	10,598
Ames	255,302	309,189	315,511	15	13,650	9	46,051	31	64,803	24	64,377	22	18,322	44	18,965	31	17,622	97	38,327	11	8,815
Nevada	30,653	36,056	37,859	4	2,164	3	1,491	7	7,713	7	17,457	4	1,979	6	615	3	1,937	8	847	3	1,177
TAMA	53,137	55,980	56,341	17	6,970	4	2,323	20	15,272	10	10,304	10	7,066	8	1,376	7	2,633	35	4,661	2	1,378
TAYLOR	19,140	18,420	18,519	5	1,490	4	491	9	3,579	2	1,845	9	2,218	6	1,011	3	366	16	1,638	2	499
UNION	65,043	69,597	70,013	10	6,822	5	5,151	8	17,249	13	16,237	14	7,749	16	4,291	7	1,224	21	4,813	6	1,513
Creston	60,699	64,963	65,200	8	6,031	5	5,151	5	16,766	13	16,237	11	6,157	16	4,291	6	1,122	16	4,486	4	1,225
VAN BUREN	15,487	17,004	17,311	9	3,500	2	325	8	3,627	3	1,271	7	1,174			1	183	13	1,512	1	761
WAPELLO	179,733	222,106	227,906	16	20,350	5	23,799	22	56,086	28	46,062	27	20,767	21	13,453	22	9,184	61	16,328	7	8,265
Ottumwa	166,873	208,651	211,438	11	16,835	5	23,799	17	52,414	24	42,981	23	17,144	21	10,453	22	9,184	52	15,340	7	8,265
WARREN	89,652	102,691	104,380	13	5,316	4	1,657	15	26,121	12	39,946	18	8,473	10	2,745	7	1,496	37	6,468	5	2,538
WASHINGTON	76,640	82,038	82,490	14	7,018	7	6,776	15	17,386	9	21,317	16	3,579	15	3,059	7	3,260	35	6,789	7	2,213
Washington	52,056	55,658	56,859	6	3,323	5	5,805	7	13,467	5	12,233	8	2,530	13	4,721	5	2,793	15	4,083	4	1,251
WAYNE	21,879	22,583	22,808	8	3,099	2	791	10	5,421	4	3,375	11	4,782	2	240	2	95	14	1,515	1	903
WEBSTER	238,090	263,948	266,077	28	26,279	11	40,142	27	42,776	29	64,776	24	13,514	40	12,980	28	13,429	92	24,418	10	6,126
Fort Dodge	224,986	248,288	249,718	21	23,817	8	39,798	19	40,209	23	60,320	20	12,577	40	12,980	27	13,227	80	23,614	10	6,126
WINNEBAGO	48,576	54,772	55,494	15	4,607	5	3,269	16	10,951	10	19,944	11	4,997	7	1,277	10	1,239	28	4,116	5	2,116
WINNESHIEK	71,605	77,925	78,703	14	8,800	7	4,603	16	16,327	14	14,911	16	6,137	17	5,415	14	5,068	50	7,406	6	2,254
WOODBURY	531,241	631,220	643,007	43	55,031	22	95,776	67	128,740	37	137,672	70	40,082	86	38,451	47	32,833	185	52,908	19	20,754
Sioux City	503,349	595,742	605,978	31	50,395	16	94,421	52	120,889	32	131,032	60	36,789	65	37,387	44	28,786	157	48,651	17	20,434
WORTH	23,397	20,155	20,825	6	4,563			9	5,271	5	5,186	3	648	3	87	2	959	16	1,339	3	659
WRIGHT	56,087	54,159	53,719	14	5,978	5	1,405	15	14,908	11	14,131	11	3,806	16	1,654	11	2,371	34	3,628	5	1,603

KANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,441,925	23,403,510	23,867,790	7,028	1,208,600	437	1,663,974	1,767	2,664,180	1,231	3,441,581	1,312	953,068	1,672	687,811	1,184	736,077	3,613	1,199,688	566	377,532
METROPOLITAN STATISTICAL AREAS																					
Kansas City, Mo-Ks	1,196,672	1,443,090	1,467,252	395	348,785	193	1,541,722	870	1,870,722	539	2,593,716	707	674,186	826	563,418	596	520,659	1,936	1,027,658	280	315,532
Lawrence, Ks	282,294	394,161	414,088	29	29,772	8	30,031	38	82,276	28	101,436	35	28,520	43	20,839	35	20,461	109	49,997	11	10,241
Topeka, Ks	809,334	1,032,480	1,092,891	43	86,646	20	150,607	102	218,093	74	250,211	81	82,554	98	47,873	73	40,909	271	111,464	30	41,825
Wichita, Ks	2,253,224	2,836,413	2,893,853	123	236,670	53	411,685	280	508,139	151	729,032	213	169,740	231	146,711	208	161,044	677	273,174	78	84,684
COUNTIES, Cities																					
ALLEN	55,160	60,914	63,152	2	1,896	4	5,879	12	14,383	2	8,305	11	5,466	12	2,789	7	1,395	40	7,288	3	1,169
Iola	47,599	49,318	47,501	2	4,140	2	5,580	8	11,201	8	5,686	7	4,714	11	2,700	5	1,242	21	4,369	2	920
ANDERSON	10,958	10,495	10,587	2	2,752	2	557	7	6,006	2	2,293	7	2,537	2	1,158	2	891	14	1,905	2	435
ATCHISON	50,242	53,966	55,373	7	5,384	6	10,165	9	16,952	9	9,192	12	5,178	16	4,550	4	2,060	22	4,918	5	2,710
Atchison	50,470	54,030	55,579	6	4,816	6	10,165	9	16,462	7	6,688	9	4,331	16	4,550	4	2,060	17	4,362	4	2,324
BARBER	32,204	33,197	33,940	3	2,703	2	902		5,488	3	271	6	6,372	2	455	3	1,171	10	1,542	4	1,467
BARTON	104,181	98,272	97,156	8	13,423	9	25,923	33	36,258	22	53,181	31	15,331	37	9,126	31	12,828	53	13,039	11	5,088
Great Bend	76,853	74,481	73,399	4	2,304	7	23,506	19	31,245	16	46,651	22	12,394	33	8,669	26	11,106	34	10,884	7	4,589
BOURBON	42,304	45,703	46,484	8	9,119	2	1,354		15,342	3	20,298	8	4,945	11	2,621	5	2,688	28	7,518	4	2,709
Fort Scott	37,199	44,297	45,196	7	5,543	2	1,354	[illegible]	11,838	3	20,298	8	4,523	11	2,621	5	2,688	27	7,330	4	2,709
BROWN	16,716	16,555	16,485	4	3,110	4	1,222	14	8,190	8	9,688	4	3,848	4	633	3	839	12	1,493	5	900
Hiawatha	13,508	15,381	15,478	3	1,204	3	1,297	8	6,090	3	6,109	4	1,420	4	508	3	839	9	1,421	3	687

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KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BUTLER	158,113	181,484	184,978	15	10,091	3	24,323	29	40,638	24	53,824	30	16,770	17	4,466	16	10,467	49	13,665	8	5,239
Augusta	51,122	62,656	66,500	2	2,926	1	6,641	6	13,226	7	22,476	6	4,339	5	858	9	7,469	12	3,681	2	1,218
El Dorado	78,881	88,307	89,450	7	2,974	2	17,682	9	18,479	12	26,159	10	6,456	12	3,608	7	2,998	24	7,561	3	2,708
CHASE	7,307	7,181	7,226	1	453	1		3	1,526	1	429	6	2,464	2	520			4	942	1	183
CHAUTAUQUA	11,273	10,939	11,081	2	863	2	502	6	3,333	2	1,756	4	1,857	2	290			5	613	3	450
CHEROKEE	38,199	62,735	63,736	9	5,316	7	5,463	22	18,748	14	16,934	11	3,391	7	926	4	2,720	24	3,543	5	2,137
Columbus	20,442	25,190	26,773	3	1,643	3	2,162	4	4,992	7	9,835	2	773	3	587	2	1,250	6	996	1	600
CHEYENNE	13,801	13,245	13,195	5	2,578	1	152	5	3,265	5	3,819	7	1,275	2	306	3	303	9	819	1	50
CLARK	8,622	9,980	10,277	2	4,173			4	1,497	3	1,017	4	1,532	2	146	3	498	7	662	1	284
CLAY	39,095	41,585	42,727	4	3,286	5	3,271	9	11,031	7	9,095	13	3,751	7	1,263	5	2,403	14	2,190	3	1,089
Clay Center	35,122	37,928	38,863	4	3,286	4	3,002	6	9,523	7	9,095	6	2,932	7	1,263	5	2,403	8	1,608	3	1,089
CLOUD	43,517	48,849	51,629	9	4,507	5	5,402	10	10,666	8	9,148	14	4,019	15	3,222	7	3,165	19	3,303	5	1,929
Concordia	34,547	38,683	40,662	5	2,084	4	4,967	5	8,543	4	7,327	10	2,411	13	3,049	6	2,984	12	2,333	4	1,773
COFFEY	26,692	38,029	48,341	5	1,066	2	2,231	8	5,801	5	8,006	12	7,270	2	309	4	1,013	14	2,375	3	1,322
COMANCHE	7,423	7,582	7,641	3	1,079			4	1,143	3	1,426	5	1,692	3	103	3	565	10	977	1	193
COWLEY	146,821	162,743	165,487	13	11,455	7	18,142	26	37,322	18	35,690	21	10,129	29	9,227	21	8,123	56	14,158	8	6,360
Arkansas City	75,509	83,025	84,216	7	7,834	4	7,122	12	18,742	9	16,380	12	5,419	16	5,053	11	5,031	27	7,907	3	3,096
Winfield	62,680	68,918	69,775	5	3,260	2	8,874	9	16,552	7	16,771	7	4,262	12	3,981	9	2,909	25	5,877	4	3,995
CRAWFORD	137,042	169,783	175,245	14	16,085	7	26,277	29	45,049	23	30,684	13	6,761	22	6,774	15	8,022	61	17,812	10	5,287
Pittsburg	104,459	132,065	136,519	8	13,630	5	24,108	12	35,038	17	16,129	10	6,140	20	6,530	12	6,096	42	14,253	7	4,429
DECATUR	20,253	19,292	19,257	2	992	3	437	5	3,492	8	6,965	8	1,454	2	737	5	641	10	921	2	816
DICKINSON	62,196	67,197	68,146	12	5,350	6	5,471	18	14,892	12	13,699	23	11,725	13	1,655	7	1,475	26	5,161	9	2,403
Abilene	34,127	39,536	41,339	2	2,178	4	4,174	9	8,675	8	10,476	13	3,746	7	999	4	1,024	13	3,676	5	1,320
DONIPHAN	20,926	24,685	25,575	5	8,935	2	741	8	5,889	1	3,055	7	1,278			1	520	15	1,462	2	1,366
DOUGLAS	282,294	394,163	414,088	29	29,775	8	30,051	38	82,276	26	101,136	35	28,520	43	20,839	35	20,961	109	49,997	11	10,247
Lawrence	271,176	377,146	395,153	24	24,702	8	30,031	31	76,910	26	100,635	30	26,257	42	20,655	34	20,823	102	48,954	9	9,901
EDWARDS	10,806	11,581	11,739	2	242	1	290	7	4,501	2	2,726	3	607	3	519	2	280	7	616	2	169
ELK	8,549	8,748	9,064	2	345			6	1,762	2	1,328	3	62	1	206			7	816	2	69
ELLIS	195,473	220,851	224,489	15	19,682	7	18,870	24	40,390	18	62,104	25	15,418	36	13,592	28	14,349	58	20,202	5	6,126
Hays	167,297	192,023	195,429	8	12,983	5	17,531	17	36,986	14	49,505	18	13,226	36	13,592	27	14,225	54	19,270	4	5,821
ELLSWORTH	22,703	23,628	23,878	4	1,136	2	966	6	6,177	5	4,765	9	5,394	4	251	2	833	14	1,468	2	845
FINNEY	172,042	204,704	209,531	17	22,682	5	21,981	15	42,032	16	65,554	15	7,936	34	14,672	15	11,631	36	12,736	3	899
Garden City	165,054	196,431	201,049	16	21,788	5	21,981	14	40,230	14	62,422	14	7,581	33	14,383	15	11,631	31	10,538	3	899
FORD	168,371	195,657	199,978	12	10,206	8	29,382	15	33,189	18	56,546	16	10,652	34	10,626	25	14,531	44	16,430	7	5,850
Dodge City	160,212	187,040	190,988	9	9,764	8	29,382	13	31,603	15	53,172	14	10,175	34	10,626	23	14,118	41	13,833	6	5,551
FRANKLIN	70,445	86,355	89,473	12	10,297	4	8,557	12	22,961	10	14,499	14	6,215	12	2,952	12	2,403	36	9,387	6	2,897
Ottawa	57,048	69,747	71,963	10	8,299	3	6,229	7	18,710	9	12,859	8	4,155	12	2,952	10	1,961	26	7,742	5	2,361
GEARY	140,668	160,342	163,112	4	6,548	6	24,523	16	30,545	22	38,305	19	10,853	17	4,640	14	13,145	62	23,926	4	2,063
Junction City	139,271	158,875	161,619	4	6,548	6	24,523	15	30,125	21	37,923	19	10,853	17	4,640	14	13,145	57	23,380	4	2,063
GOVE	11,404	11,950	12,176	2	1,058			3	3,062	5	2,931	5	1,569			4	721	4	461	2	1,093
GRAHAM	18,650	20,555	20,789	4	4,117	1	618	7	4,658	4	6,555	5	2,183	2	446			9	923	2	519
GRANT	34,588	36,911	37,209	4	2,645	2	3,416	6	7,635	4	13,568	6	2,010	3	1,698	3	1,256	10	2,731	4	1,086
GRAY	11,268	12,514	12,894	5	2,979			5	3,093	2	3,787	2	464	2	330	1		6	572	2	764
GREELEY	4,982	6,249	6,512	2	1,315			2	1,852	1	945	2	1,240	2	322			3	202	1	
GREENWOOD	35,395	25,001	25,151	8	3,243	1	689	8	5,802	4	6,168	9	2,511	6	829	2	246	22	2,017	6	1,141
HAMILTON	7,039	9,502	10,043	1	298	1	270			2	3,812	2	405	1	211	1	62	4	913	2	268
HARPER	31,899	32,771	33,036	7	3,133	5	2,510	12	6,129	9	11,889	4	1,875	8	1,400	3	1,602	19	2,115	3	764
HARVEY	122,726	151,489	156,409	18	17,667	5	11,540	27	36,493	15	26,143	22	19,456	22	8,043	11	4,650	42	13,494	6	2,971
Newton	94,285	114,981	118,467	7	5,425	5	11,540	16	29,621	13	24,416	13	10,825	21	7,861	9	4,358	30	10,915	5	2,725
HASKELL	6,911	7,485	7,611	3	2,198			5	3,432	1	782			4	232			7	289	2	142
HODGEMAN	2,992	3,028	3,074	2	118			1	774	1	405	3	886			1	289	3	202		
JACKSON	28,273	35,438	36,839	7	2,999	4	3,612	7	8,408	8	6,948	10	2,808	3	751	2	1,519	15	3,265	2	2,665
JEFFERSON	23,476	23,510	23,713	6	2,499	3	305	14	7,192	5	2,634	10	4,084			3	1,252	13	1,244	3	745
JEWELL	8,052	7,710	7,691	3	359	3	186	7	2,357	1	487	3	1,278	2	269	4	560	10	1,078	1	431
JOHNSON	1,210,478	2,530,165	2,680,394	79	132,171	37	403,988	166	414,813	94	676,159	122	149,025	210	119,094	163	183,425	337	213,557	46	62,098
Olathe	216,642	331,090	352,441	14	35,251	9	36,872	19	70,923	17	116,596	20	25,318	16	5,468	21	13,966	45	23,998	8	6,712
KEARNY	6,597	9,681	10,368	3	2,050			6	4,629	2	2,003			1		1	184			1	546
KINGMAN	23,128	23,969	24,424	8	2,218	1	1,284	7	6,027	4	5,826	7	1,883	3	794	3	691	9	1,727	2	497
KIOWA	14,709	15,161	15,286	2	1,273	2	877	5	4,075	4	2,996	6	2,065	3	516	1	687	7	1,251	2	543
LABETTE	102,632	125,260	123,391	16	10,920	4	13,104	19	24,570	17	37,004	14	8,848	13	4,340	11	4,783	40	7,903	8	3,839
Parsons	81,283	94,066	95,869	7	7,494	3	11,403	11	19,179	11	30,274	7	5,397	12	4,163	10	4,551	25	6,055	5	2,938
LANE	4,451	5,308	5,486	3	411			3	2,459	2	972	2	354			1	127	3	509	1	137
LEAVENWORTH	156,262	212,169	222,081	10	11,446	7	25,005	24	48,923	23	66,770	26	12,989	17	8,050	22	11,311	50	16,397	9	5,794
Leavenworth	131,854	177,280	184,668	4	7,182	6	23,878	19	40,084	16	55,113	21	11,158	16	7,701	19	9,185	40	14,167	6	5,663
LINCOLN	9,067	10,776	11,119	3	195	2	726	3	2,401	3	3,341	9	2,383	2	223	2	350	4	328	2	352
LINN	17,960	21,487	22,285	4	1,894	1	130	9	6,945	5	6,559	6	2,368	1	252	2	403	10	1,473	3	166
LOGAN	26,091	28,207	28,550	4	1,919	3	931	6	5,474	7	10,791	5	4,749	3	611	1	307	10	1,894	2	275
LYON	166,267	184,907	187,535	15	11,021	7	22,961	19	40,803	15	40,391	25	15,739	26	10,726	17	8,155	61	18,594	7	5,331
Emporia	160,311	178,091	180,473	14	10,865	7	22,961	15	39,893	14	39,813	21	13,485	26	10,726	16	8,054	53	16,953	7	5,331
MCPHERSON	108,085	124,579	127,129	20	9,301	4	7,701	26	27,566	13	44,448	14	5,780	15	4,589	17	5,473	53	14,962	6	1,663
McPherson	86,893	100,176	102,057	13	5,258	3	6,932	14	19,975	8	40,154	3	2,482	15	4,589	13	4,598	32	12,012	4	1,391
MARION	37,865	41,174	42,010	6	1,508	3	1,311	15	7,133	7	14,346	14	5,701	9	987	9	2,602	19	1,980	5	1,038
MARSHALL	45,991	51,291	52,224	9	3,195	2	3,750	17	11,323	14	13,971	13	3,239	7	2,085	5	5,726	26	2,813	4	1,722
MEADE	15,150	15,048	15,186	4	1,204	1	428	6	3,179	6	5,827	2	1,158	2		1	444	12	1,544	1	372
MIAMI	63,907	69,260	70,119	9	5,516	6	5,178	12	20,911	9	15,478	12	3,883	14	2,832	9	3,412	26	4,716	5	2,649
MITCHELL	40,754	44,574	46,265	6	2,274	3	2,623	9	7,895	5	12,715	4	9,175	6	1,799	4	1,309	14	2,778	4	1,105
Beloit	26,525	29,690	30,745	3	1,113	2	1,723	5	6,918	3	7,486	5	4,558	5	1,486	4	1,309	10	2,196	3	819
MONTGOMERY	201,771	212,923	214,441	21	16,301	9	24,352	30	42,796	29	48,789	30	11,272	36	10,701	24	9,996	63	15,099	14	5,751
Caffeyville	92,519	96,540	97,038	10	8,742	4	13,892	14	23,154	12	14,348	10	7,711	18	6,374	9	5,357	32	9,668	7	3,724
Independence	88,414	94,872	95,637	8	7,321	3	9,506	12	18,644	13	24,213	13	2,160	16	4,114	13	4,288	21	4,359	6	1,876
MORRIS	17,048	22,425	23,309	6	3,551	2	592	8	4,622	4	6,855	9	2,786	5	571	2	491	10	1,429	2	511
Council Grove	8,184	10,771	11,567		757		482		2,681		3,821		1,881		214		240		903		64
MORTON	15,850	15,337	15,563	1	403	2	550	6	4,431	3	5,546	4	1,061	2	161	1	299	7	725	2	406
NEMAHA	25,626	43,518	44,188	13	4,243	4	1,331	13	10,530	10	14,373	9	3,464	11	1,375	5	1,607	23	3,002	6	1,379
NEOSHO	45,307	83,587	83,438	9	8,191	4	9,911	15	12,786	14	27,040	14	4,658	13	2,901	16	6,816	29	5,061	5	1,845
Chanute	23,600	72,284	72,000	6	7,784	2	6,495	10	9,815	12	24,346	11	4,514	13	2,901	14	6,359	23	4,112	4	1,568
NESS	18,063	21,858	22,587	3	340	1	130	5	5,109	5	8,908	7	3,432	2	899	1	290	6	441	1	370

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KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NORTON	30,535	36,526	37,906	4	2,396	3	2,467	8	7,487	10	11,404	7	4,681	7	1,906	6	1,851	14	1,705	2	1,045
Norton	29,057	34,216	35,936	3	2,269	3	2,467	4	6,556	9	11,166	7	4,681	7	1,906	6	1,851	8	1,475	2	1,045
OSAGE	40,420	46,358	47,567	10	4,949	2	908	12	11,673	10	14,297	11	4,601	1	453	4	2,325	21	2,980	5	1,348
OSBORNE	20,339	19,849	19,887	15	2,691	2	406	11	5,356	3	3,025	6	3,601	3	592	4	726	8	1,011	2	815
OTTAWA	18,337	19,053	19,194	4	709	2	219	7	3,671	6	9,034	4	1,472	2	449	1	318	8	745	2	901
PAWNEE	30,561	30,819	31,197	6	2,810	2	4,397	7	7,627	7	8,997	3	1,282	8	1,185	3	687	15	2,160	3	333
Larned	28,107	28,654	28,836	5	2,641	2	4,397	5	6,842	5	8,070	3	1,282	8	1,185	3	687	12	2,004	3	333
PHILLIPS	27,538	28,116	28,480	6	1,999	3	1,807	10	6,428	7	6,587	5	1,236	9	1,631	5	3,009	9	1,235	2	1,234
POTTAWATOMIE	35,752	54,166	58,073	8	6,670	2	1,877	17	13,818	10	13,741	8	5,828	4	1,877	6	1,778	24	4,607	5	1,712
PRATT	69,824	79,982	82,176	9	7,967	5	8,376	12	14,395	10	24,343	11	6,583	10	2,756	7	2,465	26	7,700	5	2,162
Pratt	67,139	75,592	78,409	7	7,020	5	8,376	10	13,230	10	24,343	9	6,003	10	2,756	7	2,465	23	7,267	5	2,162
RAWLINS	9,619	9,229	9,248	6	633	2	380	3	2,730	4	2,577	4	1,001	4	152	1	330	5	219	1	188
RENO	309,722	395,151	409,736	26	26,326	14	39,701	44	78,706	33	111,327	34	14,772	34	25,342	41	29,942	103	40,343	11	14,239
Hutchinson	272,158	346,259	358,265	16	17,989	10	37,229	34	73,558	26	94,631	25	11,761	34	25,342	35	25,706	75	34,544	10	13,954
REPUBLIC	22,609	22,566	22,680	3	1,870	2	1,071	8	5,412	7	5,405	10	1,793	6	1,258	5	1,460	8	1,109	2	1,076
RICE	34,447	34,570	34,852	10	3,834	2	934	12	8,905	8	8,919	11	3,184	7	1,724	6	1,137	22	2,483	5	1,609
Lyons	23,045	24,464	24,937	7	2,335	1	676	4	5,233	6	7,087	3	1,562	6	1,587	4	927	11	1,762	3	1,253
RILEY	233,866	262,587	266,324	21	19,044	6	35,814	28	49,829	32	59,769	35	17,156	32	11,501	33	15,411	78	32,116	12	5,396
Manhattan	216,815	243,239	246,980	18	18,215	6	35,814	21	47,359	24	54,463	25	13,710	32	11,501	31	14,832	72	30,587	11	5,116
ROOKS	28,625	25,490	25,098	7	2,711	2	373	8	5,912	5	3,223	11	7,335	7	854	5	1,019	13	1,189	5	682
RUSH	8,873	9,158	9,507	4	2,457	2	382	6	1,576	2	229	3	1,543	3	213			12	754	1	352
RUSSELL	43,820	44,310	46,454	4	1,883	1	2,329	8	8,326	6	11,953	10	7,540	6	1,973	7	1,652	71	2,998	5	1,347
Russell	32,295	33,836	34,350	3	1,632	1	2,329	6	7,212	3	8,801	5	2,464	6	1,973	7	1,652	15	2,428	5	1,347
SALINE	302,298	344,147	350,000	17	17,041	6	35,965	35	62,826	38	100,532	36	31,319	46	22,297	37	22,459	84	27,640	11	7,296
Saline	294,621	335,746	341,360	15	15,313	6	35,965	35	62,826	38	100,532	32	29,403	46	22,297	35	20,725	80	25,897	11	7,296
SCOTT	29,664	32,258	32,772	4	1,970	2	2,628	4	6,161	5	8,418	6	3,536	7	1,045	4	1,941	14	2,051	1	558
SEDGEWICK	2,095,113	2,624,729	2,708,875	108	226,879	50	387,362	251	467,501	147	675,208	183	145,970	254	142,251	192	150,577	628	259,509	70	59,445
Derby	74,536	41,996	44,482	2	1,333	1	2,116	6	18,813	4	4,383	8	7,110	1	478	2	897	15	6,499	3	1,275
Haysville	14,531	17,144	18,015	1	988			5	7,739			5	3,957	1	512			9	1,889	3	891
Wichita	1,914,309	2,389,121	2,463,125	83	187,784	47	383,081	206	402,436	130	622,362	149	120,958	248	140,964	182	144,395	565	241,849	60	55,082
SEWARD	132,904	144,553	146,406	19	13,423	4	14,692	12	23,166	11	41,212	23	8,964	30	12,201	15	10,077	33	10,697	4	1,855
Liberal	128,368	139,475	141,219	17	12,154	4	14,692	12	23,166	10	37,853	22	8,613	30	12,201	15	10,077	33	10,697	4	1,855
SHAWNEE	808,334	1,052,480	1,092,691	45	86,646	20	150,607	102	218,093	74	250,211	81	62,534	98	47,873	73	48,909	271	111,464	30	41,825
Topeka	753,109	991,940	1,031,299	39	84,272	19	141,261	91	195,736	71	248,464	67	52,194	93	44,185	71	45,983	248	105,592	28	41,077
SHERIDAN	9,440	9,140	9,212	1	1,718	1	494	3	2,066	3	1,603	3	991	2	27	2	343	4	641	1	377
SHERMAN	50,025	52,385	53,929	6	3,839	3	6,036	5	5,468	9	18,765	7	4,061	7	2,035	8	2,966	17	3,556	4	1,611
Goodland	49,501	51,931	52,741	6	3,839	3	6,036	5	5,468	9	18,738	7	4,061	7	2,035	8	2,966	15	3,341	4	1,611
SMITH	20,083	20,732	20,844	3	1,076	3	1,642	7	5,115	7	4,842	8	2,855	4	395	5	845	9	954	2	525
STAFFORD	19,572	17,506	17,346	2	2,102	2		5	4,023	3	4,285	7	3,112	2	359	2	570	9	779	3	589
STANTON	4,795	5,931	6,214	1				3	4,573	3	146	1	574	1						1	284
STEVENS	14,785	17,386	17,947	3	2,344	2	486	4	5,384	2	4,416	2	703	3	393	3	723	7	1,218	2	672
SUMNER	79,323	86,960	88,462	14	4,941	5	7,733	29	31,155	13	13,095	13	6,395	13	2,482	9	3,916	29	5,902	9	6,584
Wellington	50,178	56,357	58,417	7	1,480	4	6,396	10	20,344	8	9,969	7	5,064	10	2,242	5	2,406	14	3,174	4	3,401
THOMAS	44,748	47,370	48,765	10	2,450	2	3,177	11	9,365	9	14,505	8	4,205	10	2,387	6	2,342	23	4,817	3	904
Colby	41,764	44,161	44,960	9	2,258	2	3,177	9	8,050	9	14,505	5	3,402	10	2,387	6	2,342	20	4,326	3	904
TREGO	17,013	17,140	17,138	3	2,188	1	728	4	3,875	4	3,490	4	3,101	3	345	1	73	7	1,102	2	523
WABAUNSEE	12,210	11,976	12,048	5	2,604	1		7	787	1	460	7	3,546			2	99	8	2,005	2	182
WALLACE	4,852	4,879	4,919	4	863	1		2	1,347	2	1,448			1	203			2	176	1	315
WASHINGTON	20,115	20,878	21,202	7	3,345	2	433	12	4,932	4	1,821	7	3,421	1	81	6	1,572	11	1,633	4	1,215
WICHITA	12,476	10,705	10,485	2	799	1	123	6	4,366	3	3,499	1	407	2	321			6	397	1	120
WILSON	25,668	28,359	29,161	6	3,254	4	2,060	10	5,841	3	5,345	8	2,852	6	769	4	662	10	1,193	4	1,772
WOODSON	9,872	9,526	9,565	1	248	1	384	3	2,855	3	1,598	4	1,907	1	165	2	366	6	1,133		
WYANDOTTE	601,592	772,951	801,073	37	46,316	23	111,654	96	180,686	51	177,868	78	75,286	67	30,349	44	24,576	183	71,052	32	30,639
Kansas City	566,163	729,136	755,972	33	43,948	22	111,135	90	170,984	43	154,703	72	71,343	65	30,037	43	23,779	173	69,239	29	29,611

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

STATE TOTALS	14,572,388	18,975,577	19,705,634	1,163	1,271,250	797	2,445,610	2,987	4,332,426	1,557	4,133,103	2,121	1,493,460	1,893	860,366	1,309	878,224	3,817	1,699,075	973	759,639
METROPOLITAN STATISTICAL AREAS																					
Cincinnati, Oh-Ky-In	6,506,565	9,154,610	9,477,864	339	448,329	152	1,467,298	1,202	1,963,176	387	1,901,148	742	716,556	656	399,830	472	498,878	2,063	1,046,994	331	360,866
Clarksville-Hopkinsville, Tn-Ky	591,134	761,346	773,914	36	56,635	28	102,825	115	140,956	68	226,457	70	35,311	79	25,969	62	33,689	189	87,983	32	24,116
Evansville, In-Ky	1,393,147	1,712,881	1,742,158	90	125,895	47	235,761	188	345,855	120	362,634	161	108,671	172	116,112	125	101,729	427	168,692	65	57,564
Huntington-Ashland, W.V-Ky-Oh	1,354,068	1,626,599	1,641,780	88	131,086	62	295,618	222	354,388	142	295,777	175	118,145	176	88,978	117	83,571	329	131,967	78	59,404
Lexington-Fayette, Ky	1,692,910	2,366,221	2,383,357	89	107,240	56	312,453	232	438,601	111	523,020	194	185,544	218	125,049	153	128,860	420	250,537	85	72,293
Louisville, Ky-In	4,271,370	5,513,375	6,271,316	253	359,536	143	666,072	755	1,325,254	348	1,439,647	477	468,559	453	312,021	319	244,811	791	670,094	332	250,535
Owensboro, Ky	437,653	362,975	557,367	34	43,771	18	77,791	82	109,166	50	111,594	47	26,125	55	26,965	47	21,743	79	35,952	28	21,729
COUNTIES, Cities																					
ADAIR	31,465	44,822	46,470	4	4,378	3	2,938	9	11,712	5	8,063	7	4,284	10	2,475	5	1,856	9	2,978	4	144
ALLEN	40,875	70,172	74,725	1	6,759	2	3,009	10	14,924	9	21,817	9	6,865	3	1,792	2	440	10	2,662	x	4,072
ANDERSON	33,171	42,831	42,489	3	516	4	172	5	13,389	3	7,410	10	5,542	8	1,554	6	750	11	1,911	4	1,916
BALLARD	26,635	34,425	34,696	3	469	1	270	3	9,403	4	12,055	3	7,674	4	720	1	573	10	1,466	3	835

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES ° Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BARREN	135,984	155,162	151,483	16	14,889	11	19,685	30	33,188	13	23,774	21	8,989	28	6,886	16	7,505	46	14,638	12	6,484
Glasgow	110,776	125,155	121,410	12	14,525	8	15,079	19	24,598	10	23,555	15	6,067	28	6,886	15	7,089	25	7,450	11	6,005
BATH	14,288	19,830	20,663			2	4,289	4	764	6	2,758	8	2,198	5	345	2	2,844	5	591	3	1,383
BELL	148,825	181,454	179,073	16	14,031	8	18,305	26	43,151	14	31,832	25	11,958	23	10,094	23	9,557	30	12,714	11	7,159
Middlesborough	101,867	124,003	121,613	10	12,679	4	16,019	12	27,868	10	21,932	11	3,635	20	9,079	19	7,632	19	8,305	5	3,495
BOONE	371,544	573,992	584,568	39	30,752	9	130,382	46	91,712	13	93,692	37	80,871	56	27,929	18	15,066	72	60,099	10	17,486
BOURBON	52,066	84,870	99,540	4	3,574	3	2,429	14	25,200	9	16,280	8	9,208	6	2,724	6	1,689	20	5,989	5	4,593
BOYD	286,599	337,916	329,503	17	19,418	12	60,241	37	68,425	32	60,771	32	21,025	29	16,858	27	12,683	51	27,695	17	14,722
Ashland	230,223	273,270	266,587	11	8,364	10	59,326	18	43,974	23	55,299	18	9,041	28	16,239	23	11,861	42	24,937	14	14,198
BOYLE	123,747	164,977	164,076	13	12,995	10	27,542	21	33,884	17	41,073	18	6,983	14	4,907	20	6,198	25	10,675	8	5,960
Danville	99,111	131,754	131,013	10	11,947	5	13,332	16	25,139	13	39,912	13	5,981	13	4,452	16	5,003	24	10,020	7	5,090
BRACKEN	12,248	14,534	14,525	4	149	2	1,431	8	6,203	4	2,444	4	1,351			2	385	6	353	2	27
BREATHITT	47,434	53,732	52,857	5	4,021	6	6,487	7	10,203	8	12,552	12	4,382	3	449	5	4,884	12	2,431	3	317
BRECKINRIDGE	44,158	62,387	63,364	8	3,948	4	2,528	19	29,559	6	9,353	11	2,352	8	1,427	5	1,950	16	2,746	5	2,589
BULLITT	75,536	105,509	106,152	15	8,975	7	2,312	29	44,952	14	15,066	14	13,478	2	678	5	5,573	15	7,962	4	1,265
BUTLER	19,340	21,313	20,872	4	1,371	3	758	9	7,301	5	864	6	3,817	2	152	1	1,287	5	594	3	1,441
CALDWELL	54,188	64,794	63,573	10	5,602	4	9,985	13	14,543	6	12,227	10	1,961	11	3,293	5	3,630	14	3,952	6	2,279
CALLOWAY	169,351	215,895	214,458	12	9,027	7	13,692	18	28,641	28	95,129	16	9,067	32	11,550	20	11,042	38	14,248	11	6,848
Murray	140,924	185,860	184,829	11	7,913	7	13,692	15	23,231	24	78,960	16	9,067	31	10,584	19	9,962	35	13,364	11	6,848
CAMPBELL	285,173	367,979	364,862	15	16,369	11	30,207	78	98,498	27	59,279	35	26,898	27	21,205	25	16,011	135	40,762	15	23,280
CARLISLE	13,552	18,089	18,277	4	3,947	1	3,347	5	4,033	3	2,134	3	1,145	1	105			4	162	2	534
CARROLL	35,238	42,325	41,539	3	3,952	2	3,487	10	15,757	2	918	9	4,482	7	1,087	2	2,566	15	2,794	3	2,249
CARTER	78,702	100,264	99,678	11	10,600	7	9,024	13	27,916	9	14,118	15	7,383	9	3,030	10	9,080	14	5,859	5	3,583
CASEY	28,521	35,928	36,899	7	2,610	5	3,439	10	6,510	7	10,266	10	652	7	1,586	2	773	11	2,096	4	1,855
CHRISTIAN	236,030	287,848	282,802	14	18,925	13	29,391	54	51,353	26	79,916	34	14,705	43	13,213	20	11,647	58	19,442	17	10,811
Hopkinsville	182,951	225,939	222,213	12	16,007	9	20,180	34	43,387	21	63,790	27	11,680	40	12,101	16	9,417	46	14,640	15	9,404
CLARK	121,441	173,633	175,225	8	10,054	8	19,256	32	42,455	14	48,111	17	11,910	15	6,739	11	5,379	30	14,902	10	5,860
Winchester	110,270	155,877	156,711	7	8,583	7	16,445	29	37,764	13	44,025	16	11,073	15	6,739	11	5,379	26	12,586	9	5,169
CLAY	60,172	91,294	94,588	7	11,727	2	5,522	10	26,702	13	14,598	12	8,744	10	3,061	6	4,504	10	3,161	5	4,163
CLINTON	24,176	32,126	32,940	3	323	3	4,167	7	10,699	10	3,248	7	3,692	4	830	4	1,341	6	1,232	2	70
CRITTENDEN	24,025	29,393	29,163	3	1,177	4	1,826	6	11,019	4	2,244	5	1,504	4	543	2	4,725	6	1,348	2	748
CUMBERLAND	13,905	18,357	18,694	1	713	4	1,061	8	6,101	2	2,520	8	352	3	444	3	3,735	3	433	2	878
DAVIESS	437,853	562,975	557,367	34	43,771	18	77,791	83	109,566	50	111,594	47	26,125	65	26,965	47	31,743	139	55,262	28	21,729
Owensboro	379,847	499,669	495,672	28	40,344	16	72,156	62	99,359	44	98,118	36	21,339	64	25,167	45	29,802	114	48,487	26	17,923
EDMONSON	11,471	15,029	15,425	3	1,055	1	1,512	8	6,332	2	143	3	434	3	361	1	666	8	1,314	2	80
ELLIOTT	6,472	8,918	9,391	1	189	2	3,972	3	811	3	297	1	211	1	93	1	519	2	36	1	297
ESTILL	42,634	59,265	60,027	3	1,027	2	3,211	14	16,116	5	24,996	8	1,769	6	1,206	2	929	16	2,574	5	3,073
FAYETTE	1,331,034	1,859,142	1,862,264	53	74,351	34	316,480	139	300,702	70	410,130	130	117,232	168	107,399	123	116,273	314	210,237	53	51,093
Lexington	1,331,034	1,859,142	1,862,264	53	74,351	34	316,480	139	300,702	70	410,130	130	117,232	168	107,399	123	116,273	314	210,237	53	51,093
FLEMING	42,353	54,953	55,317	4	890	5	3,737	9	9,760	7	21,430	10	3,048	7	1,006	3	5,583	5	1,811	4	2,179
FLOYD	171,354	213,654	212,634	23	23,448	21	15,749	24	36,943	16	63,182	31	14,219	22	7,835	11	6,085	25	9,651	14	10,363
FRANKLIN	176,321	244,567	245,455	15	19,554	6	23,855	48	53,489	15	53,501	30	21,290	35	14,209	10	7,067	58	24,612	13	11,274
Frankfort	167,268	235,752	237,005	13	17,990	6	23,855	45	51,522	14	51,397	27	20,024	35	14,209	10	7,067	57	24,364	13	11,274
FULTON	41,390	43,854	45,142	3	177	4	7,663	13	14,233	7	6,157	11	3,141	8	1,275	7	1,629	9	982	4	2,325
Fulton	33,485	36,863	37,989	1	98	4	7,663	7	10,968	5	4,977	5	2,347	5	955	6	1,472	4	551	3	1,934
GALLATIN	15,486	22,586	22,996	3	2,185	3	1,272	7	7,046			6	5,965	1	78			10	2,271	1	1,128
GARRARD	18,143	21,765	21,802	3	3,448	4	1,111	7	5,731	4	2,333	7	1,251	4	694	4	1,348	10	1,446	3	1,176
GRANT	42,742	53,698	53,077	6	4,945	4	782	17	14,162	10	15,055	13	7,192	6	672	2	3,482	9	3,819	3	220
GRAVES	124,607	159,528	158,869	14	33,014	6	13,243	27	34,006	14	31,691	18	8,658	26	8,287	6	4,266	29	5,808	10	6,842
Mayfield	90,432	122,192	122,105	9	20,378	5	10,113	14	31,862	11	23,079	14	8,003	24	6,861	5	3,258	20	5,212	9	5,553
GRAYSON	59,957	69,300	68,334	10	8,335	8	7,141	15	15,467	8	9,628	15	5,359	15	2,269	6	2,102	20	4,076	6	4,317
GREEN	21,902	27,845	28,302	6	3,944	5	1,800	6	9,901	4	3,534	6	1,610	3	64	2	859	8	868	3	1,326
GREENUP	72,904	77,543	74,961	7	4,092	5	1,577	24	27,647	12	14,585	13	7,045	8	2,245	6	3,090	15	3,796	7	2,299
HANCOCK	10,680	11,864	11,546	1	205			9	7,727	2	797	2	829					4	395	2	159
HARDIN	331,210	400,599	392,777	26	30,813	13	38,563	43	63,431	52	118,490	54	40,433	41	16,239	26	20,133	70	30,487	13	8,156
Elizabethtown	173,187	213,365	209,181	9	14,476	6	20,788	17	38,177	24	74,733	22	14,882	23	7,699	17	7,141	35	16,941	9	5,821
HARLAN	136,071	142,715	137,469	10	8,877	16	18,343	36	42,327	18	19,433	25	7,433	16	2,664	14	7,962	29	7,771	9	5,178
Harlan	59,725	63,628	64,929	3	1,149	7	13,040	10	18,391	9	10,663	6	1,625	11	1,850	7	6,143	10	4,040	5	3,692
HARRISON	49,327	63,694	63,252	7	3,899	4	5,795	8	16,099	9	13,097	11	4,881	12	2,320	7	3,010	13	3,148	7	4,263
HART	33,282	42,951	43,463	6	4,179	6	1,509	13	13,110	5	2,902	13	4,042	7	1,143	2	7,882	6	521	5	2,235
HENDERSON	204,509	235,010	238,339	15	11,388	10	22,654	48	51,776	21	56,360	28	22,407	22	10,180	16	12,869	54	19,525	11	6,530
Henderson	199,331	229,912	233,342	15	11,388	10	22,654	40	50,253	21	56,360	28	22,407	22	10,180	15	11,900	52	18,497	11	6,530
HENRY	28,024	39,879	41,025	4	3,008	4	1,863	12	11,126	4	10,938	9	2,278	2	611			12	2,552	2	3,041
HICKMAN	7,778	9,261	9,144	3	904	1	2,193	4	1,595	3	1,621	3	180	2	226			4	830	1	306
HOPKINS	210,219	264,314	260,930	16	19,953	5	27,000	45	65,606	25	58,398	32	20,824	33	15,072	25	12,897	41	14,958	12	9,818
Madisonville	175,533	220,219	216,696	11	17,447	10	25,250	22	51,770	22	52,490	20	9,777	32	14,683	23	12,202	34	13,740	8	8,600
JACKSON	17,471	21,138	21,876	2	1,044	5	1,711	9	4,849	3	4,104	4	562					6	1,308	2	176
JEFFERSON	3,308,430	4,293,188	5,329,078	164	267,369	98	719,234	566	1,019,140	242	1,153,778	325	353,377	366	255,977	255	191,759	920	560,267	181	209,027
Louisville	1,368,908	1,629,568	1,602,463	70	57,610	34	96,980	317	403,304	105	266,592	150	109,568	152	76,740	106	109,654	514	220,549	98	90,117
JESSAMINE	77,041	101,952	98,760	8	6,841	4	5,803	15	24,894	11	28,071	12	9,682	7	1,747	4	2,188	19	7,538	6	3,139
JOHNSON	108,316	130,863	131,832	8	18,414	7	14,764	10	22,616	13	25,893	10	9,242	16	5,948	15	10,747	20	8,739	7	7,557
KENTON	520,207	736,780	740,922	28	28,448	12	88,035	119	99,761	33	96,908	75	29,891	27	13,582	34	40,889	187	82,206	32	39,105
Covington	243,290	339,841	340,594	13	13,245	7	30,148	54	77,969	22	88,463	29	23,860	10	5,022	13	20,171	107	43,106	14	16,471
KNOTT	44,407	51,990	51,441	5	3,735	5	8,618		14,148	3	2,142	8	6,482	3	699	5	1,771	8	1,305	1	366
KNOX	94,865	118,331	116,262	12	11,435	9	17,751	22	38,403	8	28,085	15	7,395	13	5,354	6	2,609	22	7,517	7	7,097
LARUE	27,763	31,046	32,272	6	1,996	4	3,060	12	9,979	4	5,619	5	1,834	6	300	3	1,201	6	1,078	3	1,072
LAUREL	162,741	218,832	219,242	13	17,151	7	12,735	35	45,280	24	72,331	32	19,701	33	6,867	19	11,662	25	11,625	8	6,274
LAWRENCE	36,656	44,628	43,648	4	2,512	2	11,688	10	9,067	3	1,595	5	3,796	4	1,333	3	733	6	2,281	4	3,595
LEE	20,538	29,009	29,800	1	1,342	5	1,870	5	8,825	3	6,430	3	2,754	1	505			4	299	2	1,591
LESLIE	23,505	28,044	26,272	2	272	8	4,335	7	8,677		268	4	2,828	2	225	2	5,206	8	715	2	686
LETCHER	37,102	47,130	44,283	2	4,529	9	2,612	22	11,358	8	5,918	4	1,519	3	732	6	8,669	13	3,949	11	5,228
LEWIS	16,590	25,306	25,908	4	2,052	1	730	8	9,728	3	2,405	7	3,538	4	358	2	146	6	1,090	1	
LINCOLN	33,553	38,195	36,998	3	4,933	2	1,112	9	9,170	6	9,563	8	1,434	6	1,308	5	1,765	10	1,736	4	151
LIVINGSTON	9,502	20,007	23,050	2	243			16	9,387	3	808	4	227	2	79	1	407	16	4,008	3	1,141
LOGAN	68,693	81,416	79,999	11	5,710	5	8,088	21	25,868	15	16,434	10	6,020	10	2,575	9	3,039	24	4,255	9	4,672
LYON	12,742	16,057	15,118	2	118	1	3,712	5	7,122	3	29	4	1,454			2	254	4	677	2	197

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KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCCRACKEN	379,049	479,[illegible]	473,649	18	34,715	11	57,745	59	94,109	38	90,080	42	28,807	63	29,453	35	29,080	103	37,935	26	22,274
Paducah	313,685	393,648	388,202	16	28,250	9	50,172	45	65,110	34	86,917	34	24,103	55	23,874	34	25,613	91	31,623	24	14,605
MCCREARY	32,485	37,116	37,043	4	665	4	4,085	22	15,416	5	5,262	5	1,890	4	575	4	1,174	5	1,312	4	376
MCLEAN	22,211	27,427	27,183	8	2,674	2	6,823	9	1,530	4	1,998	9	3,146			2	6,662	11	1,219	3	995
MADISON	226,990	342,838	349,714	16	29,710	10	32,080	43	71,505	26	66,886	39	40,915	25	12,094	16	7,195	61	40,004	15	11,060
Richmond	160,002	243,[illegible]	247,529	13	26,390	6	21,329	18	42,601	17	57,833	21	23,219	22	10,942	10	4,902	42	25,462	8	8,023
MAGOFFIN	29,807	52,[illegible]	57,564	5	3,110	7	7,378	4	20,675	3	2,355	6	5,290			1	1,238	6	1,170	5	4,022
MARION	48,319	55,[illegible]	54,461	8	3,485	8	6,123	18	17,660	7	4,127	12	2,799	7	3,877	7	3,358	19	3,121	4	2,459
MARSHALL	91,691	119,014	119,653	13	22,214	7	10,299	21	24,139	12	23,803	16	9,871	11	2,347	11	3,333	27	8,223	6	3,323
MARTIN	47,191	61,140	61,259	6	2,783	4	2,312	9	15,639	5	25,378	5	1,836	5	912	3	4,842	7	1,186	5	1,569
MASON	87,529	109,507	108,552	8	6,442	4	11,665	12	6,883	12	17,657	10	8,786	18	9,774	9	4,832	24	8,124	7	5,390
Maysville	77,453	93,043	98,240	8	6,442	3	9,288	8	5,618	10	15,254	8	7,353	17	9,331	9	4,832	18	6,205	7	5,390
MEADE	33,760	49,515	50,714	6	2,674	3	2,423	13	11,205	8	20,058	8	3,566	4	920	3	675	15	3,842	2	102
MENIFEE	6,787	8,[illegible]74	8,139	3	29	1	5,496	1	95	1	83	1	41			1	662	3	144	1	73
MERCER	53,198	68,[illegible]10	68,398	7	5,921	5	2,767	15	21,941	11	10,892	14	5,173	6	1,975	5	3,423	18	5,111	6	3,211
METCALFE	20,839	23,[illegible]36	23,601	2	990	2	6,176	8	7,150	4	1,188	7	1,900	5	433	3	553	8	773	3	1,042
MONROE	31,909	40,[illegible]91	40,914	2	2,658	4	1,305	18	14,679	4	2,548	5	1,628	4	1,169	3	5,322	9	1,326	7	3,198
MONTGOMERY	96,089	129,652	129,940	9	12,100	5	10,567	16	30,332	19	26,710	17	6,816	10	8,197	12	5,157	20	9,154	7	4,952
MORGAN	40,236	46,5[illegible]	45,959	4	6,355	2	3,149	9	8,146	4	14,972	7	2,687	3	916	7	2,725	6	758	2	30
MUHLENBERG	113,438	134,[illegible]72	131,109	8	6,288	10	15,280	38	40,220	15	25,481	21	9,505	17	6,365	14	5,816	19	5,056	10	6,943
NELSON	90,754	108,653	106,732	7	4,278	9	11,914	28	29,072	15	17,459	18	8,073	17	3,125	10	4,508	26	8,006	7	4,163
NICHOLAS	14,388	20,765	21,785	2	531	2	4,040	6	2,094	3	763	5	1,266	4	804	1	3,432	4	693	3	1,708
OHIO	69,729	85,581	84,560	6	3,085	4	5,953	21	24,892	10	27,191	14	5,822	8	1,447	7	1,511	12	4,183	7	4,410
OLDHAM	73,763	111,699	113,606	9	11,751	5	4,932	15	31,170	10	35,378	15	8,779	2	180	2	4,006	10	5,231	7	4,265
OWEN	20,830	28,632	29,148	3	520	2	8,104	5	2,565	3	7,441	4	544	4	664	2	1,935	5	1,091	3	1,625
OWSLEY	7,193	9,091	9,778					4	3,559	1	427					1	1,232	2	111	2	487
PENDLETON	18,937	28,537	29,400	4	2,307	3	730	11	11,302	4	3,421	7	2,377	3	1,298	1	537	6	1,354	1	1,008
PERRY	136,516	173,111	172,645	12	13,812	11	13,339	27	41,383	13	35,407	22	10,841	20	10,060	13	6,733	36	10,427	6	5,703
PIKE	328,877	369,826	360,513	31	28,203	18	44,478	60	88,561	36	93,860	35	18,478	38	17,866	21	9,605	47	17,249	14	9,244
POWELL	20,480	35,570	37,937	1	2,116	4	7,007	8	10,391	2	539	8	4,004	2		1	3,212	13	3,543	2	101
PULASKI	215,259	265,278	263,009	21	23,926	11	31,932	36	64,648	33	54,160	35	12,439	37	12,037	29	11,048	44	18,113	12	7,694
Somerset	156,652	194,490	192,069	15	21,384	8	23,034	20	42,840	22	35,100	27	9,112	34	10,611	28	10,657	37	16,526	9	6,758
ROBERTSON	2,218	2,299	2,320	2	36	1	1,411	2	199			2	47					1	13		
ROCKCASTLE	28,106	32,818	32,499	4	2,403	6	2,011	16	10,896	4	2,454	9	3,877	3	226	2	2,332	11	1,939	2	191
ROWAN	74,322	91,526	90,289	6	6,177	9	13,870	16	22,990	8	13,501	13	9,028	16	4,144	4	1,148	17	6,194	7	4,731
RUSSELL	40,080	65,723	69,290	5	6,234	7	5,878	13	17,583	9	16,829	7	3,611	10	1,845	4	1,758	12	2,553	7	3,533
SCOTT	34,473	63,489	62,049	8	2,979	4	4,314	14	20,123	8	7,979	14	6,847	8	1,990	6	2,086	19	6,641	5	3,563
SHELBY	79,063	93,607	91,370	6	5,441	5	6,530	19	23,729	11	24,909	13	5,247	12	2,862	6	2,021	20	8,176	4	1,126
SIMPSON	62,879	67,994	65,404	4	3,720	2	4,933	14	16,251	10	12,288	13	9,791	5	1,500	3	2,759	15	6,970	6	2,874
SPENCER	10,792	10,844	10,382	1	200	1	1,900	7	4,489	3	509	3	75		10	1	663	5	320	1	86
TAYLOR	82,992	101,083	99,640	13	9,156	4	11,349	19	23,523	16	19,132	12	5,547	22	6,343	12	3,302	24	8,016	6	3,945
TODD	17,365	24,569	25,338	2	62	3	1,120	7	11,383	5	1,896	4	1,691	4	510	2	1,500	7	953	4	1,620
TRIGG	22,952	32,082	32,664	4	3,193	2	2,300	11	8,895	5	6,770	5	2,576	3	349	4	1,217	10	1,813	3	1,373
TRIMBLE	4,694	8,236	8,894	1	230			3	658			3	1,321					2	276	1	364
UNION	55,826	62,525	60,818	9	4,354	6	10,080	20	21,034	7	6,169	10	2,489	9	1,761	7	1,829	15	2,907	6	2,341
WARREN	408,916	560,330	561,034	30	31,087	14	77,414	68	106,470	36	98,651	64	47,110	67	25,514	46	30,841	113	53,393	20	18,761
Bowling Green	388,197	527,064	525,824	25	27,581	12	72,890	58	102,776	36	98,651	56	38,596	65	20,870	43	30,184	110	53,031	19	16,303
WASHINGTON	16,266	18,585	18,479	3	1,749	3	1,981	6	3,684	1	609	6	1,971	4	889	4	1,180	5	41	4	1,909
WAYNE	43,386	60,989	62,278	6	6,750	5	6,417	18	19,404	6	7,870	7	3,372	9	3,203	5	2,038	7	2,246	4	3,735
WEBSTER	46,034	49,460	48,193	6	3,103	3	1,174	16	14,762	12	16,923	9	2,935	2	23	3	110	11	1,263	5	2,082
WHITLEY	183,888	229,027	239,387	15	22,753	11	25,228	29	37,258	22	49,282	33	39,877	18	11,920	16	9,484	35	16,138	13	7,737
Corbin	155,984	186,000	182,067	8	19,863	6	20,332	21	29,320	16	48,508	21	26,159	17	9,091	10	6,216	16	4,752	9	6,451
WOLFE	15,108	22,502	23,698	2		3	4,736	4	6,160	2	1,551	5	5,040			1	599	3	535	2	144
WOODFORD	56,855	84,135	85,519	8	9,441	3	4,171	15	25,227	5	12,449	13	10,665	9	4,450	3	1,245	18	5,230	6	4,045

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,986,261	24,022,401	25,098,126	1,298	1,811,675	802	2,940,358	3,755	5,485,791	1,727	5,701,965	1,976	1,340,428	2,615	1,421,991	1,645	1,443,230	4,755	2,264,159	1,046	941,633
METROPOLITAN STATISTICAL AREAS																					
Alexandria, La	620,019	801,671	845,993	40	61,800	22	121,144	121	162,709	43	198,056	64	41,816	73	67,691	53	46,206	138	58,802	27	30,839
Baton Rouge, La	2,626,328	3,236,050	3,384,972	166	265,677	74	466,709	469	743,995	194	755,302	231	175,483	331	158,989	201	227,165	584	284,155	104	107,083
Houma-Thibodaux, La	993,514	1,031,701	1,054,846	77	83,419	39	120,549	171	223,833	83	244,271	99	45,077	128	45,448	87	57,689	225	138,075	51	39,358
Lafayette, La	1,361,064	1,486,813	1,529,873	68	144,320	35	210,630	207	266,731	96	350,319	111	77,757	184	95,843	110	88,730	269	155,017	62	39,395
Lake Charles, La	906,896	916,492	931,975	82	117,194	28	107,767	154	172,497	74	193,800	80	45,529	96	48,686	89	54,111	168	67,565	48	37,349
Monroe, La	686,189	922,612	979,721	58	75,154	29	135,598	107	180,776	72	226,503	53	30,741	111	75,617	78	61,387	170	63,494	42	37,444
New Orleans, La	4,327,918	5,694,556	6,037,415	286	398,826	141	907,604	873	1,805,880	381	1,586,106	510	460,469	767	537,967	459	527,449	1,652	913,062	232	334,658
Shreveport, La	1,750,158	2,246,227	2,364,464	80	153,613	55	314,952	262	436,799	135	569,003	187	150,100	239	145,172	146	147,582	398	200,127	75	68,226
ACADIA	204,923	217,495	223,578	20	19,378	12	18,450	57	49,285	27	54,665	30	16,246	26	9,473	21	10,303	55	15,936	19	13,892
Crowley	108,443	114,709	117,417	9	8,580	5	15,334	16	20,531	12	33,045	13	6,300	18	5,850	11	4,379	25	6,725	9	8,955
ALLEN	69,283	97,908	105,222	13	6,192	15	17,757	20	25,461	13	27,147	13	5,100	13	4,877	7	2,039	15	3,475	8	4,882
ASCENSION	219,402	264,756	276,346	24	33,915	11	12,899	60	67,109	27	93,073	24	9,747	32	8,124	14	14,186	58	15,799	14	10,006
ASSUMPTION	33,787	61,906	65,165	5	4,337	4	10,710	27	16,744	11	16,735	7	2,042	4	1,061	5	3,179	21	2,279	4	2,556

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
AVOYELLES	117,235	145,175	153,881	13	8,905	20	19,902	53	39,855	23	46,213	6	1,625	14	2,810	11	5,134	26	5,380	22	10,943
BEAUREGARD	115,283	153,949	164,019	17	16,867	8	10,272	30	35,038	16	52,057	12	6,995	18	6,776	10	9,077	17	6,194	7	3,574
BIENVILLE	40,323	53,431	57,343	5	1,693	4	4,308	13	16,409	10	10,902	9	11,344	10	2,341	2	742	9	1,418	5	1,942
BOSSIER	360,769	465,571	491,281	19	59,660	14	64,854	57	88,133	32	126,385	43	30,315	44	20,278	18	11,231	109	48,421	14	10,316
CADDO	1,389,389	1,780,656	1,873,183	61	93,953	41	250,098	205	348,166	103	442,618	144	119,785	195	124,894	128	136,351	289	151,706	61	37,910
Shreveport	1,275,862	1,624,555	1,706,329	53	83,811	34	217,616	175	312,455	87	420,441	132	93,794	179	114,437	121	130,697	265	142,696	55	34,268
CALCASIEU	902,896	916,492	931,975	82	117,194	28	107,767	154	212,497	74	193,800	80	45,529	96	48,686	89	54,111	168	67,565	48	37,349
Lake Charles	621,583	630,664	640,611	56	68,170	17	86,356	76	114,802	45	147,678	42	28,963	72	39,532	66	41,387	115	53,273	31	27,052
CALDWELL	25,924	38,688	42,589	5	6,133	6	4,069	8	10,215	6	8,821	5	2,539	3	1,458	2	183	7	1,562	3	1,090
CAMERON	25,342	31,778	33,670	4	4,382	2	1,907	13	17,749	1		7	2,192					14	3,054	2	644
CATAHOULA	33,979	31,464	31,850	5	3,804	3	2,572	16	4,959	7	8,111	4	1,477	7	705	2	2,643	9	885	8	2,788
CLAIBORNE	49,905	51,697	52,992	3	2,961	9	8,010	18	13,312	10	13,581	10	2,103	13	1,938	3	1,486	8	1,822	7	2,079
CONCORDIA	77,127	95,734	100,571	7	5,807	8	11,294	29	28,558	9	25,426	8	5,215	8	3,832	7	4,637	26	6,619	6	3,064
DE SOTO	85,435	117,115	124,979	8	7,277	9	18,214	27	32,300	15	33,146	15	7,327	14	4,945	7	3,105	13	3,955	5	5,088
EAST BATON ROUGE	2,203,285	2,708,925	2,830,370	121	210,049	55	429,565	323	583,915	134	610,077	177	137,392	278	144,754	173	205,353	481	255,077	75	86,005
Baton Rouge	1,847,806	2,239,712	2,333,649	89	165,214	45	401,986	228	385,341	111	530,176	146	114,749	241	132,465	142	169,254	409	223,997	58	67,899
EAST CARROLL	24,942	38,240	41,498	2	8,223	5	2,347	10	10,841	5	5,689	8	4,829	8	2,055	2	213	6	1,307	3	3,131
EAST FELICIANA	27,426	36,626	39,132	6	3,265	4	1,420	16	11,184	3	8,417	10	4,998	3	1,064	2	303	11	2,458	3	1,735
EVANGELINE	108,249	140,997	150,103	11	24,340	12	13,608	44	35,068	19	29,653	11	5,579	15	5,192	11	8,657	22	3,931	17	9,618
FRANKLIN	104,182	123,030	128,128	9	11,893	11	14,883	28	51,865	15	29,381	5	1,074	8	3,688	5	1,905	13	2,880	8	3,313
GRANT	20,275	23,051	24,080	1	124	7	894	14	7,894	4	10,697	4	1,053	2	197			4	397	3	1,670
IBERIA	354,083	356,616	362,749	28	37,378	11	24,087	67	73,389	42	98,215	35	9,844	45	25,098	38	24,294	99	37,082	21	14,813
New Iberia	299,388	304,494	309,904	19	23,639	8	23,392	43	55,639	29	87,735	24	8,159	40	24,209	36	23,660	71	34,679	18	13,662
IBERVILLE	117,471	127,061	130,923	11	7,927	7	9,920	40	34,288	17	43,575	16	7,336	11	3,169	11	4,020	32	7,634	10	5,019
JACKSON	43,385	51,792	54,279	6	3,810	6	10,668	18	11,831	7	10,639	9	3,105	9	2,975	5	3,022	14	2,571	7	3,153
JEFFERSON	2,947,034	3,651,770	3,820,964	114	176,752	54	508,761	323	807,260	172	900,205	213	210,250	302	234,329	200	280,033	635	353,052	83	128,980
JEFFERSON DAVIS	142,412	142,447	145,117	16	13,213	9	6,803	34	33,283	19	45,841	24	13,263	25	5,158	7	3,459	30	5,985	13	8,154
Jennings	105,068	105,282	106,986	11	8,360	3	4,548	15	21,607	17	43,343	12	5,249	21	4,800	5	2,954	16	3,786	7	6,231
LAFAYETTE	1,246,796	1,351,477	1,387,162	55	132,339	23	194,103	170	233,361	78	320,494	97	71,920	179	94,385	102	86,051	237	144,179	46	33,921
Lafayette	1,103,733	1,191,598	1,221,536	38	83,192	22	190,324	129	168,185	63	299,534	81	63,802	170	91,022	91	80,558	207	125,538	37	30,226
LAFOURCHE	371,331	418,191	432,913	36	42,053	19	37,619	78	108,771	38	112,831	49	21,748	45	15,403	40	25,123	91	23,542	27	23,252
Thibodaux	157,894	180,093	186,530	11	16,259	7	13,094	25	31,638	15	62,321	18	10,897	21	7,667	16	10,556	47	13,787	8	11,243
LA SALLE	51,731	72,787	77,838	5	4,465	5	3,477	20	20,805	10	30,119	6	2,817	9	1,660	4	2,599	13	4,058	7	2,992
LINCOLN	162,494	210,405	221,982	12	13,135	9	20,833	31	43,419	13	58,173	26	11,943	32	18,709	22	7,839	51	22,469	11	6,356
Ruston	149,535	193,983	204,378	11	12,856	7	19,666	25	41,392	13	56,173	18	9,543	30	18,410	21	7,748	43	19,065	9	6,276
LIVINGSTON	155,566	210,741	224,985	17	16,709	5	22,588	64	70,789	30	49,463	16	17,607	18	5,936	14	7,626	29	10,239	11	9,115
MADISON	34,088	42,215	44,279	3	615	3	2,308	16	7,768	8	19,755	4	1,823	8	1,827	5	1,798	14	3,420	4	2,374
MOREHOUSE	109,592	136,661	144,353	10	8,623	9	20,599	32	28,466	16	51,896	15	5,411	11	4,618	9	2,287	21	5,859	11	4,740
Bastrop	86,260	112,988	119,811	5	4,473	8	18,361	21	26,409	13	43,093	9	3,588	10	4,189	8	2,039	16	5,523	8	3,602
NATCHITOCHES	136,802	175,045	184,991	14	16,788	9	19,674	29	41,751	13	41,174	20	12,206	21	7,915	13	8,641	33	11,845	10	7,147
ORLEANS	2,428,006	2,848,229	2,958,245	92	121,306	44	257,977	351	611,250	114	492,913	187	161,028	344	250,126	185	189,481	779	447,130	101	147,535
New Orleans	2,428,006	2,848,229	2,958,245	92	121,306	44	257,977	351	611,246	[illegible]	492,913	187	161,028	344	250,126	185	189,481	779	447,130	101	147,535
OUACHITA	686,189	922,612	979,721	58	75,154	29	135,598	107	180,776	72	226,503	53	30,741	111	75,617	78	61,387	170	83,494	42	37,444
Monroe	472,481	629,788	666,733	30	44,429	18	103,378	68	91,155	43	196,823	32	12,712	76	53,910	56	44,148	108	53,231	24	20,849
West Monroe	125,622	181,981	195,597	12	19,540	7	28,266	21	52,732	13	11,530	9	6,173	28	19,994	11	6,177	38	21,345	7	11,104
PLAQUEMINES	84,856	86,838	88,721	9	6,231	6	3,390	34	30,326	8	8,601	17	6,899	5	489	2	4,404	40	19,713	5	4,158
POINTE COUPEE	81,985	82,941	84,857	8	6,141	7	5,508	30	22,212	9	30,136	11	3,868	9	2,296	6	3,220	15	2,788	6	2,994
RAPIDES	620,019	801,671	845,993	40	61,800	22	121,144	121	162,709	43	198,056	64	41,816	73	67,691	53	46,206	138	58,802	27	30,839
Alexandria	481,320	636,157	672,297	28	48,188	13	103,752	70	103,954	30	181,373	35	29,030	64	65,534	42	31,782	101	46,066	16	21,660
Pineville	65,293	83,172	89,132	3	6,564	4	9,773	16	31,630	5	3,284	12	5,492	6	1,601	6	4,925	12	6,856	7	6,101
RED RIVER	32,706	46,703	50,314	6	4,854	5	4,160	15	15,259	3	8,833	8	4,577	6	1,244	3	1,567	10	2,744	3	2,397
RICHLAND	92,221	123,655	131,679	6	11,057	9	9,700	26	24,207	17	40,535	13	12,933	18	3,671	8	6,052	16	3,242	10	5,679
SABINE	90,232	128,367	138,628	6	2,087	10	14,472	20	37,489	12	58,361	9	2,123	8	3,749	4	2,773	11	3,569	4	2,644
ST. BERNARD	243,140	264,218	271,996	15	9,579	7	32,455	46	111,440	24	14,132	28	18,140	27	12,842	22	14,744	58	23,074	12	16,621
ST. CHARLES	86,378	77,200	77,434	5	4,257	8	8,179	32	26,987	11	12,854	13	6,380	10	2,398	8	2,654	33	5,799	5	2,857
ST. HELENA	7,708	9,692	10,646	2	1,150			4	3,201	3	1,513							1	355	1	2,120
ST. JAMES	56,834	75,023	79,630	6	9,684	4	3,700	26	25,160	9	13,937	8	2,661	8	2,205	10	10,739	16	3,949	5	3,043
ST. JOHN THE BAPTIST	115,542	138,546	144,680	10	9,465	5	25,722	28	58,014	8	5,528	16	5,864	13	5,755	9	5,681	22	11,702	8	10,205
ST. LANDRY	342,842	358,788	368,556	27	40,617	21	29,690	106	88,110	39	88,885	44	18,951	49	18,547	33	19,721	69	15,153	35	21,073
Opelousas	158,830	158,648	161,140	9	8,488	9	18,595	28	24,993	15	49,608	25	8,928	24	10,860	18	12,326	31	9,045	14	9,887
ST. MARTIN	114,268	135,336	142,711	13	11,981	12	16,527	37	43,370	18	29,825	14	5,837	5	1,458	8	2,679	32	10,838	16	5,474
ST. MARY	341,196	349,833	356,966	32	36,889	12	25,902	73	86,415	38	78,091	33	16,717	36	15,490	31	16,516	93	48,637	15	12,794
Franklin	60,083	65,199	66,904	4	3,295	5	9,973	19	16,906	7	16,481	9	3,019	6	2,892	5	1,323	16	3,356	3	2,270
Morgan City	161,946	170,054	173,915	14	17,983	3	5,241	23	31,241	20	51,764	12	9,176	18	7,978	21	13,808	47	19,914	8	9,314
ST. TAMMANY	507,818	714,593	764,096	50	77,467	23	74,510	93	190,933	52	154,444	53	58,807	71	32,517	36	34,856	125	72,805	23	28,460
Slidell	269,317	387,118	414,169	22	33,780	9	43,590	34	88,428	25	93,690	26	35,202	41	19,917	18	22,526	55	46,580	11	15,201
TANGIPAHOA	424,361	574,287	610,201	28	57,533	21	71,102	96	128,988	41	174,102	51	39,679	66	22,820	35	21,481	97	41,641	20	19,233
Hammond	249,243	347,482	369,901	11	26,585	9	55,225	34	58,305	21	124,620	17	14,714	49	18,196	23	15,305	56	29,816	8	9,182
TENSAS	20,957	26,681	28,335			7	2,113	8	7,648	4	9,568	5	5,183	1	288	1	159	3	181	3	514
TERREBONNE	622,183	613,510	621,933	41	41,366	20	82,730	93	115,682	45	131,440	50	23,329	83	30,045	47	32,566	134	114,533	24	16,106
Houma	446,106	436,185	441,088	23	27,384	14	54,560	53	93,183	36	112,799	34	16,775	69	23,936	41	25,992	105	51,321	18	13,987
UNION	46,349	64,599	69,709	6	4,681	6	6,187	15	13,245	14	28,786	8	1,059	8	3,100	3	631	6	1,059	8	4,348
VERMILION	198,011	215,663	222,717	21	26,809	9	15,418	56	60,955	30	59,097	24	7,039	18	10,309	20	6,022	54	9,223	24	12,100
Abbeville	135,559	126,564	130,229	7	6,142	3	8,525	27	34,053	19	48,308	8	2,553	21	7,711	12	3,528	32	6,496	9	5,816
VERNON	128,394	180,559	194,075	10	28,659	7	17,748	41	45,023	18	43,598	15	4,586	13	4,937	10	4,834	48	21,659	5	4,111
Leesville	96,754	143,295	158,809	8	22,049	5	12,229	25	36,390	14	41,097	10	3,648	10	3,846	7	3,868	31	13,254	5	4,111
WASHINGTON	136,212	173,353	183,810	9	7,652	12	14,565	41	47,709	21	38,380	24	11,168	35	15,084	20	8,406	36	8,277	10	9,788
Bogalusa	75,889	97,637	103,042	6	5,189	7	8,103	21	28,701	10	16,218	12	8,032	20	9,449	11	4,829	21	5,814	6	7,233
WEBSTER	192,469	269,724	288,831	13	17,461	14	31,275	52	80,896	24	73,311	31	17,150	33	14,980	19	12,350	26	10,785	14	8,259
Minden	108,899	154,076	164,701	6	8,851	5	20,645	18	45,515	15	43,771	13	6,351	20	8,544	15	8,880	15	6,638	7	5,114
WEST BATON ROUGE	48,075	51,632	53,051	4	5,004	3	1,657	22	22,182	3	2,589	14	10,737	3	725			16	3,040	4	1,557
WEST CARROLL	33,696	47,695	51,367	6	2,400	8	6,738	15	14,150	9	15,730	5	1,458	4	1,505	1	245	8	1,104	4	1,501
WEST FELICIANA	20,665	29,171	31,246	1	1,306	1	3,911	5	7,247	6	8,862	7	3,436	3		1	743	7	2,402	3	1,163
WINN	54,501	69,374	73,214	6	4,926	9	10,890	16	13,094	7	22,631	9	4,481	9	2,323	4	1,681	12	2,906	6	3,644

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MAINE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,331,613	7,519,747	7,908,140	457	586,375	361	716,642	1,327	1,736,521	581	1,718,814	642	411,965	517	322,933	423	261,718	1,629	632,995	275	252,945
METROPOLITAN STATISTICAL AREAS																					
Bangor, Me	519,505	683,766	724,831	35	44,064	25	94,251	93	139,400	44	190,064	48	18,375	64	43,551	42	26,908	114	59,141	17	19,628
Lewiston-Auburn, Me	403,521	527,331	558,284	21	19,763	29	71,663	80	122,930	41	142,732	43	28,915	47	27,215	40	25,894	110	39,581	20	14,346
Portland, Me	1,373,490	1,997,532	2,153,543	69	102,388	55	203,376	230	450,867	81	424,266	104	80,753	116	103,944	89	65,420	341	182,412	45	54,931
Portsmouth-Dover-Rochester, N.H.-Me	1,009,293	1,529,633	1,659,718	75	122,187	26	115,365	167	281,080	77	379,781	100	103,399	120	93,406	75	67,860	314	170,405	40	40,242
COUNTIES, Cities																					
ANDROSCOGGIN	457,631	600,034	623,089	31	30,821	34	72,898	108	146,497	51	153,773	49	34,963	50	27,732	41	27,563	136	43,178	24	16,439
Auburn	185,744	249,372	259,231	8	8,429	7	25,923	24	45,247	18	113,173	14	9,233	22	12,645	13	4,126	34	11,939	6	5,895
Lewiston	196,135	254,954	264,009	10	10,138	19	45,410	48	70,455	20	24,557	24	16,684	24	12,922	26	21,753	69	24,680	11	8,510
AROOSTOOK	330,540	406,121	417,821	37	32,035	33	49,522	101	97,867	61	93,797	51	26,720	50	17,582	21	11,837	98	23,921	30	16,359
CUMBERLAND	1,502,470	2,246,800	2,378,166	93	167,080	66	241,634	250	476,383	94	453,547	124	97,538	120	107,768	108	74,628	350	192,790	57	65,531
Brunswick	174,183	256,816	270,889	15	41,820	9	43,989	26	49,418	16	69,773	10	9,661	11	6,745	19	10,201	28	15,517	7	8,729
Portland	447,710	642,349	675,262	26	36,800	14	33,173	91	137,405	26	155,578	36	30,250	46	37,554	43	28,800	136	78,257	22	21,112
FRANKLIN	91,661	130,248	137,556	8	14,512	7	8,040	32	26,544	15	32,324	14	8,968	9	6,248	12	4,594	44	12,459	5	4,757
HANCOCK	208,286	270,021	280,354	28	29,786	24	24,381	74	68,834	33	54,496	24	12,474	24	13,074	20	7,765	96	26,561	10	8,950
KENNEBEC	550,386	759,291	793,897	34	53,151	34	91,700	116	159,200	65	205,557	79	41,800	40	35,618	55	30,315	142	57,312	23	22,038
Augusta	210,262	291,030	303,991	9	15,543	12	38,092	26	62,817	25	93,199	24	13,392	18	14,145	10	16,370	48	20,206	11	6,570
Waterville	178,457	247,986	258,917	7	7,397	9	39,612	26	43,083	21	79,977	15	6,652	14	17,723	15	8,349	39	24,145	6	5,996
KNOX	148,802	193,386	201,052	20	18,826	12	14,272	54	39,013	18	42,826	16	8,636	17	10,669	18	6,970	51	15,345	10	8,205
LINCOLN	114,967	151,132	157,471	18	28,080	9	2,523	38	30,614	18	28,800	21	10,641	15	6,205	12	4,484	48	13,662	8	4,294
OXFORD	176,929	234,396	244,741	20	28,437	19	16,535	55	58,095	24	61,654	32	14,445	19	4,611	15	5,208	58	14,121	16	11,171
PENOBSCOT	671,684	910,732	948,460	50	70,044	40	112,005	150	194,151	68	241,061	74	55,468	76	47,847	53	31,093	154	65,978	28	29,345
Bangor	360,139	482,031	500,454	17	25,040	15	88,402	48	72,955	22	142,454	28	26,339	56	38,082	27	18,133	81	41,737	10	9,904
PISCATAQUIS	66,220	90,354	94,864	7	5,733	9	5,842	25	26,011	7	20,138	11	5,436	3	510	3	2,057	20	3,785	5	3,612
SAGADOHOC	91,386	113,533	117,131	10	6,369	6	2,802	25	32,231	13	37,144	10	4,213	6	1,493	7	3,007	26	8,781	5	4,114
Bath	64,364	77,845	82,339	7	5,398	4	1,983	13	26,900	5	17,339	4	2,064	6	1,493	5	1,706	15	5,781	4	3,387
SOMERSET	158,676	227,179	241,011	22	20,001	14	11,617	63	68,742	26	45,671	25	13,579	10	5,461	13	10,444	55	14,893	14	11,717
WALDO	64,407	95,918	103,030	12	11,227	11	5,770	33	26,778	9	17,330	9	3,141	7	4,833	4	2,652	28	9,962	5	3,914
WASHINGTON	102,955	149,834	159,924	17	10,261	14	9,486	37	61,016	18	20,564	22	7,096	6	1,626	15	5,057	53	12,379	9	6,856
YORK	588,613	940,768	1,009,673	50	60,012	29	47,615	166	224,545	61	210,132	81	66,847	65	33,606	46	34,044	270	117,868	26	35,643
Biddeford	94,938	150,860	161,729	8	14,929	4	16,038	26	29,060	14	25,630	10	10,330	10	3,462	10	7,985	27	8,775	5	6,723
Saco	103,409	165,285	176,753	4	2,478	4	13,545	31	50,829	9	62,885	8	6,503	9	4,289	3	2,635	33	14,215	2	4,261

MARYLAND RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	20,982,781	29,794,626	31,327,771	880	1,486,190	492	3,772,809	2,970	6,245,843	1,305	6,975,935	1,877	2,111,528	2,381	1,702,050	1,569	1,813,931	5,181	2,925,172	759	1,150,953
METROPOLITAN STATISTICAL AREAS																					
Baltimore, Md	9,995,718	14,067,414	14,782,087	452	708,282	221	1,755,775	1,523	2,974,494	631	3,189,755	872	959,186	1,239	774,368	732	792,382	2,884	1,502,364	420	530,510
Cumberland, Md-W.V.	423,361	551,140	572,260	26	32,534	31	96,663	102	120,516	39	95,376	69	42,772	69	30,107	51	30,367	141	49,754	33	27,980
Hagerstown, Md	567,974	748,363	777,204	27	63,438	21	98,329	81	136,936	42	145,433	71	51,902	54	38,795	48	40,293	161	48,350	18	29,260
Washington, D.C.-Md-Va	17,824,496	25,859,111	27,257,308	521	1,099,633	291	3,342,114	1,967	5,141,450	817	6,088,471	1,391	1,782,630	1,764	1,679,886	1,384	1,806,494	3,770	2,861,652	546	1,088,587
Wilmington, De-N.J.-Md	2,555,429	3,259,301	3,379,518	127	155,127	92	460,712	387	641,814	188	736,887	264	260,257	304	171,905	211	195,975	627	278,343	104	122,311
COUNTIES, Cities																					
ALLEGANY	373,640	486,266	504,552	22	29,313	23	89,205	81	105,314	30	81,106	57	37,775	59	27,634	41	27,141	115	43,428	26	24,756
Cumberland	167,565	210,825	217,355	15	21,266	6	25,863	36	50,409	16	40,805	25	17,058	23	11,390	15	13,089	48	17,612	12	9,736
ANNE ARUNDEL	1,880,118	2,917,084	3,108,478	88	69,656	41	396,174	246	594,594	150	803,691	180	217,278	163	112,831	143	152,919	406	300,889	49	80,505
Annapolis	372,209	478,037	493,519	18	26,596	8	37,413	45	48,404	50	182,329	28	20,338	53	22,721	37	24,105	90	52,695	10	16,255
BALTIMORE	3,897,717	5,463,694	5,722,406	155	305,236	76	901,315	476	1,131,772	194	1,224,980	306	336,192	504	312,738	291	338,928	850	481,587	138	186,259
BALTIMORE CITY	2,644,296	3,139,356	3,212,002	112	95,304	63	208,169	576	643,960	148	508,781	205	180,368	418	228,214	181	177,936	1,255	471,882	166	174,549
Baltimore	2,644,296	3,139,356	3,212,002	112	95,304	63	208,169	576	643,960	148	508,781	205	180,368	418	228,214	181	177,936	1,255	471,882	166	174,549
CALVERT	88,174	154,018	167,564	6	6,795	7	9,783	19	54,864	11	23,762	17	17,600	6	2,583	8	3,523	36	22,618	2	6,875
CAROLINE	53,994	75,638	79,919	8	8,118	7	2,396	26	28,554	10	15,892	12	5,325	6	723	7	2,610	17	3,718	5	4,377
CARROLL	380,448	622,615	670,641	28	38,700	12	35,051	52	164,310	39	198,605	43	50,995	28	20,462	31	21,137	94	51,283	20	29,324
Westminster	97,964	157,464	168,830	6	18,135	2	5,968	17	38,970	10	13,380	12	16,463	10	10,708	13	9,928	31	22,238	7	10,760
CECIL	252,751	293,510	298,008	17	19,844	8	12,916	44	54,815	29	69,754	31	43,634	15	7,812	11	7,159	84	26,958	7	7,362
CHARLES	247,906	433,753	471,011	16	41,382	6	18,175	28	126,642	19	97,422	31	46,796	14	10,107	22	18,388	71	43,216	6	7,579
DORCHESTER	137,110	195,668	206,477	9	9,378	4	6,969	37	45,406	11	28,710	17	14,522	13	7,779	10	6,543	38	11,327	8	9,406
Cambridge	93,881	141,193	149,688	5	7,288	3	4,136	22	38,847	8	16,578	13	12,754	13	7,779	10	6,543	26	10,194	6	5,384
FREDERICK	550,978	859,572	916,828	32	69,819	22	122,546	82	192,767	48	197,815	63	76,905	60	33,141	44	42,642	148	79,383	19	22,984
Frederick	319,718	609,101	651,746	19	31,660	14	102,955	47	157,510	27	135,790	35	35,139	36	30,702	31	30,750	89	52,362	13	16,061
GARRETT	105,084	116,480	118,392	8	15,537	7	9,566	18	22,189	18	38,483	12	7,174	11	2,003	10	4,210	29	6,208	7	5,554
HARFORD	591,155	821,782	860,469	37	42,473	19	84,545	71	186,197	59	219,977	77	77,955	49	35,399	37	29,817	135	75,813	30	33,059
HOWARD	521,773	960,192	1,051,691	26	46,721	7	125,989	61	206,064	25	205,235	46	81,800	76	64,676	43	66,783	123	101,914	14	22,948
KENT	70,121	92,045	95,906	9	6,503	4	6,960	22	29,893	12	17,717	8	4,099	10	2,744	7	1,715	31	11,472	3	3,314
MONTGOMERY	3,711,219	5,675,160	6,005,108	112	232,128	49	812,450	344	1,075,070	122	1,468,416	243	373,854	361	414,299	289	473,298	594	477,562	95	211,681
Rockville	474,578	704,216	744,103	8	50,550	5	47,049	36	132,832	22	204,247	24	49,266	43	31,820	51	89,676	79	67,628	8	17,247
PRINCE GEORGES	3,743,799	5,014,747	5,211,519	90	162,277	66	694,823	413	1,056,185	209	1,243,768	319	382,191	357	276,459	264	301,677	614	436,725	103	231,574
QUEEN ANNES	80,211	142,691	156,400	6	10,190	3	2,532	25	46,997	16	28,486	15	14,598	1	48	6	4,862	21	18,996	3	3,866
ST. MARYS	182,388	289,015	309,746	12	19,319	5	14,051	38	77,495	28	64,868	26	20,795	17	15,122	20	18,391	74	33,588	5	11,930

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MARYLAND RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SOMERSET	42,338	60,629	64,563	5	3,016	5	2,440	28	27,543	7	6,879	8	3,561	3	305	4	1,701	12	4,737	4	1,107
TALBOT	176,037	246,820	259,350	21	26,401	9	4,662	34	51,463	22	60,446	18	12,779	34	20,767	20	14,413	42	24,730	7	10,693
Easton	133,466	192,887	203,052	14	20,960	5	2,612	17	38,266	18	59,522	10	9,621	29	18,790	18	12,939	22	11,653	6	9,156
WASHINGTON	567,974	748,368	777,204	27	63,438	21	98,329	81	136,936	42	145,433	71	51,902	54	38,795	48	40,293	161	48,350	18	29,260
Hagerstown	294,032	375,043	387,366	14	37,154	10	38,128	39	64,141	23	90,062	30	21,305	33	18,773	28	17,766	95	26,631	9	17,087
WICOMICO	416,229	588,142	617,324	16	41,458	14	94,176	64	98,610	36	149,979	41	30,814	58	40,009	35	37,276	70	49,447	10	16,507
Salisbury	363,426	526,061	553,782	14	38,977	10	74,431	42	91,073	26	138,145	27	23,574	57	39,520	34	36,520	60	45,248	7	16,204
WORCESTER	267,421	396,381	422,013	18	23,182	14	17,585	88	87,603	20	75,718	31	22,616	64	27,700	17	20,569	161	199,341	14	15,484

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	28,815,549	42,239,639	44,817,716	1,466	2,312,185	760	4,835,066	4,308	8,346,164	1,778	8,981,415	2,963	2,575,029	3,159	2,844,966	2,182	2,319,389	8,755	4,909,185	1,463	1,550,397
METROPOLITAN STATISTICAL AREAS																					
Boston, Ma	15,013,835	22,292,368	24,112,001	623	1,149,558	299	2,784,111	2,020	4,095,002	660	4,755,429	1,343	1,282,140	1,613	1,727,615	1,074	1,396,126	4,084	2,761,375	645	841,290
Brockton, Ma	826,270	1,214,930	1,312,095	32	44,586	20	143,188	111	239,496	71	302,000	88	75,108	77	65,269	58	46,003	214	137,884	32	27,788
Fall River, Ma-R.I.	653,634	856,993	907,833	36	37,865	22	102,738	148	199,766	62	143,031	85	57,748	104	68,510	62	57,965	223	89,658	44	36,736
Fitchburg-Leominster, Ma	438,138	583,931	620,379	39	35,929	25	118,041	65	106,865	52	104,370	39	31,593	46	35,298	34	30,304	140	54,660	32	21,330
Lawrence-Haverhill, Ma-N.H.	1,324,504	1,958,608	2,117,134	75	130,101	49	196,898	180	395,114	98	476,280	149	132,486	131	127,062	116	143,168	386	195,216	66	73,811
Lowell, Ma-N.H.	905,161	1,313,179	1,415,183	44	84,311	25	160,468	168	338,886	56	244,997	115	113,150	60	52,753	63	57,847	280	150,883	57	55,760
New Bedford, Ma	723,388	982,526	1,047,311	41	52,740	25	110,788	142	243,011	70	190,268	79	53,543	98	69,528	64	53,356	289	102,179	52	39,657
Pawtucket-Woonsocket-Attleboro, R.I.-Ma.	1,866,130	2,654,433	2,851,509		141,253		261,578		632,077		686,873		170,357		183,334		117,824		176,852		103,981
Pittsfield, Ma	484,391	629,614	665,920	35	44,680	25	66,590	70	137,777	46	140,242	54	40,077	56	36,223	41	28,485	160	55,001	26	21,299
Salem-Gloucester, Ma	1,369,696	2,050,740	2,221,001		115,560		359,618		341,528		436,405		109,362		172,764		106,077		204,216		62,626
Springfield, Ma	2,507,421	3,281,313	3,474,786	152	194,240	87	414,584	396	709,044	200	687,310	274	218,868	324	195,419	231	169,629	808	338,470	158	118,187
Worcester, Ma	1,783,489	2,397,957	2,551,574	84	103,478	46	328,171	259	478,418	125	570,650	199	160,296	192	146,873	120	124,734	563	234,617	103	89,631
COUNTIES, Cities																					
BARNSTABLE	1,186,854	1,956,577	2,112,887	84	185,056	43	174,252	217	394,354	69	348,590	139	123,169	145	136,885	97	94,926	534	302,901	56	67,239
Hyannis	NO DATA AVAILABLE FOR THIS CITY																				
BERKSHIRE	711,175	948,765	991,694	55	70,481	39	91,532	115	221,282	66	188,569	89	61,865	93	52,928	56	36,075	254	91,883	42	31,469
North Adams	102,080	139,220	145,785	7	12,095	9	13,717	11	40,884	10	29,386	10	6,500	15	8,495	7	4,319	23	9,246	7	5,349
Pittsfield	323,985	421,443	438,070	19	25,504	17	61,649	38	88,647	34	99,192	27	21,141	37	26,577	30	22,432	93	31,510	15	14,363
BRISTOL	2,294,407	3,191,850	3,360,185	107	121,896	62	341,113	384	801,921	188	714,954	236	167,692	257	190,052	172	161,933	674	283,770	125	101,295
Attleboro	256,321	347,088	363,166	8	10,198	2	70,571	22	42,232	15	63,770	18	14,604	13	10,111	14	9,806	35	26,212	7	7,579
Fall River	366,642	463,767	481,004	16	19,711	12	37,403	97	111,662	31	101,421	38	25,424	58	37,850	44	43,422	124	38,979	30	19,871
New Bedford	383,799	497,933	518,496	24	27,250	14	32,788	87	112,549	35	95,847	45	33,299	50	28,628	34	26,027	170	49,310	29	22,911
North Attleboro	102,993	139,386	146,000	9	8,282	1	3,559	12	33,329	13	53,695	11	11,153	7	4,068	5	2,783	22	9,778	5	4,577
Taunton	159,206	223,558	235,602	7	6,437	6	21,290	34	63,174	16	42,919	28	15,730	23	11,376	17	15,289	57	15,995	9	9,432
DUKES	81,641	124,275	132,515	11	18,442	3	2,991	24	32,896	11	17,810	6	5,952	24	10,200	7	2,830	51	19,546	6	3,484
ESSEX	3,472,701	5,195,105	5,530,910	159	245,933	92	663,973	481	900,675	210	1,314,162	335	318,564	368	362,504	249	251,010	998	623,889	159	166,999
Beverly	185,759	273,729	290,281	10	15,582	5	18,826	33	68,395	16	64,458	18	19,107	17	12,801	11	4,316	46	28,559	12	11,558
Gloucester	133,314	196,485	208,711	5	12,139	5	4,203	27	44,083	9	52,622	17	12,547	9	5,971	8	8,255	69	28,297	8	10,729
Haverhill	232,824	344,100	365,717	13	16,546	7	18,075	27	65,544	13	103,698	30	31,797	22	17,323	20	28,231	66	33,254	11	11,727
Lawrence	242,700	333,084	349,973	11	26,454	6	15,277	45	33,046	32	119,466	38	24,911	28	18,600	32	19,838	91	26,869	19	15,601
Lynn	411,235	586,205	619,208	12	8,336	9	6,048	62	87,237	28	317,488	36	32,991	21	18,843	30	26,161	118	41,263	19	20,740
Newburyport	87,105	127,634	135,866	6	4,034	2	6,035	18	38,360	8	15,467	9	8,873	17	11,304	12	4,463	33	18,739	5	3,261
Peabody	319,840	492,680	526,412	10	11,565	8	165,732	34	65,145	15	53,935	33	37,050	35	41,211	19	22,292	66	36,785	11	11,306
Salem	273,895	394,340	417,197	12	29,112	6	36,863	33	87,430	15	64,776	19	14,676	34	21,446	22	25,161	90	39,813	9	9,512
FRANKLIN	257,028	324,468	336,430	25	17,789	10	21,020	49	72,343	28	86,533	47	14,344	20	8,184	21	10,349	106	36,868	17	11,780
Greenfield	140,624	175,512	181,122	3	10,392	3	5,821	19	37,182	18	59,962	16	7,323	14	7,240	14	7,515	36	17,598	7	6,756
HAMPDEN	2,141,454	2,798,287	2,914,765	125	167,079	75	372,987	328	580,793	160	581,071	225	177,197	266	166,061	191	147,619	662	267,186	135	98,813
Holyoke	280,627	350,209	361,812	13	6,382	13	97,365	34	48,160	16	48,341	21	13,047	72	46,279	31	24,359	79	24,362	18	11,457
Springfield	859,399	1,102,553	1,144,049	33	59,859	27	152,959	116	218,541	58	238,850	70	60,334	97	57,290	79	62,257	237	106,583	52	33,718
Westfield	181,791	238,245	248,068	14	16,550	10	35,306	26	63,862	16	54,547	18	12,841	14	5,809	11	5,534	51	22,181	10	9,989
HAMPSHIRE	488,603	693,090	731,561	42	49,239	18	44,537	95	179,704	50	120,763	65	56,146	73	34,573	50	25,655	200	91,668	31	26,404
Northampton	173,576	243,145	255,693	11	12,409	7	15,554	29	51,474	15	66,832	20	17,947	24	11,46	20	8,325	60	30,777	11	9,585
MIDDLESEX	6,905,601	10,651,931	11,384,291	317	612,248	139	1,299,096	982	2,015,903	3	2,394,448	733	690,728	683	711,267	517	702,305	1,746	1,133,463	319	408,430
Framingham	512,129	795,431	850,168	19	31,722	8	139,055	60	91,974	24	[illegible]	43	41,459	[illegible]	[illegible]	48	63,719	91	95,889	14	22,844
Hudson	61,311	93,357	99,537	6	14,254			11	19,785	7	26,140	9	4,741	9	6,674	5	4,887	18	7,257	5	3,947
Lowell	389,014	575,464	610,740	15	25,820	12	81,603	57	89,562	28	201,185	44	36,897	23	14,335	33	30,741	139	48,073	28	26,434
Malden	200,585	289,517	306,261	10	16,070	5	14,128	40	88,620	10	66,178	22	13,826	19	9,295	11	12,864	60	26,747	11	8,360
Marlborough	143,787	219,894	234,722	7	8,373	9	14,547	21	53,534	12	54,353	17	15,326	11	12,098	9	3,589	50	29,060	8	10,850
Medford	287,289	416,639	440,759	9	27,445	5	33,565	39	79,830	14	[illegible]	23	21,291	38	48,421	20	12,904	40	25,051	13	23,221
Melrose	71,132	108,946	116,809	6	5,872	1	4,507	15	36,133	6	17,921	12	7,652	4	690	5	2,168	14	8,044	6	8,033
Wakefield	113,620	179,735	193,050	6	4,669	1	3,927	13	20,088	10	101,785	16	12,147	8	4,980	10	4,274	28	14,003	4	6,060
Waltham	342,016	516,327	549,210	12	47,031	9	36,680	39	100,959	12	67,607	33	41,202	22	11,355	34	63,431	103	73,697	14	31,045
Woburn	280,225	442,356	474,021	9	6,415	5	31,409	23	67,811	14	204,918	25	29,075	26	17,712	16	13,205	37	28,400	6	12,883
NANTUCKET	71,120	124,468	135,675	4	19,393	3	201	15	28,089	4	2,748	2	9,335	16	11,965	7	3,936	44	26,191	2	2,064
NORFOLK	3,307,388	5,160,199	5,523,743	144	282,139	60	512,501	388	1,005,996	169	1,194,898	318	336,022	308	413,060	252	314,379	751	505,805	147	197,263
Dedham	255,056	380,617	403,867	7	6,769	7	137,995	20	28,227	9	80,012	19	11,201	24	18,252	25	45,567	35	27,473	10	8,585
Quincy	434,502	658,231	701,210	12	23,966	8	31,984	52	164,392	23	118,228	40	58,752	28	26,317	32	33,727	128	67,470	25	43,407
PLYMOUTH	1,902,986	2,928,359	3,130,324	121	173,935	54	289,176	293	581,019	162	745,925	218	188,557	196	181,775	152	134,673	502	309,714	86	99,879
Brockton	595,400	878,014	930,796	19	35,185	17	136,209	73	177,494	32	175,748	49	43,822	66	56,581	39	35,904	126	89,032	19	16,210
SUFFOLK	3,136,602	4,237,028	4,435,042	102	160,067	60	492,816	502	759,423	89	424,180	208	172,113	406	353,669	199	237,546	1,295	837,918	152	181,071
Boston	2,771,361	3,719,178	3,888,564	91	142,517	46	445,749	430	653,735	64	347,540	168	141,254	362	333,430	178	206,863	1,164	780,775	132	149,952
Chelsea	137,297	192,773	203,007	4	8,755	5	24,284	25	24,639	8	34,597	11	6,586	20	9,722	11	13,160	48	16,508	10	11,348

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MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES— Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WORCESTER	2,857,989	3,905,237	4,097,694	170	86,488	102	528,671	435	771,761	251	646,764	322	253,145	364	211,844	212	196,153	938	378,383	186	154,207
Athol	46,783	62,928	65,952	4	3,623	1	4,937	12	19,905	6	12,685	2	1,083	4	1,361	3	2,208	15	2,087	6	3,695
Clinton	36,979	47,882	49,817	4	1,640	1	3,863	12	12,383	5	2,114	11	7,139	12	4,844	4	1,507	25	6,440	6	4,071
Fitchburg	186,610	247,307	257,748	14	15,243	15	64,894	29	40,331	28	54,379	18	8,505	21	8,058	13	8,468	59	19,702	15	10,910
Gardner	100,601	135,085	141,158	5	7,290	5	19,356	15	32,671	9	22,121	12	7,970	9	5,659	12	11,118	35	10,329	7	4,891
Milford	150,388	208,777	219,283	6	4,828	7	30,845	20	62,872	8	32,430	13	10,410	21	9,267	12	5,803	38	17,597	9	10,166
Southbridge	90,942	124,263	130,291	10	12,790	6	22,616	11	26,646	10	31,722	9	5,635	6	1,994	10	2,392	30	9,997	6	4,653
Worcester	866,900	1,159,236	1,210,223	31	37,316	23	121,002	122	197,856	62	339,467	85	61,394	106	86,378	59	69,839	276	112,633	47	41,845

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	39,215,526		51,016,371		2,915,076		6,568,830		9,104,304		11,998,408		3,641,227		2,939,198		2,759,188		4,963,128		2,021,697
		49,721,880		2,551		937		6,469		3,095		4,128		4,466		2,900		12,260		1,822	
METROPOLITAN STATISTICAL AREAS																					
Ann Arbor, Mi	1,320,397	1,802,599	1,866,162	63	104,706	23	294,070	136	268,559	81	423,015	122	137,796	148	101,688	92	128,260	340	192,256	40	63,665
Battle Creek, Mi	556,419	549,910	542,343	46	25,485	13	89,398	93	97,293	47	117,103	74	53,112	52	20,951	53	21,858	213	60,004	28	21,829
Benton Harbor, Mi	670,296	801,095	814,867	49	53,465	18	115,462	127	163,741	74	153,799	110	93,951	85	40,101	60	24,032	261	84,015	33	30,109
Detroit, Mi	19,390,074	24,678,310	25,315,624	886	1,191,694	304	2,992,190	3,003	4,670,609	1,170	6,189,840	1,763	1,749,375	2,106	1,634,610	1,259	1,431,871	5,546	2,491,113	858	1,202,455
Flint, Mi	2,043,964	2,853,455	2,964,293	134	154,117	41	522,165	289	481,100	145	750,298	166	185,134	229	140,640	132	158,666	573	289,124	104	119,151
Grand Rapids, Mi	2,947,982	3,726,028	3,818,475	155	223,535	63	631,382	351	588,054	244	915,851	269	233,102	302	225,801	256	252,652	703	344,319	107	88,401
Jackson, Mi	593,763	597,563	590,885	49	36,480	20	129,164	85	98,331	44	100,638	74	45,657	44	26,933	43	26,148	197	55,093	31	22,380
Kalamazoo, Mi	1,109,713	1,271,818	1,281,193	56	68,981	27	259,109	128	176,232	70	262,708	101	81,443	148	78,065	108	98,430	299	129,944	33	32,277
Lansing-East Lansing, Mi	1,889,941	2,463,699	2,533,355	111	127,671	36	428,428	259	437,511	124	586,142	186	175,772	224	143,895	143	144,111	495	245,283	77	60,100
Muskegon, Mi	589,446	655,921	659,541	39	40,973	13	120,695	102	133,681	70	127,948	73	50,131	61	26,731	55	33,438	217	67,142	31	24,080
Saginaw-Bay City-Midland, Mi	1,850,590	2,237,855	2,275,427	117	117,980	41	341,787	359	415,383	150	517,786	183	172,404	235	135,359	147	137,052	523	228,177	86	74,812
COUNTIES, Cities																					
ALCONA	20,833	26,331	27,234	6	3,773	3	844	10	3,874	7	12,263	8	1,698					23	2,632	2	616
ALGER	23,609	43,622	48,108	4	2,785	2	708	13	19,604			10	8,612	2	1,219	2	605	24	6,301	2	1,518
ALLEGAN	230,000	302,448	312,161	36	30,727	10	6,556	54	72,391	38	91,202	41	31,644	20	6,592	15	8,025	97	28,240	16	11,959
ALPENA	137,039	170,329	174,176	16	11,121	6	19,131	33	38,963	18	34,573	17	13,514	28	12,655	18	9,722	46	13,258	7	5,947
Alpena	95,643	121,481	124,678	9	7,884	4	10,833	23	29,653	12	19,583	13	9,721	27	10,058	16	7,179	36	12,028	7	5,947
ANTRIM	40,119	50,472	52,233	12	7,184	1	533	18	18,758	9	8,982	6	710	4	759	2	324	35	6,860	6	2,242
ARENAC	55,649	76,035	79,356	6	4,298	2	431	15	15,467	7	27,490	15	9,637	3	1,128	4	3,222	31	8,836	2	1,142
BARAGA	27,460	32,956	33,529	5	2,109	4	3,669	8	10,803	3	4,746	6	4,188	2	467	1	225	15	2,278	2	1,663
BARRY	92,102	118,551	122,094	12	15,459	5	1,099	22	37,111	14	20,609	19	12,295	12	5,714	4	1,663	43	12,869	9	4,594
BAY	480,208	545,320	548,667	33	27,158	12	54,629	107	119,883	45	138,065	56	39,656	68	38,273	51	26,486	182	53,719	25	20,832
Bay City	224,981	238,434	237,278	13	7,604	7	26,399	50	38,279	18	65,162	26	19,138	47	28,155	25	10,270	90	19,406	14	8,703

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MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs
BENZIE	36,549	60,375	64,950	5	7,792	2		11	16,882	7	16,505	6	3,785	7	1,328	7	2,210	17	4,866	4	2,980
BERRIEN	670,296	801,095	814,887	49	53,465	18	115,462	127	163,741	74	153,799	110	93,951	85	40,101	60	24,032	261	84,015	33	30,109
Benton Harbor	166,185	153,915	150,177	7	3,788	5	30,279	13	10,986	17	46,039	23	17,074	10	5,525	14	5,150	39	12,870	4	2,163
Niles	93,157	105,292	105,992	9	13,860	2	7,624	20	26,988	12	25,052	14	7,388	14	3,094	6	2,535	42	11,552	6	4,601
St. Joseph	55,156	70,286	72,170	6	3,266	1	10,027	16	11,850	5	6,507	11	9,009	19	10,913	6	2,245	37	13,221	4	2,015
BRANCH	134,614	140,526	140,010	24	17,834	7	7,771	22	26,174	17	34,958	22	14,119	20	6,977	8	3,557	50	10,991	9	7,179
Coldwater	101,992	100,957	99,621	12	10,833	5	7,062	14	13,070	12	31,882	14	9,681	16	3,861	5	2,606	23	5,641	6	4,506
CALHOUN	556,419	549,910	542,343	46	25,485	13	89,398	93	97,293	47	117,103	74	53,112	52	20,951	53	21,858	213	60,004	28	21,829
Albion	39,133	34,778	33,754	4	1,094	1	3,163	8	4,382	7	8,549	9	4,068	7	2,030	5	930	17	4,828	4	2,766
Battle Creek	195,377	177,715	173,051	18	9,009	6	34,931	27	22,429	14	38,077	18	10,455	20	10,227	19	6,609	80	18,406	8	7,147
Marshall	56,309	59,491	60,551	6	2,883	2	10,342	8	6,544	6	11,228	9	8,042	12	2,753	6	2,752	26	8,441	4	2,485
CASS	93,131	142,950	151,562	16	11,026	4	5,393	32	32,198	16	52,833	18	10,897	9	4,182	7	3,261	50	15,093	8	5,632
Dowagiac	44,087	66,457	73,914	7	4,515	4	5,393	9	14,905	5	21,796	10	7,120	7	3,503	4	2,243	14	4,980	3	3,077
CHARLEVOIX	75,374	84,800	85,443	9	9,477	4	1,601	19	23,817	17	18,578	11	6,717	11	2,758	13	4,354	44	9,047	10	4,157
CHEBOYGAN	107,966	121,314	121,953	16	11,079	9	6,201	33	30,265	19	24,433	25	11,216	16	7,658	7	2,381	83	16,020	8	3,066
Cheboygan	53,681	68,588	70,224	9	6,998	3	2,953	21	22,423	10	5,994	13	5,412	12	5,472	5	1,839	43	8,865	5	2,060
CHIPPEWA	104,760	110,749	110,779	17	9,021	5	13,733	32	22,985	13	18,006	17	7,747	18	6,379	11	4,080	71	13,507	4	2,810
Sault Ste. Marie	77,259	77,860	77,025	9	5,396	3	9,433	17	13,729	9	14,111	10	5,072	16	5,695	10	3,721	35	9,612	3	2,155
CLARE	73,491	122,861	127,088	14	12,707	5	1,019	23	39,602	15	26,950	16	7,934	7	4,522	4	3,490	47	10,708	7	6,070
CLINTON	151,303	241,374	256,840	18	40,991	5	8,132	29	65,519	22	73,828	18	20,971	12	6,901	14	6,600	46	16,224	8	7,070
CRAWFORD	39,621	40,343	40,005	8	4,688	3	3,450	7	9,137	5	7,842	10	3,967	3	435	2	230	20	4,999	5	1,309
DELTA	173,480	187,163	187,213	22	14,414	7	22,416	54	42,092	18	44,817	27	16,970	23	9,238	17	9,038	72	13,342	8	3,396
Escanaba	132,380	141,818	141,331	10	5,703	6	19,704	25	30,247	15	34,817	18	13,779	21	8,558	17	9,038	41	9,870	6	2,680
DICKINSON	113,443	165,815	174,458	11	18,691	6	25,044	21	36,070	17	29,683	18	9,893	24	11,368	12	12,274	44	13,406	5	4,928
Iron Mountain	52,134	77,636	81,783	3	2,829	2	6,366	11	21,273	7	14,732	10	7,928	13	3,211	9	9,871	22	9,259	2	1,496
Kingsford	40,111	58,051	64,031	3	12,241	2	15,262	5	8,373	4	8,479	2	782	10	6,641	1	1,817	9	2,668	2	3,013
EATON	463,840	598,396	613,838	30	22,769	11	153,247	54	98,982	30	125,950	49	46,321	72	43,999	31	22,494	109	50,095	14	9,880
EMMET	149,420	222,830	234,263	18	21,381	9	10,778	27	42,788	11	48,378	25	13,569	45	24,447	20	20,525	55	27,757	8	6,000
Petoskey	111,042	171,895	181,619	9	13,460	6	10,676	17	36,532	7	34,005	15	8,946	36	22,617	19	19,656	27	16,823	5	5,011
GENESEE	2,043,964	2,853,455	2,964,293	134	154,117	41	522,185	289	481,100	145	750,298	166	185,134	229	140,640	132	158,666	573	289,124	104	119,151
Flint	858,255	1,144,234	1,179,552	54	63,311	16	133,426	130	221,983	56	272,611	73	81,646	108	63,328	78	101,853	303	129,714	51	45,872
GLADWIN	57,340	87,225	92,364	7	5,646	6	3,968	16	30,355	11	19,781	11	6,155	6	1,344	5	4,884	29	8,478	5	2,420
GOGEBIC	74,306	73,624	73,267	11	4,532	9	10,197	17	15,742	7	13,644	12	5,119	15	5,367	6	3,919	51	5,395	7	2,027
Ironwood	49,169	50,592	51,066	5	644	7	7,615	8	10,251	5	9,361	6	3,012	13	4,464	5	3,135	31	4,089	4	1,465
GRAND TRAVERSE	383,502	488,643	501,290	32	38,287	12	81,647	62	78,228	31	116,138	46	32,167	61	32,545	45	27,915	107	51,427	11	5,959
Traverse City	293,574	356,408	362,503	22	26,026	10	67,853	38	56,302	19	76,519	37	24,948	51	24,540	32	20,415	79	37,034	9	4,715
GRATIOT	145,926	183,163	188,019	10	8,744	8	20,563	24	42,582	25	45,351	20	18,079	25	6,994	13	4,911	47	15,847	9	6,228
Alma	73,615	90,118	91,946	5	4,951	4	12,758	8	20,846	11	14,298	7	8,811	18	5,290	9	2,591	20	8,999	4	4,232
HILLSDALE	116,421	160,474	167,062	21	15,269	5	12,660	26	40,136	18	43,484	20	10,911	14	6,323	16	6,347	48	13,108	7	6,751
Hillsdale	74,633	102,625	106,528	8	4,990	4	11,088	8	26,055	12	28,706	9	4,690	12	6,206	8	4,035	16	8,915	6	6,750
HOUGHTON	124,060	153,775	157,561	14	16,139	8	14,527	33	42,844	20	26,712	20	8,497	17	9,082	9	5,423	68	12,719	9	6,074
Houghton	38,084	47,608	50,783	3	2,608	4	10,498	4	8,086	4	2,146	4	2,511	11	7,402	3	2,501	15	5,022	2	2,256
HURON	134,626	224,494	241,785	26	23,234	9	16,227	34	52,930	17	53,612	17	16,017	18	13,239	16	7,947	69	20,946	11	11,369
Bad Axe	52,021	90,949	103,925	4	4,296	4	12,344	2	12,809	5	23,336	3	7,156	10	8,243	4	3,702	12	7,032	2	3,904
INGHAM	1,274,798	1,623,929	1,662,677	63	63,914	20	267,049	176	273,010	72	386,364	119	108,480	140	92,995	98	115,017	340	178,964	55	43,150
East Lansing	126,289	162,560	166,548					16	22,567	5	28,185	10	13,132	18	27,172	13	12,719	53	42,024	3	4,602
Lansing	748,980	915,184	930,376	35	41,915	12	134,315	106	128,578	46	298,391	60	46,831	55	31,518	56	76,946	185	87,227	29	22,287
IONIA	161,887	244,794	258,668	20	27,565	8	38,693	40	54,286	18	53,479	23	22,949	18	8,570	14	6,991	63	19,892	10	7,723
Ionia	50,195	77,104	86,073	9	9,677	1	4,531	14	16,104	10	21,566	8	6,049	13	7,371	7	2,277	20	6,944	3	2,169
IOSCO	101,376	132,494	136,757	16	16,230	5	2,227	27	30,091	15	36,349	20	11,710	16	5,034	9	4,913	59	15,101	4	5,829
IRON	41,928	66,412	70,832	8	3,903	4	3,305	12	24,283	10	10,244	11	6,993	14	4,478	4	1,860	28	5,591	4	4,889
ISABELLA	195,101	200,112	198,615	21	22,439	6	16,834	28	35,375	19	40,304	21	13,656	32	16,270	15	9,230	66	21,063	8	7,411
Mount Pleasant	155,638	162,640	161,618	11	7,983	5	16,038	16	30,401	14	31,714	15	10,803	32	16,270	14	9,056	50	18,696	6	6,886
JACKSON	593,765	597,563	590,885	49	36,480	20	129,164	85	98,331	44	100,638	74	45,657	44	26,933	43	26,148	197	55,093	31	22,380
Jackson	242,093	223,185	217,784	18	15,518	9	29,566	28	27,800	20	37,711	34	20,885	19	14,737	25	15,892	99	25,608	15	8,464
KALAMAZOO	1,109,713	1,271,818	1,281,193	56	68,981	27	259,109	128	176,232	70	262,708	101	81,443	148	78,065	108	98,430	299	129,944	33	32,277
Kalamazoo	457,562	495,695	494,740	22	34,826	7	14,885	48	64,893	29	145,240	39	30,974	49	36,324	46	30,641	157	65,510	15	16,425
KALKASKA	46,154	48,888	48,903	5	4,520			7	10,776	5	13,959	7	6,868	1	383	3	495	17	4,673	1	2,054
KENT	2,334,642	2,842,507	2,892,565	113	168,781	43	482,490	256	418,285	168	705,435	201	166,789	235	179,267	195	211,199	552	267,568	79	69,121
Grand Rapids	873,016	1,004,120	1,012,322	35	49,866	16	80,104	114	122,714	48	294,417	84	54,425	92	56,288	89	103,411	277	116,361	39	33,629
KEWEENAW	3,594	5,596	5,963	2	103	1		4	1,847			2	988					10	1,532		
LAKE	16,428	22,820	24,086	2	1,959	1	1,204	9	7,770	1	1,260	3	1,390	1				21	5,294	1	1,057
LAPEER	197,916	288,898	303,517	18	24,194	7	18,513	54	66,089	30	98,604	13	15,671	24	14,585	7	7,064	59	21,575	10	16,230
LEELANAU	36,782	50,159	52,176	6	8,736	2	1,317	19	22,305	3	1,580	9	3,282	6	1,910	2	413	24	7,290	3	785
LENAWEE	326,283	368,059	371,084	36	19,972	14	55,209	72	82,202	42	90,553	38	24,797	41	14,806	26	12,447	137	35,909	18	12,442
Adrian	166,383	164,427	161,925	11	5,896	8	47,477	23	18,914	17	38,619	18	12,356	17	6,486	12	4,567	53	14,386	8	5,787
LIVINGSTON	308,903	443,516	463,896	26	23,540	12	65,328	48	98,311	28	116,814	31	39,998	23	10,295	23	16,837	85	39,937	14	22,160
LUCE	24,231	36,708	38,838	1	1,992	2	928	5	11,376	5	9,290	3	3,890	2	1,246	2	435	13	4,023	2	1,638
MACKINAC	49,225	62,963	64,725	8	5,550	1	1,338	28	17,102	6	4,763	18	12,724	8	2,223	2	368	51	11,441	3	834
MACOMB	3,578,552	5,139,540	5,366,350	158	298,067	51	658,483	424	980,042	268	1,441,673	297	387,506	305	256,183	201	293,583	865	478,776	151	251,129
Mount Clemens	118,141	147,073	150,391	6	5,424	2	13,111	18	19,810	12	45,764	16	16,786	15	6,628	11	6,549	53	15,014	9	7,401
MANISTEE	81,595	92,079	93,843	9	7,432	5	7,295	21	23,569	15	17,577	22	7,555	13	5,276	13	3,673	45	8,704	5	4,723
Manistee	48,122	53,558	58,036	4	2,619	4	5,714	9	15,279	7	11,287	12	4,536	13	5,276	9	1,992	25	4,621	3	2,485
MARQUETTE	254,327	269,696	268,658	29	16,472	9	20,951	62	59,868	25	58,119	34	22,570	37	15,388	24	15,812	102	29,179	9	6,859
Marquette	133,759	143,701	143,285	9	5,491	3	3,334	27	34,567	14	23,373	13	11,857	27	11,748	20	14,189	53	20,605	3	3,265
MASON	93,533	124,137	128,656	13	13,931	5	8,321	30	31,262	10	21,074	16	7,152	18	8,124	13	4,825	45	15,020	6	6,218
Ludington	47,189	63,540	68,990	7	8,247	2	4,416	18	11,650	3	9,530	11	5,698	13	5,615	10	3,085	23	5,865	5	5,410
MECOSTA	126,962	177,200	184,452	11	10,603	10	16,960	31	44,913	18	35,387	21	16,416	31	12,856	13	6,325	50	21,809	7	5,441
Big Rapids	79,192	108,637	112,525	4	3,781	3	5,515	11	29,521	9	12,322	13	11,557	10	11,519	10	4,501	30	15,727	5	3,932
MENOMINEE	62,540	88,757	93,382	10	4,329	4	19,831	15	21,182	9	15,763	9	4,785	4	2,817	4	1,605	19	11,908	2	948
Menominee	50,677	73,682	77,358	4	2,482	3	19,021	7	18,697	8	15,194	6	4,267	3	2,586	3	1,477	20	9,537	1	804
MIDLAND	289,628	304,245	302,572	24	26,934	7	22,082	49	66,265	25	67,823	29	24,416	41	18,419	23	10,869	69	30,354	12	14,769
Midland	202,487	211,115	208,862	16	18,656	6	19,995	38	55,851	21	61,846	24	22,730	41	18,419	23	10,869	57	26,899	10	14,046
MISSAUKEE	25,698	27,735	27,852	2	1,729	3	1,086	10	7,054	3	9,339	6	1,687		240	1	995	18	2,303	2	2,451
MONROE	385,660	410,558	409,875	27	21,912	8	29,296	65	92,775	18	121,526	53	33,581	19	10,941	23	13,088	138	37,925	18	12,799
Monroe	191,089	187,752	185,570	9	6,049	3	10,083	31	43,916	14	42,730	24	16,225	16	8,990	16	9,874	66	21,767	9	9,121
MONTCALM	183,829	322,206	348,385	22	39,378	10	51,512	35	68,534	30	84,834	27	28,214	9	7,503	13	15,828	69	21,438	10	10,133
Greenville	73,678	121,647	145,636	4	2,766	3	49,129	7	19,315	9	14,982	7	8,603	8	6,761	6	4,189	19	9,225	3	3,775

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MONTMORENCY	24,757	34,828	36,658	7	7,198	2	466	9	11,489	1	437	5	2,104	1	388	1	53	23	4,754	3	2,414
MUSKEGON	589,446	655,921	659,541	39	40,973	13	120,695	102	133,681	70	127,948	73	50,131	61	26,731	55	33,438	217	67,142	31	24,080
Muskegon	203,073	215,495	214,655	13	7,022	3	28,510	35	38,437	16	49,714	26	14,900	29	13,684	26	11,619	84	20,322	9	9,846
Muskegon Heights	90,050	78,982	76,511	2	1,428	3	41,254	10	3,622	12	9,375	3	4,737	6	1,969	6	3,571	22	4,949	4	961
NEWAYGO	90,053	122,483	127,307	16	13,708	9	8,156	22	34,905	13	24,668	7	4,634	8	3,487	7	4,276	42	11,232	10	5,251
OAKLAND	5,975,958	7,957,874	8,211,576	245	352,524	75	967,897	733	1,316,530	326	2,088,471	438	515,936	803	704,479	463	529,392	1,359	790,248	226	364,559
Pontiac	380,765	459,914	466,901	12	13,616	5	101,592	40	62,395	34	107,090	42	43,920	42	33,171	20	20,088	87	38,412	17	18,240
Royal Oak	372,468	468,398	478,788	14	19,504	5	44,176	34	60,566	24	138,804	29	38,501	24	13,494	43	58,563	76	35,815	11	11,988
OCEANA	53,770	82,578	87,869	11	12,671	7	2,889	26	30,072	14	18,242	7	1,766	5	2,177	1	553	35	9,605	5	2,768
OGEMAW	79,365	99,920	102,360	12	11,679	5	7,952	19	24,867	11	16,543	16	10,524	8	3,126	4	2,726	38	10,482	6	3,662
ONTONAGON	33,360	28,500	27,689	7	2,537	4	1,073	11	7,221	5	8,071	11	3,386	3	589	1	310	24	2,103	4	814
OSCEOLA	56,654	97,310	105,752	16	17,447	4	1,564	18	32,771	7	20,550	11	6,983	6	1,472	1	548	31	6,973	4	4,334
OSCODA	23,881	36,357	38,471	7	7,920	1	1,121	8	12,363	5	2,332	5	4,807	2	1,184	5	1,297	19	3,741	2	1,244
OTSEGO	83,643	118,219	123,504	13	13,522	3	2,230	10	24,821	13	23,380	11	11,379	14	6,744	12	5,682	35	14,942	4	3,265
OTTAWA	613,340	883,521	925,910	42	54,754	20	148,892	95	169,769	76	210,416	68	66,813	67	46,534	61	41,453	151	76,751	28	19,280
Grand Haven	115,795	149,126	152,984	5	7,339	4	27,376	16	14,351	17	41,517	14	10,000	14	8,644	10	7,903	36	16,191	5	2,355
Holland	224,699	278,158	283,805	18	16,669	6	23,974	34	33,456	32	104,741	22	15,953	31	13,561	31	15,031	60	27,360	13	7,450
PRESQUE ISLE	39,040	48,488	49,937	7	6,591	2	1,678	11	13,858	9	9,882	7	4,759	3	553	3	2,263	23	3,943	4	2,059
ROSCOMMON	86,186	134,915	143,783	14	15,897	7	3,602	25	39,312	15	31,141	18	13,558	9	3,721	7	2,179	59	14,388	5	5,430
SAGINAW	1,080,754	1,388,290	1,424,188	60	63,888	22	265,076	203	229,235	80	311,898	100	108,332	126	78,667	73	99,697	272	144,104	49	39,211
Saginaw	257,618	299,904	303,176	16	15,964	5	20,027	91	52,861	21	87,220	35	26,316	33	15,972	14	10,034	110	31,226	24	14,190
ST. CLAIR	479,550	561,320	569,393	43	39,294	13	56,192	94	138,048	60	110,696	41	25,869	59	35,431	34	23,729	173	56,185	24	22,325
Port Huron	243,688	255,174	253,954	11	14,762	7	24,361	37	42,272	25	48,848	14	9,644	33	21,725	26	16,436	81	27,336	8	6,505
ST. JOSEPH	206,003	259,424	266,710	18	15,505	10	14,380	40	70,055	31	69,550	27	28,677	28	11,130	22	8,504	67	19,004	14	9,436
Sturgis	94,639	103,983	104,124	6	3,455	3	12,283	10	18,906	11	25,393	10	12,932	19	6,816	11	4,968	22	6,893	5	3,718
Three Rivers	59,809	84,408	92,607	4	7,152	1	1,019	11	25,806	11	21,490	9	8,418	8	4,027	5	1,710	18	7,134	4	4,490
SANILAC	115,718	173,870	184,798	24	25,661	7	6,857	33	48,454	25	44,379	10	5,994	13	4,871	14	7,846	44	10,816	10	8,087
SCHOOLCRAFT	30,505	32,754	32,940	4	2,755	3	1,028	10	7,945	3	7,539	8	2,462	7	2,110	2	548	18	3,304	3	1,583
SHIAWASSEE	219,929	273,150	279,197	25	23,599	12	23,888	53	63,922	24	66,930	33	24,431	25	11,364	19	10,653	75	20,389	13	12,313
Owosso	96,286	100,686	100,096	12	8,030	3	4,441	26	13,686	12	33,157	14	9,739	16	6,907	9	6,078	28	8,704	6	3,363
TUSCOLA	163,162	211,951	218,861	28	26,896	8	8,588	46	53,802	28	57,972	33	18,657	19	5,980	8	4,667	69	13,567	11	7,566
VAN BUREN	207,595	227,036	227,695	26	17,357	8	10,101	51	65,899	31	62,127	31	21,649	14	4,017	14	5,439	92	19,426	12	7,315
South Haven	60,272	68,143	70,766	5	5,621	5	5,901	11	15,706	9	22,335	5	4,866	6	2,143	7	2,111	22	6,153	4	2,473
WASHTENAW	1,320,397	1,802,599	1,866,162	63	104,706	23	294,070	136	268,559	81	423,015	122	137,796	148	101,688	92	128,260	340	192,256	40	63,665
Ann Arbor	676,848	933,383	967,325	23	56,288	9	155,619	65	129,791	29	170,934	41	43,378	114	83,370	58	79,337	166	108,683	19	34,449
Ypsilanti	90,207	108,528	110,272	4	5,188	1	227	13	22,315	8	17,739	15	14,039	8	3,509	6	12,089	53	19,275	6	6,757
WAYNE	8,463,535	9,876,604	9,991,017	369	432,163	138	1,196,481	1,585	1,978,814	464	2,188,116	890	731,014	873	602,696	508	548,178	2,867	1,066,467	435	513,253
Detroit	2,884,011	3,223,379	3,240,133	130	132,512	57	181,068	784	730,465	173	756,392	415	291,763	249	142,017	152	140,492	1,301	407,332	232	177,067
WEXFORD	122,804	169,161	176,217	10	10,777	5	12,210	24	35,591	23	44,313	14	13,697	24	11,667	9	8,379	51	17,389	7	6,576
Cadillac	89,903	116,215	119,589	6	5,342	3	6,755	14	22,802	16	26,641	9	10,610	21	9,918	8	7,246	36	14,038	5	4,386

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,599,240	28,127,668	29,363,909	1,949	2,319,704	585	3,493,787	2,911	5,205,000	1,623	6,563,589	2,230	2,189,953	2,337	1,396,009	1,738	1,466,519	5,687	2,714,394	846	873,305
METROPOLITAN STATISTICAL AREAS																					
Duluth, Mn-Wi	1,185,822	1,465,621	1,501,718	120	133,179	48	200,362	204	294,572	100	239,064	149	115,455	165	68,303	107	66,880	487	156,419	58	45,649
Fargo-Moorhead, N.D.-Mn	944,103	1,192,206	1,253,661	50	82,143	15	149,323	88	167,314	55	355,988	69	100,663	88	58,009	66	63,264	212	123,022	27	29,895
Minneapolis-St Paul, Mn-Wi	11,433,732	17,394,121	18,418,821	608	1,169,786	193	2,645,223	1,317	3,099,759	614	4,235,234	1,028	1,333,767	1,182	893,778	912	988,427	2,743	1,770,630	359	499,508
Rochester, Mn	573,084	717,865	735,647	35	58,142	13	109,230	48	135,156	46	178,233	52	48,068	72	41,094	48	37,456	111	61,141	16	26,517
St. Cloud, Mn	1,036,980	1,386,446	1,439,549	91	120,868	20	118,099	121	183,469	71	246,071	85	77,204	79	43,970	57	43,966	221	94,949	26	29,953
COUNTIES, Cities																					
AITKIN	46,430	71,080	76,200	7	7,018	5	3,924	12	15,959	8	16,382	8	7,808	8	3,419	3	978	24	9,932	3	3,397
ANOKA	773,474	1,380,778	1,499,281	53	123,148	16	297,786	99	243,160	60	313,277	92	134,104	59	54,249	42	48,195	174	138,023	19	36,332
BECKER	99,545	190,753	210,767	16	23,405	5	13,145	25	41,451	8	44,909	16	17,859	10	15,160	9	9,314	33	15,791	7	7,079
BELTRAMI	156,716	209,207	212,580	20	22,362	11	15,735	31	37,111	23	47,991	20	14,910	25	16,096	18	9,492	47	20,366	7	4,709
Bemidji	127,958	166,815	172,223	11	13,897	7	15,106	20	33,076	19	34,712	12	11,379	23	15,564	16	9,054	38	18,454	6	4,430
BENTON	75,533	100,016	103,940	10	11,948	2	3,019	17	25,334	10	12,077	13	11,060	4	1,670	4	2,959	30	13,822	4	2,031
BIG STONE	29,998	37,906	39,030	9	4,152	2	761	9	7,437	4	6,014	6	4,982	6	2,345	1	279	15	2,936	4	1,221
BLUE EARTH	292,385	380,151	393,036	29	21,847	8	43,154	35	67,539	22	92,371	32	26,466	45	27,508	42	23,336	76	35,743	12	16,610
Mankato	254,464	331,985	342,741	14	6,815	7	39,850	23	62,505	15	74,237	21	22,043	44	27,136	33	21,359	61	31,170	10	14,911
BROWN	117,595	141,533	144,550	29	15,668	7	10,038	19	32,154	18	30,840	18	8,366	24	10,154	22	6,792	57	13,595	10	5,017
New Ulm	82,529	99,339	101,181	6	7,937	4	9,116	7	24,361	12	20,399	11	5,466	18	7,979	17	5,740	33	10,231	5	3,413
CARLTON	122,202	162,472	168,830	16	13,109	6	8,797	28	47,731	17	32,617	26	22,240	9	5,401	10	4,358	49	12,066	5	6,363

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MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CARVER	98,442	152,904	162,951	17	17,139	4	2,670	22	33,806	7	40,401	22	20,258	8	2,698	10	4,971	43	15,308	10	4,640
CASS	68,004	93,585	97,956	25	16,632	6	1,309	20	25,449	13	17,449	17	12,777	8	3,094	2	328	33	8,255	4	1,833
CHIPPEWA	53,956	76,504	80,219	15	10,827	4	6,384	13	13,607	10	15,929	11	7,409	9	4,334	8	3,969	25	7,151	4	3,246
CHISAGO	88,704	132,473	140,370	16	11,896	2	6,176	27	30,906	12	44,235	17	17,216	6	2,091	6	2,701	36	8,959	6	3,390
CLAY	187,883	232,302	238,186	17	24,952	4	8,521	29	55,490	17	41,165	22	19,204	21	10,505	18	18,412	67	27,515	11	8,732
Moorhead	147,249	180,650	184,500	9	12,388	3	6,047	15	49,042	11	32,207	16	14,215	18	9,729	15	16,296	41	21,925	6	7,898
CLEARWATER	22,752	29,174	30,182	9	3,513	4	2,426	8	6,688	5	4,413	7	4,925	1	273	3	843	12	1,661	3	1,858
COOK	21,913	31,530	33,249	2	1,362	5	3,235	6	7,375	3	3,243	4	7,203	3	1,138	1	120	10	3,319	1	463
COTTONWOOD	56,341	58,741	58,644	13	6,500	4	3,486	13	10,769	8	15,310	10	6,685	11	1,582	11	3,539	16	3,581	6	2,050
CROW WING	219,243	333,538	354,464	36	36,315	12	35,321	40	68,777	36	76,713	32	22,314	35	11,687	24	13,015	107	35,037	13	8,261
Brainerd	137,712	212,409	225,293	15	16,910	8	29,103	16	46,272	22	59,176	15	12,119	20	8,404	18	12,381	40	18,211	8	6,630
DAKOTA	994,043	1,716,562	1,853,642	61	174,024	23	282,027	124	320,509	62	398,095	92	140,838	125	94,207	80	93,059	231	154,503	29	51,532
DODGE	32,109	49,479	52,928	10	9,652	3	2,974	10	14,246	7	8,790	6	3,425	4	715	2	829	15	4,749	4	1,532
DOUGLAS	130,624	174,346	181,335	30	22,813	7	8,297	35	36,754	16	29,654	24	15,744	30	13,605	16	13,391	49	14,862	9	5,814
FARIBAULT	72,852	105,202	111,232	21	15,033	3	1,497	18	19,320	13	26,494	17	6,327	15	4,673	12	2,751	31	7,115	8	4,120
FILLMORE	82,690	101,958	104,692	23	15,016	6	1,042	24	26,164	18	31,948	14	6,614	11	1,632	5	2,903	34	4,497	9	2,497
FREEBORN	167,873	193,115	196,116	18	12,366	6	15,502	24	34,731	22	57,392	24	20,192	18	6,611	15	10,183	55	15,032	6	7,789
Albert Lea	144,324	165,619	167,562	10	8,408	5	13,611	11	30,877	18	52,893	17	18,168	17	6,340	12	8,696	39	11,346	6	7,789
GOODHUE	165,494	207,758	213,472	27	25,911	7	7,233	40	53,485	24	52,067	24	12,814	30	11,297	14	7,963	72	18,282	11	7,830
Red Wing	85,156	107,576	110,417	8	8,327	4	6,795	19	31,107	9	22,222	12	6,655	22	9,346	7	6,495	31	9,917	4	4,471
GRANT	18,903	20,954	21,381	11	3,371	1	290	10	2,653	9	8,631	3	501	1	328	3	190	9	1,400	4	1,056
HENNEPIN	5,860,914	8,649,522	9,112,800	240	479,817	73	1,358,705	602	1,428,499	241	2,138,541	424	559,503	620	504,527	503	607,650	1,218	886,076	158	235,658
Minneapolis	1,782,420	2,491,920	2,599,824	84	176,259	22	372,200	289	418,580	80	359,862	149	172,985	181	157,070	182	177,495	595	358,101	72	112,268
HOUSTON	43,211	52,491	54,188	15	6,776	2	782	18	18,753	5	5,855	11	7,859	5	480	1	607	30	4,805	4	1,149
HUBBARD	52,779	80,059	85,371	13	16,182	5	4,176	9	16,181	8	16,961	11	6,143	4	2,106	3	3,353	23	4,758	3	3,224
ISANTI	60,325	92,584	98,631	12	7,125	4	4,940	10	21,824	11	24,009	11	9,320	6	3,125	8	3,915	21	6,371	4	5,127
ITASCA	167,671	239,849	252,064	28	27,767	5	13,193	29	53,743	19	56,751	26	28,896	14	9,214	9	3,893	48	19,166	8	9,955
JACKSON	38,024	44,851	45,922	10	4,686	2	355	8	5,864	5	14,618	8	7,873	6	1,109	8	1,735	21	4,311	3	1,706
KANABEC	38,913	52,720	54,853	6	7,660	2	1,380	9	14,456	5	11,294	6	5,405	4	1,700	5	1,353	18	5,579	2	1,314
KANDIYOHI	179,740	218,525	224,327	25	19,940	9	23,370	26	35,895	22	51,889	32	15,292	35	15,200	16	13,066	48	17,365	7	6,155
Willmar	142,288	174,266	178,315	14	13,676	7	22,327	11	28,990	14	41,807	16	9,318	33	15,026	14	12,738	26	12,556	5	5,801
KITTSON	21,278	28,919	30,216	8	4,766	2	371	10	7,964	4	5,121	11	5,838	4	168	3	725	10	1,756	2	502
KOOCHICHING	70,698	92,135	95,176	11	7,084	6	9,075	13	19,341	9	16,169	13	9,747	11	4,525	3	3,066	34	9,807	5	4,770
International Falls	56,056	71,987	77,297	7	5,637	3	8,647	7	16,064	7	11,892	8	6,627	11	4,525	3	2,913	20	6,728	4	3,611
LAC QUI PARLE	30,777	31,502	32,063	8	11,622	4	2,253	9	15,193	6	14,643	5	6,721	6	2,392	3	4,690	16	5,916	4	2,712
LAKE	48,188	69,932	73,582	6	4,876	2	551	8	11,279	7	31,273	9	7,605	5	1,005	1	354	20	5,283	2	2,129
LAKE OF THE WOODS	15,116	23,607	25,307	4	3,321	2	1,460	4	4,726	1	2,527	7	6,069	2	304			8	2,435	2	373
LE SUEUR	67,653	84,031	86,630	14	8,203	4	1,688	22	15,147	11	18,065	12	11,184	8	2,737	11	3,446	39	11,916	8	4,213
LINCOLN	17,278	20,494	20,933	9	6,081	4	262	14	3,951	6	4,985	5	1,467	1	159	1	423	15	1,178	4	941
LYON	109,183	130,661	133,400	17	14,406	6	11,826	20	26,947	14	26,616	17	7,844	30	10,966	14	5,714	31	10,614	8	3,587
Marshall	86,931	104,027	109,726	9	11,423	5	10,463	9	21,185	9	21,039	10	6,729	25	9,737	8	4,491	19	9,180	4	2,684
MCLEOD	136,461	157,218	159,528	19	13,544	8	13,067	24	30,415	16	41,405	24	14,356	24	8,427	15	6,728	47	12,727	9	4,399
MAHNOMAN	13,341	17,152	17,767	5	2,832	2	1,027	4	4,576	3	4,165	4	1,336	3	301	1	146	6	1,348	1	548
MARSHALL	23,951	30,416	31,522	13	4,401	4	500	15	5,540	6	10,918	9	3,354	1	338	4	434	21	3,326	2	791
MARTIN	109,411	160,199	168,831	21	15,042	5	16,437	17	33,641	17	38,568	12	6,498	23	10,806	20	11,843	39	14,053	7	6,205
Fairmont	89,356	132,364	139,544	9	7,656	4	16,229	10	29,447	10	29,198	7	5,916	22	10,743	15	9,737	26	12,744	4	5,427
MEEKER	64,883	78,834	80,736	16	15,402	4	3,966	16	13,259	9	18,123	14	8,648	9	2,118	10	2,897	32	8,256	7	2,212
MILLE LACS	69,559	88,777	91,857	17	10,648	4	1,797	18	26,464	11	8,162	13	13,453	8	3,314	9	4,879	15	5,322	7	2,319
MORRISON	94,135	129,784	136,100	24	18,298	5	5,195	23	29,320	11	22,115	18	16,141	9	6,160	7	3,487	53	11,407	4	6,509
Little Falls	57,766	81,295	89,138	8	6,577	2	3,306	7	18,977	6	16,534	7	10,736	7	5,334	5	2,885	19	5,775	4	6,509
MOWER	168,409	218,528	225,528	25	20,167	7	16,592	34	40,276	20	50,511	25	17,945	29	10,596	18	11,588	73	21,779	9	10,768
Austin	135,909	176,752	182,144	12	14,180	7	16,592	24	36,485	17	42,784	18	16,250	27	9,848	15	9,620	51	15,768	7	8,332
MURRAY	33,301	39,482	40,420	12	5,497	3	1,947	6	5,586	6	7,694	9	2,274	7	910	5	1,496	12	2,543	5	5,751
NICOLLET	71,895	102,197	107,128	13	11,177	6	914	15	23,455	12	30,523	9	8,881	6	2,574	4	3,519	40	15,210	3	4,440
North Mankato	16,508	23,272	25,527	5	4,266	1	150	3	4,646	2	5,036	3	2,026			1	873	9	4,253	1	1,468
NOBLES	105,862	161,350	171,460	21	22,207	3	8,413	18	28,326	17	37,372	14	11,268	24	14,749	13	12,389	31	13,667	9	7,045
Worthington	90,746	137,348	144,980	13	15,810	3	8,413	8	25,492	15	34,653	9	9,034	22	13,990	12	11,798	21	11,786	8	6,360
NORMAN	21,076	24,920	25,693	13	5,103	1	88	10	5,458	8	7,689	3	679	6	725	1	167	11	1,391	4	1,175
OLMSTED	573,084	717,865	735,647	35	58,142	13	109,230	48	155,156	46	178,233	52	48,068	72	41,094	48	37,456	111	61,141	16	26,517
Rochester	491,559	608,361	621,935	25	40,737	12	99,578	36	103,846	38	135,432	37	37,216	58	39,715	43	36,239	97	56,089	14	22,233
OTTER TAIL	184,525	233,623	241,617	41	23,318	9	16,743	47	40,493	25	60,935	28	19,605	36	12,460	24	12,628	76	19,374	18	8,974
Fergus Falls	106,875	136,087	139,869	12	8,494	5	12,342	17	26,688	14	41,025	5	4,667	29	11,574	17	8,738	27	9,952	10	3,788
PENNINGTON	71,562	95,759	99,425	11	11,383	3	6,312	15	17,617	13	21,510	12	9,285	12	8,623	8	3,747	22	7,060	3	3,619
PINE	70,844	98,001	102,824	14	8,822	6	2,857	15	14,929	9	24,705	20	16,901	4	1,016	5	1,381	35	16,619	3	2,443
PIPESTONE	44,939	49,239	49,622	13	10,399	4	1,796	15	9,601	7	8,994	8	3,402	8	2,025	9	3,064	18	3,355	4	1,950
POLK	124,108	152,033	155,962	28	26,596	4	3,746	30	36,206	24	30,612	22	11,901	16	4,406	11	5,604	57	17,694	11	6,067
Crookston	51,559	63,953	68,084	8	7,344	2	3,684	8	14,064	9	18,890	8	6,023	9	3,491	4	1,871	10	5,795	4	2,188
E. Grand Forks	38,864	47,252	50,048	6	8,984			3	14,360	4	3,778	5	2,768	1	595	3	2,938	16	7,174	2	2,750
POPE	29,430	34,844	35,764	9	3,033	1	651	8	7,738	6	8,089	7	2,345	7	483	2	78	23	4,349	3	1,838
RAMSEY	2,619,655	3,810,890	4,000,646	102	193,606	43	641,908	300	635,874	108	924,177	218	267,975	260	185,797	200	197,101	683	402,030	85	109,085
St. Paul	1,386,866	1,944,118	2,028,165	47	95,277	28	372,576	187	350,202	57	330,909	120	151,069	115	75,635	96	81,006	436	240,645	55	62,664
RED LAKE	13,241	16,355	16,861	4	2,067	1	699	8	2,679	5	6,410	1	438	2	172	1	479	11	1,327	1	521
REDWOOD	66,790	87,519	91,262	19	11,012	3	1,713	18	16,695	6	21,830	13	7,141	10	4,794	9	6,260	27	7,398	4	2,823
RENVILLE	56,911	62,113	63,004	24	13,500	5	890	23	11,802	12	17,238	7	2,851	4	879	7	1,353	34	3,846	7	1,919
RICE	179,198	246,517	256,554	23	21,911	9	12,941	26	34,690	27	54,413	30	23,092	26	13,552	20	11,988	72	29,832	9	9,703
Faribault	61,115	80,627	86,182	10	9,678	3	10,709	13	14,251	15	33,147	14	12,772	18	8,238	12	8,719	35	15,037	6	7,226
ROCK	41,217	46,799	47,326	7	3,512	4	2,121	12	9,390	8	17,143	7	3,999	7	2,821	3	1,102	14	3,464	5	1,074
ROSEAU	40,067	72,616	79,336	11	6,470	4	2,665	14	17,862	10	25,287	5	5,054	8	3,850	6	4,690	14	3,788	4	3,267
ST. LOUIS	997,911	1,237,289	1,267,786	98	105,978	41	180,623	167	232,827	84	200,145	122	97,595	138	58,214	95	61,192	353	118,718	49	39,101
Duluth	510,959	621,616	634,357	37	40,197	14	120,165	75	110,353	27	84,814	55	41,678	68	34,664	53	38,860	160	65,030	23	20,832
Hibbing	53,964	64,414	68,376	10	16,987	6	21,925	13	33,729	13	27,632	10	8,330	29	8,801	13	5,041	31	10,220	7	6,368
Virginia	130,198	166,442	171,080	11	14,239	5	20,659	15	33,926	8	27,190	15	14,622	29	11,189	17	8,816	41	13,980	5	5,061

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCOTT	154,537	243,493	259,779	16	21,883	5	8,154	21	49,094	23	72,266	32	40,410	11	7,276	6	2,622	60	27,966	8	6,538
SHERBURNE	76,547	136,447	148,670	16	13,829	1	2,890	14	32,937	7	50,786	14	18,000	3	1,806	3	1,643	24	11,760	2	3,114
SIBLEY	36,867	41,358	42,044	12	4,311	2	1,471	18	10,256	4	10,313	13	3,461	4	786	5	1,400	23	3,337	6	1,196
STEARNS	884,902	1,149,983	1,186,939	65	89,091	17	112,190	90	125,498	54	183,208	58	48,154	72	40,494	50	39,364	167	69,367	20	24,808
St. Cloud	717,108	922,896	948,815	17	47,595	9	98,944	42	77,715	28	134,877	28	34,578	55	33,909	32	23,571	79	49,319	10	12,056
STEELE	126,796	160,915	165,894	16	14,054	6	10,472	18	25,973	19	42,603	13	9,954	19	8,081	22	11,911	39	13,527	5	6,379
Owatonna	110,218	140,260	144,487	11	12,123	5	9,788	13	23,080	13	33,841	10	9,051	16	7,579	17	10,850	31	12,260	4	5,880
STEVENS	42,093	51,151	52,408	8	5,814	3	3,036	10	10,128	6	14,683	4	1,572	9	2,463	7	2,674	18	5,127	2	3,178
SWIFT	43,481	46,647	47,119	11	7,344	5	2,382	14	9,279	9	5,909	10	4,616	7	951	3	265	23	3,120	5	2,637
TODD	62,335	76,861	79,311	16	10,345	7	2,901	21	17,375	11	20,622	13	7,156	7	1,852	6	881	35	4,512	7	3,154
TRAVERSE	16,946	21,774	22,659	8	3,228	1	772	6	4,476	3	3,093	6	1,590	6	1,058	3	671	7	1,128	3	1,330
WABASHA	60,086	78,953	81,965	15	10,335	3	1,338	18	13,665	9	31,268	15	4,140	8	1,797	13	2,403	33	6,173	4	3,816
WADENA	63,431	103,769	111,482	16	22,588	3	7,748	15	25,765	6	15,889	11	8,340	13	6,014	8	4,222	20	6,074	6	4,679
WASECA	50,753	62,271	66,175	11	9,752	3	3,194	20	16,894	8	10,067	8	4,802	6	1,543	11	3,645	19	4,473	5	3,253
WASHINGTON	411,134	643,529	684,226	38	90,808	5	22,046	46	209,867	39	109,326	45	60,122	48	28,476	25	15,574	126	74,341	16	25,283
Stillwater	104,170	161,097	170,875	5	12,013	1	6,271	10	59,309	7	24,428	10	7,610	10	8,583	6	5,478	22	16,348	2	11,895
WATONWAN	41,925	45,986	46,420	15	5,050	6	2,453	11	8,788	9	16,687	9	1,633	9	2,230	8	1,656	19	3,425	3	1,190
WILKIN	28,748	34,873	36,596	8	2,105	2	915	6	7,208	7	7,841	5	1,868	3	279	3	1,211	18	5,150	2	1,647
Breckenridge	20,150	30,750	32,283	6	1,818			5	6,544	6	7,221	4	1,662	3	279	3	1,211	14	4,390	2	1,647
WINONA	196,482	334,296	361,976	23	32,218	8	34,153	30	79,037	16	70,572	25	22,081	34	16,405	18	15,514	79	37,654	8	10,740
Winona	142,433	235,791	253,981	13	22,605	5	13,625	19	54,688	13	57,547	16	15,542	30	15,254	17	9,636	58	30,169	6	5,203
WRIGHT	222,361	347,512	369,573	35	33,456	7	2,704	44	84,003	33	105,100	42	53,152	22	6,596	16	7,694	69	31,866	16	13,683
YELLOW MEDICINE	36,544	45,028	46,326	14	7,609	2	992	14	10,214	4	6,275	12	5,240	8	2,506	6	2,611	26	3,554	6	2,860

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,044,004	12,409,703	13,010,271	761	847,374	680	1,715,970	2,489	2,939,389	1,377	3,093,874	1,192	692,534	1,471	633,152	981	582,542	2,218	869,381	743	493,259
METROPOLITAN STATISTICAL AREAS																					
Biloxi-Gulfport, Ms	810,869	1,068,941	1,107,837	68	67,677	41	167,382	170	215,128	109	281,264	78	51,537	99	46,695	73	46,883	277	127,079	54	40,043
Jackson, Ms	1,671,893	2,371,196	2,491,933	85	134,165	71	359,832	321	482,446	151	625,538	192	170,619	223	115,574	161	131,842	367	194,263	93	89,514
Memphis, Tn-Ar-Ms	4,308,708	6,056,803	6,324,783	185	263,617	154	818,720	731	1,255,367	347	1,561,765	439	315,670	588	373,181	350	368,231	939	505,179	161	219,342
Pascagoula, Ms	414,105	536,985	554,965	37	26,557	26	91,730	101	149,285	69	111,332	37	27,141	69	35,179	35	20,048	103	48,186	23	19,939
COUNTIES, Cities																					
ADAMS	218,039	268,579	275,108	16	16,540	14	42,492	47	47,384	26	86,518	18	8,964	35	18,744	26	11,883	50	16,543	16	9,857
Natchez	204,744	254,728	261,167	12	15,584	13	40,660	37	40,770	25	84,902	14	7,753	34	18,420	23	11,660	50	16,545	15	9,484
ALCORN	33,034	217,562	236,611	11	18,003	7	25,299	22	45,975	24	52,970	22	13,675	25	13,360	16	6,946	45	17,822	14	8,974
Corinth	120,105	197,140	212,315	11	18,003	6	24,073	16	41,652	20	48,346	19	12,849	25	13,360	15	6,753	42	16,871	13	8,684
AMITE	23,290	31,604	32,960	6	3,259	6	1,884	13	10,065	10	8,582	5	1,322	3	507	1	1,389	8	1,590	4	1,036
ATTALA	56,145	69,660	72,370	7	5,306	4	10,607	19	14,559	9	12,551	9	3,103	14	4,831	10	4,875	12	3,115	6	3,723
BENTON	6,902	8,185	8,812			1	288	6	3,926	2	912	4	652			1	101	4	491	2	83
BOLIVAR	117,150	151,481	157,083	7	7,825	14	17,263	52	37,915	20	35,954	21	5,561	25	9,131	14	7,704	29	7,904	12	6,606
Cleveland	89,058	116,097	119,984	4	4,279	8	14,367	17	24,598	13	33,909	12	3,834	20	8,265	13	7,101	19	7,103	8	4,595
CALHOUN	36,155	49,346	52,179	6	5,947	8	4,973	18	13,619	12	10,409	9	2,688	11	3,274	6	2,050	7	1,806	7	1,678
CARROLL	11,465	15,269	16,162	1	538			9	3,995	1	672	2	6,247			1	174	1	344	2	316
CHICKASAW	54,635	84,111	90,201	4	3,125	13	7,974	21	21,302	8	22,484	9	3,832	10	2,239	13	13,165	9	2,161	8	3,597
CHOCTAW	15,412	26,635	29,029	3	1,552	4	2,145	5	9,694	2	5,386	7	2,610	4	1,147	3	1,380	3	822	4	1,699
CLAIBORNE	21,632	33,677	36,136	4	4,846	4	2,087	10	12,807	5	3,165	6	3,631	3	1,194	2	100	5	3,030	3	1,725
CLARKE	40,531	52,540	54,724	3	6,876	8	4,596	15	16,036	7	8,445	6	2,410	3	4,668	5	2,870	8	992	6	1,983
CLAY	56,541	71,054	75,226	5	2,120	4	10,021	20	22,534	12	15,390	10	3,797	12	2,808	7	3,114	13	3,645	5	2,914
West Point	50,376	62,804	66,947	3	1,351	4	10,021	15	17,246	12	15,390	9	3,440	12	2,808	7	3,114	13	3,645	5	2,914
COAHOMA	132,418	183,632	192,471	8	10,777	9	17,343	44	53,095	17	45,276	18	10,767	29	14,817	14	7,527	28	9,461	8	5,571
Clarksdale	126,570	175,778	183,630	7	10,528	7	16,643	34	50,630	16	44,789	14	9,457	28	14,794	13	7,427	26	9,339	8	5,571
COPIAH	67,942	97,023	102,374	9	3,922	11	8,898	29	25,212	12	29,472	16	8,599	13	2,192	10	4,531	14	3,655	8	5,689
COVINGTON	40,491	53,102	55,205	4	6,255	7	3,626	12	12,625	5	15,452	10	6,631	7	2,732	4	1,427	8	1,112	8	2,625
DE SOTO	137,561	232,010	250,831	11	29,124	8	22,241	49	86,941	23	54,076	14	8,314	16	8,472	7	4,296	28	13,401	8	7,062
FORREST	393,328	510,341	528,234	31	48,670	24	86,077	72	88,148	56	122,207	27	21,389	49	30,801	47	34,877	104	46,749	26	18,296
Hattiesburg	355,649	473,282	490,890	25	46,330	18	77,949	52	79,230	47	116,888	23	19,371	46	29,845	43	33,568	88	44,498	22	15,165
FRANKLIN	11,588	19,326	21,130	1	1,003	1	479	5	4,705	6	5,713	3	79	1	720	3	176	2	207	4	4,292

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MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Ndwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GEORGE	40,930	45,332	46,021	7	2,401	6	6,524	14	15,242	15	10,657	6	2,091	3	746	5	581	12	2,508	[illegible]	1,479
GREENE	10,142	13,586	14,596	4	680	2	940	6	3,806	6	3,368	2	805	1	68	1	412	3	241	[illegible]	1,527
GRENADA	107,454	148,383	162,890	6	4,338	8	8,362	22	23,617	14	63,562	12	8,452	25	6,655	10	3,158	23	7,143	10	3,535
Grenada	101,490	133,820	144,596	4	2,401	7	[illegible]4,468	19	22,630	14	63,562	10	6,293	25	6,655	10	3,158	20	6,747	10	3,535
HANCOCK	84,366	122,871	129,568	8	8,072	7	[illegible]4,032	23	40,803	12	30,458	10	6,732	11	4,281	6	2,754	32	9,297	8	4,119
HARRISON	726,502	946,070	978,289	60	59,605	34	158,350	147	174,325	97	250,806	68	44,805	88	42,414	67	44,129	245	117,782	46	35,924
Biloxi	256,611	322,356	331,112	13	14,758	11	96,786	43	46,713	28	41,500	20	11,164	40	17,471	27	16,134	101	59,266	14	13,604
Gulfport	334,802	439,880	455,206	27	17,159	15	40,390	60	77,745	46	159,795	28	23,456	37	19,554	32	26,139	103	49,876	21	16,671
HINDS	1,366,267	1,829,271	1,899,774	54	82,696	44	307,068	226	324,551	112	517,988	144	117,080	193	100,031	133	96,089	284	151,066	71	68,996
Jackson	1,271,638	1,697,871	1,760,133	50	75,721	37	295,136	185	278,098	96	498,869	124	97,830	184	95,372	127	94,028	266	141,302	58	60,423
HOLMES	55,048	65,005	66,623	8	4,230	8	2,984	37	29,060	13	11,445	12	5,412	9	1,697	6	930	10	1,333	8	3,049
HUMPHREYS	34,249	39,508	40,390	4	5,237	5	2,392	16	12,387	5	7,623	7	2,312	4	1,466	8	2,525	10	1,482	4	1,446
ISSAQUENA	714	975	1,075					4	779												
ITAWAMBA	40,687	51,962	54,554	5	1,744	4	3,857	19	13,045	7	16,678	8	2,225	8	1,498	4	1,521	13	1,830	4	1,807
JACKSON	414,103	536,985	554,965	37	26,557	26	91,730	101	149,285	69	111,332	37	27,141	69	25,179	35	20,048	103	48,186	23	19,939
Moss Point	28,536	34,219	35,030	3	819	3	6,245	15	13,200	6	6,997	4	973	3	641	1	341	7	874	3	1,894
Pascagoula	212,446	288,602	294,258	16	17,982	7	32,681	36	62,880	34	90,432	18	11,507	29	[illegible]3,383	22	13,373	46	24,637	9	9,342
JASPER	34,585	48,851	51,590	2	6,192	5	3,081	14	11,495	13	16,390	6	3,148	2	1,150	2	402	5	875	5	2,622
JEFFERSON	10,092	10,985	11,300	1	521	2	288	7	4,630	5	2,390	2	566	2	362			3	159	3	781
JEFFERSON DAVIS	27,886	37,337	39,917	3	2,875	5	4,441	14	12,069	8	8,243	2	1,176	5	1,101	1	234	7	1,255	3	680
JONES	268,880	334,371	340,[illegible]4	16	18,518	16	47,[illegible]0	73	67,304	24	83,988	33	13,983	46	23,743	28	23,525	58	22,377	23	14,761
Laurel	229,285	281,815	288,402	10	9,819	11	45,[illegible]2	51	60,724	21	63,535	23	11,596	41	22,693	23	22,443	43	18,823	18	13,137
KEMPER	14,868	18,486	19,346	1	1,060	4	[illegible]56	11	6,033	2	3,521	4	1,316			2		4	444	2	
LAFAYETTE	90,795	139,924	148,556	12	10,793	6	15,290	22	35,335	12	30,241	12	8,154	21	12,130	13	5,754	32	12,420	10	5,475
Oxford	84,934	133,683	142,227	8	7,909	6	15,290	21	34,871	12	30,241	8	7,086	20	11,905	12	5,581	28	12,289	10	5,475
LAMAR	45,109	77,486	84,557	7	6,492	9	14,358	18	28,844	7	15,420	9	2,298	3	541			7	1,748	7	4,422
LAUDERDALE	381,278	555,425	585,281	22	44,752	19	90,77[illegible]	80	103,998	39	144,085	48	34,667	49	25,101	42	27,767	88	45,591	19	25,001
Meridian	349,840	506,960	532,833	19	41,711	15	90,05[illegible]	59	92,746	38	143,335	39	14,056	48	24,709	41	27,253	78	38,817	18	24,713
LAWRENCE	30,747	40,120	42,246	3	2,848	3	1,314	14	11,024	9	14,154	7	2,454	1	271	5	1,941	6	892	4	2,685
LEAKE	48,852	69,683	74,078	8	[illegible]743	12	14,207	13	15,488	15	16,868	8	2,511	10	2,702	4	2,521	9	2,234	7	3,652
LEE	339,290	491,347	518,523	27	36,277	19	77,726	75	85,528	41	141,465	47	37,394	56	28,896	45	22,143	71	27,032	16	14,461
Tupelo	285,458	413,137	434,179	20	30,280	15	75,282	46	66,482	31	115,070	32	30,254	51	27,197	38	17,612	60	25,115	14	12,879
LEFLORE	155,793	213,871	223,479	13	10,779	8	27,686	45	49,679	22	48,554	24	11,884	28	11,818	18	14,271	62	19,302	9	7,467
Greenwood	142,831	197,981	206,928	13	13,549	8	27,223	34	43,991	21	45,577	20	9,489	27	11,207	18	14,271	61	18,675	8	6,529
LINCOLN	123,592	170,429	178,409	13	16,526	11	21,948	23	37,504	15	45,318	13	5,714	29	11,314	12	6,429	21	7,685	9	10,243
Brookhaven	114,169	159,847	167,289	11	13,561	11	21,948	16	36,564	15	43,008	12	5,060	29	11,314	12	6,429	19	6,513	9	10,243
LOWNDES	260,967	371,221	390,113	18	19,775	9	49,295	58	81,014	38	75,730	24	20,741	48	30,981	33	23,250	67	26,623	14	12,013
Columbus	243,843	352,165	370,247	14	19,288	9	49,295	46	83,816	36	71,982	21	18,398	48	30,981	31	21,937	60	25,003	14	12,013
MADISON	106,723	215,171	240,138	9	12,801	12	16,036	46	64,935	14	63,163	18	24,835	11	6,048	11	8,302	30	15,448	9	6,132
MARION	97,456	122,551	128,420	10	12,981	10	13,542	27	38,807	14	21,304	12	2,397	19	8,169	14	6,938	18	5,374	9	5,142
MARSHALL	52,751	74,835	79,347	6	4,073	6	11,067	27	22,779	9	14,802	12	5,739	5	1,240	3	911	14	3,440	5	2,667
MONROE	102,497	141,32[illegible]	148,588	12	10,604	8	18,972	44	35,858	23	40,059	12	2,893	27	7,178	13	5,864	30	5,823	14	7,085
MONTGOMERY	38,785	51,399	53,717	5	3,202	5	9,493	13	15,723	8	9,152	9	2,423	7	1,672	5	2,068	8	1,767	5	2,446
NESHOBA	73,288	92,159	95,281	7	8,218	9	14,275	26	25,937	17	18,657	9	5,252	14	5,472	7	3,461	19	3,305	7	3,203
NEWTON	47,017	73,910	79,289	3	8,568	6	5,371	26	23,835	13	23,135	9	3,270	6	2,444	4	1,801	10	2,617	6	2,004
NOXUBEE	23,231	27,032	27,620	4	2,016	6	2,618	19	10,525	7	4,031	8	1,972	5	505	3	1,804	1	81	5	2,360
OKTIBBEHA	115,075	166,055	175,249	9	11,598	7	19,123	22	40,162	20	36,135	20	13,388	30	12,377	19	8,878	30	14,392	10	4,718
Starkville	108,189	155,061	162,743	8	11,166	6	18,207	17	34,466	17	35,463	19	13,159	29	12,239	19	8,878	29	14,230	8	4,416
PANOLA	78,628	132,257	143,478	10	8,545	8	16,699	28	38,546	17	41,034	11	3,786	17	5,936	6	3,762	27	5,557	10	6,126
PEARL RIVER	115,848	157,584	165,247	12	15,587	8	18,012	26	35,622	24	43,691	10	4,013	15	4,948	12	[illegible]8,609	31	10,506	10	10,314
Picayune	85,884	109,258	112,623	6	7,665	4	11,136	18	26,388	17	32,741	4	2,046	13	4,175	10	7,390	14	7,104	8	7,958
PERRY	17,811	23,461	24,782			4	3,662	13	[illegible]2,727	3	1,702	2	743	2	200	2	533	3	189	4	1,011
PIKE	164,508	205,671	211,921	13	16,280	10	20,745	28	40,840	23	47,461	20	9,193	30	13,776	16	12,946	44	19,983	14	10,841
McComb	141,687	176,166	180,610	8	12,466	7	19,258	13	33,844	19	42,666	15	7,459	27	12,663	15	12,032	34	18,927	12	9,122
PONTOTOC	43,891	61,790	65,733	8	3,203	4	10,143	18	23,454	11	6,548	10	2,860	6	3,952	3	1,860	11	2,61[illegible]	6	2,441
PRENTISS	65,717	93,271	98,912	6	5,076	5	12,953	18	26,668	13	28,732	9	2,217	15	2,511	10	2,509	15	4,831	9	4,044
QUITMAN	27,600	32,349	33,370	4	3,008	7	3,968	19	11,155	7	4,693	7	733	4	1,468	3	884	7	795	4	1,344
RANKIN	198,903	326,754	352,021	22	38,638	15	36,728	49	92,960	25	44,387	30	28,704	19	8,695	17	27,451	53	27,749	13	14,386
SCOTT	78,696	107,826	113,307	12	8,415	9	12,440	31	28,793	21	29,175	14	7,028	10	2,583	16	4,715	18	4,851	10	4,464
SHARKEY	17,353	20,956	21,528	2	2,366	4	1,971	13	9,073	3	2,021	3	1,371	5	475		570	5	797	2	984
SIMPSON	66,220	91,773	96,322	7	5,387	9	11,770	25	23,639	12	27,158	9	4,185	12	5,752	6	2,150	14	4,761	8	5,036
SMITH	27,719	35,930	37,676	3	3,613	3	1,337	12	10,712	9	11,927	5	1,372	5	1,015	2	526	5	281	5	942
STONE	31,464	39,471	40,732	7	5,684	4	1,553	9	8,704	10	11,630	7	3,694	3	1,513	3	616	7	2,253	1	1,776
SUNFLOWER	77,167	109,425	115,652	5	2,145	11	4,934	42	31,972	15	28,198	13	6,097	21	5,628	9	2,044	18	5,138	11	4,528
TALLAHATCHIE	23,630	32,490	34,743	4	2,155	2	3,541	17	10,745	8	7,203	6	1,066	3	595	1	934	8	702	5	2,454
TATE	74,115	104,835	109,780	5	2,608	3	11,128	25	34,872	11	28,422	8	11,007	12	4,084	5	1,051	14	8,640	4	5,896
TIPPAH	57,966	90,596	98,019	9	10,724	4	10,871	18	23,629	14	24,496	9	4,548	9	2,454	6	3,731	12	2,445	5	3,099
TISHOMINGO	50,340	60,667	62,528	10	5,797	6	8,635	23	21,543	15	8,114	10	2,168	10	1,869	8	4,383	13	1,625	5	2,611
TUNICA	22,281	29,826	31,144	2	3,748	2	3,248	12	5,585	4	9,175	5	1,944	2	206	2	987	8	1,618	2	826
UNION	55,719	83,805	89,476	6	5,826	4	14,075	10	18,319	14	14,191	12	7,377	14	5,459	8	3,790	21	6,031	5	3,469
WALTHALL	31,549	43,015	45,014	4	3,227	6	4,953	12	8,500	10	14,821	5	2,675	6	1,638	1	1,477	8	1,832	4	1,688
WARREN	220,650	279,477	287,603	15	13,262	11	43,166	60	71,817	24	63,310	24	12,618	37	13,410	19	11,345	51	25,744	11	11,841
Vicksburg	203,173	260,643	268,532	13	11,687	11	43,166	50	66,261	21	56,254	19	10,170	37	13,410	9	11,345	48	25,189	11	11,841
WASHINGTON	283,826	352,429	362,457	20	20,499	18	64,086	78	74,149	44	84,947	33	10,339	32	25,313	27	19,585	52	18,809	18	10,566
Greenville	244,845	304,439	312,979	14	14,474	14	62,728	53	57,672	32	76,767	27	7,968	27	24,025	20	16,359	47	19,199	12	8,697
WAYNE	57,692	80,816	85,099	7	7,056	6	6,898	12	22,558	12	14,620	9	7,153	16	4,687	7	6,399	15	3,730	7	3,798
WEBSTER	23,650	27,415	28,243	6	3,013	3	2,384	10	6,382	11	8,098	9	1,333	4	344	3	1,250	7	826	4	1,290
WILKINSON	21,418	28,376	29,564	2	1,928	4	3,918	13	10,711	4	4,449	6	2,357	9	1,394	2	413	6	956	5	1,422
WINSTON	47,292	65,557	68,837	7	4,422	4	6,573	22	16,041	11	18,652	8	2,445	12	3,312	9	4,161	15	2,049	11	4,125
YALOBUSHA	44,562	72,166	78,068	4	5,866	8	6,119	19	39,252	9	7,338	11	3,239	3	863	6	2,913	3	2,689	6	1,846
YAZOO	75,508	100,661	105,366	8	5,136	6	10,452	27	29,478	11	21,303	17	6,376	23	7,845	9	3,951	16	3,973	6	4,522

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MISSOURI RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	21,655,411	28,682,477	29,771,524	1,678	1,884,267	889	3,922,034	3,334	5,893,057	2,249	6,827,580	2,944	2,159,545	2,717	1,390,464	1,984	1,398,270	6,827	2,780,968	1,013	874,888
METROPOLITAN STATISTICAL AREAS																					
Columbia, Mo	449,299	564,021	567,911	34	40,646	15	72,931	53	115,042	35	123,524	35	32,826	71	36,787	46	27,824	124	62,485	19	21,085
Joplin, Mo	621,749	791,297	803,492	48	49,682	25	110,345	101	156,702	89	200,639	73	55,717	78	41,314	60	34,756	188	71,205	26	20,345
Kansas City, Mo-Ks	7,199,672	9,863,090	10,067,252	396	548,785	193	1,541,722	870	1,870,722	539	2,593,718	707	674,186	826	563,418	596	520,659	1,936	1,027,658	280	315,532
St. Joseph, Mo	436,287	495,666	491,658	31	23,797	20	82,399	66	105,363	43	121,023	50	28,808	47	23,258	33	21,984	136	44,022	18	12,648
St. Louis, Mo-Il	10,911,091	15,092,363	15,517,604	556	901,074	275	2,191,167	1,455	3,123,755	894	3,494,181	1,301	1,173,950	1,202	781,476	941	799,968	3,362	1,505,169	663	455,981
Springfield, Mo	1,085,862	1,413,100	1,434,020	76	96,758	31	215,374	132	266,248	98	343,233	101	67,298	172	71,174	127	86,645	323	134,521	37	38,539
COUNTIES, Cities																					
ADAIR	119,052	127,726	125,613	14	10,442	5	13,303	12	26,779	16	26,690	16	8,886	27	7,368	10	6,623	42	13,968	2	3,621
Kirksville	116,862	125,573	123,487	14	10,442	5	13,303	12	26,779	16	26,690	12	7,473	27	7,368	10	6,623	40	13,535	2	3,621
ANDREW	32,797	46,561	48,155	8	5,223	2	1,493	6	9,976	6	16,906	4	7,083	4	426	2	1,168	6	1,544	2	1,202
ATCHISON	28,784	24,655	23,607	9	2,453	2	465	7	6,639	5	3,188	8	6,553	5	297	3	108	11	1,645	3	391
AUDRAIN	95,976	102,879	101,424	17	10,514	6	11,352	18	25,657	18	17,890	14	5,713	18	6,812	10	6,153	31	6,109	7	3,427
Mexico	74,397	80,089	78,760	9	6,779	4	7,594	11	21,539	12	14,800	9	4,303	14	6,008	7	4,319	20	5,196	6	3,140
BARRY	89,188	117,402	119,981	11	12,514	3	12,262	23	29,776	20	24,616	12	11,255	17	3,479	5	2,556	39	8,357	7	3,115
Monett	43,064	55,565	59,732	4	5,809	2	9,084	8	14,793	6	4,112	5	6,182	11	2,378	3	1,762	15	4,385	3	1,738
BARTON	30,741	44,701	46,556	5	4,505	8	8,485	9	8,783	6	8,323	8	4,449	8	770	2	2,431	11	2,872	4	1,270
BATES	43,875	46,839	46,394	11	6,086	6	3,056	17	11,003	6	13,387	5	1,335	11	1,850	6	1,557	24	2,483	4	933
BENTON	34,866	44,702	45,895	5	2,947	4	4,935	9	9,818	6	11,367	10	2,004	2	754	4	1,110	21	4,690	1	1,264
BOLLINGER	17,716	20,551	20,876	3	1,709	3	123	8	4,588	3	6,596	4	2,224	1	126	1	1,177	7	647	1	355
BOONE	449,299	564,021	567,911	34	40,646	15	72,931	53	115,042	35	123,524	55	32,826	71	36,787	46	27,824	124	62,485	19	21,085
Columbia	412,315	516,621	521,979	29	36,937	13	72,148	39	101,871	27	112,737	42	25,825	67	35,915	41	26,825	112	59,764	18	20,607
BUCHANAN	436,287	495,666	491,658	31	23,797	20	82,399	66	105,363	43	121,023	50	28,808	47	23,258	33	21,984	136	44,022	18	12,648
St. Joseph	424,459	482,562	478,461	28	21,434	20	82,399	61	104,310	41	116,993	46	26,442	47	23,258	33	21,984	130	42,781	18	12,648
BUTLER	192,174	248,137	252,214	16	19,685	7	30,179	36	49,180	31	69,130	26	12,292	30	13,677	23	12,328	62	16,031	11	8,104
Poplar Bluff	173,951	227,592	231,120	10	16,150	7	30,179	26	45,537	27	65,625	19	10,205	28	12,820	20	11,566	50	14,889	11	8,104
CALDWELL	18,841	23,428	24,018	6	2,120	2	132	6	5,731	6	6,927	5	2,171	1	171	1	39	13	1,670	1	101
CALLAWAY	95,792	92,899	90,215	12	14,075	4	7,569	18	19,240	7	11,645	22	11,805	12	2,659	8	3,008	34	10,583	5	2,082
Fulton	57,423	55,819	54,131	6	4,048	3	7,091	9	14,262	6	10,571	8	2,824	10	2,373	6	2,525	21	5,241	3	1,549
CAMDEN	108,031	166,986	175,184	15	19,695	4	12,790	27	42,114	18	37,673	19	8,900	15	4,215	11	7,501	62	20,842	3	2,179
CAPE GIRARDEAU	324,974	401,777	404,047	23	23,903	14	63,076	45	80,315	35	85,766	47	26,564	62	23,052	34	27,464	91	33,660	17	9,536
Cape Girardeau	273,134	338,627	340,347	14	16,171	11	56,578	29	67,162	29	74,898	31	19,258	54	21,612	34	21,232	71	30,625	12	7,295
CARROLL	32,940	42,391	46,240	8	5,011	5	3,382	11	10,403	5	5,736	7	3,503	8	2,286	3	1,261	16	2,593	4	1,445
Carrollton	26,575	33,884	36,320	6	3,826	4	2,734	6	8,620	3	3,642	5	2,564	8	2,286	3	1,261	10	2,047	4	1,445
CARTER	10,064	14,388	15,112	2	732	2	432	5	4,083			4	4,118	1	169			10	2,671	1	385
CASS	166,814	210,166	212,555	14	12,068	9	28,941	31	54,813	22	52,242	30	19,263	12	1,358	17	5,198	56	16,048	10	6,929
CEDAR	46,650	59,071	60,403	6	3,205	7	3,960	8	15,544	6	18,542	8	5,243	8	636	6	1,185	13	2,715	5	1,710
CHARITON	27,850	26,891	26,166	9	2,101	2	1,875	10	7,002	7	4,703	7	4,111	6	623	1	1,160	14	2,060	1	738
CHRISTIAN	66,782	95,095	98,855	5	2,309	3	5,723	11	28,565	8	37,989	8	4,721	5	2,379	6	1,519	21	4,262	3	514
CLARK	22,349	25,367	25,353	4	3,988	3	1,636	7	5,464	4	3,984	6	3,270	1	172	1	429	11	1,787	1	922
CLAY	806,215	1,172,473	1,209,112	39	79,749	24	211,792	77	209,289	68	325,969	79	90,073	92	45,912	55	46,865	185	93,746	27	34,463
Excelsior Spring	70,020	99,092	108,783	4	2,850	5	20,901	10	29,407	8	36,116	8	3,198	5	1,690	5	3,138	20	6,514	3	2,545
CLINTON	44,370	51,702	54,480	7	3,514	3	5,537	16	13,935	11	8,344	8	4,125	8	1,201	3	2,123	16	7,269	5	1,528
COLE	341,235	425,100	433,303	20	22,719	14	57,854	29	65,941	24	110,719	27	16,054	53	23,522	37	23,892	82	34,336	9	7,788
Jefferson City	330,763	401,611	401,411	17	18,294	12	55,269	23	61,901	24	109,281	22	14,628	52	23,147	34	22,291	80	30,835	9	7,788
COOPER	49,415	58,098	56,914	6	2,190	7	4,024	8	12,600	9	15,743	7	5,725	8	1,833	7	2,596	20	3,572	5	2,444
Boonville	38,438	46,057	48,597	5	1,967	4	2,974	4	8,765	7	13,605	3	3,735	8	1,833	6	2,370	16	3,299	5	2,444
CRAWFORD	65,053	75,569	75,974	7	7,340	6	9,493	16	14,729	12	12,334	16	16,818	6	878	3	1,401	23	2,686	5	1,440
DADE	13,499	16,242	16,536	3	1,461	3	282	7	5,002	4	1,788	8	2,988	2	615	3	475	3	587	3	383
DALLAS	35,840	45,394	46,260	5	4,738	1	1,114	9	18,902	8	7,258	9	3,778	1	615	3	2,699	8	2,113	1	780
DAVIESS	14,365	18,749	19,547	6	1,472	2	673	4	3,665	3	4,774	8	3,166	2	124	1	270	9	1,082	3	723
DE KALB	14,678	17,463	17,647	3	2,089	1	989	7	3,310	3	2,759	6	2,296			1	1,072	13	2,986		
DENT	46,669	53,682	53,650	8	6,816	6	8,763	10	14,243	7	7,463	6	2,366	5	978	8	3,058	13	2,904	2	627
DOUGLAS	23,815	31,034	31,755	5	5,089	4	8,567	5	5,511	7	3,468	6	2,252	5	354	2	490	11	1,975	2	1,603
DUNKLIN	135,196	149,956	148,963	12	12,189	18	21,329	31	31,273	29	34,749	26	9,737	22	4,761	19	7,864	44	6,403	11	4,644
Kennett	67,938	76,230	75,805	4	7,692	9	12,779	11	18,702	14	14,493	5	1,598	13	3,282	10	5,046	15	3,365	5	2,297
FRANKLIN	296,741	346,975	345,952	34	35,317	15	25,545	62	93,839	45	84,218	55	35,461	33	11,827	33	12,083	106	24,949	19	9,947
GASCONADE	45,649	59,290	60,873	6	4,678	8	7,380	15	12,853	11	13,856	13	2,866	7	691	9	3,037	23	3,202	2	1,707
GENTRY	23,646	24,341	23,981	7	4,611	3	487	8	5,848	6	6,797	7	658	8	870	3	535	10	803	3	778
GREENE	1,019,080	1,318,005	1,335,165	71	94,449	28	209,651	121	237,683	90	305,244	93	62,577	167	68,795	121	85,126	302	130,279	34	38,023
Springfield	945,207	1,214,902	1,228,337	59	81,979	28	209,651	103	219,847	78	268,906	81	53,697	163	66,961	114	79,708	278	123,398	29	34,932
GRUNDY	42,441	60,285	67,338	9	4,376	7	7,749	14	16,028	3	7,496	8	2,134	11	3,211	3	889	19	5,383	2	2,860
Trenton	40,103	54,130	58,806	9	4,376	6	7,168	12	14,785	3	7,496	6	1,850	11	3,211	3	889	16	5,266	2	2,860
HARRISON	48,528	57,344	57,573	6	2,923	4	5,970	8	11,221	5	13,448	12	9,480	10	1,615	3	1,380	7	1,768	2	1,042
HENRY	74,474	93,082	96,336	15	8,204	10	11,078	19	23,215	19	11,751	18	5,875	19	5,321	12	5,093	34	8,109	7	5,675
Clinton	57,512	71,231	75,804	10	5,599	6	9,153	10	18,374	9	8,231	6	2,790	16	4,954	11	4,907	23	6,745	5	4,967
HICKORY	7,988	13,815	15,737	2	1,356			4	4,095	1	449	5	1,888	1		1	281	11	1,609	2	336
HOLT	22,262	23,280	22,849	4	2,152	3	120	9	3,238	5	8,908	7	5,854			1	154	10	674	1	198
HOWARD	21,000	26,196	26,743	4	1,850	3	899	7	7,834	7	3,066	9	3,317	2	742	2	301	7	1,892	3	1,455
HOWELL	123,894	166,313	176,109	12	12,186	13	19,724	25	40,962	28	39,866	18	8,895	27	5,552	12	6,403	43	9,623	11	5,503
West Plains	85,803	114,802	124,468	6	6,835	6	18,336	15	25,742	16	26,137	10	4,184	21	4,376	11	6,050	30	6,933	7	3,538
IRON	31,212	30,512	29,871	6	2,502	5	1,404	13	9,030	8	7,731	9	1,677	2	345	3	1,276	11	1,672	2	637
JACKSON	3,424,679	4,559,214	5,132,007	173	228,037	71	726,394	410	857,384	234	1,225,917	304	286,536	386	288,269	256	237,128	979	571,207	123	159,836
Blue Springs	159,838	221,054	226,049	9	20,512	3	23,933	16	50,838	17	68,552	14	13,253	7	2,158	11	9,108	43	24,133	6	4,906
Independence	605,714	765,389	745,583	32	35,674	13	102,610	70	135,045	59	219,918	47	37,806	86	38,297	52	34,126	151	73,171	20	22,676
1Kansas City	2,166,592	3,168,780	3,507,232	97	140,459	53	566,001	296	538,297	133	716,961	213	204,955	333	239,125	169	166,202	752	417,014	86	107,130
JASPER	487,940	613,758	621,861	38	36,274	19	94,972	74	110,652	64	153,023	51	37,231	68	37,079	48	28,115	146	57,819	21	17,876
Carthage	67,481	80,839	81,023	7	3,967	3	10,949	11	22,908	16	14,938	10	6,223	10	6,774	7	1,368	22	6,148	5	1,119
2Joplin	383,640	480,863	483,732	22	30,486	14	74,491	46	87,356	39	127,279	32	23,315	54	28,482	34	23,403	98	46,796	10	14,789
JEFFERSON	429,029	611,355	629,863	36	40,182	11	72,226	75	162,809	64	122,536	73	71,719	33	14,632	35	19,922	103	38,704	20	14,549
Crystal City	57,894	84,025	92,735	2	2,468	2	15,829	5	18,343	14	28,686	6	6,505	10	4,146	5	1,405	17	9,464	2	1,769
Festus	22,107	31,667	34,854	5	1,286	5	2,177	10	10,273	7	4,012	11	2,003	9	2,494	13	3,399	27	2,379	4	1,859
JOHNSON	104,373	136,593	138,925	10	10,506	7	15,348	20	31,458	14	31,109	31	9,075	13	2,875	13	5,222	40	16,955	6	4,380
Warrensburg	75,065	101,322	103,123	4	3,877	3	13,635	9	20,798	9	26,230	15	5,289	12	2,832	12	5,144	24	15,304	4	4,094

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KNOX	11,292	12,635	12,842	3	1,425	5	1,052	4	2,186	3	3,095	3	858	2	250	2	651	6	513	2	541
LACLEDE	112,281	146,698	150,253	12	15,213	7	15,967	19	28,837	15	26,615	25	20,223	17	4,667	10	4,015	36	10,501	6	2,310
Lebanon	101,980	134,152	137,070	11	14,999	5	15,206	13	27,324	14	26,319	20	16,914	17	4,667	8	3,882	31	9,238	6	2,310
LAFAYETTE	86,076	102,590	102,943	14	7,416	11	8,814	25	26,247	21	26,671	18	6,482	10	2,191	13	3,392	47	9,443	11	3,364
Lexington	24,102	29,151	30,834	3	1,039	4	2,762	4	7,805	5	7,964	2	704	6	1,520	4	899	17	3,266	2	538
LAWRENCE	80,331	97,140	97,818	13	9,110	6	7,018	26	25,960	13	30,059	15	3,839	10	1,716	10	3,218	33	6,257	7	2,306
LEWIS	33,513	38,679	38,743	6	4,201	3	794	10	7,892	8	13,130	9	2,735	3	391	2	349	13	1,711	1	237
LINCOLN	63,608	78,949	79,880	9	5,743	5	7,034	19	20,820	13	22,253	19	6,685	7	656	4	1,847	21	4,708	4	2,693
LINN	58,515	64,698	64,789	12	5,205	7	9,459	13	14,983	9	11,188	13	6,465	13	1,282	9	3,375	22	3,565	4	2,314
Brookfield	40,902	45,601	47,167	5	1,608	3	6,314	7	12,733	5	6,563	8	4,893	11	1,166	6	2,908	14	2,800	2	1,642
LIVINGSTON	75,419	82,953	81,796	9	8,669	7	10,463	12	17,693	12	16,708	17	8,248	18	3,758	12	4,578	26	5,104	3	2,224
Chillicothe	71,495	79,017	77,929	8	8,352	5	9,265	11	17,103	11	16,151	13	7,472	18	3,758	12	4,578	24	4,948	3	2,224
MCDONALD	40,197	46,989	47,615	8	5,789	4	3,497	12	12,955	8	6,601	8	3,157			2	370	16	1,219	3	796
MACON	45,213	61,615	63,268	12	7,782	4	5,079	12	15,839	8	13,449	12	3,777	9	2,410	6	2,178	22	4,497	4	1,945
Macon	36,334	48,966	53,176	6	4,363	3	5,000	4	13,432	5	12,034	7	1,717	9	2,410	5	2,154	17	3,979	3	1,915
MADISON	30,499	31,524	31,001	6	2,103	3	3,897	11	8,151	4	3,094	9	4,518	5	387	3	1,299	17	2,439	2	2,176
MARIES	11,908	19,581	21,123	2	1,240	3	652	6	5,266	6	5,175	5	2,010					6	1,532		
MARION	136,916	166,377	166,938	16	15,904	8	17,060	26	41,382	19	40,716	23	14,454	25	5,962	11	5,015	51	13,168	6	4,542
3Hannibal	105,325	123,074	122,722	10	11,258	7	14,868	19	32,088	12	26,080	14	7,278	21	4,522	10	4,267	37	10,880	5	3,999
MERCER	9,885	10,344	10,254	5	1,085			5	3,466	2	1,374	3	1,763	1	204	2	524	9	558	2	340
MILLER	77,588	103,784	106,004	10	9,620	5	11,550	17	20,033	10	23,429	14	5,516	15	2,460	11	3,843	44	12,082	2	1,249
MISSISSIPPI	49,699	60,299	60,649	9	5,173	6	8,708	19	11,574	12	15,509	15	8,381	6	1,704	3	945	17	1,288	6	2,016
MONITEAU	38,191	48,072	48,744	8	3,669	1	2,061	9	10,296	14	20,343	7	1,941	9	1,643	5	934	12	1,730	3	849
MONROE	21,931	34,186	36,105	7	5,109	3	837	11	11,308	3	6,350	10	3,618	7	918	4	1,247	13	1,793	2	1,625
MONTGOMERY	33,149	38,414	38,618	5	2,375	3	1,447	14	10,401	12	7,473	16	6,883	1	225	3	852	13	3,434	2	302
MORGAN	50,083	68,835	71,153	6	8,770	4	4,690	12	17,256	9	14,526	9	6,294	7	2,565	3	2,608	31	4,808	4	1,967
NEW MADRID	72,796	94,883	96,646	11	5,507	4	11,627	23	18,863	8	9,222	18	23,929	24	7,980	9	4,870	21	4,204	8	4,241
NEWTON	133,809	177,539	181,631	10	13,408	6	15,373	27	46,050	25	47,616	22	18,486	10	4,235	12	6,641	42	13,386	5	2,469
Neosho	78,580	112,575	116,107	8	8,656	3	14,891	8	24,259	16	40,106	7	6,092	9	3,847	7	4,829	24	3,902	3	2,127
NODAWAY	71,977	80,048	79,403	17	6,863	7	6,925	13	19,590	14	14,276	14	7,722	16	4,642	6	1,924	30	8,359	5	1,599
Maryville	54,702	61,904	64,304	12	3,950	5	5,728	6	18,118	11	12,425	4	1,607	15	4,466	6	1,924	22	7,525	5	1,599
OREGON	29,474	30,348	29,795	4	4,390	7	526	7	7,180	6	7,707	8	2,547	4	602	2	1,036	9	920	2	688
OSAGE	28,335	40,216	41,904	7	3,426	3	238	7	5,190	5	22,170	6	2,380	1	172	3	613	12	1,312		
OZARK	17,624	25,333	26,848	4	3,470	3	236	7	6,272	6	7,681	4	1,368	3	159	1	248	6	1,041	1	375
PEMISCOT	56,722	61,630	61,337	7	3,374	5	7,480	23	19,425	13	6,886	13	8,163	11	1,358	9	2,258	20	3,180	4	1,800
PERRY	55,578	64,662	64,540	9	5,661	6	16,841	8	8,364	8	9,217	16	8,734	4	669	9	2,121	23	6,452	4	1,906
PETTIS	165,780	217,481	221,072	27	22,868	9	24,644	22	41,726	28	61,696	23	11,323	18	9,323	22	9,403	58	18,804	7	6,181
Sedalia	154,835	204,255	207,327	24	21,392	9	24,644	19	39,688	24	57,600	20	10,134	18	9,323	19	8,249	49	17,656	7	6,181
PHELPS	170,215	214,976	216,989	13	21,654	4	21,169	20	42,573	24	50,313	29	16,727	26	12,113	18	6,986	47	19,629	6	4,263
Rolla	142,224	179,162	180,473	7	15,690	3	20,283	11	30,478	17	46,400	18	12,494	22	11,295	16	6,854	39	17,313	4	4,024
PIKE	55,806	60,399	59,623	10	4,583	7	7,504	17	15,977	9	10,061	16	7,727	10	2,127	5	1,015	22	3,565	4	2,562
PLATTE	130,509	163,598	165,031	14	18,259	3	16,877	23	42,409	9	17,868	26	18,223	7	2,955	11	3,330	53	27,033	11	6,864
POLK	63,354	79,672	81,049	8	5,053	9	11,612	13	16,645	12	23,850	9	4,620	11	2,299	4	1,173	17	4,084	4	2,188
PULASKI	92,950	136,226	141,728	12	9,645	4	18,382	15	24,498	23	34,849	20	11,415	11	2,145	7	3,412	48	15,976	5	2,955
Saint Robert	NO DATA AVAILABLE FOR THIS CITY																				
Waynesville	28,936	44,259	49,367	3	2,011			5	4,366	8	17,484	8	6,577	6	1,255			13	2,667	2	1,727
PUTNAM	15,513	15,392	15,150	3	938	3	588	5	4,780	4	3,184	3	1,709	6	457			8	545	1	348
RALLS	11,625	11,604	11,443	1	1,138	1	348	8	3,891	4	3,035	4	756	1	230	2	155	6	345		
RANDOLPH	108,278	141,166	143,571	18	13,652	3	16,374	13	29,095	15	38,178	15	8,383	17	6,349	14	5,905	30	8,315	7	2,800
Moberly	99,518	129,554	131,269	14	11,784	3	16,374	9	27,432	14	35,952	9	6,356	17	6,349	13	5,536	26	8,045	7	2,800
RAY	53,140	70,504	71,937	7	7,807	2	2,879	6	15,247	8	8,816	12	12,426	11	2,408	6	2,022	20	4,459	6	2,896
Richmond	39,785	52,556	56,813	4	6,702	2	2,879	2	11,890	6	7,380	6	9,497	11	2,408	5	1,910	14	3,459	4	2,577
REYNOLDS	17,078	14,614	14,227	3	415	2	481	10	5,125	5	3,062	3	1,414			1	43	6	371	2	148
RIPLEY	31,452	39,421	40,745	3	1,641	3	3,574	12	12,541	6	10,177	4	3,067	5	320	1	600	8	1,047	3	1,288
ST. CHARLES	664,725	1,165,471	1,241,172	52	107,446	18	146,845	74	252,877	60	282,232	93	146,635	61	50,116	64	51,179	144	105,286	22	25,594
ST. CLAIR	24,952	34,054	35,268	5	2,687	2	276	7	5,886	7	9,670	7	6,095	1	255	2	567	10	2,693	1	173
ST. FRANCOIS	172,754	200,461	199,791	17	14,196	9	31,585	33	43,534	28	43,717	37	20,604	15	4,872	15	8,955	48	12,729	12	5,897
Flat River	41,415	47,677	49,764	4	5,053	3	7,055	5	10,947	6	6,434	8	2,529	7	2,739	7	4,424	9	3,672	3	1,990
ST. LOUIS	5,451,674	7,929,513	8,178,321	213	400,154	106	1,216,472	570	1,539,346	333	1,958,068	533	536,443	624	473,222	487	501,191	1,234	733,014	198	256,504
ST. LOUIS CITY	1,698,226	1,845,407	1,817,489	69	105,650	38	192,427	302	392,263	123	309,006	234	152,661	153	78,835	127	71,109	884	291,049	95	66,419
St. Louis	1,698,226	1,845,407	1,817,489	69	105,650	38	192,427	302	392,263	123	309,006	234	152,661	153	78,835	127	71,109	884	291,049	95	66,419
STE. GENEVIEVE	41,869	54,074	54,807	4	1,735	4	1,987	14	11,816	8	13,923	12	8,062	1	634	8	2,018	23	6,759	3	1,571
SALINE	91,828	105,675	105,654	13	7,841	10	15,701	22	21,072	14	21,536	20	6,596	16	3,719	9	3,656	34	6,757	6	8,312
Marshall	69,434	80,331	79,921	8	5,639	6	15,208	10	14,573	9	14,587	8	3,274	13	3,441	9	3,656	25	5,813	5	7,756
SCHUYLER	12,720	15,749	16,323	2	1,918			5	2,314	2	5,918	8	2,559	3	67	1		5	846		
SCOTLAND	16,734	18,461	18,346	3	2,161	3	1,022	4	3,210	2	3,649	8	2,332	5	1,428	2	978	7	1,275	1	200
SCOTT	163,739	198,100	206,599	22	23,340	10	31,710	40	39,710	16	42,037	30	12,142	17	12,107	16	7,873	59	16,513	13	4,664
45Sikeston	139,598	162,694	162,540	12	15,148	9	29,517	22	29,097	15	40,003	11	4,718	29	7,584	14	7,755	41	13,004	8	4,100
SHANNON	9,807	10,596	10,817	2	261	1	190	7	5,126	5	699	2	945	1	74			6	620	1	195
SHELBY	16,028	23,725	25,154	4	697	3	1,560	7	7,363	1	3,474	9	3,757	3	1,048	1	108	8	1,509	2	571
STODDARD	96,246	124,982	127,663	16	8,341	10	12,814	28	21,893	18	43,081	24	9,139	15	2,954	10	4,118	41	8,888	7	3,803
Dexter	70,802	93,375	100,499	6	4,325	5	9,105	15	15,499	12	38,365	11	5,807	13	2,728	7	3,474	24	6,771	3	2,543
STONE	31,175	45,080	47,502	7	8,072	6	1,282	12	13,941	9	7,872	6	2,101	7	644	4	830	24	3,939	2	664
SULLIVAN	11,338	15,271	15,977	4	1,706	4	935	4	4,165	3	929	6	1,103	3	155	3	522	8	414	1	300
TANEY	101,256	148,811	154,809	10	12,833	9	18,928	21	30,311	20	20,528	18	7,862	16	3,947	7	3,464	75	29,267	9	4,847
TEXAS	71,986	84,299	84,462	11	11,810	8	6,162	18	17,874	16	25,594	15	4,621	11	960	6	938	28	3,825	5	1,866
VERNON	55,087	75,259	79,962	5	5,325	4	11,160	11	11,894	8	17,203	13	4,323	15	2,654	11	5,496	34	7,390	2	2,267
Nevada	50,783	66,999	72,404	4	4,059	4	11,160	10	10,545	8	17,203	9	3,910	15	2,654	10	4,872	25	6,186	2	2,267
WARREN	36,832	43,788	44,089	6	4,842	3	3,582	10	11,891	7	7,666	7	3,743	2	213	3	1,232	18	5,301	2	706
WASHINGTON	42,857	45,300	45,212	4	4,076	6	6,676	9	11,535	12	8,789	14	3,754	1	104	2	227	12	2,156	3	1,006
WAYNE	23,759	33,101	34,599	5	4,065	4	1,547	9	10,770	4	7,873	6	866	6	478	2	1,537	13	1,505	2	1,244
WEBSTER	46,489	62,664	64,933	10	3,698	4	6,216	10	14,388	7	10,812	14	10,053	10	1,204	3	1,233	19	5,260	3	1,921
WORTH	7,021	10,223	10,802	5	1,110	1	812	5	3,191	3	1,026	4	983	1	87	2	865	4	670	1	527
WRIGHT	33,570	40,220	40,778	7	2,273	8	8,265	10	11,274	8	6,026	6	880	6	814	2	1,646	15	1,888	2	1,277

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MONTANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1987 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,955,199	4,598,202	4,729,695	438	404,342	151	366,210	709	992,671	459	1,079,545	522	324,574	560	238,097	389	254,594	1,925	499,662	200	166,625
METROPOLITAN STATISTICAL AREAS																					
Billings, Mt	782,708	870,819	884,045	47	87,380	19	112,571	91	151,291	61	212,236	61	43,352	83	44,670	80	57,792	232	83,857	20	30,160
Great Falls, Mt	452,936	497,198	503,766	26	29,502	11	61,664	54	83,267	40	132,654	45	26,680	47	26,600	48	37,390	172	49,736	13	20,818
COUNTIES, Cities																					
BEAVERHEAD	36,284	47,770	53,310	7	4,860	1	2,030	6	10,706	6	12,069	5	2,511	8	2,502	4	1,856	23	5,955	2	732
BIG HORN	39,248	43,705	44,554	5	1,381	1	611	11	11,463	9	13,506	12	7,995	6	1,987	1	619	17	3,681	3	496
BLAINE	19,668	24,674	25,783	7	2,758			6	7,104	6	8,426	4	1,201	8	1,297	1	161	16	2,083	2	618
BROADWATER	10,482	12,783	13,173	2	1,356	1	1,014	3	4,331			4	2,528					12	2,142	1	186
CARBON	24,763	35,913	38,547	5	2,371			10	15,853	2	3,905	5	2,293	6	1,025			26	6,722	3	1,859
CARTER	4,005	3,802	3,827	1	186	1		1	1,786			1	499	1				6	391	1	21
CASCADE	452,936	497,198	503,766	26	29,502	11	61,664	54	83,267	40	132,654	45	26,680	47	26,600	48	37,390	172	49,736	13	20,818
Great Falls	384,799	419,973	424,929	23	20,880	8	44,940	47	78,142	34	104,607	42	23,387	43	24,535	47	33,541	145	43,009	13	20,818
CHOUTEAU	13,739	13,829	13,961	5	2,024	2	103	8	3,613	3	3,714	5	1,308	1	174	1	16	17	1,267	3	432
CUSTER	75,326	91,298	102,192	11	13,696	2	20,966	8	18,077	6	10,941	8	9,063	18	5,184	9	3,616	26	11,776	3	2,897
Miles City	73,491	82,455	85,443	11	13,696	2	9,068	8	18,077	6	10,941	8	9,063	18	5,184	8	2,724	24	8,864	3	2,897
DANIELS	8,371	7,543	7,552	3	828			3	2,390	3	1,739			3	312			9	945	2	369
DAWSON	77,787	70,149	69,037	11	7,899	2	2,537	8	12,927	9	16,318	13	9,856	11	5,216	8	3,281	23	5,474	4	2,092
DEER LODGE	37,413	52,473	56,077	6	3,481	3	692	11	15,168	10	15,938	5	1,501	7	2,228	3	1,098	29	6,587	3	4,046
Anaconda	37,413	50,902	55,398	6	3,481	3	692	11	15,168	10	15,938	5	1,501	7	2,228	3	1,098	29	6,587	3	4,046
FALLON	19,848	18,811	18,691	6	1,638	3	1,459	6	6,417	4	4,348	1	319	4	565	2	343	9	1,491	3	901
FERGUS	49,874	51,316	51,749	7	4,296	1	994	11	13,699	11	12,959	7	2,557	13	4,454	6	2,897	28	4,754	3	1,851
FLATHEAD	271,075	365,319	383,060	31	34,875	6	12,620	50	105,183	41	81,278	22	13,916	35	19,025	32	20,965	134	42,609	11	13,413
Kalispell	169,955	228,382	238,992	21	21,050	4	5,575	27	68,693	28	58,341	12	4,902	21	13,326	19	14,518	51	20,117	6	11,072
GALLATIN	272,682	360,925	376,219	31	42,594	10	26,332	36	61,599	27	76,837	39	28,895	45	18,244	36	29,920	119	39,706	13	12,792
Bozeman	219,574	289,963	301,972	19	31,643	7	23,374	22	48,280	21	63,263	26	15,839	41	17,423	33	28,660	67	28,260	8	11,450
GARFIELD	2,747	3,389	3,526	1	228	1	201	1	1,877									4	581	1	214
GLACIER	49,454	48,365	48,215	8	6,879	7	2,681	14	10,121	8	10,441	14	4,651	13	3,650	5	1,290	30	3,995	2	1,259
GOLDEN VALLEY	969	3,387	4,363					2	1,218									4	1,211		
GRANITE	7,333	8,765	9,054	1	181			4	1,763	1	1,761	5	2,037	1	423			10	1,102	1	668
HILL	93,629	91,839	91,887	12	9,779	5	7,318	16	18,461	12	19,125	7	4,998	23	6,860	6	3,275	39	8,316	5	5,827
Havre	85,151	83,768	83,690	9	7,034	4	6,763	15	18,025	7	16,953	6	4,729	23	6,860	6	3,275	33	7,531	5	5,827
JEFFERSON	8,439	16,413	18,491	2	984	2	256	8	6,347	1	3,061	5	1,621	2		1	545	10	2,758	2	308
JUDITH BASIN	4,495	4,811	4,995	2	182			2	1,641	2	530	5	606					6	905		
LAKE	63,474	92,823	98,878	13	8,621	3	2,442	22	29,144	11	21,769	10	6,502	12	4,359	6	2,337	47	11,056	5	3,334
LEWIS AND CLARK	247,977	289,518	295,863	19	23,775	8	15,852	41	68,799	24	69,631	25	13,879	26	22,025	32	17,932	118	34,477	10	10,151
Helena	223,765	262,774	268,657	16	21,201	6	13,126	32	60,757	21	63,659	15	11,278	26	22,025	32	17,932	95	31,039	10	10,151
LIBERTY	2,286	2,640	2,830					3	2,261	2	3,257	1	370	1	76			4	522	2	287
LINCOLN	54,368	67,037	69,677	6	2,544	4	2,736	15	24,274	16	12,374	7	5,439	10	2,908	4	2,001	40	7,137	5	2,129
MCCONE	10,652	10,095	10,017	2	1,228	1	852	1	2,635	1	1,973	2	2,439					3	367		
MADISON	14,986	16,801	17,430	5	2,779			6	4,807	2	856	6	1,802	2	47			31	3,095	4	669
MEAGHER	7,119	7,313	7,425	3	307			4	2,515	2	958	2	841					7	780	1	962
MINERAL	10,637	14,491	15,207	2	364			5	4,375	2	2,328	5	2,155			1		10	2,684	1	250
MISSOULA	430,909	553,122	574,099	29	29,786	10	57,522	62	104,986	36	147,546	48	43,122	58	30,877	44	36,155	168	57,451	11	17,423
Missoula	366,281	481,236	501,146	23	24,121	8	52,911	48	89,082	28	128,620	37	24,350	57	30,412	41	35,382	141	53,698	11	17,423
MUSSELSHELL	12,835	12,042	12,057	4	523	2	548	3	3,046	1	2,028	3	1,774	1		1	547	10	1,624	1	644
PARK	53,904	60,683	61,770	7	4,322	2	1,093	15	15,948	11	11,478	16	5,961	10	3,162	6	1,455	42	9,585	6	2,733
Livingston	45,349	52,086	54,331	5	3,935	1	923	11	14,560	10	11,151	7	3,529	10	3,162	6	1,455	26	6,998	6	2,733
PETROLEUM	767	1,544	1,836									1	442					2	632		
PHILLIPS	21,996	25,800	26,633	4	3,526	2	834	8	5,693	5	5,509	5	3,261	5	1,730			16	2,999	2	439
PONDERA	27,831	32,040	32,711	3	2,010	2	1,065	6	6,570	6	14,869	3	901	6	1,618	2	1,440	22	1,959	2	1,289
POWDER RIVER	5,520	5,642	5,662	1	198					2	2,669	1	913	2	134			6	698	1	115
POWELL	23,428	32,362	34,338	4	2,687	2	292	4	7,963	5	8,083	5	3,925	2	1,670	1		17	4,137	3	1,374
PRAIRIE	3,686	3,431	3,428	1	666	1		3	340	2	992							5	465	1	340
RAVALLI	53,781	78,219	85,034	13	8,517	4	2,142	14	20,901	9	14,961	8	6,101	10	5,318	7	2,023	50	10,128	4	2,767
Hamilton	27,783	44,676	50,307	6	3,855	3	1,650	5	8,355	6	10,367	4	3,922	9	4,803	4	1,673	18	3,855	1	819
RICHLAND	88,363	81,186	80,125	12	10,799	5	4,947	10	15,319	8	21,159	13	5,575	14	3,594	6	3,621	34	8,975	3	3,078
ROOSEVELT	57,212	65,364	66,613	9	5,963	2	1,977	12	10,996	6	21,095	9	9,765	8	3,169	1	1,463	31	6,920	4	1,259
ROSEBUD	40,656	34,670	33,876	5	2,720	2	499	8	11,588	6	10,052	4	1,780	3	377	1		19	4,000	1	597
SANDERS	17,204	19,622	20,423	4	1,997	2	942	11	8,381	5	758	3	731	1				19	2,633	3	1,346
SHERIDAN	24,683	21,877	21,561	8	3,998			9	5,508	2	857	4	1,674	9	1,900	4	2,284	21	3,731	2	405
SILVER BOW	182,373	183,852	183,937	16	12,183	7	14,606	34	43,816	17	35,648	27	13,438	24	6,129	21	13,895	101	21,942	9	9,073
Butte	182,373	183,852	183,937	16	12,183	7	14,606	34	43,816	17	35,648	27	13,438	24	6,129	21	13,895	101	21,942	9	9,073
STILLWATER	19,115	22,171	22,853	6	3,078	2	175	5	1,068	3	4,026	6	7,587	2	627	1	365	13	1,644	4	762
SWEET GRASS	11,390	12,018	12,157	4	2,185	1	165	3	3,397	1	1,902	4	2,504	2	224	1		7	950	2	179
TETON	16,547	16,002	16,082	4	1,644	1	203	8	3,350	4	6,034	3	1,041	3	916	1	282	14	1,093	2	288
TOOLE	21,612	23,559	24,065	4	1,859	1	632	7	5,731	2	3,147	8	3,105	6	1,490	1	646	29	4,200	2	704
TREASURE	661	907	1,011	1	455			1	184			1						2	126		
VALLEY	48,700	47,482	47,372	8	5,456	5	2,443	13	9,432	5	10,165	14	7,111	6	1,287	3	1,659	29	4,238	6	1,130
WHEATLAND	6,530	7,888	8,151	3	504	1	194	5	2,423	2	1,635	3	1,362	2	44	1	26	2	762	1	99
WIBAUX	5,721	5,505	5,500	1	290	1		1	939			2	587			1	1,399	5	608	1	840
YELLOWSTONE	782,708	870,819	884,045	47	87,380	19	112,571	91	151,291	61	212,236	61	43,352	83	44,670	80	57,792	232	83,857	20	30,160
Billings	701,163	775,915	786,575	31	70,356	18	110,862	72	128,705	53	196,930	52	37,981	69	38,131	76	55,333	187	70,977	15	26,960
YELLOWSTONE NATIONAL PARK																					

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NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,995,482	8,640,786	8,913,302	820	708,287	328	1,016,750	1,229	1,616,066	822	2,034,311	1,129	661,266	1,022	443,354	651	539,128	2,870	859,573	421	264,014
METROPOLITAN STATISTICAL AREAS																					
Lincoln, Ne	923,287	1,228,322	1,273,331	69	97,077	29	177,649	111	220,310	71	272,485	119	77,196	115	71,300	92	64,721	290	138,827	48	48,769
Omaha, Ne-Ia	2,919,090	4,174,287	4,385,583	152	291,870	57	549,314	358	808,694	209	1,008,714	357	322,085	295	209,159	192	320,382	979	453,773	123	140,542
Sioux City, Ia-Ne	584,663	698,266	712,382	51	60,107	23	96,388	76	141,165	45	151,104	85	49,676	90	39,081	55	37,606	214	62,240	22	22,639
COUNTIES, Cities																					
ADAMS	151,288	154,709	154,294	14	13,636	8	29,617	16	17,948	27	39,662	19	7,981	27	10,450	13	5,897	49	14,394	9	3,654
Hastings	144,955	148,625	148,186	12	12,763	8	29,617	14	16,941	24	37,683	17	7,603	27	10,450	13	5,897	40	13,151	9	3,654
ANTELOPE	28,943	26,358	25,964	9	3,114	2	261	7	2,900	5	10,961	10	2,965	4	427	5	458	19	1,496	3	662
ARTHUR	830	776	774					1				1	547					1	122		
BANNER	183	397	627																		
BLAINE	1,770	1,742	1,786	1	348					2	803							1	114		
BOONE	28,256	28,022	27,959	8	3,793	2	1,787	13	5,167	5	9,191	6	1,565	7	1,385	4	402	20	1,709	3	603
BOX BUTTE	53,126	65,610	68,853	7	5,233	2	5,534	11	19,417	10	14,339	7	2,876	13	3,856	9	1,700	18	5,604	7	2,822
Alliance	50,466	60,177	63,414	5	4,100	2	5,534	8	17,834	10	14,339	5	2,254	13	3,856	9	1,700	17	5,357	6	2,507
BOYD	5,889	5,771	5,677	4	1,054	2	118	6	1,753	2	321	4	569	2	36	1	39	10	437		
BROWN	16,549	15,554	15,427	5	1,981	2	230	5	3,875	4	4,769	2	527	5	340	3	454	15	1,351	2	173
BUFFALO	190,260	214,559	217,165	24	17,043	8	17,469	25	39,667	24	55,206	33	17,262	27	13,963	25	12,063	73	25,021	6	3,332
Kearney	171,159	195,994	198,422	17	15,212	6	16,686	14	35,343	22	54,784	22	13,151	25	13,778	23	11,889	52	22,500	4	3,196
BURT	26,497	25,004	24,782	8	2,560	4	801	9	5,096	2	5,962	12	3,214	6	999	3	1,270	17	1,809	4	1,146
BUTLER	17,996	17,681	17,689	8	2,589	1	543	8	3,472	5	3,686	5	2,916	1	112	5	397	13	1,231	2	214
CASS	45,647	48,406	48,796	10	4,329	4	2,123	15	10,431	13	14,660	13	6,667	4	326	3	474	37	5,143	6	799
CEDAR	23,981	22,230	22,272	11	5,782	3	130	16	3,817	7	3,752	8	2,868	4	326	4	452	25	1,607	5	553
CHASE	21,408	23,202	23,419	3	1,098	1	1,168	7	6,454	6	10,078	5	1,118	5	515	3	419	8	1,099	3	296
CHERRY	31,172	32,716	33,005	6	2,269	3	1,577	8	6,980	7	7,767	8	2,991	7	1,595	4	1,527	12	1,782	2	2,113
CHEYENNE	80,571	96,160	98,188	5	3,517	4	6,554	11	12,588	11	14,825	17	5,147	8	3,061	4	1,517	22	4,261	4	3,118
CLAY	17,455	16,710	16,743	9	1,903	1	27	11	3,326	5	6,300	6	1,427	1	11	3	339	16	1,298	1	26
COLFAX	29,028	26,703	26,390	9	2,981	4	1,725	13	6,122	4	6,313	5	2,106	7	505	1	1,125	22	3,208	1	224
CUMING	39,485	36,268	35,559	8	2,679	4	587	14	7,085	6	12,480	10	4,614	10	1,691	6	525	24	2,316	3	713
CUSTER	52,179	51,357	51,514	14	4,838	6	4,926	14	8,761	11	13,380	13	4,737	10	2,177	8	1,274	24	2,525	6	2,289
DAKOTA	53,412	67,046	69,375	8	5,076	1	612	9	12,425	8	13,432	15	9,594	4	630	8	4,773	29	9,332	3	1,885
DAWES	43,557	53,566	54,931	8	4,012	3	2,209	9	12,513	11	15,390	6	2,438	10	3,115	7	1,910	25	5,594	5	1,592
DAWSON	107,769	106,237	105,771	19	12,114	8	6,465	17	18,276	18	24,950	16	12,430	20	4,170	10	3,518	42	7,418	9	3,499
DEUEL	20,270	19,507	19,284	3	1,301			3	1,110	2	2,121	8	10,360	2	147	1	472	10	2,691	1	286
DIXON	8,933	8,718	8,818	5	1,312	1	170	10	1,744	3	2,040	3	631	2	40	1	58	16	1,152	2	168
DODGE	179,084	211,614	215,699	22	15,083	9	21,175	28	39,483	22	67,283	21	12,108	28	7,835	18	7,107	77	20,463	11	7,139
Fremont	159,931	193,510	197,548	16	13,739	8	20,770	17	35,661	18	61,015	16	11,693	27	7,785	14	6,443	57	18,498	7	7,025
DOUGLAS	2,200,852	3,239,498	3,418,795	99	238,129	35	422,327	253	634,330	144	753,687	220	185,998	231	179,653	155	303,319	725	365,845	85	105,892
Omaha	1,987,853	2,789,332	2,914,432	85	219,346	33	411,729	219	494,546	128	590,440	190	149,004	213	156,675	138	285,687	644	302,937	77	102,730
DUNDY	7,547	7,048	7,150	1	465	1	324	4	1,728	3	1,760	2	264	3	394			2	330	2	158
FILLMORE	23,938	23,088	23,074	7	4,146	3	1,595	9	3,353	4	3,295	6	1,593	8	1,162	3	900	22	2,766	4	1,527
FRANKLIN	11,312	10,956	10,958	2	2,157	1	432	5	2,420	3	2,155	2	690	2	78	1	455	11	911	2	394
FRONTIER	7,695	7,117	7,027	2	1,168			4	1,168	2	1,373	1	1,821					3	257	1	214
FURNAS	20,675	19,785	19,904	6	1,414	3	326	7	4,313	10	7,518	8	916	3	64	4	754	16	1,233	4	821
GAGE	101,343	105,530	105,633	16	8,166	5	8,617	22	19,317	16	26,572	27	8,912	22	6,954	9	3,513	44	7,974	10	2,996
Beatrice	82,453	85,138	85,033	10	5,759	3	4,877	14	16,999	10	24,430	15	5,958	22	6,954	8	3,018	29	6,431	8	2,301
GARDEN	6,004	7,144	7,712	3	1,117	1	397	3	1,652			4	596					5	978	1	287
GARFIELD	10,282	10,563	10,505	3	2,003			4	2,412	2	1,811	3	2,755	2	262	1		3	126	1	177
GOSPER	2,818	2,375	2,330	1	242			4	576			1	622					3	549		
GRANT	2,606	2,784	2,927	2	1,372	1	141	2	486							1	73	3	240		
GREELEY	9,676	8,601	8,467	5	1,849	2	352	7	987	2	419	4	3,456	1				6	450	1	42
HALL	296,700	323,025	326,619	29	29,259	7	59,223	26	33,200	36	76,972	40	26,503	50	20,411	28	15,820	102	31,144	10	5,033
Grand Island	165,240	267,548	265,998	23	22,330	7	59,223	23	30,547	32	59,676	27	11,104	48	20,048	27	15,568	87	23,787	9	4,812
HAMILTON	26,511	24,997	24,704	7	2,642	6	2,062	6	4,541	6	7,045	8	2,671	3	534	3	700	9	1,340	5	1,598
HARLAN	14,766	14,760	14,827	6	2,362	1	1,055	8	2,191	4	4,185	7	1,118	6	577	2	409	13	1,167	1	449
HAYES	2,810	3,792	3,942					2	1,231			2	1,834					3	177		
HITCHCOCK	5,390	5,304	5,455	1	542			6	1,354	2	554							10	1,074	1	153
HOLT	50,729	48,469	48,042	12	5,285	4	3,371	17	9,958	9	12,207	12	4,981	10	2,076	6	1,426	23	2,275	5	1,062
HOOKER	2,751	2,626	2,628	1	177	1	82	2	486	3	1,385	1						2	79	1	56
HOWARD	16,181	15,211	15,068	5	1,852	2	641	8	2,716	3	3,187	6	1,937	2	176	2	990	16	1,094	2	729
JEFFERSON	39,533	40,222	40,195	9	2,862	5	4,967	11	7,223	8	10,372	8	3,412	9	1,826	4	2,679	21	2,262	3	1,347
JOHNSON	14,473	13,683	13,740	4	1,878	4	524	4	1,340	2	435	7	3,869	3	252	1	1,025	10	1,057	2	649
KEARNEY	16,969	17,423	17,152	8	4,962	1	479	6	3,673	3	2,947	2	433	3	119	3	465	13	1,838	2	363
KEITH	67,742	69,673	69,583	9	7,335	6	4,065	6	9,671	9	20,680	19	14,100	13	2,312	4	1,968	22	4,460	3	909
KEYA PAHA	2,136	2,069	2,078					2	198			2	774					4	288		
KIMBALL	24,344	24,007	23,905	2	3,155	2	1,013	5	5,375	5	6,244	8	1,619	3	597	2	916	11	2,020	2	458
KNOX	26,930	25,683	25,532	13	4,156	3	494	15	4,755	8	6,303	10	2,421	5	504	2	415	28	2,612	6	379
LANCASTER	923,287	1,228,322	1,273,331	69	97,077	29	177,649	111	220,310	71	272,485	119	77,196	115	71,300	92	64,721	290	138,827	48	48,769
Lincoln	896,014	1,197,523	1,241,967	66	95,714	29	177,649	103	216,583	70	268,805	106	68,202	115	71,300	91	64,045	272	131,795	48	48,769
LINCOLN	189,656	193,266	192,786	17	13,317	11	27,902	26	26,358	16	45,515	20	19,246	31	10,420	21	9,253	57	15,401	10	6,803
North Platte	179,832	183,739	183,162	11	10,969	11	27,902	21	26,838	17	44,857	22	16,304	29	10,243	21	9,255	51	14,994	9	6,626
LOGAN	810	902	925	1	260			1	335			1	211					2	18		
LOUP	618	561	555	1				1	293									1	219		
MCPHERSON	1,255	2,467	2,742					1	593			2	1,966								
MADISON	173,104	189,741	191,247	20	14,556	6	22,019	28	38,199	21	36,681	23	12,509	41	14,167	23	17,253	60	14,212	8	6,067
Norfolk	143,164	160,627	162,255	12	11,304	5	18,228	18	34,683	15	30,572	16	9,537	40	13,459	21	15,475	43	12,678	5	3,878
MERRICK	26,422	25,097	24,892	8	3,624	1	260	9	6,047	5	2,727	10	7,567	3	476	4	332	19	1,757	2	218
MORRILL	14,162	13,130	13,049	3	849	4	1,260	7	2,213	5	5,102	2	559	2	136	1	638	10	721	1	167
NANCE	7,079	7,222	7,356	4	1,472	1	183	5	2,487	2	287	5	577	3	156	1	275	12	855	2	50
NEMAHA	26,638	25,325	25,216	7	2,685	4	2,104	7	4,441	6	6,443	8	2,540	8	718	4	289	19	2,575	2	1,122
NUCKOLLS	24,481	22,412	22,031	4	2,141	3	995	8	5,159	3	3,025	7	3,179	7	1,277	4	874	13	1,188	2	336
OTOE	67,612	74,016	76,221	12	4,452	6	6,242	18	16,826	12	22,909	16	6,854	12	3,364	4	1,316	33	4,689	5	1,985
Nebraska City	51,731	57,250	59,090	7	3,002	4	4,797	10	13,696	8	17,605	11	4,441	10	2,973	3	1,088	23	3,829	3	1,434

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TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PAWNEE	10,353	10,144	10,192	4	1,276			6	1,884	2	3,558	6	1,288	2	31	2	285	6	432	1	232
PERKINS	8,408	7,781	7,759	6	2,584	1	289	2	1,385	2	447	1	1,387	1	66			6	285	1	195
PHELPS	51,714	49,862	50,862	8	7,400	4	2,891	7	8,571	7	12,662	6	3,483	10	2,417	8	2,508	15	2,450	4	1,677
Holdrege	49,596	47,765	47,155	7	6,852	4	2,891	6	7,849	7	12,662	5	3,144	10	2,417	8	2,508	12	1,952	4	1,677
PIERCE	24,357	22,315	21,971	6	2,018	1	530	10	2,941	7	6,822	11	5,429	3	146	4	460	19	1,986	3	229
PLATTE	128,042	136,506	137,206	16	10,612	6	14,286	24	26,607	14	30,250	17	7,144	27	10,609	17	6,294	63	14,373	5	2,814
Columbus	116,106	127,466	128,194	11	8,949	5	12,492	17	25,671	13	29,622	15	6,513	27	10,609	15	5,739	47	13,340	5	2,814
POLK	15,076	15,049	15,066	5	1,342	2	493	6	2,270	3	1,226	7	3,003	2	1,027			11	969	1	1,155
REDWILLOW	78,331	81,763	81,746	8	4,855	6	8,134	11	13,994	15	25,831	11	3,691	19	6,965	9	4,110	25	6,840	4	1,826
McCook	74,361	78,110	78,064	6	4,151	5	7,351	8	13,571	15	25,831	9	3,446	19	6,965	7	3,561	20	6,448	4	1,826
RICHARDSON	40,707	41,939	42,686	7	2,847	5	3,443	11	9,019	7	11,126	6	2,553	13	2,256	8	1,919	22	2,761	5	1,435
Falls City	31,815	34,224	35,027	6	2,590	3	2,576	6	6,444	6	10,122	3	1,751	11	2,038	6	1,617	14	1,882	4	1,253
ROCK	7,462	6,088	5,877	3	1,263	1	245	2	1,765	2	931	3	926	1	38			8	469	1	35
SALINE	43,401	43,764	43,722	9	2,723	6	4,669	13	7,918	7	4,674	10	4,514	4	594	2	9,651	31	3,945	5	2,026
SARPY	254,411	369,654	388,674	16	19,728	10	81,245	35	74,834	22	86,393	42	42,804	19	13,207	12	6,516	86	35,213	11	8,949
SAUNDERS	50,019	51,519	51,926	10	3,390	4	2,168	16	12,768	10	8,278	13	5,535	5	1,191	3	6,632	37	3,759	4	952
SCOTTS BLUFF	205,899	233,227	236,249	25	22,709	10	21,271	30	52,707	20	56,110	27	16,349	36	14,356	23	10,739	73	18,410	10	4,008
Scottsbluff	155,991	176,078	177,848	13	14,755	6	16,572	16	41,302	13	50,868	11	8,304	27	11,669	19	9,696	37	10,131	5	2,005
SEWARD	50,661	51,250	51,229	8	4,276	5	4,984	10	8,601	8	11,519	13	6,806	6	1,730	6	3,325	25	4,507	6	1,633
SHERIDAN	33,577	32,138	32,124	7	2,410	2	278	13	7,626	4	6,024	7	2,626	9	2,538	2	613	17	2,590	4	1,300
SHERMAN	7,514	7,367	7,374	3	962			8	1,207	1	355	6	1,182	3	90	1	1,096	7	548	1	730
SIOUX	2,447	2,481	2,481	2	134	2	331	1	806	1	332	1	652	1	95			1			
STANTON	5,359	5,481	5,564	3	950	1	198	2	1,312	1	442	1	387					10	1,511		
THAYER	30,264	29,180	28,837	8	897	2	1,008	14	5,975	8	5,459	7	9,494	2	831			17	1,948	2	671
THOMAS	3,284	3,990	4,200	1				3	1,266	1		1	1,418					2	114		
THURSTON	19,629	17,336	17,051	2	2,730	1	1,109	6	2,525	2	4,387	1	2,403	2	275	1	835	10	646	2	504
VALLEY	19,170	18,712	18,542	7	3,169	4	1,117	7	3,889	4	3,556	6	962	5	468	1	824	11	932	3	821
WASHINGTON	46,414	51,123	51,624	12	5,453	2	2,422	14	8,618	7	15,799	14	4,345	12	1,679	5	1,858	33	5,229	4	1,591
WAYNE	34,236	32,577	32,217	4	4,645	3	2,965	11	5,610	6	9,497	9	1,412	7	905	5	786	20	3,266	2	610
WEBSTER	10,371	9,609	9,571	3	1,638			4	1,451	4	1,795	5	1,153	5	524	4	575	11	793	3	299
WHEELER	859	1,016	1,125					1	428									3	271		
YORK	67,330	74,393	77,961	10	9,503	7	5,763	6	13,762	10	18,689	12	4,851	13	3,639	9	1,150	28	7,139	7	1,806
York	59,790	65,804	67,808	8	8,917	6	5,508	5	13,052	7	17,956	8	1,725	12	3,551	9	1,150	19	5,290	6	1,726

NEVADA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,343,074	7,627,773	8,162,544	242	510,584	113	936,078	623	1,637,940	395	1,803,072	476	608,687	631	407,208	346	405,714	1,495	850,604	129	285,514
METROPOLITAN STATISTICAL AREAS																					
Las Vegas, Nv	3,064,241	4,394,517	4,697,142	94	272,032	57	576,457	344	923,054	179	1,068,672	229	288,311	383	264,174	205	265,975	782	517,220	73	171,115
Reno, Nv	1,506,102	2,102,748	2,238,955	62	145,195	27	311,940	157	417,305	109	497,252	103	156,817	168	103,392	96	104,824	370	214,749	28	68,711
COUNTIES, Cities																					
CARSON CITY	216,913	364,234	399,791	22	33,616	6	21,724	27	89,412	24	96,994	15	25,749	18	8,938	20	16,585	86	36,321	6	25,350
Carson City	216,913	364,234	399,791	22	33,616	6	21,724	27	89,412	24	96,994	15	25,749	18	8,938	20	16,585	86	36,321	6	25,350
CHURCHILL	67,210	117,298	131,840	7	7,857	1	2,879	15	36,846	16	39,153	11	12,212	9	5,445	2	2,851	27	10,233	1	1,285
Fallon	63,150	106,682	121,192	5	5,134	1	2,857	12	35,799	16	39,153	10	10,729	8	4,651	1	1,231	26	9,675	1	1,273
CLARK	3,064,241	4,394,517	4,697,142	94	272,032	57	576,457	344	923,054	179	1,068,672	229	288,311	383	264,174	205	265,975	782	517,220	73	171,115
Las Vegas	1,249,531	1,676,762	1,773,921	35	143,982	19	172,835	128	327,086	75	399,058	113	134,474	182	102,499	105	107,485	324	183,180	34	66,379
DOUGLAS	85,233	115,765	123,036	10	7,214			9	33,081	6	8,469	10	20,217	11	11,660	10	6,069	29	11,473	5	2,889
ELKO	115,884	180,731	200,953	9	10,195	3	9,974	12	39,612	19	43,035	29	34,063	15	5,384	4	4,636	47	19,646	3	10,469
Elko	89,384	138,172	154,434	8	9,047	2	6,676	7	35,057	16	36,175	18	15,938	14	5,020	4	4,636	28	12,481	3	10,469
ESMERALDA	3,284	5,737	6,270	1		1						2	4,013					3	1,934		
EUREKA	2,839	7,363	8,842					1	1,691	1	2,212	2	2,904					4	968		
HUMBOLDT	75,438	88,376	91,568	8	10,743	1	2,406	10	23,795	8	10,678	16	22,472	10	3,675	3	1,435	27	10,651		
LANDER	15,403	19,139	20,364	6	2,352			4	6,216	2		6	3,487	1	190			11	3,585	1	1,600
LINCOLN	8,516	9,200	9,551			3	2,036	4	2,081	1	1,038	6	2,038					10	1,363	1	
LYON	45,458	57,805	61,193	7	5,810	3	1,376	14	20,330	11	10,395	7	5,120	4	401	3	1,632	21	4,954	3	1,250
MINERAL	21,832	31,183	33,589	2	1,892	3	2,684	2	10,230	4	4,920	6	4,128	3	518			9	2,074	1	847
NYE	40,398	45,276	46,930	9	6,659	3	1,889	10	13,936	6	7,751	11	6,440	1	88			31	4,644	2	
PERSHING	27,823	31,933	33,057	1	1,504	3	763	3	5,167	4	2,641	10	15,973	1	847			11	3,310	1	389
STOREY	4,428	6,313	7,026					2	491			1	249					9	2,785		
WASHOE	1,506,102	2,102,748	2,238,955	62	145,195	27	311,940	157	417,305	109	497,252	103	156,817	168	103,392	96	104,824	370	214,749	28	68,711
Reno	1,074,268	1,478,180	1,570,102	38	97,781	17	225,217	110	248,062	74	416,852	71	69,759	126	80,153	71	85,785	244	145,119	19	37,848
WHITE PINE	42,072	50,155	52,337	4	5,515	2	1,950	9	14,693	5	9,862	12	4,694	7	2,496	3	1,507	18	4,694	4	1,609
East Ely	NO DATA AVAILABLE FOR THIS CITY																				
Ely	34,352	42,502	45,219	4	5,515	1	1,394	5	10,968	5	9,862	9	4,360	7	2,496	3	1,507	13	3,814	2	1,149

NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,353,641	8,176,300	8,721,031	426	694,703	219	882,299	924	1,848,527	446	1,932,496	548	459,132	563	407,897	444	410,655	1,378	697,141	226	226,620
METROPOLITAN STATISTICAL AREAS																					
Lawrence-Haverhill, Ma-N.H.	1,324,504	1,958,608	2,117,134	75	130,101	49	196,898	180	395,114	98	476,280	149	132,486	131	127,062	116	143,168	386	195,216	66	73,811
Lowell, Ma-N.H.	905,161	1,313,179	1,415,183	44	84,311	25	160,468	166	338,886	56	244,997	115	113,150	60	52,753	63	57,847	280	150,883	57	55,760
Manchester, N.H.	1,033,510	1,625,940	1,774,048	56	108,380	29	304,926	128	318,292	62	378,345	94	89,203	114	110,308	68	90,898	200	134,470	36	57,129
Nashua, N.H.	708,302	1,138,616	1,245,945	43	93,051	18	129,330	91	251,850	47	304,922	55	70,644	58	46,938	73	69,506	150	99,810	30	35,716
Portsmouth-Dover-Rochester, N.H.-Me	1,009,293	1,529,633	1,659,718	75	122,187	26	115,365	167	281,080	77	379,781	100	103,399	120	93,406	75	67,860	314	170,405	40	40,242
COUNTIES, Cities																					
BELKNAP	296,207	428,867	452,985	27	40,085	14	24,900	54	101,543	32	125,602	34	21,217	32	16,151	31	19,265	93	36,957	12	10,100
Laconia	168,254	246,258	260,185	12	19,827	6	7,625	25	51,807	19	92,665	18	13,393	24	13,290	18	12,994	50	21,330	7	6,242
CARROLL	203,014	310,904	332,320	19	39,106	20	18,476	47	71,808	21	41,466	32	18,121	30	21,762	25	15,621	102	37,924	10	6,458
CHESHIRE	281,553	400,690	423,089	28	36,642	13	36,940	59	85,311	21	97,261	27	14,337	32	15,456	20	11,892	71	32,437	10	7,794
Keene	194,294	276,344	290,763	14	23,071	6	29,479	28	52,617	14	81,459	15	9,626	29	15,279	17	9,816	29	18,585	6	6,813
COOS	161,844	203,679	211,191	21	15,112	9	16,225	37	49,560	19	47,660	31	12,936	26	6,797	9	6,177	50	13,748	12	6,232
GRAFTON	420,591	606,809	641,147	45	55,656	24	54,177	91	178,854	46	108,246	55	36,856	40	26,736	36	31,086	125	48,787	17	12,146
Hanover	44,287	58,883	63,748		581		1,866		19,578		917		2,868		8,534		3,539		7,860		1,529
Lebanon	102,783	149,892	165,595	8	16,008	4	15,973	8	40,796	6	38,138	11	9,296	6	3,805	10	9,599	14	7,509	2	3,081
HILLSBOROUGH	1,683,090	2,703,135	2,902,096	100	191,287	50	421,513	235	547,970	107	644,841	141	155,476	167	151,283	137	159,884	358	226,641	67	76,693
Manchester	678,617	1,051,251	1,121,226	29	43,495	17	188,324	85	153,301	41	304,431	61	57,290	86	71,456	43	64,860	140	96,557	23	29,742
Nashua	509,239	819,942	879,447	18	47,947	15	127,459	50	133,342	28	253,414	33	44,416	42	39,838	52	50,342	83	61,509	16	20,098
MERRIMACK	519,883	692,144	722,056	47	66,454	25	69,766	99	168,230	38	174,171	63	41,006	48	21,748	39	19,487	122	56,016	21	18,716
Concord	284,115	371,079	385,067	17	22,715	10	41,969	47	77,002	19	112,957	30	24,586	29	15,237	26	14,799	63	34,194	9	9,793
ROCKINGHAM	1,239,540	2,084,555	2,255,942	95	181,194	43	195,887	183	464,459	103	503,479	96	114,532	130	110,830	98	118,640	316	191,419	42	61,654
Portsmouth	332,045	535,666	574,563	21	54,551	5	24,598	31	67,018	23	166,808	22	40,277	35	33,996	21	24,438	86	60,256	8	9,242
STRAFFORD	390,286	529,071	553,194	30	38,317	12	29,129	77	130,312	30	138,029	47	32,918	36	26,049	31	19,959	106	42,713	22	16,860
Dover	147,687	191,929	199,086	10	12,217	3	9,499	23	36,295	11	46,689	17	14,314	9	8,646	17	14,716	38	20,890	9	6,091
SULLIVAN	157,633	216,446	227,011	14	30,850	9	15,286	42	50,480	29	51,741	22	11,733	22	11,085	18	8,644	35	10,499	13	9,967
Claremont	98,735	134,055	140,092	8	13,777	5	9,665	23	32,077	17	33,741	11	8,845	17	9,917	11	6,065	21	6,802	7	4,777

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	36,306,776	51,094,604	53,770,535	1,687	2,531,165	794	5,564,660	5,821	11,376,218	2,297	11,381,078	4,159	3,329,859	4,753	3,444,020	2,872	3,291,765	10,482	4,815,633	1,544	1,560,967
METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem, Pa-N.J.	3,008,001	3,934,622	4,079,595	153	185,519	76	305,152	456	844,869	234	886,129	347	266,744	325	189,824	228	184,100	902	342,019	116	123,076
Atlantic City, N.J.	1,749,648	2,577,920	2,730,684	96	143,657	73	250,672	358	581,808	98	465,306	175	148,418	267	143,860	114	119,997	823	391,597	74	80,892
Bergen-Passaic, N.J.	7,264,844	10,043,039	10,533,820	299	459,632	130	1,228,700	1,013	2,040,426	402	2,107,320	856	615,966	921	800,911	586	722,453	1,812	918,335	303	308,311
Jersey City, N.J.	1,913,702	2,500,337	2,608,336	96	100,229	69	123,366	466	685,037	98	417,831	226	162,870	431	255,126	180	147,984	837	211,991	123	91,834
Middlesex-Somerset-Hunterdon, N.J.	4,700,901	6,654,257	7,008,063	215	358,273	92	770,301	667	1,510,565	275	1,311,047	556	482,959	518	465,541	366	532,338	1,243	577,885	159	184,717
Monmouth-Ocean, N.J.	4,494,485	6,667,890	7,067,404	219	391,201	91	693,480	747	1,552,244	341	1,776,442	461	429,540	516	352,401	348	346,284	1,339	660,871	179	201,792
Newark, N.J.	8,429,136	11,674,663	12,258,786	383	576,821	170	1,039,227	1,343	2,725,041	530	2,617,601	1,018	718,471	1,161	812,149	717	845,301	2,491	1,077,653	390	361,567
Philadelphia, Pa-N.J.	20,903,587	29,528,373	30,996,502	1,014	1,433,764	475	3,822,132	3,293	6,106,063	1,247	6,727,175	2,017	1,703,719	2,851	1,904,996	1,602	1,614,259	6,230	2,821,131	1,069	1,024,552
Trenton, N.J.	1,521,404	2,152,985	2,266,782	66	90,589	31	302,112	236	476,638	85	418,073	158	141,732	220	145,060	124	130,094	439	198,810	60	71,053
Vineland-Millville-Bridgeton, N.J.	602,035	711,610	729,293	33	30,742	17	79,259	112	184,542	62	159,580	74	43,999	80	39,026	44	29,499	157	46,817	19	24,133
Wilmington, De-N.J-Md.	2,555,429	3,259,301	3,379,518	127	155,127	62	460,712	387	641,814	188	736,887	264	260,257	304	171,905	211	195,975	627	278,343	104	122,311
COUNTIES, Cities																					
ATLANTIC	1,171,502	1,762,471	1,872,937	52	91,166	31	196,351	184	371,549	60	294,452	104	108,141	168	109,799	76	93,013	430	233,756	42	53,915
Atlantic City	314,761	443,095	465,418	5	2,589	9	21,181	51	44,668	5	46,856	11	16,096	58	33,707	14	7,326	154	80,442	9	13,719
BERGEN	5,161,032	7,208,383	7,570,751	208	330,768	88	800,354	703	1,553,373	293	1,608,353	622	473,128	644	580,586	432	527,008	1,156	649,524	213	241,719
Hackensack	385,862	517,609	539,330	9	26,157	7	123,437	37	64,752	20	118,618	32	15,321	96	73,266	35	27,788	74	39,154	11	4,735
BURLINGTON	1,710,255	2,690,292	2,878,668	79	107,922	40	398,216	259	496,212	121	834,856	196	192,302	176	126,851	101	122,814	377	270,975	57	59,391
Burlington	165,247	260,999	279,003	3	5,357	4	47,452	17	20,200	10	132,726	7	11,047	26	13,687	13	11,643	34	13,989	4	4,899
Willingboro	80,706	121,473	135,062	4	1,103	3	21,866	21	39,619	5	21,478	9	8,690	12	6,062	6	6,563	12	9,734	5	7,714
CAMDEN	2,301,518	3,288,769	3,468,071	102	157,961	41	393,934	348	663,291	133	757,082	232	201,472	300	209,538	191	220,772	551	308,163	110	111,576
Camden	152,979	187,093	193,790	5	13,863	8	7,549	34	46,297	5	5,262	16	10,302	15	5,613	8	4,675	95	24,914	19	16,964
Cherry Hill	659,031	968,165	1,071,210	24	33,910	8	171,959	60	108,095	26	324,887	41	40,159	130	106,483	55	81,264	95	79,661	19	22,295
CAPE MAY	578,146	815,449	857,747	44	52,491	42	54,321	174	210,259	38	170,854	71	40,277	99	34,061	38	26,984	393	157,841	32	26,977
CUMBERLAND	602,035	711,610	729,293	33	30,742	17	79,259	112	184,542	62	159,580	74	43,999	80	39,026	44	29,499	157	46,817	19	24,133
Bridgeton	115,451	131,185	133,536	6	10,222	1	6,319	20	23,678	16	32,645	12	6,802	16	7,006	7	2,691	33	11,793	7	7,557
Millville	105,383	123,333	126,274	8	4,147	1	626	20	27,655	12	55,172	13	6,712	9	656	9	3,771	34	6,673	3	3,115
Vineland	334,285	397,971	408,172	16	15,172	12	69,273	52	104,968	32	65,200	36	26,201	54	28,710	24	19,176	73	25,711	7	13,403
ESSEX	3,354,818	4,415,232	4,598,106	129	178,937	73	520,373	550	991,634	181	795,463	376	237,164	560	373,934	294	328,980	1,048	419,165	177	153,500
Newark	708,408	850,349	875,045	33	27,460	27	110,685	184	147,554	43	60,213	92	46,128	140	68,947	77	80,117	468	125,109	59	41,750

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GLOUCESTER	1,008,764	1,345,297	1,402,112	57	61,768	21	243,484	179	282,548	83	329,021	103	82,890	109	64,646	57	42,801	214	90,557	40	37,317
Woodbury	150,008	184,562	189,691	5	10,878	3	23,616	15	33,863	13	76,098	11	5,571	9	3,188	12	9,287	20	7,973	5	2,898
HUDSON	1,913,702	2,500,337	2,608,336	96	100,229	69	123,366	466	685,037	98	417,831	226	162,870	431	255,126	180	147,984	837	211,991	123	91,834
Jersey City	714,318	922,451	959,205	31	33,581	26	49,434	167	210,310	34	240,539	70	59,157	155	79,866	57	44,079	303	71,857	42	31,621
Union City	203,824	257,240	267,403	13	9,140	13	20,744	68	43,617	15	63,115	22	10,763	53	27,367	29	14,761	104	15,133	20	9,855
HUNTERDON	470,691	829,121	904,171	28	75,419	20	38,169	73	194,158	34	149,328	59	76,709	55	64,860	46	60,929	138	73,073	17	19,029
MERCER	1,521,404	2,152,985	2,266,782	66	90,689	31	302,112	236	476,638	85	418,073	158	141,732	220	145,060	124	130,094	439	198,810	60	71,053
Trenton	243,902	288,749	297,139	12	20,944	8	20,220	57	25,813	15	10,724	33	27,440	50	16,627	29	37,243	155	41,832	16	11,094
MIDDLESEX	3,036,217	4,017,100	4,181,172	126	191,602	52	559,752	446	896,573	160	657,415	357	287,422	351	315,029	221	356,646	810	339,516	106	118,389
New Brunswick	178,437	221,292	228,437	6	9,362	3	63,004	24	11,968	12	43,945	19	14,285	21	8,960	14	9,618	77	18,950	9	4,731
Perth Amboy	153,001	214,959	226,981	6	5,698	3	14,734	26	54,015	18	64,043	15	14,052	25	11,386	19	15,220	75	19,154	10	6,247
Woodbridge	715,652	913,552	944,376	16	29,451	15	217,336	77	176,563	33	103,782	70	62,625	122	127,537	44	52,362	134	72,519	14	18,267
MONMOUTH	2,681,103	4,032,104	4,282,284	116	211,923	52	446,326	419	931,514	181	1,014,442	287	272,460	359	226,535	221	292,039	819	419,877	108	122,069
Asbury Park	78,898	101,341	104,959	1	1,620	2	9,417	17	11,188	5	35,414	9	7,589	16	4,634	10	5,569	48	14,200	2	1,743
Middletown	183,582	262,926	302,927	11	23,744	6	41,720	35	96,567	12	32,417	17	17,361	16	6,640	22	22,762	45	22,729	9	15,822
Red Bank	193,321	280,161	295,556	11	9,879	3	12,599	24	27,363	15	160,085	13	9,636	29	16,918	15	16,661	43	16,190	5	3,391
Shrewsbury	107,245	167,299	187,317	4	12,205	1	12,496	4	34,733	7	67,718	4	2,857	8	9,878	6	4,828	8	8,513	2	4,615
MORRIS	2,266,146	3,656,127	3,735,098	113	205,629	39	393,455	329	937,456	156	843,974	282	236,041	252	208,127	178	246,456	561	332,738	75	93,514
Dover	65,779	97,258	103,132	3	2,720	2	12,427	11	3,662	11	44,034	8	2,902	7	6,325	10	11,062	32	7,760	3	2,082
Morristown	221,754	337,231	358,457	11	17,382	3	30,019	25	74,439	17	104,333	16	11,418	23	15,290	17	16,535	56	40,396	5	4,942
Parsippany	217,157	344,038	386,331	6	28,477	3	28,671	47	119,506	16	71,907	27	25,492	16	9,548	16	27,329	63	41,366	8	9,216
OCEAN	1,813,378	2,635,789	2,785,120	103	179,278	39	247,154	328	620,730	160	762,000	174	157,080	157	125,866	127	114,245	520	240,994	71	79,723
Brick Township	271,612	387,991	417,086	11	33,668	7	47,206	47	126,070	29	80,086	25	23,546	28	24,040	28	32,537	49	22,196	8	7,996
Point Pleasant	70,551	104,558	111,088	7	4,642	1	6,406	14	23,930	11	28,218	8	7,189	3	2,701	6	5,551	27	15,080	3	4,311
Toms River	NO DATA AVAILABLE FOR THIS CITY																				
PASSAIC	2,103,812	2,834,656	2,963,069	91	128,864	42	428,346	310	487,053	109	498,967	234	142,838	277	220,325	154	195,445	656	268,811	90	66,592
Clifton	395,342	538,697	563,566	28	45,875	4	34,890	57	122,588	15	122,523	59	35,560	27	34,418	19	12,512	124	65,016	15	11,316
Passaic	149,620	185,285	191,796	6	5,175	2	12,701	27	15,544	8	13,777	10	3,994	44	20,705	19	11,084	62	14,209	9	7,442
Paterson	340,091	410,632	423,804	18	18,975	11	25,045	88	92,117	30	91,526	47	21,241	59	19,815	29	29,462	150	26,706	29	16,000
SALEM	199,588	283,404	299,008	13	15,760	9	16,112	42	61,432	36	75,221	44	36,065	21	11,786	21	16,383	61	26,108	14	10,567
Salem	32,583	45,657	50,015			2	2,934	10	17,194	7	9,101	5	945	7	2,812	6	3,842	16	4,746	4	2,518
SOMERSET	1,193,993	1,808,036	1,922,720	61	91,252	20	172,380	148	419,834	81	504,304	140	118,828	112	85,652	99	114,763	295	165,296	36	47,299
Bridgewater	97,180	161,625	183,106	6	27,751	2	20,127	12	13,570	7	46,834	10	9,484	7	18,029	7	9,178	32	24,810	2	2,857
Somerville	186,317	243,771	253,143	8	7,551	2	10,440	25	56,300	15	81,401	22	16,077	31	15,838	25	26,819	38	11,603	7	7,072
SUSSEX	425,870	567,788	592,222	40	34,640	11	28,415	73	167,406	36	134,917	76	48,831	48	21,156	35	18,123	150	45,874	18	17,892
Newton	133,330	183,560	191,843	7	4,803	3	13,953	13	45,344	11	77,775	14	8,040	15	6,605	9	5,214	22	5,283	4	5,283
UNION	2,382,302	3,035,516	3,143,360	101	157,615	47	96,984	391	628,545	157	843,247	284	196,435	301	208,932	210	251,742	732	279,876	120	96,661
Elizabeth	386,764	482,116	498,926	15	30,078	14	9,083	92	111,415	27	104,343	44	29,939	72	59,291	35	36,205	180	45,055	30	18,222
WARREN	410,496	504,141	519,508	29	36,510	10	25,797	51	116,434	33	111,698	60	73,175	33	17,125	23	15,045	138	35,871	16	17,817
Phillipsburg	149,226	182,877	188,278	9	14,400	3	7,246	21	49,095	11	31,044	19	34,791	9	4,196	9	4,376	42	15,407	5	6,972

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,318,724	8,636,440	9,097,038	398	712,666	265	842,475	1,001	1,914,641	645	2,228,916	770	617,165	766	469,252	551	447,661	1,929	895,842	220	238,169
METROPOLITAN STATISTICAL AREAS																					
Albuquerque, N.M.	2,295,888	3,327,644	3,518,794	95	231,972	47	393,196	277	668,020	186	911,901	200	185,600	240	184,064	182	231,844	611	378,156	53	91,846
Las Cruces, N.M.	402,747	593,853	629,925	20	38,100	15	69,346	67	117,099	40	157,442	49	61,612	57	30,749	37	30,957	123	61,655	14	16,965
Santa Fe, N.M.	516,721	778,984	829,523	31	74,310	17	62,168	72	160,918	41	193,589	44	37,781	70	58,669	60	41,049	173	88,927	20	35,404
COUNTIES, Cities																					
BERNALILLO	2,295,888	3,327,644	3,518,794	95	231,972	47	393,196	277	668,020	186	911,901	200	185,600	240	184,064	182	231,844	611	378,156	53	91,846
Albuquerque	2,149,926	3,117,025	3,295,682	83	215,285	44	386,244	245	568,984	172	905,070	182	162,895	232	180,783	172	224,205	570	349,743	47	85,203
CATRON	3,742	7,040	8,730					2	3,177			2	887					1	477		
CHAVES	288,958	379,225	394,927	26	49,157	7	29,173	47	77,438	35	98,966	31	31,991	38	20,218	32	19,360	76	33,947	10	7,138
Roswell	276,284	363,137	378,196	25	45,920	7	29,173	41	74,829	35	98,966	27	25,278	38	20,218	32	19,360	71	32,379	10	7,138
CIBOLA	76,663	97,353	102,526	4	3,162	10	15,089	22	31,525	8	12,358	13	6,164	4	2,229	7	3,687	27	10,055	4	3,459
Grants	53,759	66,263	70,441	3	2,845	5	9,670	14	15,556	6	11,314	8	3,623	4	2,229	7	3,687	21	8,657	4	3,459
Milan	15,705	13,192	12,564	1	317	1	1,213	5	8,856	2	1,244	4	1,875					5	1,089		
COLFAX	72,401	98,660	101,652	8	9,978	9	7,439	17	22,303	12	18,798	22	12,988	12	7,129	3	1,769	41	11,375	5	2,944
Raton	27,451	78,315	85,266	4	5,940	5	6,290	10	19,143	9	15,003	17	10,878	11	6,551	3	1,769	26	9,281	3	1,991
CURRY	199,193	239,122	246,147	14	23,073	5	22,690	38	41,149	33	80,264	16	7,056	39	15,104	37	15,362	45	18,554	8	6,177
Clovis	187,277	226,841	233,727	13	22,135	5	22,690	32	37,453	31	77,501	14	6,555	38	14,884	37	15,362	44	18,093	7	5,736
DE BACA	6,768	8,572	9,119	2	433			4	3,328	2	1,549	5	329	2	152	1		6	993	1	718
DONA ANA	402,747	593,853	629,925	20	38,100	15	69,346	67	117,099	40	157,442	49	61,612	57	30,749	37	30,957	123	61,655	14	16,965
Las Cruces	356,425	525,206	556,692	18	36,546	14	67,393	53	107,926	36	155,433	35	25,667	53	29,399	36	29,877	103	50,211	13	15,419
EDDY	254,769	290,545	296,155	19	23,823	11	26,318	50	65,302	30	81,841	18	18,853	33	19,372	27	13,805	67	18,791	14	7,118
Artesia	91,277	103,593	105,544	5	7,823	3	10,203	17	22,702	12	30,290	8	10,062	10	7,761	5	1,918	16	6,057	5	1,835
Carlsbad	158,350	182,001	185,673	14	16,000	8	16,115	30	41,726	18	51,551	10	8,791	23	11,611	22	11,887	44	11,502	9	5,283
GRANT	94,359	116,420	124,113	13	8,675	8	7,749	20	37,327	16	27,279	11	5,790	11	7,333	9	3,277	41	7,196	4	4,159
Silver City	80,409	99,838	106,314	8	7,470	6	7,146	11	29,647	15	26,745	7	3,855	10	7,124	9	3,277	26	5,116	3	3,836
GUADALUPE	31,727	34,909	35,559			2	776	5	4,691	2	1,240	20	18,235	2	339	1	68	15	4,873	2	
HARDING	2,772	5,167	6,117			1	1,302	1	1,031	2	327	1	940					2	238		
HIDALGO	28,560	40,899	43,114	4	1,634	1	399	7	10,015	4	6,439	13	19,280	1	152			12	2,909	1	622
LEA	346,692	389,793	396,673	29	45,973	9	21,114	61	88,985	38	109,633	48	20,462	59	27,917	30	18,172	93	30,818	16	8,857
Hobbs	260,978	296,132	301,582	17	34,241	6	15,454	35	65,065	28	92,629	27	10,872	40	22,919	25	16,154	57	22,363	10	5,880
Lovington	56,717	64,446	67,022	6	6,746	2	4,575	16	18,644	7	14,988	11	3,033	13	4,090	4	1,450	20	5,058	4	2,407
LINCOLN	80,087	110,342	116,257	8	18,587	4	6,292	25	26,692	7	23,473	11	3,542	14	4,406	6	3,085	36	14,357	3	469
LOS ALAMOS	53,728	73,868	77,372	3	3,707	3	8,523	13	26,003	5	2,894	9	8,221	7	5,416	4	2,047	18	7,473	5	2,508
Los Alamos	26,655	54,386	63,629	2	1,863	5	8,538	13	18,577	6	6,913	12	6,353	7	1,944	4	2,525	14	6,209	6	2,599
LUNA	64,216	77,221	81,142	6	5,581	2	4,399	9	23,452	13	14,869	16	11,056	13	3,223	1	2,373	18	4,051	2	3,420
Deming	57,500	67,352	70,636	4	4,018	1	2,587	8	21,206	11	12,905	15	10,457	13	3,008	3	2,373	15	3,472	2	3,420

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NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCKINLEY	280,702	336,727	345,675	10	23,910	17	36,226	46	84,248	24	58,376	51	45,240	29	14,137	21	15,059	77	36,660	7	7,146
Gallup	239,428	288,372	296,153	9	21,440	11	25,141	31	68,521	21	56,454	34	36,670	25	10,741	20	14,314	69	34,073	7	7,146
MORA	4,822	7,994	9,007			1	2,010	2	1,518			1	1,710			1	131	2	301		
OTERO	185,005	229,790	237,618	14	21,555	9	17,514	36	41,296	30	69,116	22	11,937	26	13,536	25	13,696	62	23,565	5	5,398
Alamogordo	172,986	214,698	221,566	12	21,027	8	17,179	29	39,824	27	67,308	18	10,765	25	13,447	24	13,604	50	18,946	5	5,398
QUAY	58,202	69,855	72,296	2	2,651	5	7,408	10	17,940	8	13,181	14	10,619	9	2,196	2	335	31	10,986	3	1,376
RIO ARRIBA	78,399	119,547	129,121	8	17,430	9	10,892	9	36,454	7	24,296	16	9,530	3	3,745	1	1,271	29	10,341	3	933
ROOSEVELT	56,579	76,623	80,653	7	3,930	5	4,234	14	18,733	6	28,424	2	2,402	12	4,362	6	1,489	23	9,038	6	3,387
Portales	50,557	67,381	70,469	6	3,280	4	3,264	11	17,157	5	22,967	1	1,098	12	4,362	6	1,489	22	8,880	6	3,387
SANDOVAL	50,767	96,040	107,266	5	4,693	6	4,926	28	40,246	2	3,432	15	17,632	1	470	1	1,054	38	13,967	3	8,787
SAN JUAN	436,909	524,136	538,054	31	53,114	29	43,584	49	120,105	42	152,183	47	36,593	53	28,311	30	17,831	95	44,207	12	9,213
Farmington	345,413	413,948	424,678	21	39,153	18	38,389	30	82,015	32	132,413	21	18,746	47	27,427	29	17,521	74	36,983	9	6,028
SAN MIGUEL	72,190	117,678	142,179	7	13,731	7	11,582	18	34,576	10	16,285	14	8,929	11	5,023	6	2,469	31	11,895	5	3,008
Las Vegas	68,337	96,337	105,937	7	13,731	7	11,582	15	26,658	9	13,874	12	7,128	11	5,023	6	2,469	28	9,554	5	3,008
SANTA FE	462,993	705,116	752,151	28	70,603	14	53,645	59	134,915	36	190,695	35	29,560	63	53,253	56	39,002	155	81,454	15	32,896
Santa Fe	435,670	671,206	716,742	26	67,994	13	53,129	51	131,094	30	183,557	28	25,374	61	52,527	51	38,177	135	75,361	13	31,139
SIERRA	27,596	37,206	39,119	5	3,531	6	3,397	9	11,407	7	5,012	6	2,961	1	1,606	3	497	22	7,165	3	820
SOCORRO	43,693	53,599	55,698	4	2,666	8	3,923	8	13,840	8	20,788	16	3,150	7	1,375	1	31	14	5,073	3	651
TAOS	98,649	122,659	129,242	12	10,795	9	9,944	19	34,184	9	17,340	15	7,055	14	7,713	6	1,728	59	18,795	3	2,096
TORRANCE	27,390	37,573	39,516	1	711	1	746	7	5,565	4	17,394	10	8,199			1		12	2,380	2	345
UNION	16,6	20,555	21,450	5	2,233	2	1,353	2	4,259	3	1,756	8	4,003	3	979	3	1,198	12	2,806	2	984
VALENCIA	122,861	190,709	207,671	8	17,254	3	17,264	20	67,818	16	61,365	13	4,639	5	4,743	9	6,064	34	11,289	6	4,729

NEW YORK RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	72,266,689		101,816,902		4,582,843		11,123,471		21,972,688		17,328,272		4,448,444		7,620,878		6,492,334		10,583,625		3,761,916
		97,496,777		3,851		2,018		14,850		4,276		6,335		10,993		6,503		26,168		3,835	
METROPOLITAN STATISTICAL AREAS																					
Albany-Schenectady-Troy, N.Y	3,811,347	5,177,587	5,414,169	217	269,409	106	556,202	651	1,232,639	261	1,090,284	388	324,073	415	325,010	270	275,585	1,400	469,883	180	199,474
Binghamton, N.Y	1,164,910	1,715,532	1,813,880	62	82,779	35	214,103	186	411,211	91	380,531	120	114,373	138	102,045	101	98,555	407	160,414	53	81,921
Buffalo, N.Y	4,147,981	5,231,318	5,395,230	228	209,774	97	623,048	770	1,304,990	290	1,092,768	387	282,229	485	352,330	352	293,878	1,735	575,462	230	258,012
Elmira, N.Y	436,952	554,677	573,107	22	26,519	20	108,059	84	108,783	34	119,604	39	33,446	57	33,786	44	25,514	149	48,278	14	23,713
Glens Falls, N.Y	522,954	731,917	769,290	35	53,154	18	74,340	113	184,468	53	145,537	61	47,568	59	40,587	35	21,458	268	79,837	31	32,211
Nassau-Suffolk, N.Y	14,136,906	21,167,702	22,442,347	754	1,182,639	254	2,427,532	2,424	4,597,280	774	4,101,099	1,440	1,081,210	1,784	1,492,663	1,161	1,582,131	3,908	1,848,531	614	656,140
New York, N.Y	30,340,789		40,650,872		1,315,782		4,580,747		8,376,460		5,075,460		1,223,588		3,978,959		3,083,227		5,152,994		1,430,121
		39,195,748		1,258		898		7,622		1,032		2,026		5,919		3,090		11,417		1,852	
Niagara Falls, N.Y	854,220	1,115,599	1,158,905	56	45,936	34	160,571	152	280,854	84	243,501	85	44,165	126	66,804	79	43,921	403	116,032	55	53,802
Orange, N.Y	1,238,717	1,927,385	2,057,203	66	138,214	37	252,469	175	494,497	101	399,301	128	131,770	147	111,498	96	108,116	399	140,686	49	60,458
Poughkeepsie, N.Y	1,114,542	1,475,414	1,534,008	63	87,226	23	173,446	185	371,050	82	307,186	115	78,736	142	90,603	87	67,278	339	118,599	50	47,508
Rochester, N.Y	4,326,406	5,842,715	6,095,336	249	300,812	91	669,473	620	1,292,790	329	1,469,592	413	339,268	439	307,469	323	330,446	1,361	586,231	165	254,122
Syracuse, N.Y	2,765,490	3,659,411	3,806,310	181	190,542	69	382,198	432	897,344	235	827,164	267	190,999	332	241,916	224	201,115	1,019	361,905	113	190,493
Utica-Rome, N.Y	1,284,075	1,579,349	1,627,546	79	78,894	47	169,123	207	375,919	102	309,267	137	95,489	197	112,388	122	74,532	493	143,240	74	89,659
COUNTIES, Cities																					
ALBANY	1,704,538	2,229,003	2,311,794	71	79,967	41	271,187	231	399,237	75	508,125	137	102,220	184	190,936	119	153,970	560	212,770	56	67,636
Albany	481,886	599,277	616,852	18	9,270	10	27,196	86	130,966	24	186,920	36	24,317	74	44,435	33	33,347	264	75,795	24	25,573
ALLEGANY	129,068	154,564	158,849	16	6,625	7	9,737	44	49,448	23	41,959	18	7,189	16	4,271	15	4,359	56	13,731	10	6,583
Wellsville	59,275	74,689	80,094	6	3,153	2	2,846	10	18,403	9	28,837	5	3,753	12	3,109	9	3,176	14	5,130	3	3,948
BRONX	2,132,854	2,549,794	2,615,610	123	76,867	97	167,221	855	803,838	124	355,004	184	92,985	452	211,872	250	195,648	800	200,483	214	108,641
BROOME	1,039,034	1,554,592	1,647,064	52	73,085	29	204,540	156	356,647	77	344,184	99	99,152	133	100,724	92	96,068	365	151,728	45	76,693
Binghamton	348,027	496,096	521,399	12	18,591	6	25,918	56	120,595	26	142,913	28	26,085	38	21,459	29	39,972	147	54,497	14	28,628
CATTARAUGUS	291,404	338,214	345,248	35	27,109	20	42,417	57	82,111	39	70,458	33	13,993	55	22,221	30	13,410	163	35,402	20	14,055
Olean	151,744	171,097	173,393	8	12,658	8	28,931	21	36,888	13	36,593	10	4,244	37	14,254	14	8,344	64	16,248	6	5,499
Salamanca	32,961	40,697	43,276	2	1,616	3	4,333	6	12,675	4	7,311	5	2,121	5	2,031	5	1,132	15	3,905	2	2,416
CAYUGA	279,967	357,629	370,588	19	20,863	11	38,228	51	86,508	32	93,594	33	28,498	41	21,356	16	8,224	109	27,311	11	15,187
Auburn	208,286	256,027	263,158	9	9,787	7	25,341	32	66,612	15	63,360	22	17,403	35	18,295	13	7,208	69	20,664	9	12,559
CHAUTAUQUA	557,824	713,025	737,946	61	50,101	33	82,180	113	179,414	67	160,121	68	40,952	74	28,562	45	32,774	269	76,867	35	27,161
Dunkirk	71,785	84,206	85,952	8	2,921	7	12,674	24	22,039	7	8,304	10	4,345	11	8,136	8	3,301	29	9,758	5	5,168
Fredonia	53,826	74,749	78,225	5	5,050	2	9,606	7	19,685	6	19,508	7	3,857	3	542	4	2,214	25	10,756	3	2,760
Jamestown	187,897	237,858	245,691	9	6,408	6	24,513	32	52,229	16	75,267	16	9,744	30	10,884	19	12,639	87	21,152	12	11,107
CHEMUNG	436,952	554,677	573,107	22	26,519	20	108,059	84	108,783	34	119,604	39	33,446	57	33,786	44	25,514	149	48,278	14	23,713
Elmira	180,788	229,980	237,428	9	9,370	6	8,108	35	60,805	12	68,970	15	13,279	19	10,591	20	12,858	78	21,515	8	14,823
CHENANGO	159,761	215,545	225,630	13	9,444	9	14,167	37	60,919	30	57,633	15	8,980	19	7,359	14	5,974	78	15,432	9	11,047
Norwich	74,593	97,714	101,376	4	4,627	1	4,041	7	19,909	14	30,281	6	5,345	12	6,049	7	3,245	28	7,557	3	7,315
CLINTON	338,640	460,724	482,400	26	25,239	14	48,640	55	96,370	42	99,410	28	26,165	35	35,648	29	18,882	114	42,164	18	19,503
Plattsburgh	164,258	209,633	218,456	12	15,669	6	20,373	24	24,005	24	65,468	13	12,794	18	8,357	18	10,290	77	32,721	9	3,895
COLUMBIA	207,008	260,546	270,217	25	31,812	7	14,141	47	72,344	19	47,654	21	21,166	21	5,957	18	9,059	75	18,811	10	7,531
Hudson	106,993	138,583	143,519	11	8,887	4	8,581	17	47,187	11	32,037	8	5,122	17	4,203	13	6,643	24	6,841	5	6,363
CORTLAND	184,522	247,940	258,929	21	19,380	5	12,289	35	58,489	33	62,577	16	11,713	21	14,442	21	11,690	86	30,999	11	17,129
Cortland	149,281	201,005	209,565	13	16,242	5	12,289	20	50,261	21	43,407	14	9,529	16	11,059	18	9,320	59	26,522	8	16,460
DELAWARE	179,533	222,957	230,815	25	18,493	17	15,406	40	65,379	24	41,097	26	12,760	23	6,040	13	4,743	73	16,846	17	11,050
DUTCHESS	1,114,542	1,475,414	1,534,008	63	87,226	23	173,446	185	371,050	82	307,186	115	78,736	142	90,603	87	67,278	339	118,599	50	47,508
Beacon	33,336	39,362	40,305	1	383			11	9,064	5	12,513	6	2,720	4	169	2	339	12	943	4	2,830
Poughkeepsie	268,933	327,255	335,668	7	13,131	1	1,246	39	54,581	24	89,481	29	16,327	42	32,521	21	17,644	83	26,519	10	11,099
ERIE	4,147,981	5,231,318	5,395,230	228	209,774	97	623,048	770	1,304,990	290	1,092,768	387	282,229	485	352,330	352	293,878	1,735	575,462	230	258,012
Buffalo	1,061,008	1,238,676	1,264,200	55	41,296	21	74,551	297	385,555	71	181,852	103	56,055	124	81,688	90	61,873	680	178,239	85	77,495
Tonawanda	118,603	142,866	146,047	5	4,175	2	9,811	18	53,785	9	24,846	9	8,795	7	2,458	5	3,055	42	18,790	4	6,247
ESSEX	128,788	205,879	221,842	14	18,370	9	13,709	34	64,193	14	30,983	30	14,157	26	8,575	5	1,797	91	26,641	13	6,645
Lake Placid	25,800	41,571	46,828		857		1,010		7,919		692		2,380		5,240		444		9,982		2,055

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdw		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FRANKLIN	162,442	224,451	236,851	17	24,744	10	16,103	35	62,921	18	30,541	19	6,225	22	8,326	12	5,796	78	15,835	12	14,557
Malone	62,080	75,622	77,780	6	7,923	1	3,117	8	11,805	7	15,380	3	704	11	4,322	5	2,408	24	5,182	5	6,623
Saranac Lake	38,636	59,939	67,040	4	5,298	2	3,499	9	18,066	4	6,622	6	2,991	9	3,066	4	2,062	15	3,471	3	2,352
Tupper Lake	22,748	35,008	39,095	5	6,824	2	2,253	6	12,027	3	3,382	5	935	3	786	1	366	18	3,162	2	2,312
FULTON	189,030	248,110	259,686	19	17,810	7	18,440	32	57,241	30	63,737	19	13,793	28	19,327	9	7,927	72	16,308	11	17,984
Gloversville	88,896	119,559	125,149	7	5,536	4	10,861	16	29,653	12	22,633	9	5,094	17	15,399	5	4,996	29	6,888	5	10,486
Johnstown	69,582	80,679	82,382	6	6,895	1	2,770	8	21,859	8	22,238	5	5,664	11	3,926	3	2,138	23	5,861	4	6,600
GENESEE	208,472	256,732	264,205	24	21,781	10	18,777	41	61,130	26	53,712	27	19,029	22	14,239	24	16,991	94	28,414	9	12,743
Batavia	117,120	138,326	141,108	9	8,687	5	14,890	20	32,289	11	23,619	12	9,706	17	13,374	16	9,860	42	14,854	3	3,710
GREENE	175,626	231,095	240,501	19	16,701	7	13,513	46	69,397	21	49,899	24	22,782	16	7,238	8	5,775	99	17,905	10	7,970
Catskill	76,584	98,107	105,281	5	5,796	4	9,259	14	30,459	7	23,849	7	10,744	10	4,924	2	1,015	23	3,819	4	3,644
HAMILTON	14,055	13,202	13,194	4	2,306	4	1,034	7	3,615	7	1,432	3	222	1	428	2		31	2,355		
HERKIMER	207,607	253,524	262,474	14	14,393	11	36,403	50	66,144	28	37,106	25	17,451	32	11,136	27	12,044	100	21,405	14	15,799
Herkimer	67,845	77,131	78,500	3	3,535	4	12,892	12	19,630	6	14,120	7	2,009	11	5,003	10	4,210	25	7,738	4	3,920
Ilion	33,213	46,016	50,283	1	1,562	1	4,514	9	15,211	7	7,866	4	2,099	6	2,320	7	1,821	7	1,076	2	3,458
Little Falls	29,783	40,186	43,654	2	1,919	2	5,314	8	9,138	4	5,218	5	4,647	8	2,800	5	1,840	12	1,480	3	3,566
JEFFERSON	377,197	528,107	554,752	34	34,977	22	61,062	79	115,045	48	118,978	42	34,135	43	29,867	32	22,744	194	47,689	16	32,383
Watertown	217,224	305,437	320,267	14	18,869	11	49,017	36	63,317	21	55,601	21	14,818	29	25,649	24	18,094	88	27,837	10	23,961
KINGS	4,988,562	6,312,914	6,534,801	282	255,187	224	636,236	1,861	1,696,574	232	798,895	433	212,350	1,249	576,383	648	507,897	1,752	479,843	445	262,973
LEWIS	54,413	64,792	66,804	7	1,715	5	4,277	15	19,086	12	14,520	11	4,889	4	1,364	5	1,673	43	6,687	4	4,208
LIVINGSTON	192,013	251,306	261,398	19	20,380	9	14,687	36	70,193	30	52,994	29	25,250	20	5,890	18	5,374	101	27,239	10	9,063
MADISON	203,404	254,069	262,713	19	15,932	7	12,753	41	67,242	35	60,654	23	11,036	20	7,180	19	7,147	111	32,855	14	17,255
Oneida	84,575	104,389	107,326	5	2,862	3	8,598	9	25,204	14	36,052	5	4,312	10	2,872	12	5,075	21	5,849	4	8,710
MONROE	3,332,460	4,576,960	4,783,809	151	209,996	54	515,028	454	1,009,251	196	1,199,904	296	256,236	310	237,260	248	290,191	968	469,188	115	200,525
Rochester	929,593	1,136,901	1,168,225	46	50,130	8	76,316	194	214,094	57	270,672	109	63,213	79	46,666	75	88,640	464	154,787	46	61,097
MONTGOMERY	191,869	286,462	304,886	17	11,810	7	29,875	41	74,334	22	47,107	33	39,492	25	14,925	18	9,223	82	20,622	15	19,288
Amsterdam	112,362	165,322	175,223	9	6,346	3	14,208	23	46,051	10	22,899	19	18,543	19	13,849	13	5,656	42	12,212	8	13,124
NASSAU	8,230,516	11,625,605	12,204,337	353	440,920	135	1,374,560	1,323	2,312,634	356	2,116,280	816	582,504	1,101	890,132	682	999,763	2,115	1,045,872	347	337,277
Bethpage	NO DATA AVAILABLE FOR THIS CITY																				
Garden City	188,734	264,480	277,068	5	2,593	4	49,589	23	22,335	2	10,367	8	5,229	37	69,176	11	16,177	46	21,684	6	2,768
Hempstead	345,257	429,971	441,527	4	8,870	5	54,235	29	49,575	22	184,443	19	7,541	28	20,932	19	39,322	50	16,510	12	5,241
Hicksville	515,682	725,102	794,909		12,461		152,553		117,228		166,082		33,122		34,156		33,909		39,342		12,368
NEW YORK	10,856,507	13,180,005	13,510,902	238	212,593	263	1,872,513	1,974	1,657,355	84	590,335	111	77,657	2,425	2,005,346	1,033	1,289,662	4,945	2,784,861	463	450,848
NIAGARA	854,220	1,115,599	1,158,905	56	45,936	34	160,571	152	280,854	84	243,501	85	44,165	126	66,804	79	43,921	403	116,032	55	53,802
Lockport	79,137	87,972	89,114	9	4,358	2	6,924	21	22,483	13	13,572	9	5,815	13	4,424	9	4,757	58	13,810	8	3,395
Niagara Falls	264,310	312,538	319,730	14	11,186	15	38,810	50	89,433	14	40,426	35	16,094	43	24,018	24	9,379	169	46,082	19	16,742
North Tonawanda	127,762	157,909	162,442	9	7,204	4	16,126	32	34,847	12	35,669	14	5,341	8	2,210	13	8,028	47	10,806	8	10,729
ONEIDA	1,076,468	1,325,825	1,365,072	65	64,501	36	132,720	157	309,775	74	272,161	112	78,038	165	101,252	95	62,488	393	121,835	60	74,060
Rome	198,938	249,073	256,958	11	11,751	10	33,234	29	62,372	17	49,219	23	14,018	17	11,579	15	9,023	79	22,344	10	16,485
Utica	331,053	398,828	409,692	15	9,698	9	33,202	61	107,672	12	51,347	34	26,938	75	44,552	37	18,505	146	41,391	23	26,828
ONONDAGA	2,190,477	2,887,655	2,999,402	135	140,085	45	328,718	319	682,773	160	653,650	194	149,441	286	221,827	180	177,918	761	283,678	85	139,833
Syracuse	757,559	936,030	962,159	36	26,329	12	55,080	143	212,289	59	272,889	70	41,986	82	44,383	84	94,162	351	98,587	30	36,935
ONTARIO	442,424	594,038	620,091	29	31,751	11	109,703	62	107,839	47	114,655	45	30,191	72	50,881	29	22,176	152	59,159	15	22,542
Canandaigua	111,748	135,682	139,053	6	9,888	1	5,176	14	39,899	15	41,245	10	7,471	14	5,827	9	4,290	41	8,406	5	6,092
Geneva	70,578	80,837	82,300	7	2,833	2	12,412	13	11,533	7	6,684	8	4,599	16	8,482	10	4,995	37	12,335	4	6,659
ORANGE	1,238,717	1,927,385	2,057,203	66	138,214	37	252,469	175	494,497	101	399,301	128	131,770	147	111,498	96	108,116	399	140,686	49	60,458
Middletown	251,314	398,812	426,303	7	20,617	5	72,533	21	135,689	12	53,301	21	25,670	17	11,261	19	40,690	56	23,001	6	12,364
Newburgh	250,537	356,684	374,845	6	3,221	5	13,829	34	99,294	16	120,924	28	23,880	41	31,077	25	19,791	86	27,523	9	6,671
Port Jervis	58,301	91,407	97,902	5	4,487	2	11,656	8	20,023	11	21,687	4	4,162	10	5,683	7	6,570	18	5,267	5	6,028
ORLEANS	105,754	136,547	141,724	16	10,913	5	10,892	27	42,505	14	25,360	8	5,340	13	5,319	8	5,793	41	12,701	9	8,844
Medina	45,437	58,348	62,652	6	5,205	3	6,948	10	18,324	6	9,456	3	2,325	9	4,825	2	1,869	14	3,963	4	4,402
OSWEGO	371,609	517,687	544,195	27	34,525	17	40,727	72	147,329	40	112,860	50	30,522	26	12,909	25	16,030	147	45,372	14	33,405
Fulton	106,244	153,378	161,526	5	4,175	3	14,895	15	43,156	11	40,469	10	7,974	8	2,813	9	7,435	28	8,183	4	13,932
Oswego	118,050	158,424	165,036	3	8,532	6	22,011	20	45,095	9	29,034	14	8,208	12	7,239	9	6,535	54	20,463	3	6,626
OTSEGO	224,020	304,761	319,347	24	30,864	12	26,679	44	74,003	36	84,100	18	8,707	21	8,966	15	4,785	102	29,887	14	13,629
Oneonta	92,926	113,486	116,516	8	8,129	3	13,539	12	19,790	12	20,328	10	4,497	15	7,063	11	3,505	46	14,598	8	10,989
PUTNAM	272,769	431,048	461,767	23	40,231	5	25,555	62	106,421	28	112,859	40	29,902	18	9,958	26	16,084	99	27,707	17	19,441
QUEENS	5,111,766	6,927,013	7,241,875	259	242,580	163	625,228	1,577	1,852,929	227	1,229,570	528	312,070	845	474,215	511	431,260	1,431	829,307	361	286,897
RENSSELAER	454,996	691,611	737,514	27	35,942	8	42,652	113	239,996	47	143,979	64	51,001	32	20,074	28	23,168	206	61,311	37	38,743
Troy	186,170	255,554	267,357	11	9,108	3	6,983	56	83,523	11	46,335	20	14,957	22	10,565	18	16,734	108	32,609	16	24,170
RICHMOND	1,084,079	1,488,538	1,560,807	60	75,557	25	193,312	256	395,279	58	270,638	101	53,547	165	114,194	105	83,801	315	110,892	60	52,126
ROCKLAND	1,114,627	1,726,507	1,842,017	57	100,043	18	218,605	195	398,526	60	411,233	134	96,149	140	106,614	91	86,072	344	181,426	66	66,793
Nyack	48,235	75,171	80,638	4	2,211	1	1,677	10	2,327	11	44,079	7	4,138	2	131	5	2,225	28	11,820	5	4,009
ST. LAWRENCE	355,522	502,899	531,757	31	39,531	16	35,619	84	134,889	60	118,152	30	11,971	40	21,652	37	21,476	181	47,241	15	39,414
Ogdensburg	55,160	76,759	80,589	5	9,578	2	11,969	11	13,115	6	13,090	6	1,607	10	4,164	3	3,736	32	9,488	2	6,842
SARATOGA	579,287	894,183	953,805	41	69,893	23	95,257	99	233,860	44	183,278	60	62,828	73	38,357	41	34,673	229	95,767	23	31,141
Saratoga Springs	153,787	237,174	252,401	11	13,582	7	19,829	22	58,354	12	64,198	8	6,143	22	12,886	13	8,762	78	34,197	8	11,150
SCHENECTADY	705,031	845,233	865,669	42	55,096	20	103,818	121	215,815	52	157,896	70	45,750	85	53,480	56	48,776	224	61,508	39	34,696
Schenectady	368,720	424,096	431,547	19	11,709	9	42,907	64	111,558	31	94,987	39	29,557	38	21,845	28	26,857	142	36,158	23	20,383
SCHOHARIE	90,312	124,451	130,911	10	9,023	5	8,314	19	37,570	8	23,732	17	6,567	10	3,750	7	3,805	32	8,561	3	5,082
SCHUYLER	42,267	59,392	62,616	5	6,168	2	164	11	16,691	11	18,605	7	2,706	5	1,009	3	143	25	5,044	3	3,560
SENECA	102,041	127,751	132,289	8	10,116	2	8,857	16	36,221	12	33,111	12	8,582	11	2,302	9	4,887	52	11,047	8	8,376
STEUBEN	346,403	421,003	432,548	28	33,892	15	40,669	67	101,911	53	85,175	51	26,783	48	20,870	35	15,860	156	39,336	25	23,529
Corning	70,629	80,022	81,420	4	3,522	3	5,834	17	21,953	7	6,434	8	3,822	12	6,302	11	4,937	43	13,009	6	5,814
Hornell	68,669	81,726	83,781	1	2,524	4	8,824	11	20,143	11	17,393	7	3,618	19	8,689	8	2,738	29	7,574	6	5,167
SUFFOLK	5,906,390	9,542,097	10,238,010	401	741,719	119	1,052,972	1,101	2,284,646	418	1,984,719	624	498,706	683	602,531	479	582,368	1,793	802,659	267	318,863
SULLIVAN	285,933	396,043	416,630	23	38,082	14	38,859	51	105,925	31	76,979	43	21,829	20	6,597	16	5,882	158	37,235	20	12,418
TIOGA	125,876	160,940	166,816	10	9,694	6	9,563	30	54,564	14	36,347	21	15,221	5	1,321	9	2,487	42	8,686	8	5,228
Waverly	20,154	24,956	26,556			1	708	8	15,403	3	3,540	4	1,289	2	236	5	1,540	8	1,154	2	581
TOMPKINS	357,234	464,789	481,838	25	33,500	9	44,933	65	111,661	34	95,224	37	27,145	50	23,651	41	27,416	166	54,046	17	19,674
Ithaca	249,886	310,491	319,204	16	21,672	6	37,403	42	50,728	21	66,486	23	18,593	44	20,234	36	23,017	113	38,714	12	12,978
ULSTER	681,558	990,597	1,047,047	45	49,825	23	109,676	115	241,982	57	188,188	79	69,682	72	41,952	48	28,178	278	103,051	33	30,772
Kingston	267,515	358,106	372,552	13	15,604	5	34,842	41	98,395	20	84,029	21	13,393	38	23,539	26	13,577	68	28,883	8	11,012
WARREN	376,120	530,611	557,792	23	45,398	15	66,441	64	115,377	35	113,969	38	35,206	46	36,605	27	18,666	178	61,029	17	20,694
Glens Falls	219,200	284,159	293,899	6	15,828	9	47,258	26	68,115	16	77,775	17	12,242	15	11,371	17	11,825	59	15,455	8	9,496
WASHINGTON	146,834	201,306	211,498	12	7,756	3	7,899	49	69,091	18	31,568	23	12,362	13	3,982	8	2,792	90	18,808	14	11,517
WAYNE	253,755	283,864	288,314	34	27,772	12	19,163	41	63,002	42	76,679	35	22,241	24	8,119	20	6,912	99	17,944	16	14,148

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WESTCHESTER	4,779,625	6,579,929	6,883,093	216	312,724	103	842,077	842	1,465,238	219	1,306,926	495	343,928	625	480,377	426	472,803	1,231	538,475	226	182,402
Mamaroneck	136,996	204,666	217,289	6	10,148	2	4,746	27	55,848	14	73,822	24	16,556	19	5,758	14	8,750	31	16,531	7	4,916
Mount Vernon	245,145	329,053	343,393	9	5,251	5	5,472	56	73,632	10	66,802	25	20,038	34	12,359	22	13,422	69	12,561	13	15,428
New Rochelle	370,498	511,150	535,218	12	18,902	9	49,131	93	75,014	20	173,060	34	16,067	59	33,743	37	42,433	119	40,766	19	12,893
North Tarrytown	38,882	64,824	73,471	1	668			8	3,527	4	58,327	6	3,231			1	402	17	4,332	1	569
Ossining	73,407	100,119	104,619	6	9,273	2	5,623	16	17,692	6	18,695	16	7,097	10	2,833	8	9,703	26	10,644	5	2,211
Peekskill	177,415	264,892	280,666	7	9,459	7	55,042	26	82,843	10	34,798	14	13,201	17	11,332	14	15,517	45	14,729	4	4,917
Port Chester	182,311	213,583	218,287	10	13,736	8	27,259	29	47,680	13	26,073	26	14,391	24	12,342	16	15,276	48	15,695	13	11,080
Tarrytown	59,606	83,959	88,191	3	1,798	1	4,946	11	28,000	2	11,633	4	2,403	5	4,937	3	336	27	13,905	5	4,328
White Plains	757,255	1,066,956	1,118,108	22	42,370	16	350,856	55	138,378	21	163,316	38	25,536	113	114,206	68	83,545	136	75,255	18	16,461
Yonkers	805,147	1,062,203	1,104,257	27	47,042	20	172,583	156	277,041	39	167,604	77	50,363	106	81,326	73	89,443	197	69,622	45	33,042
WYOMING	114,306	148,749	154,450	14	12,150	4	6,274	23	41,710	29	40,583	19	7,621	16	4,165	12	6,244	57	15,001	6	6,294
YATES	59,650	69,571	71,310	8	7,273	3	1,409	12	17,627	13	14,723	7	6,070	9	1,924	6	1,859	37	9,592	5	3,368
New York City	24,173,768	30,005,950	31,463,995	962	862,784	772	3,494,510	6,523	6,405,975	725	3,244,442	1,357	753,609	5,136	3,382,010	2,547	2,508,268	9,743	4,405,386	1,543	1,161,485

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	25,005,089	37,635,791	39,852,151	1,966	2,986,589	1,349	4,028,440	5,372	8,537,497	2,984	9,169,147	3,050	2,111,594	3,649	2,180,782	2,838	2,376,911	6,670	3,365,462	1,439	1,410,629
METROPOLITAN STATISTICAL AREAS																					
Asheville, N.C.	848,523	1,221,117	1,279,653	56	104,035	31	149,005	134	251,159	92	298,919	91	82,638	106	72,424	83	62,520	207	111,436	37	50,115
Burlington, N.C.	517,969	779,519	823,222	36	46,050	26	71,548	98	163,345	56	207,028	57	58,541	99	74,033	71	50,687	113	65,524	30	29,478
Charlotte-Gastonia-Rock Hill, N.C-S.C.	4,720,304	6,980,724	7,354,212	295	472,300	160	726,385	806	1,660,474	435	1,806,848	490	387,292	629	440,647	455	418,345	1,129	613,949	227	278,104
Fayetteville, N.C.	974,013	1,424,508	1,495,359	58	90,944	38	231,897	162	271,235	106	362,754	108	82,787	114	64,503	104	132,306	278	136,408	31	32,702
Greensboro-Winston-Salem-High Point, N.C.	3,934,099	6,067,516	6,445,397	263	380,275	143	689,934	654	1,238,861	364	1,509,037	450	365,663	536	366,376	437	434,477	1,023	597,211	188	221,284
Hickory, N.C.	840,858	1,233,551	1,300,652	81	115,663	35	116,045	184	283,948	107	278,364	79	44,906	141	76,064	102	70,165	220	111,387	61	52,879
Jacksonville, N.C.	415,439	624,329	658,364	24	47,892	23	89,956	86	121,367	67	187,928	41	20,503	38	18,703	45	56,231	155	60,626	11	12,428
Raleigh-Durham, N.C.	2,792,602	4,897,340	5,303,260	160	309,923	103	661,491	511	1,057,482	217	1,205,624	273	274,685	384	300,207	302	340,166	736	503,325	132	191,997
Wilmington, N.C.	615,501	913,430	962,865	37	75,831	22	134,505	107	178,985	61	224,526	48	33,993	108	58,902	69	55,004	175	89,735	31	27,656
COUNTIES, Cities																					
ALAMANCE	517,969	779,519	823,222	36	46,050	26	71,548	98	163,345	56	207,028	57	58,541	99	74,033	71	50,687	113	65,524	30	29,478
Burlington	372,176	559,817	589,320	24	34,475	13	67,546	41	88,645	38	173,911	32	25,955	81	61,904	55	37,70	78	46,734	19	19,832
ALEXANDER	53,772	82,666	88,516	15	13,679	4	3,326	14	23,656	11	16,524	8	2,239	5	2,425	7	4,002	19	7,460	6	4,051
ALLEGHANY	25,973	37,632	40,423	5	9,718	4	1,600	9	7,723	7	7,068	5	1,814	6	630	1	361	10	2,141	3	2,162
ANSON	63,554	76,976	78,933	8	6,425	8	3,220	24	22,386	14	17,900	9	5,883	12	2,988	6	5,130	19	4,873	7	3,691
ASHE	73,097	99,388	104,111	10	11,443	8	7,343	18	21,339	9	26,567	12	3,471	13	4,580	10	4,299	16	5,112	7	3,270
AVERY	49,490	83,856	91,582	9	22,293	6	6,125	20	24,368	5	11,710	8	1,688	6	1,863	3	2,686	20	5,300	4	3,641
BEAUFORT	169,038	226,362	235,927	17	27,329	14	22,317	44	60,678	25	54,771	18	9,161	36	8,788	22	9,126	32	13,122	10	9,170
Washington	120,371	162,928	168,939	8	24,180	7	15,951	22	31,918	18	45,922	9	6,410	30	7,963	16	7,697	22	10,348	6	7,291
BERTIE	39,359	48,741	50,314	5	3,759	5	1,318	30	15,926	8	15,104	9	1,787	5	671	5	1,658	7	1,742	5	1,521
BLADEN	72,451	109,168	115,768	12	7,318	9	8,133	25	35,397	15	26,958	14	6,146	10	4,195	6	3,742	14	4,081	9	5,611
BRUNSWICK	117,246	212,722	233,886	11	26,732	11	16,034	40	85,018	15	21,577	24	10,456	9	3,611	9	3,948	60	30,128	9	8,271
BUNCOMBE	848,523	1,221,117	1,279,653	56	104,035	31	149,005	134	251,159	92	298,919	91	82,638	106	72,424	83	62,520	207	111,436	37	50,115
Asheville	599,405	832,090	864,977	32	77,480	19	132,438	77	140,421	60	192,163	52	41,992	91	64,989	62	40,385	151	82,327	24	34,451
BURKE	195,246	282,736	299,125	24	34,335	7	18,744	62	86,715	30	39,774	19	9,440	37	17,571	23	12,148	49	26,384	18	14,289
Morganton	133,814	187,063	195,383	13	22,018	4	10,581	32	56,686	18	31,805	10	5,095	24	12,802	11	6,332	31	17,187	11	9,463
CABARRUS	394,622	580,214	610,606	33	40,662	15	69,555	73	134,222	42	160,431	41	24,109	66	35,265	47	37,814	76	39,513	22	21,264
Concord	173,236	251,295	263,776	16	22,561	3	1,946	34	60,267	16	96,990	17	9,013	24	11,122	23	12,956	39	17,903	10	9,256
Kannapolis	122,641	261,285	204,749	20	8,976	9	26,997	36	42,663	44	55,606	35	12,993	31	10,601	31	13,438	55	13,424	12	6,409
CALDWELL	235,554	334,867	351,912	27	22,691	12	23,731	64	86,255	36	95,222	23	9,649	29	10,601	30	34,544	64	19,527	19	14,115
Lenoir	174,317	240,517	250,658	15	12,014	11	21,712	39	62,623	26	76,625	10	3,831	25	8,505	16	16,129	46	14,446	15	10,378
CAMDEN	10,701	14,350	14,951	1		1		4	2,871	2	322	3	4,323			2		4	981	1	
CARTERET	197,370	298,791	315,988	24	48,312	12	28,973	57	58,642	26	56,898	35	20,096	23	8,202	25	20,244	69	35,551	8	10,198
CASWELL	19,886	24,061	24,816	2	1,728	7	2,285	17	8,974	7	5,729	3	446			1	438	4	241	2	912
CATAWBA	591,840	868,149	913,011	42	67,649	24	93,975	108	173,577	66	222,066	52	33,227	99	56,068	72	54,015	152	77,543	37	34,539
Hickory	338,709	498,792	523,574	17	35,397	13	61,781	47	89,479	36	116,129	27	21,301	63	41,121	43	35,379	88	51,007	18	19,247
Newton	45,610	62,184	67,708	5	6,019	2	7,044	14	22,002	5	4,557	7	3,232	11	4,692	11	3,191	14	4,283	6	5,296
CHATHAM	88,367	132,776	140,855	13	6,248	14	8,487	24	38,644	20	38,851	16	10,107	17	5,710	15	4,668	28	9,771	6	3,791
CHEROKEE	68,383	102,148	109,072	9	11,556	8	8,389	19	32,189	9	9,174	11	4,212	19	5,506	7	9,415	18	7,984	5	4,280
CHOWAN	46,863	57,787	59,040	3	3,543	6	7,969	11	17,596	8	11,504	8	3,856	6	2,040	4	2,049	10	3,209	3	2,487
CLAY	21,421	30,521	32,514	4	6,549	3	810	5	4,259	4	10,961	7	2,390	1	358	3	1,363	1	434	2	2,036
CLEVELAND	284,386	393,846	411,879	19	20,939	24	39,039	75	110,648	48	89,697	48	23,221	37	17,860	40	20,876	82	36,458	26	19,321
Shelby	161,029	229,573	240,471	8	11,259	14	20,718	25	56,514	22	57,661	24	7,760	28	14,627	26	13,856	46	23,175	15	13,427
COLUMBUS	186,004	254,404	265,830	27	35,133	20	20,237	47	57,720	32	60,981	31	10,422	37	17,138	21	9,762	39	13,816	16	11,955
CRAVEN	319,197	431,392	447,404	16	36,865	17	49,897	84	103,586	35	126,733	37	17,279	48	14,062	42	26,332	68	32,194	16	10,947
New Bern	170,029	215,948	221,548	7	18,165	10	40,326	43	50,505	14	35,534	21	8,918	41	12,082	25	12,113	40	18,051	13	8,730
CUMBERLAND	974,013	1,424,508	1,495,359	58	90,944	38	231,897	162	271,235	106	362,754	108	82,787	114	64,503	104	132,308	278	136,408	31	32,702
Fayetteville	637,784	987,024	1,044,154	25	54,388	26	207,033	67	156,874	55	275,656	55	47,410	90	58,647	56	63,325	188	95,082	23	26,620
CURRITUCK	22,700	28,914	29,893	2	263	2	368	12	14,476	2	415	8	6,809	1	456	4	1,247	12	2,296	2	448
DARE	114,929	215,469	236,069	16	35,571	8	12,940	46	65,777	8	16,861	14	6,924	22	11,202	9	9,305	79	46,917	3	2,375
DAVIDSON	350,674	578,950	625,210	33	46,023	12	34,284	79	137,309	53	139,737	52	41,450	52	33,723	49	39,812	112	49,954	29	25,392
Lexington	180,606	318,914	346,047	12	32,278	5	21,101	31	76,538	25	72,113	19	19,211	34	28,633	20	16,593	43	21,985	15	15,863
Thomasville	108,647	159,420	167,884	11	7,862	5	12,471	25	37,612	21	48,386	16	10,301	11	3,629	16	11,752	30	14,683	12	7,878

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES— Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DAVIE	59,720	88,095	94,057	7	9,012	7	2,741	17	22,168	9	14,034	14	9,899	7	2,121	6	14,031	16	5,428	3	4,055
DUPLIN	116,750	147,059	152,137	16	7,352	17	8,290	48	45,661	28	32,403	22	8,037	23	6,665	18	9,412	28	9,407	14	5,958
DURHAM	747,552	1,251,879	1,342,695	34	66,770	19	184,864	133	257,473	49	319,845	81	78,881	121	72,980	85	85,039	165	120,807	30	55,102
Durham	643,070	1,054,301	1,125,624	23	56,382	17	163,005	116	241,344	41	260,255	77	72,775	108	67,013	67	59,412	161	103,026	27	28,547
EDGECOMBE	162,170	212,782	220,179	11	11,415	12	20,974	66	63,635	20	43,256	24	12,410	20	7,928	22	14,063	36	12,366	13	9,407
Tarboro	77,073	102,479	110,948	4	8,381	7	9,234	20	24,406	11	29,075	11	5,614	5	3,127	23	8,718	7	5,958		
FORSYTH	1,350,769	2,197,365	2,351,093	66	135,194	40	261,035	188	444,477	101	605,958	146	121,890	196	143,679	136	138,104	333	224,847	45	82,102
Winston-Salem	1,066,781	1,679,366	1,776,571	48	88,825	34	251,170	125	282,401	73	462,346	100	84,249	174	126,357	111	104,930	263	175,270	32	57,903
FRANKLIN	62,736	90,481	95,846	8	14,744	7	6,545	45	28,503	12	14,762	16	4,712	9	3,105	10	1,934	24	6,402	7	5,146
GASTON	633,365	911,484	956,366	45	64,564	35	134,095	142	243,121	75	208,118	72	37,769	84	38,083	59	40,010	144	74,052	36	40,685
Gastonia	404,889	580,420	606,678	20	25,369	19	117,760	65	121,923	43	145,948	47	27,574	66	31,845	39	28,262	73	44,711	18	23,373
GATES	13,975	17,868	18,618	2		3	592	10	5,605	3	8,153	6	1,246					4	251	2	
GRAHAM	13,300	18,475	19,729	4	4,307	3	152	8	6,621	3	479	9	773	4	692	3	133	7	1,289	2	2,288
GRANVILLE	84,831	119,867	126,085	6	7,681	9	9,450	34	37,248	14	25,678	20	4,366	18	7,980	12	3,853	21	7,065	11	10,416
GREENE	18,486	24,025	25,279	5	1,415–	4	1,724	7	5,578	4	5,486	6	2,248	3	42	5	1,598	8	1,501	1	739
GUILFORD	1,763,785	2,636,354	2,777,458	101	130,717	57	351,412	258	497,324	111	624,438	175	160,076	228	155,230	190	218,591	438	271,183	82	84,522
Greensboro	1,212,446	1,873,319	1,980,931	55	95,623	38	276,889	154	341,987	66	451,097	114	113,006	164	123,028	111	137,056	299	202,478	50	55,314
High Point	443,680	646,338	677,573	31	28,983	15	72,082	64	124,232	34	156,629	39	32,150	48	26,151	63	77,417	102	51,537	22	22,823
HALIFAX	218,653	298,693	310,948	19	18,529	21	40,450	71	69,030	33	49,937	48	31,676	37	15,071	25	28,322	57	22,340	20	11,894
Roanoke Rapids	132,059	191,964	201,077	9	13,240	10	36,584	22	41,738	20	36,034	16	12,209	26	11,563	15	12,855	32	15,294	12	9,084
HARNETT	174,155	249,854	263,363	19	35,838	20	23,211	45	66,204	28	34,949	31	21,972	27	7,580	25	12,872	47	21,492	15	14,599
Dunn	93,772	139,241	146,547	10	32,135	10	20,215	18	30,552	12	20,127	9	4,829	21	5,351	13	3,180	21	14,386	5	8,017
HAYWOOD	203,813	317,959	339,266	17	35,039	12	13,402	36	69,589	29	97,204	40	29,429	25	10,410	30	12,119	61	24,168	16	14,428
HENDERSON	304,431	462,315	489,018	21	59,426	12	24,282	44	92,607	40	144,854	26	20,201	31	44,898	41	17,648	61	34,534	18	16,755
Hendersonville	206,484	311,082	328,320	14	38,595	8	21,577	27	70,677	24	64,725	16	10,433	23	40,813	32	15,128	43	28,611	15	13,921
HERTFORD	88,195	119,419	124,140	12	12,425	10	15,192	32	31,821	12	21,033	10	6,482	16	3,213	12	8,479	18	10,843	7	5,378
HOKE	29,746	37,586	38,769	6	2,861	5	3,866	16	14,704	6	6,438	5	547	5	867	3	1,698	12	2,466	5	2,128
HYDE	9,982	13,622	14,331	1	608	3	1,445	10	5,603	1	408	7	1,482	1	50	4	913	10	2,391	1	
IREDELL	314,923	522,276	561,564	38	54,072	20	49,524	70	135,852	51	120,398	47	23,977	47	31,485	36	28,976	97	49,100	24	25,262
Statesville	187,248	322,624	347,956	14	23,595	10	37,807	33	79,689	30	85,429	23	15,815	28	19,482	15	18,330	45	28,362	13	15,234
JACKSON	83,465	115,255	120,781	12	9,457	11	10,298	24	32,682	17	24,626	15	3,952	16	5,037	12	4,880	48	12,064	7	6,877
JOHNSTON	278,545	411,769	435,926	27	34,669	20	19,205	68	92,437	49	86,220	52	55,606	33	22,217	36	37,328	80	29,953	22	16,679
JONES	16,874	20,774	21,767	1	405	4	3,003	7	2,737	9	5,793	5	1,046			2		9	651	2	595
LEE	188,006	303,584	325,042	15	32,960	9	22,353	47	85,780	30	81,324	22	9,909	41	20,663	20	11,826	45	22,464	8	11,252
Sanford	162,041	254,091	270,006	12	21,353	8	16,452	39	76,006	23	74,543	14	6,888	39	16,535	17	10,863	28	20,383	7	8,122
LENOIR	255,014	348,893	363,589	20	29,166	15	43,961	73	76,624	31	79,448	28	13,131	41	25,951	34	22,218	56	25,600	19	13,881
Kinston	165,472	236,032	246,727	12	16,954	11	42,192	36	49,708	18	33,652	20	9,369	37	24,917	27	19,903	39	20,678	13	11,919
LINCOLN	126,061	188,506	200,481	20	22,528	8	15,169	32	52,979	23	43,382	16	7,072	19	5,004	18	8,501	38	14,098	14	9,554
MCDOWELL	113,277	154,965	162,029	12	12,183	8	11,764	34	41,328	25	38,820	12	10,955	18	8,357	10	5,306	31	12,464	8	7,009
Marion	59,250	87,502	94,565	6	4,558	4	8,876	16	21,314	14	24,306	6	2,971	16	3,690	6	4,813	11	6,677	7	6,298
MACON	95,202	135,778	130,665	11	34,476	9	11,765	22	27,252	13	9,352	13	5,374	18	6,059	12	5,780	38	10,192	10	5,510
MADISON	27,169	36,439	38,580	3	2,870	3	1,417	7	5,021	5	8,587	7	3,050	3	1,055	2	2,236	6	2,133	5	2,133
MARTIN	80,292	100,998	104,302	6	2,213	9	13,426	28	27,638	14	17,941	14	4,585	15	4,947	9	5,110	29	11,056	5	3,623
MECKLENBURG	2,501,701	3,727,032	3,923,477	124	235,062	59	383,180	337	735,752	165	1,027,559	239	230,357	301	267,770	214	260,841	636	366,287	93	107,528
Charlotte	2,231,107	3,235,642	3,387,710	103	192,363	46	343,880	275	531,108	145	996,271	204	190,730	257	225,847	191	237,001	557	317,919	79	92,761
MITCHELL	46,435	61,003	63,739	9	5,448	3	1,445	5	11,272	11	21,394	9	2,154	12	3,371	7	4,650	12	4,577	7	3,034
MONTGOMERY	56,408	80,252	85,004	7	6,560	7	3,392	19	22,801	10	16,473	11	3,782	9	2,416	7	5,998	23	6,633	7	4,553
MOORE	197,191	290,039	305,956	16	18,697	11	15,026	51	81,390	29	80,445	22	11,407	43	17,820	24	13,276	62	23,977	16	11,449
NASH	359,205	509,000	539,892	22	41,605	25	65,610	109	105,378	49	107,908	46	27,670	56	38,870	41	27,832	99	58,245	17	19,444
Rocky Mount	328,140	451,075	468,497	19	33,590	13	62,468	71	100,310	38	85,838	35	20,238	51	34,457	38	25,996	77	46,748	17	18,032
NEW HANOVER	615,501	913,430	962,865	37	75,831	22	134,505	107	178,985	61	224,326	48	33,993	108	58,902	69	55,004	175	89,735	31	27,656
Wilmington	471,264	668,089	698,045	29	44,146	13	102,562	70	117,993	40	163,056	35	25,652	95	54,233	55	43,074	118	58,354	28	26,242
NORTHAMPTON	34,906	42,241	43,552	9	7,640	2	636	30	14,049	3	7,023	7	2,015	2	489			9	2,758	4	1,373
ONSLOW	415,439	624,329	658,364	24	47,892	23	89,956	86	121,367	67	187,928	41	20,503	38	18,703	45	56,231	155	60,626	11	15,428
Jacksonville	310,863	478,980	506,304	10	32,864	18	87,140	54	83,106	41	138,182	21	14,824	33	16,084	36	48,467	98	44,556	8	10,332
ORANGE	295,381	483,431	517,435	20	46,409	11	30,686	70	148,172	22	63,465	26	25,698	40	24,265	36	28,101	110	68,515	15	16,357
Chapel Hill	185,636	284,423	300,281	8	15,745	5	24,610	30	67,718	11	40,988	15	15,784	41	23,222	21	16,876	78	50,670	9	12,869
PAMLICO	26,773	39,158	41,355	1	3,021	1	878	15	10,547	6	15,788	3	1,685			2	399	9	2,725	1	379
PASQUOTANK	154,257	227,453	239,335	20	41,892	6	23,834	31	34,888	23	58,665	27	12,934	24	10,366	19	14,976	35	15,399	8	9,688
Elizabeth City	135,337	188,266	195,801	16	28,134	6	23,834	28	33,259	18	41,803	22	11,667	24	10,366	16	12,358	33	13,826	7	8,027
PENDER	49,239	73,133	78,394	9	9,676	6	2,729	27	32,930	7	8,675	8	4,849	2	614	2	571	19	3,481	3	2,977
PERQUIMANS	20,038	22,977	23,314	6	1,209	3	568	6	4,065	6	8,528	8	985	5	879	2	690	9	2,073	1	560
PERSON	97,577	139,937	147,226	10	6,881	9	8,588	30	36,406	14	40,483	12	5,530	17	8,623	14	7,368	21	8,105	9	7,160
PITT	429,177	636,352	672,931	29	47,181	32	64,530	95	123,802	43	174,789	51	31,981	71	52,613	50	42,199	113	62,601	18	16,873
Greenville	333,628	507,469	535,321	20	40,064	10	47,820	53	92,007	29	145,479	33	26,060	63	49,104	34	35,161	91	53,487	12	12,127
POLK	34,096	45,089	46,965	5	1,024	5	1,359	12	11,755	3	11,695	9	4,598	3	1,263	3	1,567	16	3,732	5	2,906
Tryon	NO DATA AVAILABLE FOR THIS CITY																				
RANDOLPH	267,388	374,615	393,965	31	38,702	19	35,776	71	86,847	45	75,592	44	22,113	38	27,837	39	15,336	73	29,864	19	15,856
Asheboro	172,940	240,359	250,497	12	16,511	12	34,065	29	50,354	29	53,294	20	11,897	27	24,589	23	8,819	43	21,540	12	12,044
RICHMOND	161,088	222,580	231,918	13	21,748	14	22,294	57	55,932	25	51,365	24	8,986	30	10,436	29	15,155	41	16,951	11	10,838
Rockingham	120,715	172,944	180,859	9	17,570	7	19,474	34	40,100	18	44,456	15	6,013	18	6,890	21	13,807	26	13,844	7	8,744
ROBESON	344,182	460,330	477,996	26	52,616	24	25,496	86	101,646	57	86,261	48	39,288	56	35,146	39	31,921	77	30,867	23	16,794
Lumberton	190,655	250,567	258,547	14	22,209	8	16,319	27	49,969	29	42,804	21	20,507	34	27,659	27	24,306	43	21,558	8	8,258
ROCKINGHAM	292,761	411,383	430,877	35	31,940	23	36,910	70	123,511	43	57,056	32	18,796	60	29,219	46	39,130	73	34,375	27	21,117
Eden	122,073	174,853	192,446	14	11,464	8	14,130	26	51,634	15	27,723	8	4,635	29	15,567	16	24,434	31	13,211	10	8,166
Reidsville	104,657	150,399	157,413	11	13,713	6	15,986	20	46,776	20	18,058	10	8,238	20	10,083	20	10,922	24	12,136	10	9,163
ROWAN	408,330	591,768	621,503	22	32,910	14	36,010	66	216,834	39	123,627	43	30,871	44	41,592	41	25,354	92	39,313	24	20,789
East Spencer	NO DATA AVAILABLE FOR THIS CITY																				
Spencer	11,114	16,216	20,583			2	529	3	5,286	2	1,249	2	856	1	226	5	3,837	3	621	1	558
Salisbury	243,675	367,407	387,238	9	13,944	8	33,888	26	79,556	25	112,015	22	18,998	36	39,196	25	13,540	59	30,266	16	14,878
RUTHERFORD	205,959	362,461	397,638	20	35,703	14	24,320	41	93,783	54	111,679	23	14,582	29	12,556	27	20,213	58	23,549	18	16,806
Forest City	93,300	130,695	136,386	8	11,710	7	18,616	11	22,730	25	26,111	7	4,661	22	8,500	11	11,352	26	12,720	9	7,665
SAMPSON	141,373	182,439	188,885	19	15,789	16	17,458	41	44,933	28	39,004	22	10,727	24	8,713	20	12,785	44	9,705	12	8,392
Clinton	96,202	119,866	122,472	10	10,665	9	14,953	18	26,892	17	28,648	12	7,967	18	6,721	10	8,866	18	5,816	8	6,498
SCOTLAND	125,554	151,579	154,524	9	13,320	10	17,319	46	48,522	13	30,820	15	7,270	14	4,526	15	7,272	21	12,124	11	4,235
STANLY	161,804	254,105	271,509	14	22,121	14	17,494	49	63,684	39	62,618	25	19,235	26	16,563	27	12,314	54	18,983	12	13,226
STOKES	57,851	76,962	81,322	10	6,994	2	1,539	17	17,046	16	20,730	10	4,128	6	2,391	7	4,176	24	6,960	6	4,104

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SURRY	288,216	434,257	461,571	31	37,356	17	31,964	58	89,214	49	103,393	36	23,958	54	31,909	33	23,871	66	24,927	26	20,598
Mount Airy	136,651	205,937	217,612	17	25,270	8	16,354	20	44,325	22	51,847	15	6,850	28	17,724	22	13,544	27	11,222	13	11,456
SWAIN	44,286	53,851	55,345	4	3,396	4	1,687	13	16,079	8	6,047	9	3,227	5	1,686	6	1,494	36	9,118	5	1,714
TRANSYLVANIA	80,186	110,367	115,167	10	8,963	7	8,834	18	33,693	14	21,025	11	8,906	7	4,137	8	3,759	20	8,635	4	5,654
TYRRELL	6,876	9,206	9,693	4	2,475	1	506	4	3,613	4	947	2	259	2	147			2	636		
UNION	233,660	350,016	371,202	19	41,260	12	36,090	61	94,405	34	89,965	26	11,422	32	22,279	20	13,263	46	19,821	13	11,625
Monroe	176,726	251,766	263,164	11	16,300	9	32,449	39	64,800	22	73,605	15	7,545	44	20,884	12	6,346	32	15,953	9	7,287
VANCE	147,545	194,142	201,321	18	17,620	10	21,120	43	44,852	30	43,759	10	11,624	28	10,696	17	11,499	33	13,885	8	7,136
Henderson	124,183	163,952	169,625	16	16,701	8	19,593	28	40,405	25	30,514	23	7,468	28	10,696	16	11,133	27	10,581	8	7,136
WAKE	1,686,933	3,071,549	3,347,284	98	182,000	66	439,396	263	623,334	134	807,552	150	165,394	214	199,857	171	225,092	419	307,601	80	113,392
Raleigh	1,152,685	2,078,077	2,258,904	40	73,897	28	327,574	131	326,305	75	681,112	92	107,563	146	153,668	109	117,832	298	230,436	43	64,248
WARREN	30,429	38,097	39,515	6	2,041	9	2,024	23	13,692	9	5,089	13	2,744	3	1,041	5	3,928	6	1,412	5	1,788
WASHINGTON	35,960	45,121	46,637	4	1,727	7	3,883	17	14,741	5	6,748	7	2,083	6	1,676	7	2,926	10	3,340	4	2,220
WATAUGA	171,522	241,532	252,692	14	26,792	12	14,188	30	49,443	17	51,888	17	11,602	31	17,929	25	15,820	64	27,571	9	9,036
WAYNE	382,467	594,866	633,197	30	45,541	27	74,528	82	119,135	59	165,869	55	35,134	63	25,996	53	34,894	90	43,480	18	18,459
Goldsboro	254,858	381,145	401,560	13	18,612	15	60,797	44	55,667	36	114,984	32	14,868	51	23,980	37	28,209	61	28,900	11	12,386
WILKES	197,689	296,333	316,005	29	47,985	9	22,468	43	62,735	30	71,255	30	17,304	32	15,008	16	6,058	54	19,904	10	11,823
WILSON	290,641	446,170	473,609	27	39,323	16	56,543	81	92,497	38	115,044	33	24,982	56	22,197	34	22,350	68	37,950	14	16,872
Wilson	246,406	370,342	390,515	17	29,870	14	55,518	52	75,436	32	92,176	24	16,166	55	22,052	27	18,682	51	29,090	12	16,000
YADKIN	83,912	115,175	122,290	15	11,633	6	3,147	24	33,690	19	28,548	9	6,107	9	1,395	10	4,427	27	8,975	4	5,253
YANCEY	37,283	53,380	56,706	6	7,918	3	3,368	11	17,090	10	10,362	9	3,487	4	644	1	690	10	3,340	3	3,528

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS	1982	E&P	E&P																		
STATE TOTALS	3,366,972	4,352,848	4,545,647	479	406,991	138	468,608	533	663,491	376	1,338,757	421	334,590	517	229,542	323	225,763	1,261	379,119	179	130,861
METROPOLITAN STATISTICAL AREAS																					
Bismarck, N.D	485,128	657,608	688,993	49	47,668	15	93,922	56	105,425	38	192,820	43	49,642	79	36,120	53	36,035	120	61,706	18	23,993
Fargo-Moorhead, N.D.-Minn	844,103	1,192,206	1,255,661	50	85,143	15	149,323	88	167,318	55	355,988	69	100,663	88	58,009	66	63,264	212	123,022	27	29,895
Grand Forks, N.D	386,000	603,641	646,368	30	41,850	12	112,377	33	78,262	34	189,001	27	36,290	68	39,619	33	45,714	100	50,002	11	10,627
COUNTIES, Cities																					
ADAMS	14,992	15,703	15,883	3	2,633	1	590	3	4,638	3	2,129	2	835	3	778			7	1,397	2	698
BARNES	62,803	69,592	71,898	15	6,716	3	4,060	8	11,622	6	21,780	10	7,511	12	4,150	4	2,166	30	4,840	3	2,496
Valley City	56,343	62,966	65,173	10	4,249	3	4,060	5	9,469	6	21,780	9	7,142	12	4,150	4	2,166	20	3,997	3	2,496
BENSON	6,805	6,617	6,672	4	676	1	369	8	1,934	1	185	5	1,361	2	314	1	49	12	1,116	3	139
BILLINGS	1,419	1,967	2,123					2	135			2	445					4	955		
BOTTINEAU	34,211	40,600	41,899	12	6,955	2	953	8	5,896	4	11,314	9	4,353	6	2,107	3	1,968	24	3,587	4	1,283
BOWMAN	19,755	22,389	23,052	6	2,391	2	524	5	4,790	2	7,965	6	1,162	3	550	2	392	13	2,514	2	625
BURKE	11,987	13,031	13,408	4	1,332	2	60	4	1,918	4	3,439	5	2,329	1		1	91	17	1,595	1	53
BURLEIGH	379,360	532,730	560,848	28	28,397	10	93,113	36	83,619	25	145,742	28	35,579	68	33,370	43	32,298	83	50,069	14	22,332
Bismarck	373,31	525,595	553,335	26	26,619	10	93,113	33	81,170	25	145,742	26	35,184	68	33,370	42	31,643	76	49,083	14	22,332
CASS	656,229	914,904	1,017,475	33	60,191	11	140,802	59	111,828	38	314,823	47	81,459	67	47,504	48	44,852	145	95,507	16	21,163
Fargo	597,005	868,703	943,846	20	50,874	11	140,802	39	99,224	33	300,281	34	63,103	63	45,660	43	43,791	110	87,498	13	19,856
CAVALIER	23,678	27,952	31,340	6	4,100	1	350	8	6,516	2	6,381	4	1,438	6	1,739	4	1,896	19	2,272	4	1,416
DICKEY	23,057	14,138	24,440	7	3,258	3	599	5	4,889	5	6,117	5	770	8	1,150	3	1,730	18	2,549	5	1,490
DIVIDE	10,789	10,524	10,509	6	2,231	2	508	3	2,623	3	2,318	3	782	3	619			11	860	2	701
DUNN	10,423	9,460	9,413	2	544			4	2,270	4	4,346	4	642					11	792	1	82
EDDY	12,036	13,636	14,014	4	1,469	1	164	5	2,600	2	3,372	3	1,881	3	324	1	206	8	739	1	532
EMMONS	16,616	19,564	20,371	7	3,351	1	626	8	4,528	3	5,262	4	1,672	4	1,035	1	298	8	1,108	1	330
FOSTER	24,468	27,365	28,088	5	5,596	1	555	5	4,072	8	9,669	7	2,632	5	1,023	2	258	14	1,558	2	581
GOLDEN VALLEY	17,391	17,742	17,977	3	1,089	1		3	2,230	3	7,363	3	3,382	2	331	2	424	8	1,352	1	375
GRAND FORKS	386,000	603,641	646,368	30	41,850	12	112,377	33	78,262	34	189,001	27	36,290	68	39,619	33	45,714	100	50,002	11	10,627
Grand Forks	362,254	576,135	617,884	20	39,193	11	111,984	24	73,972	28	178,937	21	32,230	66	39,369	32	45,656	79	47,115	8	9,689
GRANT	9,781	11,605	12,037	4	2,051			7	2,063	2	4,847	3	339	1				7	762	2	831
GRIGGS	7,600	7,842	7,937	4	1,281	1	108	5	2,687	1	1,737	2	475	2	296			8	560	1	
HETTINGER	12,790	12,873	12,969	2	1,158	1	145	4	2,969	6	5,845	1	773	2	252			12	1,024	2	301
KIDDER	4,600	5,477	5,773	2	458			5	798	1	764	5	1,86					6	354	1	329
LA MOURE	12,216	12,531	12,677	6	3,482	3	143	5	2,715	3	2,883	5	534	2	140			14	1,215	2	483
LOGAN	10,682	11,430	11,638	3	920			5	1,861	3	5,909	3	1,286	2	95	1	269	8	492	1	178
MCHENRY	15,275	17,095	17,769	6	3,645			12	3,044	5	3,771	6	2,259	2	270			16	1,661	2	585
MCINTOSH	14,401	15,853	16,235	7	2,051	1		7	4,240	5	4,929	5	589	2	116	2	165	17	1,281	1	1,130
MCKENZIE	25,528	25,878	25,960	5	3,906			9	7,197	2	4,295	7	2,934	4	1,024	2	266	19	3,213	3	1,173
MCLEAN	35,510	38,451	39,082	11	6,238	4	295	10	10,004	6	5,567	7	5,081	2	1,395	4	931	24	3,415	4	1,194
MERCER	36,047	36,701	36,916	10	9,102	1	1,038	9	7,863	4	8,471	3	1,621	4	579	3	514	22	4,268	3	1,666
MORTON	105,768	124,878	128,145	21	19,271	5	809	20	21,806	13	47,078	15	14,063	11	2,750	10	3,737	37	11,637	4	1,661
MOUNTRAIL	26,968	27,355	27,553	12	4,214	3	492	10	6,335	7	7,982	6	1,256	6	753	2	489	21	2,513	6	1,623
NELSON	23,575	24,597	24,959	7	8,405	5	595	5	3,286	4	3,896	5	1,510	2	86			20	1,795	2	807
OLIVER	1,463	2,432	2,716	2	316			1	537			1	641					3	781		
PEMBINA	35,115	52,386	56,059	10	5,888	3	550	11	11,678	12	20,010	9	3,367	4	1,314	3	636	20	4,676	4	2,021
PIERCE	31,002	37,999	39,302	6	4,569	3	1,675	6	6,110	7	14,990	5	2,502	5	2,219	2	825	15	2,761	3	1,084
RAMSEY	82,159	102,590	106,426	9	10,177	4	4,376	11	16,621	10	30,765	7	5,598	16	7,745	8	4,391	35	8,864	6	5,443
Devils Lake	76,081	96,056	99,571	8	9,644	3	4,178	7	13,761	10	30,765	7	5,598	16	7,745	8	4,391	24	8,443	4	4,581
RANSOM	19,664	25,374	26,529	9	4,887	2	567	4	5,360	4	4,992	4	1,138	9	1,954	3	519	16	3,228	3	1,411
RENVILLE	9,313	12,664	13,553	4	1,726			4	2,797	2	2,748	2	1,903	3	174			9	560	1	1,509

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES— Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RICHLAND	67,387	81,968	84,740	14	8,705	6	6,662	18	14,441	9	20,647	13	5,508	15	4,326	8	7,443	33	4,825	5	1,816
Wahpeton	50,608	62,652	66,667	6	5,041	4	6,168	6	10,587	6	16,735	8	3,221	13	4,197	7	7,237	7	2,389	3	1,655
ROLETTE	32,473	41,031	42,531	9	4,305	2	1,161	10	12,622	4	12,663	8	5,505	4	1,649	3	361	16	1,986	3	1,028
SARGENT	9,798	12,202	13,067	4	1,575	2		6	2,706	2	1,694	4	1,084	2	158			14	1,765	1	134
SHERIDAN	3,745	4,296	4,472	3	1,090			2	1,299	1	592	3	315			1	136	6	179	1	414
SIOUX	4,027	4,724	4,910	1		1	190	1	1,920			2	1,089	1	142			4	517		
SLOPE	962	781	821															3	646		
STARK	205,761	201,298	200,734	24	24,452	4	9,783	28	29,299	31	70,939	17	13,348	29	10,833	26	10,859	60	13,186	8	6,058
Dickinson	177,060	176,405	176,258	18	22,429	4	9,783	21	27,636	26	57,353	12	9,989	27	10,269	22	10,693	30	11,942	7	5,423
STEELE	6,471	6,556	6,600	2	441	3	956	3	870	1	2,488	2	184					7	427		
STUTSMAN	126,793	159,436	165,450	15	12,938	3	7,335	17	26,620	18	47,882	14	13,746	25	12,518	18	7,768	44	15,551	6	5,421
Jamestown	120,581	151,996	157,478	13	11,949	3	7,335	14	25,867	17	46,356	13	13,184	24	12,232	16	7,253	33	14,820	5	4,904
TOWNER	13,327	13,139	13,169	4	2,880	1	191	7	2,270	2	4,149	2	840	2	276			13	1,184	2	906
TRAILL	29,633	37,581	39,217	14	5,370	2	368	8	4,538	5	16,094	9	3,153	4	672	4	762	22	3,993	4	2,121
WALSH	66,351	83,197	86,276	11	10,170	7	6,418	12	14,630	11	29,638	14	7,037	9	4,125	9	2,707	33	6,730	6	2,178
WARD	353,573	474,213	496,108	34	45,313	7	61,187	36	82,247	30	149,077	31	33,137	59	27,199	40	35,497	102	37,571	8	13,804
Minot	338,377	458,736	480,092	27	43,684	7	61,187	28	59,653	26	145,203	28	32,918	56	26,464	37	34,576	81	34,632	7	13,605
WELLS	26,527	28,268	28,894	6	2,490	2	578	8	5,619	5	9,625	5	344	6	1,709	3	1,183	13	2,455	3	1,125
WILLIAMS	188,681	179,612	178,645	21	20,738	8	7,436	20	30,069	15	50,584	22	15,373	21	10,160	23	13,981	48	12,052	8	7,305
Williston	162,251	154,708	153,795	10	12,754	5	6,959	14	26,748	12	45,798	14	11,047	20	10,078	22	13,877	31	10,296	7	7,147

OHIO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	46,315,071		64,959,029		3,251,940		8,894,574		13,940,374		13,834,905		5,280,455		2,769,227		3,217,440		6,628,320		2,391,773
		62,696,702		2,758		1,364		7,716		3,804		5,907		4,925		3,686		15,787		2,048	
METROPOLITAN STATISTICAL AREAS																					
Akron, Oh	2,874,499	3,779,529	3,890,847	156	269,202	71	481,949	465	877,266	237	796,435	392	321,522	285	153,259	211	155,694	947	423,360	120	136,012
Canton, Oh	1,794,045	2,204,113	2,246,333	114	135,028	44	280,257	300	506,984	169	477,567	263	176,242	194	114,807	151	105,216	604	222,281	68	72,143
Cincinnati, Oh-Ky-In	6,506,565	9,154,610	9,477,864	339	448,329	152	1,487,298	1,202	1,963,176	387	1,931,146	742	716,556	656	399,830	472	498,878	2,363	1,046,994	303	360,866
Cleveland, Oh	8,688,076	11,732,576	12,137,945	370	487,245	198	1,730,430	1,520	2,535,185	521	2,440,274	984	914,289	988	648,179	710	657,675	2,805	1,229,207	328	556,437
Columbus, Oh	5,960,488	8,683,724	9,095,485	285	422,820	133	1,187,836	780	1,801,198	373	2,090,241	659	727,901	506	380,407	397	523,005	1,896	989,726	266	279,110
Dayton-Springfield, Oh	4,178,696	5,875,945	6,117,436	210	265,800	109	873,521	543	1,283,884	288	1,297,045	466	482,927	469	269,011	284	340,869	1,352	640,731	174	182,959
Hamilton-Middletown, Oh	924,712	1,409,387	1,487,832	48	57,480	25	169,458	172	369,365	83	358,373	123	122,780	69	34,417	79	55,886	342	158,823	43	54,876
Huntington-Ashland, W.V-Ky-Oh	1,354,068	1,626,598	1,641,780	88	101,086	62	295,418	222	354,388	142	295,777	175	118,565	176	88,978	117	83,571	329	131,987	78	59,904
Lima, Oh	718,055	939,496	967,621	49	50,731	29	168,587	109	185,983	74	194,125	102	102,767	96	37,317	65	38,934	247	93,492	31	31,427
Lorain-Elyria, Oh	1,038,532	1,504,549	1,573,710	58	64,809	29	211,671	161	372,255	90	376,638	145	139,111	84	52,639	79	63,454	361	139,068	35	63,598
Mansfield, Oh	601,620	827,813	858,399	37	48,965	21	154,142	83	157,963	53	194,779	72	77,915	76	36,105	52	30,752	210	75,902	18	24,288
Parkersburg-Marietta, W.V-Oh	749,921	960,499	989,559	44	62,333	29	109,218	119	200,767	81	223,369	88	77,895	74	42,668	61	50,214	210	85,621	28	41,651
Steubenville-Weirton, Oh-W.V	558,505	613,488	629,969	39	38,880	20	86,028	135	168,791	64	122,007	95	45,776	68	25,829	52	28,314	239	51,270	39	25,028
Toledo, Oh	3,054,037	4,161,793	4,309,459	145	154,820	83	699,356	395	870,408	209	901,591	306	372,065	326	172,786	247	219,161	990	468,295	145	174,541
Wheeling, W.V-Oh	800,346	895,638	904,036	47	43,102	38	158,269	145	207,069	70	162,031	104	71,067	109	41,019	74	51,588	246	78,071	42	29,977
Youngstown-Warren, Oh	2,240,739	2,897,979	2,977,863	122	142,880	65	491,123	411	623,677	208	561,558	273	256,963	266	130,362	182	149,827	789	283,154	115	104,906
COUNTIES, Cities																					
ADAMS	64,506	75,084	76,580	12	6,409	7	4,797	17	18,636	10	26,246	15	6,025	6	452	6	1,231	24	2,909	5	3,802
ALLEN	559,553	747,616	772,059	33	41,338	23	154,812	80	139,452	44	154,586	70	76,009	74	31,395	45	29,019	185	73,692	23	24,589
Delphos	30,080	37,939	40,558	4	3,661	2	2,196	9	11,203	4	5,210	6	5,501	8	1,671	5	1,975	13	2,738	2	1,148
Lima	206,615	270,391	278,156	12	17,195	4	17,206	37	72,547	14	49,627	29	31,445	19	9,019	15	11,350	96	33,392	14	16,490
ASHLAND	159,255	198,182	202,731	11	9,281	9	13,199	34	52,757	18	48,501	30	22,146	22	7,393	18	8,090	60	20,806	8	7,695
Ashland	124,299	156,747	160,525	3	5,730	6	12,151	19	38,729	12	38,354	19	19,370	16	6,557	13	6,579	36	16,437	6	6,547
ASHTABULA	389,949	500,433	514,684	27	22,222	21	62,165	79	135,106	50	116,060	67	59,439	34	16,551	27	13,421	151	42,252	20	14,384
Ashtabula	120,153	146,062	148,652	11	10,576	7	17,206	31	27,980	13	35,201	21	13,356	18	5,960	11	6,024	56	14,647	7	5,663
Conneaut	52,174	65,855	67,687	5	2,050	4	5,635	16	23,176	8	15,168	7	4,216	7	3,114	5	656	23	5,908	3	2,808
ATHENS	190,820	227,167	230,469	13	12,141	15	21,445	37	60,276	31	44,472	29	17,505	20	6,360	19	11,349	77	24,391	7	6,241
Athens	138,305	164,615	166,612	11	10,586	6	17,999	15	33,512	22	37,521	13	10,910	15	4,807	12	9,095	52	19,630	4	5,094
AUGLAIZE	158,502	191,880	195,562	16	9,393	6	13,775	29	46,331	30	39,539	32	26,758	22	5,922	20	9,915	62	19,800	8	6,838
St. Marys	45,797	56,032	59,443	2	1,547	2	5,549	6	13,753	11	13,138	10	5,087	10	2,792	8	3,653	19	5,046	2	2,247
Wapakoneta	63,216	74,113	77,745	6	3,930	2	7,005	8	15,518	5	11,177	10	16,038	8	2,820	6	3,139	24	9,152	3	3,910
BELMONT	375,616	438,863	444,278	25	16,243	19	106,742	63	107,958	32	61,687	59	34,993	70	24,313	28	13,824	114	34,989	20	13,911
Bellaire	35,635	42,072	44,218	4	222	1	1,899	8	15,060	9	11,374	4	3,536	5	836	5	2,014	16	3,593	3	1,509
Martins Ferry	47,653	55,569	56,161	4	4,311	2	4,667	8	19,891	5	10,947	8	3,809	4	425	2	360	12	1,744	4	1,117
BROWN	64,298	74,239	75,684	11	5,203	5	1,458	25	26,901	10	10,524	18	8,530	4	785	5	790	46	8,575	5	2,334
BUTLER	924,712	1,409,387	1,487,832	48	57,480	25	169,458	172	369,365	83	358,373	123	122,780	69	34,417	79	55,886	342	158,823	43	54,876
Hamilton	289,245	419,090	438,841	15	19,391	10	58,737	64	122,901	28	59,510	40	38,217	30	16,345	34	24,804	120	53,194	17	18,506
Middletown	212,669	310,078	324,978	8	14,025	9	68,886	32	79,309	20	50,686	22	21,593	19	9,554	16	14,578	75	35,408	9	9,920
CARROLL	68,175	90,141	93,219	7	4,932	4	6,384	13	18,608	13	33,290	9	6,257	7	2,581	7	2,504	34	5,781	2	2,262
CHAMPAIGN	95,822	137,396	143,956	14	12,538	5	8,572	22	50,158	9	22,028	20	16,363	13	4,345	10	4,106	38	9,871	6	5,800
Urbana	72,161	103,202	107,784	7	6,175	4	7,363	11	36,916	8	20,293	14	9,597	11	3,870	8	3,530	23	8,242	5	5,119

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OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLARK	573,587	753,975	777,030	35	34,820	16	139,123	73	171,840	41	157,441	69	66,661	58	31,242	43	27,582	182	71,377	29	24,901
Springfield	321,124	397,404	405,349	23	20,056	8	38,100	40	94,023	27	87,950	39	42,935	25	6,838	30	18,931	129	51,001	23	17,409
CLERMONT	496,926	916,229	997,800	37	50,884	13	163,009	98	230,775	44	256,118	61	66,533	45	23,003	38	44,799	111	70,625	20	26,472
CLINTON	138,985	181,393	186,953	17	9,476	5	9,099	23	47,706	21	54,898	28	17,855	10	5,404	13	7,885	43	13,836	6	5,838
Wilmington	84,751	114,246	118,099	9	6,454	4	7,344	11	27,180	12	33,238	15	9,946	9	4,881	11	6,715	25	10,650	4	3,958
COLUMBIANA	407,265	502,161	512,934	39	39,901	21	48,177	91	134,740	61	128,480	69	41,377	44	16,672	41	19,913	158	35,914	23	18,354
East Liverpool	93,960	114,048	116,131	9	7,076	6	20,767	23	20,811	11	23,634	17	9,834	14	6,909	9	5,888	32	8,192	7	4,858
Lisbon	24,294	28,458	29,846	3	1,753	1	1,225	7	13,974	5	3,343	6	3,158	3	408	1	445	15	1,630	2	947
Salem	94,702	116,754	121,577	5	5,193	9	17,930	17	24,737	10	30,876	13	8,344	17	6,677	14	4,086	33	9,791	4	5,285
COSHOCTON	105,309	135,910	139,834	12	12,470	7	13,305	28	39,954	12	20,673	18	10,527	12	6,673	13	5,110	42	13,435	6	5,849
Coshocton	92,617	117,535	120,333	9	11,573	4	13,000	18	36,096	8	12,883	14	8,930	12	6,673	11	3,940	36	12,196	6	5,849
CRAWFORD	158,414	201,202	206,607	16	12,622	5	14,777	33	56,177	28	39,740	27	17,871	27	8,027	16	6,677	73	20,168	13	10,427
Bucyrus	67,959	87,555	90,113	7	4,402	3	8,630	12	25,602	12	14,422	10	7,829	12	3,616	9	3,236	31	8,807	6	4,804
Galion	64,800	83,731	86,063	6	5,751	1	4,613	14	24,248	10	17,386	11	6,905	11	3,323	4	2,326	26	7,945	4	5,280
CUYAHOGA	6,905,708	9,174,844	9,465,338	255	332,923	147	1,390,929	1,235	1,934,448	369	1,776,371	748	683,709	845	562,361	577	567,481	2,288	1,006,184	262	460,935
Cleveland	1,904,866	2,343,353	2,390,386	70	65,261	46	301,035	532	571,465	138	325,463	244	202,235	152	83,785	156	138,696	1,010	333,041	91	165,315
DARKE	169,982	226,214	234,024	20	25,373	9	17,090	31	48,210	23	69,984	20	16,962	27	9,986	17	7,129	74	18,994	6	6,753
Greenville	108,478	140,690	144,548	9	8,233	6	16,395	14	34,177	10	33,633	12	12,623	23	9,391	9	5,509	40	12,415	4	4,660
Union City	NO DATA AVAILABLE FOR THIS CITY																				
DEFIANCE	155,517	186,377	189,189	18	10,414	8	21,204	28	42,897	23	42,816	20	19,097	23	6,775	17	8,207	56	14,654	8	6,102
Defiance	115,922	141,647	144,092	8	3,256	6	19,309	21	39,141	14	31,658	14	11,304	19	6,470	16	8,186	37	11,659	7	5,826
DELAWARE	171,780	248,821	260,861	17	14,538	5	10,377	19	58,889	19	73,609	33	33,940	14	6,824	9	4,438	57	24,923	7	9,476
Delaware	123,753	181,902	190,692	7	8,560	3	7,308	13	49,030	14	59,215	20	15,096	14	6,824	8	4,323	35	19,347	6	8,464
ERIE	386,651	534,231	554,761	22	29,592	13	94,322	49	101,202	40	119,769	46	42,423	52	27,217	31	22,565	156	63,836	12	17,500
Sandusky	250,944	335,146	346,046	11	13,723	8	67,338	25	53,677	17	62,727	28	25,332	46	23,486	26	21,529	96	36,760	10	14,564
FAIRFIELD	319,084	420,646	434,112	24	22,971	13	38,214	50	110,648	30	95,503	44	39,427	30	19,099	30	19,505	131	45,430	15	13,928
Lancaster	243,019	12,174	320,299	12	12,261	10	31,209	31	79,716	20	64,647	27	31,042	27	18,530	26	18,479	85	34,468	10	11,322
FAYETTE	112,471	439	140,212	8	6,773	3	9,073	22	34,096	17	17,140	16	34,751	13	7,569	9	3,173	41	13,896	7	5,649
Washington	80,942	[illegible]	100,478	7	6,510	3	9,073	19	31,156	15	15,863	6	7,017	13	7,569	9	3,173	30	8,917	6	5,144
FRANKLIN	4,693,056	6,915,7[illegible]	7,251,223	175	299,953	84	1,030,063	569	1,370,259	233	1,677,533	468	519,046	380	313,461	298	450,394	1,405	809,494	184	215,242
Columbus	3,128,280	4,477,755	4,669,263	104	[illegible]	54	738,175	382	769,798	145	1,058,604	302	311,260	249	216,198	195	326,290	981	563,313	115	126,939
FULTON	149,486	184,955	188,912	18	14,745	11	10,565	23	40,238	24	59,032	23	15,374	15	2,813	28	13,185	51	11,520	8	7,594
GALLIA	126,868	146,584	148,213	11	8,401	5	13,705	23	34,580	17	28,822	23	14,555	22	7,880	18	7,799	35	13,546	6	6,007
Gallipolis	94,508	104,591	105,013	7	6,497	3	7,677	14	19,670	14	23,011	15	10,648	20	7,048	15	6,651	22	8,574	6	6,007
GEAUGA	225,003	311,327	324,163	20	27,993	12	20,446	54	90,110	28	66,615	33	24,591	13	4,599	18	7,816	79	25,493	16	16,936
Chardon	63,234	89,029	97,627	5	4,642	4	10,068	9	28,301	7	27,084	4	2,807	3	962	7	2,816	14	7,564	3	4,277
GREENE	462,941	626,523	650,920	32	22,007	16	46,903	66	153,851	43	219,468	65	66,704	39	17,557	29	14,405	142	53,402	20	15,062
Beaver Creek	70,364	100,312	110,294	5	3,709	1	4,695	10	38,993	5	20,967	13	16,863	5	1,115	6	2,784	24	7,775	4	3,456
Fairborn	72,540	227,585	234,210	6	6,248	6	18,308	16	36,462	15	106,981	22	18,959	11	4,667	7	3,741	50	21,324	6	4,657
Xenia	147,163	194,142	199,979	9	2,661	5	16,130	22	45,278	17	76,059	15	13,930	18	8,710	12	5,623	35	15,666	7	5,221
GUERNSEY	153,835	178,311	180,487	12	7,859	6	24,008	31	43,362	[illegible]	27,773	31	23,215	19	8,133	15	6,394	66	22,339	5	4,459
Cambridge	107,798	126,211	127,749	9	7,288	5	9[illegible]676	22	28,255	7	18,550	15	9,775	18	7,679	12	5,057	39	17,605	5	4,459
HAMILTON	4,431,909	6,008,408	6,220,777	197	287,930	90	1,005,746	777	1,194,840	227	1,311,064	459	400,955	459	301,333	319	359,563	1,409	728,752	202	225,510
Cincinnati	1,792,454	2,340,931	2,407,374	69	100,885	33	350,839	362	434,654	88	504,825	199	167,837	204	134,413	116	116,414	702	335,138	96	99,469
HANCOCK	308,205	419,071	434,110	28	26,306	9	57,674	49	85,516	36	113,344	37	31,683	31	11,729	31	19,559	96	46,478	15	14,149
Findlay	249,944	329,911	339,863	19	17,306	9	57,674	34	62,351	27	78,339	29	27,599	26	9,589	24	12,427	76	39,703	12	10,979
HARDIN	83,498	98,763	100,277	14	6,165	5	7,251	25	33,332	13	14,631	15	8,653	13	3,636	8	4,342	44	10,275	6	5,179
Kenton	52,810	62,831	66,171	5	3,035	4	6,266	10	19,192	8	9,625	10	6,431	9	3,002	4	2,861	20	4,956	4	4,006
HARRISON	37,175	41,934	42,673	10	3,933	4	862	18	13,035	6	13,517	14	2,837	3	306	5	1,139	26	2,191	3	1,524
HENRY	101,815	118,464	120,120	19	11,350	6	5,728	25	27,783	13	29,692	21	10,680	8	1,748	8	4,131	38	8,594	6	4,932
Napoleon	65,128	77,124	81,122	7	2,910	3	4,540	11	16,795	8	25,630	9	7,939	7	1,658	5	3,491	19	7,023	5	4,592
HIGHLAND	99,239	127,219	133,828	16	7,081	5	8,782	32	40,618	21	25,289	19	7,220	15	4,164	9	3,712	40	10,753	10	8,851
Greenfield	22,073	26,692	28,232	4	419	2	564	8	12,808	4	2,052	7	2,450	3	287	1	1,092	11	1,549	4	2,422
HOCKING	75,324	94,412	98,931	6	4,880	5	9,324	14	21,786	12	20,590	15	9,437	7	3,819	4	1,639	22	7,120	3	3,544
Logan	68,074	83,513	88,659	4	4,376	4	8,743	9	19,405	10	19,518	10	7,212	7	3,819	3	1,511	16	5,810	3	3,544
HOLMES	75,342	111,222	117,538	9	35,149	7	2,854	24	23,539	5	21,916	15	7,381	4	895	9	5,348	22	8,788	4	3,553
HURON	201,220	267,732	276,265	22	15,876	6	21,465	40	65,360	38	76,409	39	19,900	20	6,562	20	14,276	88	25,297	9	11,964
Bellevue	47,953	62,873	67,852	1	540	2	7,487	7	16,438	7	21,408	9	5,818	2	369	2	924	21	7,469	4	4,045
Norwalk	95,196	125,524	129,194	9	11,008	2	6,033	16	32,903	16	35,534	13	7,656	13	5,232	11	6,716	27	10,664	3	6,239
JACKSON	98,552	111,485	112,618	8	5,551	11	11,544	19	27,428	15	20,852	24	12,743	9	1,688	11	3,599	45	8,361	9	9,743
JEFFERSON	347,769	385,415	386,916	25	27,120	11	58,942	78	88,620	39	86,456	54	25,042	46	16,851	36	17,110	140	27,618	21	13,750
Steubenville	195,245	217,584	218,178	6	10,969	8	46,270	36	33,875	19	44,288	20	13,205	38	15,854	23	13,226	56	16,287	12	10,373
KNOX	153,685	178,909	181,250	11	7,505	11	19,802	36	47,531	23	39,335	27	13,616	21	8,710	17	5,724	58	17,531	8	8,103
Mount Vernon	120,966	141,504	143,222	8	6,617	7	19,627	21	34,276	17	32,204	14	9,907	20	8,528	13	4,942	39	12,110	5	6,600
LAKE	1,115,462	1,598,059	1,668,450	67	84,355	27	268,904	161	342,432	79	436,507	131	113,043	96	62,419	85	59,459	309	143,554	34	42,057
Mentor	418,734	614,582	643,356	16	31,327	11	171,143	42	87,385	18	131,949	30	37,500	59	41,064	36	33,372	78	49,183	10	12,956
Mentor-On-The-Lake	18,985	27,465	30,291		1,138			3	11,301	1	10,225	3	1,282					5	2,673	1	942
Painesville	74,192	93,287	95,599	8	16,536	4	17,312	17	19,671	5	1,888	13	9,060	3	644	6	1,567	36	11,981	5	4,988
Willoughby	155,926	214,998	222,709	13	11,111			15	40,428	17	100,211	19	19,526	4	5,193	11	7,275	36	19,476	6	4,885
LAWRENCE	161,935	192,550	195,615	15	7,066	5	11,988	36	52,562	25	32,105	32	25,592	16	9,700	15	13,296	57	16,063	10	13,008
Ironton	80,673	93,697	94,559	11	6,415	2	2,880	13	27,615	12	17,307	14	9,725	10	5,241	6	3,196	33	8,383	6	9,365
LICKING	448,538	627,118	652,542	35	45,234	17	67,481	74	143,780	47	131,748	60	69,425	47	29,272	32	38,464	178	68,272	20	21,163
Newark	266,857	357,130	368,563	11	16,919	11	59,766	50	100,900	22	61,280	27	27,005	33	24,499	21	11,252	97	32,989	11	14,007
LOGAN	121,328	174,854	184,347	17	12,080	8	19,336	29	40,115	23	44,847	27	12,631	23	9,357	10	5,052	58	14,971	11	8,785
Bellefontaine	78,673	113,749	119,207	6	4,380	3	15,934	11	22,893	14	32,663	10	8,291	18	6,128	6	3,402	23	8,852	5	5,293
LORAIN	1,038,532	1,504,549	1,573,710	58	64,809	29	211,671	161	372,255	90	376,638	145	139,111	84	52,639	79	63,454	361	139,068	35	63,598
Elyria	321,973	458,438	477,461	9	14,724	10	136,980	37	67,505	16	88,876	37	39,336	42	26,738	24	26,804	78	38,661	8	17,224
Lorain	244,221	335,877	348,264	8	9,262	5	39,144	43	92,621	26	75,641	40	32,001	13	15,136	18	14,913	100	33,318	12	18,135
LUCAS	2,411,988	3,344,771	3,472,027	97	120,732	49	601,600	310	692,229	146	729,422	218	263,589	252	148,456	171	166,876	800	390,512	112	138,469
Toledo	1,655,127	2,245,560	2,322,593	69	83,517	37	491,619	241	508,424	98	255,857	160	191,351	213	125,448	130	97,054	627	294,849	89	109,093
MADISON	106,682	162,398	174,494	10	6,745	3	14,562	22	40,881	15	44,657	18	26,771	10	1,653	7	3,350	41	14,421	9	7,173
London	56,496	89,285	100,214	5	2,673	2	10,223	7	19,833	10	31,345	8	11,313	8	1,359	4	1,414	17	6,175	5	4,012
MAHONING	1,246,041	1,566,936	1,603,107	59	60,849	37	255,714	225	343,500	114	299,935	155	152,741	130	68,438	101	93,685	440	144,506	66	57,901
Youngstown	451,950	538,732	546,732	18	14,257	9	37,369	94	155,193	58	134,208	52	46,632	38	17,745	34	19,135	198	45,225	29	23,425
MARION	274,642	313,496	315,855	17	[illegible]	14	55,187	45	65,924	24	69,406	29	21,000	36	13,394	25	12,136	96	27,843	10	9,881
Marion	170,478	190,373	191,051	9	2,384	8	20,713	30	31,687	15	[illegible]036	22	16,731	26	10,358	21	8,315	71	20,622	8	6,434

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MEDINA	441,903	648,346	679,994	28	41,974	12	50,151	70	168,195	45	160,781	72	92,946	34	16,800	30	22,919	129	53,976	16	36,509
Medina	127,935	185,008	193,792	8	10,919	6	17,694	13	51,076	13	35,366	22	22,884	12	6,734	12	7,422	37	19,714	4	9,239
MEIGS	63,073	75,027	77,591	12	7,164	5	3,385	19	22,883	11	13,291	10	4,545	13	1,405	6	1,251	26	4,679	6	4,382
Middleport	13,768	16,809	17,823	4	3,233	1	617	3	1,283	4	2,160	3	2,222	5	622	3	3,296	7	1,152	2	1,233
Pomeroy	36,809	43,807	46,139	3	1,990	3	2,217	8	17,618	5	9,715	2	1,019	6	628	1	1,878	13	2,942	3	2,443
MERCER	119,374	153,369	158,003	19	15,497	11	18,814	26	36,177	21	30,955	20	12,093	16	5,901	20	6,612	63	13,668	10	5,149
Celina	69,900	90,525	93,177	5	5,310	5	15,767	11	21,026	11	19,459	9	6,940	12	5,054	8	1,869	28	9,767	6	3,365
MIAMI	364,952	493,569	511,285	23	21,085	15	53,587	53	112,983	43	117,382	48	40,365	44	24,637	26	17,775	112	38,178	18	15,656
Piqua	141,886	195,729	203,221	8	10,194	6	17,782	17	42,118	19	55,107	17	10,515	19	14,297	10	8,115	44	15,765	5	4,933
Troy	106,965	145,543	150,973	8	7,274	5	13,813	16	40,669	14	32,688	18	15,453	18	8,770	8	3,215	35	12,600	6	6,396
MONROE	38,898	47,336	48,478	6	2,150	4	2,868	12	16,960	6	12,756	10	3,181	6	2,532	3	1,344	16	1,607	2	1,516
MONTGOMERY	2,777,216	3,999,878	4,178,201	120	187,888	62	633,908	351	845,200	161	802,754	284	309,197	308	195,575	186	281,107	916	477,774	107	127,340
Dayton	884,301	1,144,486	1,174,329	32	62,985	15	149,910	131	192,417	45	280,194	94	92,378	77	37,363	51	85,531	344	130,618	42	40,619
MORGAN	28,686	35,990	37,186	3	2,561	2	1,715	7	11,165	6	8,323	7	3,492	2	541	1	1,766	15	2,533	2	1,523
MORROW	51,486	59,679	60,551	3	994	5	2,613	10	16,200	9	12,277	15	13,851	3	1,031	3	1,063	22	5,701	3	2,017
MUSKINGUM	343,258	433,579	444,172	28	35,741	16	61,657	61	98,883	36	88,151	48	32,695	48	17,128	34	17,087	140	44,068	20	15,327
Zanesville	240,482	298,994	305,280	14	10,341	12	46,336	37	55,253	29	71,046	29	21,127	46	16,409	26	14,557	94	32,281	17	12,953
NOBLE	33,269	43,253	44,829	4	6,872	1	774	7	10,765	6	15,830	7	3,649	3	605	2	655	17	1,963	2	817
OTTAWA	172,970	282,065	301,305	22	15,977	8	10,150	33	68,675	23	72,146	35	40,914	10	3,517	10	8,016	92	47,662	7	7,540
Oak Harbor	17,498	28,716	32,455	4	3,723	1	2,245	4	9,194	3	8,967	7	2,203	1	705	2	357	9	1,714	2	1,410
Port Clinton	78,232	125,157	140,798	8	7,214	2	4,715	12	35,302	8	24,186	13	10,241	7	2,455	6	7,369	31	22,988	3	4,976
PAULDING	41,327	56,089	58,281	10	4,922	1	489	15	15,435	8	14,835	13	6,424	5	705	6	5,130	24	4,665	7	2,731
PERRY	60,965	79,650	82,403	8	4,751	5	4,644	18	27,025	11	20,212	16	7,084	4	1,015	5	1,474	38	6,135	4	2,939
PICKAWAY	139,699	204,178	214,485	14	27,953	6	12,801	32	49,673	18	42,768	24	29,001	12	6,100	16	9,578	54	18,479	7	8,504
Circleville	89,913	127,860	133,418	6	7,553	3	7,398	21	39,940	13	19,528	15	19,571	11	5,596	11	5,197	31	12,572	6	7,297
PIKE	71,305	83,746	85,303	9	10,631	3	2,713	15	22,451	12	15,624	15	9,931	7	2,786	6	1,955	27	6,450	6	5,014
PORTAGE	443,106	549,505	560,710	38	46,623	12	39,820	88	132,390	51	148,410	85	57,999	23	7,565	27	13,550	149	60,324	17	16,009
Kent	151,132	182,198	184,825	5	4,593	4	25,226	25	31,570	12	66,060	22	11,081	9	3,796	7	3,738	53	24,549	3	3,131
Ravenna	88,053	108,055	109,911	8	10,705	3	5,064	12	33,614	9	18,545	16	11,487	6	1,626	6	2,086	26	8,746	7	6,263
PREBLE	84,984	113,464	117,690	15	17,333	4	1,610	22	34,347	13	17,580	25	17,541	7	1,284	8	1,976	54	13,767	7	4,363
PUTNAM	85,203	106,527	109,297	16	13,228	4	1,238	21	28,596	16	27,277	15	7,826	8	1,742	11	3,992	48	10,826	8	6,356
RICHLAND	601,620	827,813	858,399	37	48,965	21	154,142	83	157,963	53	194,779	72	77,915	76	36,105	52	30,752	210	75,902	18	24,288
Mansfield	354,491	494,061	513,168	14	11,714	12	66,082	51	92,805	30	148,833	38	44,370	42	22,316	35	23,116	134	48,130	11	14,608
Shelby	46,236	63,467	69,210	5	4,557	1	6,316	6	17,903	*	23,168	6	4,610	8	1,524	7	2,317	16	3,658	2	1,821
ROSS	236,590	276,652	279,627	22	17,061	7	48,608	54	65,899	28	43,753	36	23,352	25	9,755	19	12,064	99	28,350	12	10,745
Chillicothe	213,114	250,079	252,649	18	13,935	7	48,608	37	54,274	25	41,274	23	20,646	24	9,361	18	11,423	74	25,610	10	10,061
SANDUSKY	233,859	286,425	292,250	20	14,993	11	20,433	43	75,905	33	68,375	39	31,427	25	8,444	16	11,809	98	26,055	14	12,323
Fremont	122,293	145,738	148,051	9	7,855	7	14,369	19	41,490	14	16,529	17	15,031	19	6,404	12	7,575	57	14,607	7	7,721
SCIOTO	332,006	383,846	388,118	25	19,121	11	57,823	61	86,184	40	85,436	61	28,910	37	15,785	32	21,945	106	33,863	14	11,524
Portsmouth	206,987	236,804	238,681	14	10,360	8	40,829	23	52,270	20	40,187	34	17,797	30	11,738	26	18,099	64	22,520	9	7,996
SENECA	204,613	275,517	295,273	25	18,968	8	36,258	43	72,310	21	47,486	38	25,846	33	16,190	34	12,539	92	23,518	8	16,962
Fostoria	80,583	103,652	106,446	7	3,654	3	10,763	15	26,901	8	19,952	11	9,755	12	5,485	12	3,912	25	8,604	5	8,811
Tiffin	133,662	169,094	173,116	13	12,433	5	21,790	23	43,897	14	24,541	16	14,826	24	9,959	18	8,074	51	14,909	5	6,584
SHELBY	123,878	155,908	159,791	15	10,670	3	13,653	21	44,650	19	33,553	26	15,337	16	4,678	12	4,723	62	18,724	7	5,898
Sidney	82,034	101,546	103,723	7	5,240	3	13,653	9	29,006	13	10,762	17	11,868	16	4,678	10	3,951	35	13,470	7	5,898
STARK	1,725,870	2,113,972	2,153,114	107	130,096	40	273,873	285	488,376	156	444,277	224	169,985	187	112,226	144	102,712	570	216,500	66	69,781
Alliance	152,375	180,678	182,273	12	14,180	7	15,816	27	47,069	21	35,660	19	14,317	16	10,082	14	10,409	56	18,296	6	7,077
Canton	512,217	606,221	613,856	24	31,589	11	78,779	83	111,812	40	155,834	64	49,002	60	33,743	39	24,890	181	54,786	21	21,086
Massillon	192,425	240,164	245,189	14	9,136	6	20,973	35	74,114	17	66,435	23	18,371	14	11,293	11	6,962	60	15,090	7	8,237
SUMMIT	2,431,393	3,230,024	3,330,137	118	222,579	59	442,129	377	744,876	186	646,025	307	263,523	282	145,694	184	142,144	798	363,036	103	120,003
Akron	1,145,050	1,510,251	1,554,544	47	103,979	27	292,061	167	302,403	85	282,074	120	104,373	136	67,474	92	69,069	415	175,591	50	54,518
TRUMBULL	994,698	1,331,043	1,374,756	63	82,031	28	235,409	186	280,177	94	261,623	118	104,222	116	61,924	81	56,142	349	138,648	49	47,005
Niles	222,986	297,462	306,652	3	5,728	10	126,940	28	39,422	13	27,547	10	11,537	52	26,360	16	13,870	57	28,366	5	7,618
Warren	325,295	408,312	417,227	19	15,179	5	14,365	65	95,753	33	132,001	40	31,853	32	14,638	32	21,712	123	49,064	20	18,694
TUSCARAWAS	350,914	458,165	472,353	28	28,082	20	52,411	65	101,225	52	113,570	62	39,091	44	19,247	32	24,625	130	41,001	19	14,989
Dennison	6,109	7,949	8,562	1	553			3	876	1	1,510	2	1,210	2	159	1	679	6	731	2	1,369
Dover	83,804	108,797	111,835	5	9,021	4	11,594	16	24,183	12	26,298	11	7,578	12	4,314	7	7,130	19	11,019	5	4,017
New Philadelphia	138,158	182,543	187,971	4	3,417	7	34,652	16	43,655	11	41,079	19	13,435	19	13,719	15	5,780	38	16,760	6	5,207
Uhrichsville	26,243	35,324	38,351	2	1,279	2	1,716	7	6,645	8	12,925	9	3,487	4	468	2	1,530	12	2,670	1	995
UNION	81,649	104,846	107,768	10	5,446	5	14,338	14	27,068	11	24,423	12	10,291	13	3,998	5	2,276	30	8,707	4	3,624
Marysville	59,269	72,825	77,344	7	4,786	3	12,368	9	20,186	4	9,243	10	9,700	12	3,893	3	1,962	17	5,808	3	3,313
VAN WERT	100,355	128,559	132,041	12	7,338	6	7,705	24	30,771	16	41,575	15	12,998	13	3,542	8	2,730	46	11,459	5	5,728
Van Wert	79,122	101,868	104,461	7	3,521	3	7,515	15	21,898	13	37,253	14	10,092	11	2,487	7	1,984	32	9,110	5	5,728
VINTON	15,983	23,974	25,984	4	6,262	1	896	6	5,911	5	5,137	2	1,758			2	298	13	1,604	1	250
WARREN	318,430	420,628	434,088	31	26,990	10	60,127	61	114,281	28	56,417	52	49,913	31	10,060	28	16,983	108	52,811	17	19,058
WASHINGTON	269,143	349,052	359,189	20	21,574	12	35,451	43	82,200	34	70,338	53	45,552	16	10,748	20	15,584	93	33,760	8	22,974
Marietta	159,769	202,752	207,385	7	8,820	7	30,224	19	43,822	16	28,598	22	20,974	14	10,336	11	9,757	51	25,141	5	17,974
WAYNE	354,929	451,300	462,970	34	44,491	13	42,439	66	114,271	35	122,229	59	36,104	30	9,867	27	20,350	110	36,360	12	12,162
Wooster	189,866	244,102	250,565	11	13,672	7	25,522	21	63,294	15	67,275	28	19,852	18	8,108	16	10,623	48	21,730	7	8,540
WILLIAMS	128,629	158,937	162,451	23	11,937	9	13,196	23	38,322	20	31,131	29	21,904	18	7,492	9	1,932	59	15,487	6	5,788
Bryan	72,182	90,348	96,403	6	4,234	4	9,632	11	20,397	11	21,903	11	8,914	16	7,089	1	1,096	21	7,976	4	4,382
WOOD	492,563	632,067	648,520	30	19,343	23	67,191	62	137,941	39	113,137	65	93,102	59	21,517	48	39,100	139	66,263	25	28,478
Bowling Green	141,762	176,044	179,404	10	6,263	7	20,261	18	37,335	13	42,023	17	17,011	16	5,692	16	7,435	39	21,386	10	7,023
WYANDOT	71,308	99,612	106,360	11	11,097	4	3,942	20	21,235	11	24,641	20	11,023	12	2,508	7	5,966	42	9,900	6	3,348
Upper Sandusky	39,639	54,593	59,376	6	5,296	2	1,723	11	12,597	5	9,737	9	6,578	8	2,213	4	2,985	24	6,515	3	1,462

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,070,649	19,156,021	20,125,455	1,039	1,433,516	543	2,254,979	2,674	4,051,098	1,641	5,536,240	1,589	954,409	2,025	1,166,429	1,360	1,101,307	4,256	1,732,111	756	428,127
METROPOLITAN STATISTICAL AREAS																					
Enid, Ok	382,498	397,367	405,073	21	29,148	9	35,766	62	75,255	35	113,330	38	18,145	60	31,441	30	28,834	105	37,477	16	15,177

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OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/New		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Fort Smith, Ar-Ok	744,543	967,230	1,001,088	59	77,161	34	140,108	159	179,388	88	253,540	85	66,838	121	51,300	68	49,377	221	78,621	44	23,963
Lawton, Ok	498,181	704,101	751,218	24	41,343	13	117,482	97	154,295	48	205,778	38	17,467	63	39,546	44	49,127	143	70,564	15	11,828
Oklahoma City, Ok	5,795,863	6,819,152	7,077,585	267	517,483	122	813,013	613	1,221,313	419	2,121,354	437	283,843	650	450,351	414	441,509	1,396	699,103	206	130,939
Tulsa, Ok	3,801,929	4,247,836	4,398,195	193	286,602	90	478,049	552	866,849	337	1,231,212	290	214,059	425	276,489	322	279,608	952	403,867	139	80,478
COUNTIES, Cities																					
ADAIR	34,530	54,148	59,733	6	2,892	1	9,196	14	17,297	4	14,753	5	1,766	4	1,519	2	761	15	3,630	3	1,589
ALFALFA	26,669	35,076	37,295	3	1,535	1	1,488	14	19,030	3	3,290	9	4,714	2	446	2	734	8	1,679	3	1,831
ATOKA	44,435	60,504	64,610	3	5,971	4	10,996	16	16,164	7	15,294	10	5,052	6	1,609	3	914	14	2,810	3	2,184
BEAVER	12,482	19,540	21,529	2	2,556			7	7,336	3	2,955	3	1,377	4	1,121			10	2,294	2	1,268
BECKHAM	188,014	168,087	171,962	12	15,719	10	22,591	32	36,504	17	35,601	21	13,014	22	9,784	15	8,211	33	12,605	10	3,674
Elk City	132,216	122,540	119,315	6	9,928	5	19,436	17	26,220	11	25,987	12	6,776	18	8,391	14	5,304	19	8,682	6	1,662
BLAINE	61,606	64,866	66,700	8	6,748	5	2,968	20	15,624	11	16,858	2	5,727	10	2,595	6	1,422	22	4,149	7	2,138
BRYAN	113,528	170,527	185,640	10	10,254	7	16,002	20	37,178	15	53,687	11	4,967	17	10,873	14	9,931	42	15,634	9	6,586
Durant	98,187	146,158	157,770	5	5,137	5	12,861	11	33,193	13	48,675	10	4,650	17	10,873	14	9,931	31	12,041	9	6,586
CADDO	134,372	151,689	157,456	15	7,909	11	15,402	41	37,694	17	55,895	16	6,319	18	5,013	9	6,879	37	7,139	10	3,310
Anadarko	39,229	69,036	72,305	3	5,043	4	10,954	11	21,314	5	14,362	5	1,908	11	3,239	5	4,549	11	2,704	4	1,282
CANADIAN	313,828	345,065	354,662	15	21,629	7	33,815	32	63,413	27	160,200	26	14,658	18	10,332	16	11,132	58	23,249	10	3,776
El Reno	105,812	113,863	116,440	6	4,838	3	14,259	12	23,119	12	38,577	14	6,228	11	6,214	8	7,241	25	10,088	4	2,170
CARTER	234,936	250,463	257,213	20	16,514	9	28,539	54	52,731	34	63,191	37	12,445	42	21,806	28	12,314	66	21,032	15	5,811
Ardmore	207,818	221,502	226,801	16	12,969	6	25,142	41	43,872	32	62,444	25	10,187	38	21,055	25	11,292	53	18,086	12	4,212
CHEROKEE	98,058	160,232	183,004	8	12,970	4	25,099	30	49,719	13	32,831	15	11,255	10	7,600	11	4,865	32	11,232	8	4,394
Tahlequah	81,279	130,585	147,020	5	9,978	2	17,483	24	44,102	9	26,569	12	7,941	10	7,600	11	4,865	19	8,125	7	4,045
CHOCTAW	47,539	87,687	114,783	4	1,573	4	16,268	13	24,115	8	20,797	9	4,033	7	2,780	6	2,428	14	3,857	2	1,098
Hugo	35,158	66,228	76,584	4	1,573	3	13,903	6	6,725	8	20,797	7	3,509	7	2,780	6	2,428	12	3,530	2	1,098
CIMARRON	13,690	16,320	16,978	3	835	2	1,473	4	4,133	6	4,933	4	2,730	2	290	1		9	1,553	1	346
CLEVELAND	803,272	1,036,114	1,088,678	32	57,262	17	112,275	75	161,447	49	439,447	51	39,747	103	75,102	56	41,862	176	93,495	27	17,959
Norman	613,056	792,276	831,806	15	29,887	14	90,019	40	91,066	37	394,649	36	30,378	76	60,464	44	28,103	128	68,766	15	12,051
COAL	9,405	15,150	16,742	4	4,934	4	2,674	4	5,096	1	728	2	627					5	683	1	477
COMANCHE	498,181	704,101	751,218	24	41,343	13	117,482	97	154,295	48	205,778	38	17,467	63	39,546	44	49,127	143	70,564	15	11,828
Lawton	472,060	664,539	707,822	21	37,031	13	117,482	75	133,894	46	203,509	35	16,201	57	36,173	44	49,127	129	67,374	13	9,872
COTTON	23,118	28,148	29,783	1	1,524	4	1,327	5	5,329	3	15,025	4	1,080	2	503	2	368	4	684	3	1,040
CRAIG	69,637	86,792	92,566	9	6,723	4	8,034	14	14,205	9	30,206	15	10,485	6	2,898	7	2,333	19	6,994	2	3,450
Vinita	50,354	65,188	70,133	5	3,235	3	6,793	8	13,068	7	26,056	10	2,531	6	2,898	6	2,126	8	4,015	2	3,450
CREEK	223,091	311,589	333,010	16	14,620	10	35,870	54	102,615	39	96,711	31	16,559	25	9,681	17	11,925	60	22,425	16	6,814
Sapulpa	134,515	186,005	197,594	7	5,511	5	24,795	26	59,112	17	64,222	10	7,507	10	6,786	10	8,283	28	12,139	8	3,764
CUSTER	218,516	206,452	216,663	19	18,358	8	19,422	36	40,718	25	54,187	33	11,039	40	11,585	21	12,342	46	20,231	9	3,570
Clinton	101,528	97,635	96,337	9	6,531	3	8,610	14	19,167	14	31,215	16	3,748	19	6,044	10	4,840	18	6,821	4	1,920
Weatherford	102,208	97,697	96,193	8	9,853	2	10,075	13	16,301	9	22,491	11	4,347	21	5,541	9	6,181	22	10,043	4	1,612
DELAWARE	64,050	100,052	109,264	11	14,546	4	17,561	18	28,505	12	15,689	12	5,361	7	4,651	9	5,921	24	5,866	4	2,044
DEWEY	16,431	14,715	14,843	1	1,566	1	488	14	6,843	1	1,481	5	1,115	1	251			13	2,187		
ELLIS	22,364	21,228	21,429	6	2,565	1	1,324	7	3,670	4	8,605	6	1,185	2	295	1	157	7	1,050	2	1,229
GARFIELD	382,498	397,367	405,073	21	29,148	9	35,766	62	75,255	35	113,330	38	18,145	60	31,441	38	28,834	105	37,477	16	15,177
Enid	365,292	379,408	386,193	19	28,200	8	32,381	50	69,966	32	111,094	33	15,399	60	31,441	37	27,940	102	36,784	15	14,073
GARVIN	123,904	139,576	145,542	10	9,527	9	8,158	37	39,167	21	41,141	19	10,554	19	7,939	11	6,449	35	8,257	8	4,095
Pauls Valley	54,811	66,631	70,571	3	3,886	4	6,400	10	18,199	7	14,580	5	5,846	8	4,355	6	3,443	9	2,613	3	1,690
GRADY	168,423	180,032	185,150	12	11,597	4	18,792	32	40,492	20	53,945	28	11,155	25	9,786	13	7,045	40	12,875	11	6,372
Chickasha	129,234	137,728	140,900	6	7,148	3	15,474	16	27,533	15	44,421	16	6,290	24	9,507	12	6,657	32	11,739	7	4,913
GRANT	20,484	20,364	20,792	6	931	1	99	9	4,620	5	9,900	4	1,422	2	103	3	519	9	1,177	3	704
GREER	16,107	18,024	18,822	1	395	2	363	6	6,498	2	2,611	7	1,062	8	1,276	3	1,042	11	1,147	4	1,782
HARMON	10,146	12,937	13,872	1	513	2	893	6	4,403	2	4,035	3	706	1	575	1	210	2	206	2	142
HARPER	13,255	20,608	22,526	2	1,103	2	627	5	6,629	8	6,884	3	2,289	3	550	1	86	7	1,646	3	849
HASKELL	39,353	49,084	51,730	6	5,042	6	4,840	12	12,457	7	16,091	4	3,164	4	1,685	2	2,029	7	1,013	5	1,057
HUGHES	43,643	63,945	76,592	9	3,153	5	10,194	18	16,851	13	18,554	8	1,073	8	1,923	3	1,232	15	3,036	7	2,326
Holdenville	34,187	49,716	54,892	4	2,111	3	7,256	9	10,200	9	17,288	5	781	8	1,923	3	1,232	8	1,380	4	1,612
JACKSON	146,176	195,971	207,874	14	24,655	9	17,101	24	31,798	19	69,019	13	4,891	31	14,816	18	10,554	42	15,262	7	4,993
Altus	136,041	181,514	192,110	11	18,340	9	17,101	19	28,955	18	65,956	13	4,891	29	14,012	17	10,523	38	14,537	7	4,993
JEFFERSON	20,822	29,590	32,466	5	2,108	2	370	10	8,275	3	8,659	7	1,636	6	1,328	2	167	11	3,171	4	1,552
JOHNSTON	13,546	21,529	24,415	2	1,201			12	12,449	2	2,541	2	981	2	187	1	122	6	954	2	822
KAY	268,981	343,833	362,988	16	21,149	8	33,409	39	72,667	37	98,971	37	26,816	48	23,548	26	18,506	72	28,983	16	11,857
Blackwell	43,672	57,591	62,230	2	1,509	1	3,373	7	14,991	7	18,877	2	5,090	4	2,320	3	1,328	14	4,308	3	2,944
Ponca City	184,312	237,966	250,625	9	13,693	5	27,573	23	46,551	20	65,243	23	17,636	39	19,777	19	16,598	41	18,829	9	7,993
KINGFISHER	78,266	85,937	88,564	8	7,391	2	6,896	17	16,184	12	32,570	11	8,838	8	2,767	4	2,594	17	3,866	6	2,080
KIOWA	47,637	54,291	61,766	5	3,306	5	3,902	17	14,559	10	17,771	8	1,904	10	2,520	8	1,883	11	1,591	6	2,027
Hobart	33,050	39,238	41,301	3	1,952	2	3,647	5	8,978	7	11,697	6	1,352	6	2,242	6	1,337	8	1,218	4	1,266
LATIMER	21,441	20,617	20,871	4	2,817	4	1,458	9	9,060	4	1,868	4	824	3	779			4	829	4	665
LE FLORE	109,136	152,647	164,231	11	18,567	11	21,791	41	46,485	26	42,263	10	3,053	9	4,952	10	5,697	33	7,064	10	3,728
LINCOLN	85,097	108,099	114,316	9	16,955	8	8,106	27	28,960	13	21,556	19	9,338	9	2,966	6	5,424	39	9,776	5	2,415
LOGAN	82,178	117,065	130,397	8	5,754	4	11,908	17	33,480	18	40,834	20	6,139	10	4,158	3	1,173	28	9,163	6	3,839
Guthrie	61,172	86,546	95,004	5	3,249	3	8,652	9	26,317	14	30,840	8	3,503	8	3,237	3	1,173	15	5,231	5	3,121
LOVE	14,845	20,143	21,982	1	1,691	2	419	11	8,246	3	751	7	3,691	3	158	1	345	10	2,984	2	216
MCCLAIN	84,805	116,544	123,903	4	7,859	5	13,350	19	33,273	13	40,905	14	6,147	6	3,888	5	2,522	25	8,787	6	2,516
MCCURTAIN	114,048	156,040	173,208	12	12,679	7	24,165	36	40,610	22	36,515	12	6,727	11	6,358	11	6,895	32	8,588	10	5,421
Idabel	56,031	89,195	100,249	3	5,957	3	12,290	13	20,681	8	18,489	6	4,540	8	4,738	8	5,303	14	4,942	5	2,152
MCINTOSH	65,561	92,054	98,944	9	10,595	4	4,195	16	21,370	9	31,048	11	5,923	6	2,783	4	3,051	18	6,861	5	2,255
MAJOR	48,014	41,310	41,093	6	2,767	4	2,648	10	6,094	6	18,078	9	5,118	6	1,191	1	34	15	2,301	2	851
MARSHALL	40,653	58,654	63,455	7	4,735	4	3,651	14	17,013	8	22,445	4	1,974	3	839	2	553	15	4,128	2	2,271
MAYES	113,265	172,066	191,208	12	14,719	8	23,475	29	52,406	20	35,565	10	11,261	22	7,378	13	9,180	41	11,886	8	3,231
Pryor	75,282	122,537	138,288	4	9,508	6	20,466	14	35,466	11	26,595	5	1,973	18	6,953	9	8,426	22	8,037	4	2,190
MURRAY	57,287	67,815	70,817	5	4,516	3	6,414	12	15,828	7	29,090	6	1,583	10	998	4	1,076	15	2,950	5	1,482
MUSKOGEE	315,636	450,318	482,568	24	28,749	8	53,986	64	102,569	40	133,959	27	23,374	45	36,842	29	22,978	87	39,953	17	9,527
Fort Gibson	NO DATA AVAILABLE FOR THIS CITY																				
Muskogee	285,337	407,200	434,974	18	24,895	8	53,986	47	80,351	35	132,182	22	19,565	43	34,403	27	20,797	70	37,513	14	8,390
NOBLE	47,077	51,332	54,764	7	4,855	2	5,357	11	12,797	4	9,868	15	6,602	4	1,272	2	483	17	4,077	4	1,775
Perry	41,624	45,828	47,229	6	3,512	2	4,670	8	11,898	4	9,868	12	4,946	4	1,272	2	422	14	3,576	3	1,097
NOWATA	28,995	36,002	40,444	6	4,847	3	3,929	8	7,503	7	8,746	5	1,062	3	751	2	2,284	11	3,158	4	907
Nowata	26,629	31,951	33,725	4	3,824	3	3,929	5	5,741	7	8,746	5	1,062	3	751	2	2,284	7	1,903	4	907
OKFUSKEE	23,871	33,261	36,238	6	5,046	3	2,034	10	12,235	3	4,695	7	2,657	3	1,050	1	634	11	1,429	2	1,850

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OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OKLAHOMA	4,235,447	4,841,255	4,995,706	182	382,487	76	596,557	432	736,583	286	1,365,835	292	201,799	477	340,428	310	367,405	998	515,215	138	93,616
Edmond	235,132	289,045	301,510	14	35,515	6	23,530	21	59,149	15	108,218	16	8,463	24	15,137	11	6,830	53	24,031	10	5,706
Midwest City	353,827	395,074	406,065	7	17,146	11	93,663	28	103,195	25	77,233	17	15,822	42	29,264	15	9,506	85	38,005	14	7,625
Oklahoma City	3,209,218	3,652,584	3,765,389	140	314,061	49	449,709	317	503,167	195	1,056,847	222	152,417	372	275,688	235	313,447	740	401,300	85	64,010
OKMULGEE	144,071	240,754	298,796	13	13,152	7	41,460	32	63,564	23	52,250	21	11,399	24	13,212	11	8,781	35	14,138	6	4,819
Henryetta	52,264	98,875	114,412	5	4,485	3	19,417	6	13,645	6	19,389	14	7,072	14	5,473	5	3,608	13	5,554	3	2,753
Okmulgee	71,973	98,599	104,949	5	5,912	2	8,946	17	31,878	15	25,912	7	3,814	10	7,739	5	4,378	19	7,581	3	2,066
OSAGE	71,690	87,922	102,068	11	8,552	4	2,180	21	25,733	21	21,366	18	6,174	13	5,901	3	1,128	31	5,697	8	3,704
Pawhuska	26,634	38,281	42,163	4	4,857	2	859	6	10,647	4	2,500	9	3,292	7	2,938	1	298	10	1,741	3	1,100
OTTAWA	132,414	183,267	195,450	14	13,294	4	23,505	42	50,929	18	37,518	21	19,525	23	13,734	9	6,804	44	12,974	10	6,442
Miami	110,341	153,977	163,691	8	10,141	3	20,182	24	41,457	13	34,174	17	15,967	20	12,308	7	6,312	32	11,822	7	5,522
PAWNEE	50,256	76,371	82,747	6	4,026	3	8,314	14	21,646	12	20,875	7	6,883	4	2,308	5	2,682	16	5,572	6	3,543
PAYNE	280,804	414,519	451,228	21	40,819	12	55,909	48	100,915	37	91,346	34	21,100	50	27,918	36	19,492	93	46,918	15	10,765
Cushing	61,627	94,614	105,609	7	9,379	5	18,769	8	24,574	12	19,538	11	4,162	11	4,552	6	2,443	16	7,095	6	3,425
Stillwater	197,498	286,404	306,283	12	27,409	5	36,358	29	66,956	20	58,990	19	14,552	38	22,822	30	17,049	66	35,461	9	7,340
PITTSBURG	153,809	217,149	232,817	12	15,350	9	41,226	42	51,369	24	60,164	22	8,617	29	6,687	18	9,627	50	17,297	8	4,931
McAlester	123,525	180,113	193,405	6	9,658	7	38,643	27	40,814	19	51,596	16	5,660	28	6,623	15	9,174	29	13,275	6	4,627
PONTOTOC	165,640	233,361	249,694	13	16,441	6	30,365	30	54,709	17	64,343	16	8,465	35	18,584	20	12,753	40	18,265	9	5,403
Ada	149,811	211,038	225,228	11	15,520	5	27,787	17	43,215	13	60,892	15	8,192	35	18,584	18	12,665	33	17,211	8	5,095
POTTAWATOMIE	276,333	363,109	384,239	26	42,492	13	45,108	38	93,117	26	74,133	34	15,353	36	16,443	24	17,415	111	49,194	19	9,233
Shawnee	233,946	300,320	315,218	22	37,832	10	40,427	24	73,053	21	67,752	21	8,750	30	16,100	21	14,509	88	35,918	16	8,573
PUSHMATAHA	27,441	38,515	41,710	3	1,357	4	2,562	14	13,378	8	12,007	5	2,400	1	592	3	1,184	11	2,765	2	1,702
ROGER MILLS	17,929	17,519	17,927			2	3,276	9	5,721	5	3,529	3	1,612	2	329			8	1,061	1	468
ROGERS	156,349	227,683	255,883	17	24,852	4	26,241	42	61,707	18	61,905	14	18,057	19	8,263	13	4,679	44	18,726	5	2,440
Claremore	118,817	178,475	198,361	8	15,889	3	25,372	19	48,447	13	59,672	5	2,967	15	7,741	8	3,267	27	13,396	1	2,184
SEMINOLE	103,085	105,894	111,810	8	4,723	7	9,854	37	33,445	18	28,487	16	7,196	16	5,503	11	4,318	29	6,540	11	2,461
Seminole	69,972	76,592	78,798	3	2,484	4	8,649	16	20,432	8	22,654	7	3,075	12	4,688	8	4,004	16	4,682	5	1,510
Wewoka	18,678	17,996	17,769	1	247	2	491	8	6,542	8	4,258	5	1,367	4	815	3	208	9	1,253	4	798
SEQUOYAH	84,792	135,205	148,377	8	10,480	5	15,537	33	43,482	12	35,064	11	15,651	5	3,371	4	5,577	31	7,547	7	1,968
STEPHENS	227,575	214,721	216,515	17	18,044	11	19,978	34	45,778	27	68,627	17	7,722	34	12,028	23	10,028	52	15,072	14	6,498
Duncan	179,375	170,394	171,534	13	15,662	8	16,714	16	30,740	20	57,961	13	6,631	28	10,754	20	7,961	39	11,565	9	5,085
TEXAS	79,421	119,629	130,698	8	12,339	3	18,886	18	30,363	11	18,050	15	11,492	12	8,657	11	6,638	33	11,696	5	4,420
Guymon	64,712	96,816	107,490	4	6,750	3	18,886	8	23,579	6	15,860	10	6,883	11	8,337	10	6,370	25	10,144	4	4,029
TILLMAN	32,296	42,807	45,282	5	1,325	7	4,657	11	11,096	5	11,581	9	4,156	7	2,430	5	2,158	19	2,979	5	1,692
Frederick	25,944	35,503	38,689	5	1,325	5	3,182	6	8,896	5	11,581	5	2,213	7	2,430	5	2,158	11	2,097	5	1,616
TULSA	3,286,504	3,536,961	3,618,790	140	231,376	69	402,553	407	644,681	244	1,043,273	220	169,685	361	249,979	282	254,916	787	350,106	104	65,922
Broken Arrow	194,266	208,775	213,781	13	10,803	6	22,106	32	53,053	17	78,175	13	8,672	17	6,483	20	7,460	47	15,495	12	4,269
Tulsa	2,764,648	2,963,562	3,029,126	95	182,593	48	328,964	312	488,474	194	891,026	172	134,299	312	228,073	241	235,897	664	307,315	75	51,943
WAGONER	64,295	83,681	88,444	9	7,202	3	11,205	28	32,113	15	7,957	7	3,584	7	2,665	7	6,960	30	6,913	6	1,598
WASHINGTON	267,825	253,537	255,183	18	21,954	5	32,747	37	53,982	27	56,876	23	13,589	34	15,530	31	15,874	66	23,615	10	5,609
Bartlesville	248,203	228,979	229,233	16	18,620	5	32,747	25	46,074	24	56,317	18	9,670	33	14,875	28	13,942	61	22,505	9	4,836
WASHITA	56,561	49,241	49,104	8	5,437	2	2,493	16	13,830	9	13,661	9	4,127	6	1,563	5	1,458	19	3,233	3	643
WOODS	59,117	68,984	72,646	6	4,327	5	8,153	14	15,837	7	21,165	10	1,931	6	2,932	12	4,929	21	5,797	4	2,144
Alva	53,414	63,400	66,729	3	3,959	3	7,598	10	13,334	6	20,645	9	1,898	6	2,932	11	4,858	15	4,965	2	1,962
WOODWARD	180,091	167,337	167,989	12	14,371	5	23,623	14	33,226	16	43,878	18	9,061	25	10,285	19	9,274	40	12,654	6	2,906
Woodward	172,822	160,920	161,419	11	14,126	4	22,655	11	31,764	14	42,748	14	8,097	24	10,201	18	9,172	33	12,085	6	2,906

OREGON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,634,032	16,094,890	16,640,673	941	922,787	369	2,405,513	2,370	3,155,324	1,221	3,628,733	1,492	1,026,186	1,354	788,626	1,253	845,286	4,581	1,773,544	465	510,546
METROPOLITAN STATISTICAL AREAS																					
Eugene-Springfield, Or	1,237,952	1,529,814	1,574,923	79	92,717	30	220,878	312	310,864	129	362,036	139	90,790	130	68,112	138	94,307	427	162,346	42	40,017
Medford, Or	661,061	890,193	928,076	58	49,675	24	136,734	113	157,377	59	216,646	76	52,008	65	39,482	67	46,642	222	81,733	22	19,421
Portland, Or	6,060,275	7,712,016	7,970,519	290	342,488	130	1,462,280	897	1,344,375	426	1,695,469	547	449,449	573	405,066	549	451,100	1,876	880,754	159	128,955
Salem, Or	1,034,814	1,287,038	1,325,730	104	84,872	34	223,972	177	244,282	106	287,855	132	83,959	108	63,353	108	70,227	380	138,381	41	36,979
COUNTIES, Cities																					
BAKER	59,963	70,484	72,205	5	2,258	5	3,916	18	19,793	13	16,924	6	5,046	10	3,391	7	1,725	34	8,851	3	2,414
Baker	50,904	59,834	60,973	5	2,258	4	3,536	13	17,078	13	16,924	5	3,010	9	2,854	7	1,725	20	5,761	3	2,414
BENTON	250,508	299,388	305,832	22	12,471	6	39,128	50	71,040	29	55,776	29	15,479	42	15,481	30	15,682	99	40,176	8	11,047
Corvallis	231,053	276,830	282,734	18	9,887	4	37,722	41	66,833	27	54,620	20	9,620	40	15,198	27	15,083	79	35,384	7	10,518
CLACKAMAS	970,994	1,306,773	1,362,268	71	79,613	24	236,034	214	360,696	86	254,141	95	81,444	105	42,174	85	56,323	278	123,767	32	24,188
Oregon City	137,676	180,423	187,141	4	3,418	4	50,155	21	45,974	10	32,902	9	9,039	14	4,162	15	8,202	30	14,512	4	3,286
CLATSOP	151,192	204,196	213,686	17	14,618	9	5,660	40	54,964	16	34,127	17	9,585	27	13,217	14	8,655	100	34,274	9	13,378
Astoria	77,011	101,717	105,826	5	4,673	2	1,103	16	23,978	11	28,517	8	4,961	14	7,701	7	5,579	36	13,817	3	3,951
COLUMBIA	89,641	122,619	128,615	11	6,619	6	2,059	33	43,646	16	18,296	14	8,312	12	4,613	12	9,872	57	14,881	8	9,695
COOS	267,951	312,939	319,704	29	28,288	9	23,728	65	74,515	33	63,968	40	20,436	33	16,694	31	15,879	125	29,491	15	14,014
Coos Bay	126,231	143,056	145,178	15	17,863	2	6,808	16	27,464	21	47,838	11	5,822	10	6,206	14	6,711	46	10,097	4	3,814
North Bend	83,566	103,056	109,553	5	5,604	3	14,485	15	20,625	4	10,687	18	9,655	18	8,919	11	5,108	33	8,997	4	8,566
CROOK	34,084	53,310	57,457	5	3,516	2	359	14	22,693	5	8,511	7	2,157	7	4,673	2	608	17	4,392	3	3,220
CURRY	67,253	82,124	84,611	13	11,255	6	2,888	20	22,462	12	15,360	16	6,524	9	1,713	10	3,482	45	10,372	5	3,946
DESCHUTES	315,139	463,517	490,752	44	47,950	9	44,853	54	108,864	38	96,876	48	32,743	55	29,543	34	15,002	127	48,248	16	23,752
Bend	204,637	297,491	314,278	23	27,923	3	26,078	31	61,377	20	73,280	26	18,046	33	17,508	23	11,263	73	32,031	10	15,195
DOUGLAS	351,045	470,752	491,515	24	21,891	20	44,317	105	116,647	42	122,681	68	43,578	40	17,748	35	17,692	172	48,841	22	18,473
Roseburg	222,756	299,678	312,326	11	10,782	8	39,221	39	55,446	24	93,564	23	18,198	31	15,385	28	15,197	73	26,788	11	15,160
GILLIAM	4,784	6,093	6,321	2	782			3	2,084	2	889	5	1,407					5	1,251	2	169
GRANT	21,022	28,699	30,343	4	1,293	1	1,603	8	10,004	4	6,815	6	1,209	4	1,540	3	828	13	1,691	3	1,663
HARNEY	26,163	34,588	36,137	7	3,342	4	1,369	5	9,413	6	7,756	12	4,181	5	578	1	780	17	3,540	1	1,427
HOOD RIVER	70,969	87,725	90,261	12	9,356	3	5,558	14	25,364	13	20,448	10	4,137	6	2,068	6	2,787	27	10,036	3	1,771

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OREGON RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987* estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JACKSON	661,061	890,193	928,076	58	49,675	24	136,734	113	157,377	59	216,646	76	52,008	65	39,482	67	46,642	222	81,733	22	19,421
Ashland	63,165	82,257	85,577	6	4,116	4	6,448	15	29,736	1	6,317	11	6,111	12	2,523	10	3,208	44	11,715	4	3,705
Medford	462,468	635,537	663,540	21	26,113	12	123,329	53	63,351	45	180,145	41	33,068	51	36,575	51	36,249	106	51,497	10	12,441
JEFFERSON	47,818	56,619	57,803	6	3,945	2	1,709	10	17,134	9	17,653	11	4,278	4	1,565	2	159	20	6,074	3	1,900
JOSEPHINE	285,788	387,148	405,035	33	33,325	5	31,671	63	78,820	38	109,668	45	37,100	28	19,098	28	17,107	99	33,933	8	13,755
Grants Pass	240,020	326,304	341,383	17	15,737	5	31,671	41	62,141	31	102,817	31	29,262	27	18,662	25	15,957	70	25,777	7	12,831
KLAMATH	262,355	392,868	404,030	21	23,503	9	38,683	60	74,135	32	75,718	45	18,936	33	18,011	35	15,823	113	32,497	8	80,468
Klamath Falls	192,759	243,431	251,506	9	17,295	7	15,001	35	43,619	24	61,569	22	9,596	27	11,343	30	14,643	67	21,738	7	35,065
LAKE	29,636	37,090	38,402	5	5,167	1	876	11	10,205	5	9,843	8	2,454	4	545	3	1,541	16	3,331	3	1,580
LANE	1,237,952	1,529,814	1,574,923	79	92,717	30	220,878	312	310,864	129	362,036	139	90,790	130	68,112	138	94,307	427	162,346	42	40,017
Eugene	748,775	901,774	923,311	29	40,813	16	160,317	162	157,840	62	195,218	57	34,693	99	53,719	101	72,318	241	98,533	17	24,747
LINCOLN	164,264	193,970	199,219	21	24,457	6	7,095	53	40,965	21	29,041	33	17,489	17	4,816	16	4,388	116	38,000	13	11,504
LINN	361,782	456,343	471,478	35	30,093	14	60,076	69	86,216	49	118,010	57	46,813	30	15,296	33	19,284	135	44,339	18	18,430
Albany	231,519	295,404	305,448	18	13,308	5	56,943	28	39,684	27	74,860	25	29,454	16	11,286	24	15,249	74	36,452	5	6,811
MALHEUR	137,741	160,284	163,758	14	12,886	12	17,529	25	33,899	22	39,136	17	9,291	22	8,086	11	5,028	45	16,200	7	5,866
Ontario	114,537	134,136	136,892	9	10,306	7	16,313	13	24,731	18	35,413	11	6,844	19	7,172	11	5,028	34	13,547	5	4,483
MARION	945,907	1,185,586	1,222,108	83	72,941	28	220,431	156	203,022	92	278,823	109	75,312	98	61,862	95	67,237	330	124,768	32	34,123
†Salem	636,633	790,078	812,277	41	35,120	16	183,518	80	89,427	54	196,729	65	31,672	86	57,112	71	57,326	202	81,686	19	21,999
MORROW	17,921	23,776	24,755	5	2,389	1	942	11	5,151	4	4,629	7	4,152	4	790	3	554	11	3,256	2	547
MULTNOMAH	3,334,473	3,957,530	4,044,236	125	127,985	70	788,949	440	579,044	217	770,125	312	238,555	289	223,039	299	258,891	1,178	504,933	80	53,221
Portland	2,321,515	2,668,745	2,713,612	81	92,364	46	535,536	305	361,135	145	457,998	214	148,635	192	167,010	228	193,852	880	342,682	64	24,178
POLK	88,907	101,432	103,622	21	11,931	6	3,541	21	41,260	14	9,032	23	8,647	10	1,491	13	2,990	50	13,613	9	2,856
SHERMAN	8,307	13,311	14,257	1	592	1	65	3	722			6	6,421					8	5,175	1	184
TILLAMOOK	80,427	91,532	93,537	16	10,031	4	2,409	33	27,750	7	17,893	15	5,350	11	3,651	10	3,004	59	10,727	7	2,305
UMATILLA	290,892	348,176	356,773	27	22,860	7	14,100	51	86,838	48	99,994	40	26,347	37	15,955	31	11,396	116	32,709	13	17,170
Pendleton	110,066	128,374	130,825	8	5,192	3	12,239	15	24,954	21	39,464	13	8,431	19	8,946	12	4,036	47	13,429	3	3,306
UNION	91,688	119,431	125,375	13	8,719	3	2,570	21	28,228	13	29,975	15	9,669	15	5,598	15	6,379	39	12,396	9	9,846
La Grande	81,028	103,985	111,637	9	7,471	3	2,570	14	24,643	8	27,697	9	7,679	13	5,293	15	6,379	29	10,339	7	8,954
WALLOWA	26,806	33,127	34,207	8	2,898	1	938	8	9,488	9	11,899	7	1,242	7	1,105	3	791	16	2,196	5	1,215
WASCO	121,283	121,785	121,301	10	8,531	3	6,767	21	18,184	14	32,858	14	5,644	16	6,848	16	4,564	40	13,012	6	15,435
The Dalles	117,532	117,973	117,377	8	8,169	2	6,756	17	16,945	14	32,858	12	5,470	16	6,848	16	4,564	32	12,166	5	14,888
WASHINGTON	1,545,155	2,188,340	2,296,438	74	116,957	30	427,131	190	339,253	93	585,458	112	115,101	149	131,214	144	126,349	333	230,288	31	37,864
WHEELER	3,508	3,935	4,056			2	781	3	202	1	1,983							5	441		
YAMHILL	209,653	259,373	267,577	20	17,933	6	10,166	53	65,382	30	85,745	28	14,349	30	8,639	21	9,537	87	21,766	16	13,682

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	50,775,600	66,172,442	68,612,908	2,985	3,612,726	1,551	8,539,506	8,594	14,354,530	4,209	14,571,096	5,781	4,104,551	6,474	3,756,505	4,191	3,368,650	16,228	5,996,485	2,628	2,362,006
METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem, Pa-N.J.	3,008,001	3,934,622	4,079,595	153	185,519	76	505,152	456	844,869	234	886,129	347	266,744	325	189,824	228	184,100	902	342,019	116	123,076
Altoona, Pa	610,467	789,701	816,728	43	50,258	21	120,545	102	178,310	72	189,206	64	39,358	73	47,812	56	45,904	188	55,728	30	29,521
Beaver, Pa	751,924	752,266	747,391	44	31,558	29	144,321	158	199,140	59	114,192	96	49,955	104	31,803	66	33,827	237	54,060	44	29,125
Erie, Pa	1,184,298	1,489,407	1,533,551	72	72,998	41	194,056	187	322,900	118	335,302	159	134,598	150	78,571	96	83,029	383	138,267	53	56,062
Harrisburg-Lebanon-Carlisle, Pa	2,892,765	3,992,522	4,172,280	130	217,137	70	488,123	454	885,523	207	878,694	339	312,533	310	161,730	220	194,338	784	343,399	110	135,319
Johnstown, Pa	937,393	1,024,964	1,034,678	83	78,719	42	135,299	179	231,687	124	229,013	132	64,961	94	38,789	87	50,430	329	68,876	45	34,235
Lancaster, Pa	1,677,169	2,413,311	2,540,059	79	182,707	54	254,624	357	553,372	163	543,254	170	120,159	185	109,890	161	158,509	468	225,104	61	77,403
Philadelphia, Pa-N.J.	20,903,587	29,528,373	30,996,502	1,014	1,433,764	475	3,822,132	3,293	6,106,063	1,247	6,727,175	2,017	1,703,719	2,851	1,909,996	1,602	1,614,259	6,230	2,821,131	1,069	1,024,552
Pittsburgh, Pa	9,901,282	11,568,046	11,766,655	530	555,930	257	1,756,761	1,575	2,449,772	712	2,601,389	1,084	723,684	1,152	606,914	763	592,801	3,085	1,110,669	541	407,998
Reading, Pa	1,509,148	2,150,566	2,258,007	68	77,860	38	280,216	263	418,000	112	502,385	158	113,722	196	266,202	127	114,493	496	190,308	41	52,272
Scranton-Wilkes Barre, Pa	2,985,140	4,008,526	4,185,708	209	224,436	114	553,683	540	932,112	282	793,168	358	247,977	402	217,364	244	161,060	1,038	364,302	172	171,642
Sharon, Pa	506,626	568,277	574,732	29	33,593	20	78,604	105	124,430	65	146,785	83	36,495	72	26,837	50	28,244	187	50,884	28	16,213
State College, Pa	492,096	669,489	697,940	34	71,040	20	73,235	75	141,776	45	136,036	64	39,283	75	32,217	51	36,566	136	69,034	24	23,840
Williamsport, Pa	516,292	631,104	647,333	29	34,679	19	83,031	98	152,090	61	149,625	55	26,005	92	43,425	43	31,682	189	45,572	29	21,899
York, Pa	1,579,679	2,141,220	2,233,439	111	153,209	53	275,967	309	489,188	186	487,271	182	130,013	176	85,542	162	112,162	506	193,392	61	57,957
COUNTIES, Cities																					
ADAMS	188,911	271,673	287,255	17	22,748	4	8,748	43	72,058	31	53,839	33	24,016	16	4,896	24	11,672	103	42,840	6	7,490
Gettysburg	95,668	140,384	148,230	7	7,710	2	6,196	18	37,238	16	28,873	17	11,297	11	3,606	13	7,481	48	23,641	3	6,683
ALLEGHENY	6,841,666	8,020,820	8,157,614	302	301,611	150	1,257,230	1,023	1,671,100	392	1,765,214	675	467,294	784	457,414	505	420,768	2,170	844,694	368	292,280
Brackenridge	4,880	5,611	5,854	1	261			3	1,332	1	946	2	375			1	223	3	302	1	210
Clairton	47,971	50,818	51,069	3	3,388	4	9,234	17	15,802	6	6,229	5	5,944	3	784	2	641	19	3,979	2	604
Duquesne	34,951	43,658	44,832	2	1,806	2	11,049	4	8,877	3	1,638	3	1,910	4	2,368	5	2,953	22	6,990	3	4,016
McKeesport	143,614	163,198	165,258	8	8,244	4	8,183	35	38,023	12	55,178	13	11,002	12	7,645	12	9,724	59	14,788	8	5,731
Pittsburgh	2,129,969	2,421,429	2,451,118	62	49,515	27	304,032	334	491,915	83	483,558	182	121,267	287	184,954	149	122,259	858	342,904	130	107,324
Turtle Creek	36,506	46,179	49,403	4	6,976	1	3,322	12	7,324	8	17,807	3	1,035	2	535	7	3,040	12	2,556	4	3,597
ARMSTRONG	247,594	287,231	292,993	28	21,321	9	18,537	63	84,679	40	65,789	55	25,082	35	3,636	28	11,979	101	21,300	21	13,160
Kittanning	68,170	78,776	79,848	6	2,728	2	6,946	12	20,664	14	21,722	9	3,367	15	1,522	7	3,525	18	5,376	7	5,392
BEAVER	751,924	752,266	747,391	44	31,558	29	144,321	158	199,140	59	114,192	96	49,955	104	31,803	66	33,827	237	54,060	44	29,125
Aliquippa	72,517	71,257	70,737	3	2,914			17	26,733	6	10,527	11	7,215	9	2,565	5	1,421	35	4,657	8	5,192
Ambridge	42,334	41,701	41,504	7	6,542	1	1,742	13	10,997	4	3,346	8	3,296	9	1,494	12	3,381	22	3,129	3	784
Beaver	47,025	47,306	47,400	3	1,403	2	9,218	10	14,551	4	5,385	6	3,362	5	497	5	3,048	12	2,985	4	2,353
Rochester	39,389	39,409	39,415	2	1,556	1	10,605	6	6,476	1	2,673	6	5,193	3	1,829	4	2,653	18	3,421	1	1,396
BEDFORD	170,079	211,870	218,485	15	11,904	9	4,214	33	40,253	20	48,703	37	39,770	18	3,495	18	7,157	71	31,579	11	7,798
Bedford	43,505	56,166	60,386	2	4,403	2	1,826	6	17,798	6	8,725	6	2,495	10	2,337	8	4,092	12	5,453	7	4,864
BERKS	1,509,148	2,150,566	2,258,007	68	77,860	38	280,216	263	418,000	112	502,385	158	113,722	198	266,202	127	114,493	496	190,308	41	52,272
Reading	362,737	489,977	510,511	13	6,345	9	16,031	70	65,829	26	132,836	38	27,791	90	83,627	43	42,729	180	53,985	11	10,943
BLAIR	610,467	789,701	816,728	43	50,258	21	120,545	102	178,310	72	189,206	64	39,358	73	47,812	56	45,904	188	55,728	30	29,521

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—
Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Altoona	312,099	394,407	406,052	20	20,461	7	41,635	51	84,907	35	111,186	35	23,277	28	19,887	31	29,367	119	32,798	16	14,591
Tyrone	30,223	38,517	41,282	4	2,483	3	3,939	10	13,241	1	1,844	5	1,447	6	2,747	2	850	8	4,185	3	1,954
BRADFORD	207,220	285,541	299,074	23	24,632	8	18,928	43	67,661	32	86,866	28	16,679	29	11,119	18	9,590	75	16,077	20	17,179
Athens	29,553	44,018	48,839	3	3,369			2	3,054	5	31,362	3	6,764	1	242	1	588	6	610	2	600
Sayre	68,335	92,448	100,486	2	3,149	3	9,336	8	26,945	8	19,147	4	2,683	12	5,011	6	2,141	20	6,444	7	11,846
Towanda	19,712	25,930	28,003	3	1,157			6	9,780	1	1,702	5	1,088	9	2,229	4	2,472	10	1,967	6	1,919
BUCKS	2,660,873	3,989,475	4,219,871	134	280,627	58	502,504	349	811,928	189	1,173,589	256	229,262	264	175,731	174	174,943	565	314,793	92	98,560
Bristol	157,239	257,586	277,225	17	23,983	1	3,049	42	79,108	19	65,826	25	36,936	4	1,191	11	12,056	58	20,848	12	10 446
Doylestown	131,990	168,553	173,648	2	1,157	1	3,547	9	15,321	14	127,813	6	7,501	5	2,254	5	2,760	10	4,665	1	14
Langhorne	NO DATA AVAILABLE FOR THIS CITY																				
Levittown	NO DATA AVAILABLE FOR THIS CITY																				
Quakertown	132,803	199,877	211,325	8	21,452	5	23,015	18	42,751	15	39,121	13	13,734	18	13,103	17	18,098	23	18,051	7	8,683
BUTLER	576,311	694,028	709,980	45	45,592	21	80,653	91	145,875	72	164,424	74	62,692	63	28,219	48	39,651	188	66,013	30	23,495
Butler	213,780	235,709	236,884	7	4,065	8	57,538	18	45,706	22	72,477	10	8,448	20	7,082	10	8,845	44	15,725	6	6,944
CAMBRIA	681,438	744,882	751,308	52	57,099	30	115,742	124	170,034	73	140,964	101	48,375	78	34,096	62	33,556	223	47,766	31	26,255
Johnstown	211,595	214,948	214,135	14	20,305	6	14,500	40	59,153	13	51,098	20	9,189	20	7,437	18	9,992	86	14,106	10	9,097
CAMERON	19,871	24,174	24,942	1	1,071	3	2,192	5	9,117	3	2,478	7	2,473	3	1,393	2	531	13	1,394	3	749
CARBON	153,894	194,942	201,922	15	13,887	7	6,701	48	65,003	23	43,090	28	12,783	11	4,772	19	8,707	50	11,816	16	8,153
Jim Thorpe	14,662	18,012	19,128	3	1,016	2	943	6	6,368	1	645	5	3,051			2	366	9	1,784	1	202
Lansford	13,888	18,548	20 101	1	905	1	635	5	6,984	3	4,753	2	392	2	3??	3	2,756	2	145	3	637
Lehighton	71,463	92,566	99,600	7	4,650	3	3,721	18	34,702	9	23,954	8	5,326	6	3,600	10	3,720	17	5,401	5	4,219
Mauch Chunk-East Mauch Chunk																					
Palmerton	16,341	27,548	31,284	6	1,785	1	3,420	16	7,701	6	7,980	15	2,112	7	1,875	1	857	23	1,402	3	1,020
CENTRE	492,096	669,839	697,940	34	71,040	20	73,235	75	141,776	45	136,036	64	39,283	75	32,217	51	36,566	136	69,034	24	23,840
Bellefonte	54,883	78,862	86,855	6	6,046	2	3,062	10	21,759	9	16,971	8	4,563	6	1,329	7	7,782	18	3,979	5	5,752
State College	292,893	392,109	406,565	9	18,120	11	62,793	34	69 085	24	108,193	22	14,198	51	23,574	30	18,190	69	49,270	10	11,514
CHESTER	1,287,982	2,048,227	2,188,952	89	151,934	30	154,518	192	449,138	119	575,152	161	132,307	132	73,849	119	120,100	349	179,959	54	70,709
Coatesville	32,567	47,439	50,261	1	435	3	4,602	11	7,145	2	2,221	9	7,300	9	6,375	4	5,037	19	3,925	3	3,451
Honey Brook	NO DATA AVAILABLE FOR THIS CITY																				
Phoenixville	74,446	111,826	118,123	10	12,198	3	486	13	22,126	7	36,011	15	9,096	10	2,227	11	7,559	25	10,644	6	11,361
West Chester	121,472	172,370	180,801	4	6,797	1	4,765	19	35,409	7	39,973	14	15,007	14	7,590	14	10,515	42	18,763	4	5,752
CLARION	163,762	186,312	191,764	18	15,467	5	13,583	38	39,926	24	40,059	39	20,853	27	12,118	13	6,661	63	18,382	12	7,889
CLEARFIELD	400,302	464,614	472,887	31	39,368	16	50,281	53	98,300	46	126,774	61	42,413	40	17,738	26	20,823	97	24,147	20	13,290
Clearfield	128,937	145,392	146,812	6	3,398	10	28,413	12	32,765	14	31,956	17	13,816	14	5,172	9	6,045	27	7,114	10	5,515
Curwensville	19,195	24,075	25,701	3	4,951			3	3,143	4	10,773	2	2,552					4	1,032	2	1,558
Du Bois	146,925	176,351	179,913	8	15,917	4	20,939	12	29,597	15	59,045	19	12,406	18	9,433	9	7,944	28	10,881	6	4,914
CLINTON	168,229	193,411	196,535	7	13,177	11	11,639	30	37,869	21	41,207	25	30,769	24	14,702	19	6,951	52	10,837	9	6,176
Lock Haven	88,822	100,796	101,932	4	4,797	6	6,376	16	26,787	11	28,449	8	3,765	18	7,159	9	4,678	31	5,404	5	3,423
Renovo	9,801	14,252	15,736	1	394	1	841	6	3,731	4	4,600	6	2,125	3	444	1	242	10	754	2	1,137
COLUMBIA	220,961	318,680	336,668	21	25,351	11	38,954	51	82,936	30	64,567	31	19,478	36	14,807	22	13,037	80	29,518	13	12,815
Berwick	79,350	114,929	121,506	5	6,329	5	8,901	17	32,830	12	33,808	6	3,733	16	6,239	6	2,722	23	5,546	5	5,625
Bloomsburg	89,276	129,998	136,934	5	6,351	5	29,353	17	24,713	10	19,929	13	10,676	19	8,158	11	8,635	26	11,920	6	6,839
CRAWFORD	336,682	446,094	464,215	40	41,590	16	49,330	60	104,213	46	100,876	49	31,419	43	19,217	26	16,479	148	43,833	16	14,017
Meadville	171,045	208,941	213,854	17	13,416	7	18,701	22	47,216	18	48,239	19	14,845	27	14,516	14	6,469	75	24,087	6	7,506
Titusville	73,418	98,062	101,936	5	8,401	4	14,080	10	18,447	10	26,547	10	6,764	11	2,095	5	4,861	23	7,772	2	2,908
CUMBERLAND	1,105,560	1,684,000	1,784,711	54	91,522	23	197,118	133	376,730	67	317,182	128	139,953	108	64,543	87	93,906	226	147,987	43	60,808
Carlisle	262,211	379,039	398,043	12	12,414	7	45,058	29	121,971	22	56,687	37	57,643	33	12,240	16	11,828	63	29,737	9	13,885
DAUPHIN	1,175,790	1,545,198	1,600,393	44	86,599	30	206,426	210	341,044	72	343,271	135	122,703	144	77,140	87	66,924	375	148,874	47	56,064
Harrisburg	312,084	363,314	369,127	6	4,617	7	33,325	55	74,508	11	91,488	36	25,473	52	24,516	18	13,641	161	40,761	12	12,504
DELAWARE	2,582,339	3,480,949	3,628,589	112	158,974	51	545,127	404	761,338	159	777,780	252	198,105	302	223,165	186	167,295	695	289,427	119	117,011
Chester	114,028	128,842	130,722	6	9,125	4	2,276	23	17,137	11	31,370	14	9,652	14	3,782	5	4,345	56	10,979	9	4,676
ELK	114,635	158,195	171,552	11	10,779	6	12,496	27	45,487	17	38,773	19	8,206	22	5,013	14	7,248	41	7,636	11	8,862
Ridgeway	17,585	22,169	23,697	2	568	1	627	7	8,296	1	482	5	3,280	8	1,371	2	306	11	1,702	3	2,066
St. Marys	73,968	103,336	113,125	5	6,368	5	11,869	13	26,077	12	29,951	9	3,553	12	3,191	10	5,939	15	4,147	5	5,067
ERIE	1,184,298	1,489,407	1,533,551	72	72,998	41	194,056	187	322,900	118	335,302	159	134,598	150	78,571	96	83,029	383	138,267	53	56,062
Corry	35,522	44,790	47,879	3	2,411	4	8,974	6	12,985	5	6,138	6	3,574	8	1,136	3	823	13	4,066	4	3,718
Erie	503,784	590,532	601,086	21	25,352	16	35,213	92	181,379	42	113,982	63	44,963	55	22,234	45	39,912	178	58,048	28	30,362
FAYETTE	612,476	705,894	719,005	66	47,100	29	112,313	112	173,358	69	139,519	77	41,756	68	33,346	52	26,729	184	47,243	37	29,069
Brownsville	20,168	28,197	30,873	5	910	1	3,105	3	3,111	5	8,480	2	1,109	4	751	2	889	16	2,888	2	1,844
Connellsville	83,735	91,710	92,523	7	5,243	7	14,719	14	14,378	13	23,835	12	5,172	15	3,413	12	5,539	27	6,379	6	6,049
South Connelsville	NO DATA AVAILABLE FOR THIS CITY																				
Uniontown	255,729	298,401	303,344	12	24,263	10	74,596	38	39,550	20	54,798	23	14,955	37	23,565	19	13,519	58	20,316	11	8,770
FOREST	13,552	15,726	16,219	5	4,579	3	493	4	4,031	4	2,369	5	579	1				10	1,772		
FRANKLIN	444,892	528,156	538,917	35	37,904	15	60,328	80	118,934	56	121,649	52	28,312	62	31,663	46	17,604	140	43,512	23	22,512
Chambersburg	253,930	303,414	309,421	15	20,094	7	48,420	34	67,390	26	71,066	22	14,165	35	18,905	22	8,487	69	21,893	10	11,343
Waynesboro	89,763	105,732	107,584	1	5,432	5	10,497	15	24,358	15	22,055	8	2,146	25	11,656	12	3,756	28	9,576	7	6,472
FULTON	27,998	37,945	39,897	3	1,463	3	1,642	10	12,025	7	12,078	8	3,298	1	512	3	616	15	3,746	2	803
GREENE	122,181	140,012	142,948	12	6,981	6	14,619	23	38,012	25	40,285	20	10,552	13	2,916	8	3,932	44	7,750	7	4,638
Waynesburg	80,438	99,210	105,467	7	3,659	5	12,660	7	22,921	18	34,825	5	3,874	11	2,555	6	3,140	18	5,693	6	4,105
HUNTINGDON	120,480	150,075	155,123	18	12,616	8	15,127	26	40,901	18	25,020	17	7,114	13	5,853	8	3,751	45	11,986	5	4,713
Huntingdon	78,394	100,408	107,746	9	10,228	5	12,862	10	25,143	8	13,673	7	4,193	10	5,454	5	3,190	27	9,506	3	3,962
Mt. Union	22,549	29,037	31,199	3	856	1	1,012	4	11,251	5	7,593	4	786	2	289	1	250	7	968	2	751
INDIANA	334,527	398,947	408,999	23	25,959	17	75,726	49	59,777	39	105,645	52	29,365	45	16,034	35	17,560	91	30,195	17	11,743
Indiana	178,344	198,152	199,904	9	6,735	5	14,192	19	29,172	25	70,898	20	11,259	39	15,156	25	11,393	48	21,208	8	5,919
JEFFERSON	172,179	220,526	228,456	25	13,690	13	14,934	34	51,226	28	50,640	30	36,772	27	8,070	18	8,875	53	12,797	11	8,378
Punxsutawney	56,375	72,753	75,271	4	1,757	2	5,618	14	26,545	7	12,864	6	2,610	16	5,289	9	4,626	12	3,097	4	4,037
JUNIATA	50,601	70,707	74,684	6	4,736	6	3,840	15	17,085	7	26,529	7	6,902	3	421	7	2,563	18	4,176	4	1,412
LACKAWANNA	945,589	1,301,323	1,363,809	58	67,495	31	200,612	168	297,400	89	258,044	92	78,016	123	86,238	70	48,283	321	112,169	56	65,011
Carbondale	50,162	67,910	71,113	5	3,684	2	6,526	9	19,335	7	15,871	2	923	14	2,936	2	1,055	17	3,392	3	4,152
Scranton	419,808	570,735	596,144	22	29,022	13	105,851	74	111,785	39	138,062	33	23,765	67	39,726	33	16,621	136	45,348	21	24,957
LANCASTER	1,677,169	2,413,311	2,540,059	79	182,707	54	254,624	357	553,372	163	543,254	170	120,159	185	109,890	161	158,509	468	225,104	61	77,403
Columbia	39,632	52,618	54,626	3	5,301	2	4,241	11	21,262	5	3,343	8	4,134	6	1,374	3	1,314	18	4,207	3	4,293
Lancaster	387,663	499,928	515,663	5	17,027	14	144,164	57	50,879	24	109,947	27	19,677	88	47,247	42	38,492	104	35,611	10	8,434
LAWRENCE	395,477	460,876	469,240	35	23,544	20	52,071	85	123,148	49	98,027	56	43,209	62	18,612	39	18,663	141	33,171	26	17,899
Ellwood City	78,561	93,805	95,915	10	6,195	2	4,826	15	27,509	10	27,795	12	7,216	14	4,070	6	1,711	27	4,568	7	4,579
New Castle	205,659	225,380	227,260	15	10,052	10	20,871	40	47,051	26	56,059	26	20,299	35	9,065	22	9,818	69	15,328	17	10,491

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PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LEBANON	512,984	630,698	648,192	26	35,277	14	84,119	90	136,103	56	172,425	62	39,677	54	19,651	39	29,715	142	38,664	14	14,571
Lebanon	177,389	187,330	187,908	9	6,657	3	15,517	44	35,303	15	40,518	28	12,679	31	8,319	19	11,457	61	13,189	9	8,229
LEHIGH	1,635,127	2,311,475	2,419,885	60	91,455	36	397,213	210	437,186	102	508,372	153	123,448	180	114,504	116	130,802	409	215,697	43	63,191
Allentown	640,414	875,603	912,199	21	40,379	12	79,636	94	156,178	43	255,744	57	45,029	71	36,542	46	42,608	200	101,930	22	26,379
LUZERNE	1,349,645	1,685,834	1,740,615	93	80,634	52	233,684	237	384,791	111	324,613	163	89,159	191	93,732	111	80,683	458	152,983	82	68,043
Hazleton	182,977	246,874	257,530	12	9,263	9	47,315	31	59,199	19	55,664	14	7,357	19	5,204	21	14,003	48	17,580	10	10,635
Pittston	57,405	72,281	74,719	6	9,933	2	2,365	8	27,653	3	3,260	6	4,602	15	5,793	6	2,390	19	4,198	2	709
West Hazleton	18,713	25,633	27,940	1	603	2	4,264	4	3,271	3	7,299	5	2,318	4	1,384	3	801	6	2,009	3	1,456
Wilkes-Barre	335,029	378,925	384,521	15	18,933	14	99,923	51	73,177	13	21,173	18	11,225	77	41,104	29	30,459	107	34,234	15	12,370
LYCOMING	516,292	631,104	647,333	29	34,679	19	83,031	98	152,090	61	149,625	55	26,005	92	43,425	43	31,682	189	45,572	29	21,899
Jersey Shore	35,904	46,918	50,589	4	993	2	1,551	7	13,225	10	18,210	4	2,830	3	1,677	1	124	14	1,675	3	1,872
Williamsport	190,533	226,653	231,043	12	19,895	6	27,574	33	33,031	20	57,451	21	9,332	33	15,201	16	18,557	79	13,942	12	8,075
MCKEAN	175,073	210,354	215,640	18	12,853	16	22,366	24	53,556	31	52,302	41	12,305	28	7,348	20	7,427	77	16,369	19	10,235
Bradford	98,248	120,335	123,387	7	7,202	7	19,244	8	26,202	14	31,789	17	6,528	16	5,341	11	3,934	32	9,176	8	5,860
Kane	28,199	33,873	35,764	3	1,949	3	960	5	12,221	2	2,964	7	1,901	5	1,344	4	1,716	11	1,943	4	2,075
MERCER	506,626	568,277	5[illegible]4,732	29	33,593	20	78,604	105	124,430	65	146,785	83	36,495	72	26,837	50	28,244	187	50,884	28	16,213
Farrell	13,262	15,004	15,347			1	1,175	7	6,723			4	2,595	1	80	1	139	14	1,876	2	368
Greenville	70,246	78,594	81,377	4	2,969	4	10,392	11	18,166	9	16,409	12	7,614	17	4,877	12	3,649	26	6,823	6	2,098
Sharon	92,748	99,594	99,858	5	6,564	4	7,436	32	19,702	8	29,318	13	4,062	16	10,309	12	8,148	29	7,600	6	2,920
Sharpsville	9,818	11,825	12,494	3	1,963			2	1,569	3	3,393	3	663			1	290	13	1,373	1	417
Wheatland	NO DATA AVAILABLE FOR THIS CITY																				
MIFFLIN	163,584	199,208	204,471	14	19,627	10	21,119	35	46,324	23	32,805	21	13,998	16	7,170	15	7,183	67	15,410	10	14,953
Lewistown	97,247	120,083	123,404	6	6,790	6	11,945	20	27,735	16	24,251	15	11,686	11	4,931	7	3,726	34	8,695	7	9,811
MONROE	379,523	571,871	606,148	28	38,467	16	72,921	62	130,159	38	117,585	59	50,523	47	20,323	33	15,797	149	60,443	18	19,205
East Stroudsberg	78,414	122,800	137,595	6	10,577	3	10,589	13	36,994	12	26,704	11	8,084	6	3,497	3	2,068	32	13,974	6	5,879
Stroudsburg	171,360	255,300	269,367	10	7,613	7	48,442	22	43,218	16	71,508	12	7,755	37	15,773	19	11,086	43	20,707	5	8,352
MONTGOMERY	3,960,817	5,593,408	5,859,288	185	255,135	86	909,376	488	1,036,867	233	1,292,827	369	301,555	592	419,915	307	300,389	915	462,517	165	182,990
Jenkintown	110,568	149,662	155,661	3	214	2	37,163	10	12,711	5	47,781	7	3,661	28	12,423	15	14,775	17	5,456	2	1,935
Lansdale	116,192	156,957	163,237	9	14,404	2	16,541	18	36,817	12	27,778	17	13,264	11	8,187	9	7,721	31	13,162	5	8,295
Norristown	208,013	270,267	279,467	10	7,576	6	40,060	31	88,445	17	65,626	18	18,819	16	4,983	14	5,443	61	14,305	13	11,641
Pottstown	212,007	290,270	302,283	11	17,768	7	40,341	26	55,931	18	62,897	26	14,917	36	18,306	16	11,415	58	25,869	9	14,125
MONTOUR	62,847	95,999	104,536	4	3,122	4	2,676	9	16,112	11	44,334	9	4,004	9	3,409	8	3,323	24	9,313	4	6,400
Danville	54,457	80,204	88,786	1	2,016	3	2,350	6	15,379	8	38,429	3	2,735	9	3,409	6	2,916	16	5,717	4	6,400
NORTHAMPTON	808,484	924,064	938,280	49	43,667	23	75,441	147	226,246	76	222,969	106	57,338	101	53,423	70	29,546	305	78,635	41	33,915
Bangor	32,380	37,861	39,688	6	3,353	2	2,956	6	9,796	6	7,925	4	2,328	4	432	4	960	11	1,143	3	1,308
1Bethlehem	310,148	348,321	351,905	8	12,169	9	38,610	43	89,059	19	76,123	34	21,474	30	11,721	23	17,661	96	26,558	16	14,770
Easton	132,688	141,867	142,457	6	4,001	3	8,413	19	47,091	8	5,593	13	11,393	29	22,393	16	9,791	66	13,042	7	5,026
Wilson	54,321	65,669	69,452	4	3,517	1	8,977	6	19,284	3	23,898	4	1,727	4	1,268	3	710	18	4,737	6	3,421
NORTHUMBERLAND	331,220	396,150	406,032	36	34,244	19	30,950	78	96,209	47	94,886	51	22,809	44	13,313	31	18,229	122	21,854	26	21,259
Milton	37,416	47,660	51,075	7	6,486	1	813	8	15,256	4	12,106	5	1,391	6	1,167	2	2,090	11	1,493	4	2,731
Mount Carmel	31,156	36,464	38,233	5	2,852	2	466	12	15,853			5	2,794	6	2,590	3	824	11	1,670	5	4,125
Shamokin	75,258	90,152	92,148	4	5,691	7	12,290	9	24,354	14	16,565	9	5,027	17	4,614	11	6,903	24	4,676	8	4,735
Sunbury	103,177	122,473	124,779	6	7,637	5	15,555	19	24,713	13	35,160	10	4,583	11	2,610	10	4,378	29	5,229	3	6,836
PERRY	98,431	132,626	138,984	6	3,739	3	460	21	31,646	12	45,816	14	10,200	4	396	7	3,793	41	7,874	6	3,876
PHILADELPHIA	5,391,039	7,082,956	7,350,951	256	259,443	148	674,973	1,074	1,604,741	210	986,868	448	365,826	976	616,301	467	465,215	2,564	905,740	432	346,998
Philadelphia	5,391,039	7,082,956	7,350,951	256	259,443	148	674,973	1,074	1,604,741	210	986,868	448	365,826	976	616,301	467	465,215	2,564	905,740	432	346,998
PIKE	47,513	66,465	70,120	5	11,449	2	1,357	13	13,910	5	10,008	16	8,643	2	1,479	4	1,456	37	10,838	2	461
POTTER	44,679	59,107	61,866	8	7,025	3	547	20	18,215	10	15,589	13	3,937	4	1,730	6	2,703	24	2,895	6	3,002
SCHUYLKILL	547,326	691,318	717,144	42	30,139	25	108,276	125	192,998	58	108,482	76	31,624	76	28,960	54	35,339	188	45,924	42	33,568
Ashland	16,734	22,169	23,981	2	715	1	2,110	5	5,104	3	3,730	2	652	4	1,591	3	569	9	1,867	3	1,178
Mahanoy City	15,630	19,954	21,395	3	2,207	2	2,946	8	5,758	2	1,771	5	1,251			1	243	7	350	4	2,284
Pottsville	139,683	196,546	205,739	5	8,377	6	49,574	20	52,359	11	26,837	10	4,896	20	8,497	11	9,346	41	15,352	7	13,311
Shenandoah	23,504	30,274	32,531	6	1,870	1	1,260	10	11,103					5	2,319	7	3,968	14	1,025	5	2,286
SNYDER	175,048	251,229	264,081	13	11,364	8	53,785	28	42,409	19	65,789	16	7,932	24	13,398	14	10,982	52	23,112	5	5,450
SOMERSET	255,955	280,082	283,370	31	21,620	12	19,557	55	61,653	51	88,049	31	16,586	16	4,693	25	16,874	106	21,110	14	7,980
Somerset	97,950	98,098	97,281	7	3,338	3	6,278	13	26,744	11	25,983	11	10,110	12	4,268	5	1,278	23	9,125	6	5,369
SULLIVAN	16,644	21,430	22,542	3	1,567	1	2,561	4	4,281	2	5,210	4	2,320	1	639			10	1,377	3	1,103
SUSQUEHANNA	94,791	131,012	138,096	12	6,479	5	1,671	24	32,701	17	37,835	29	16,132	3	1,098	5	3,625	41	9,570	9	4,862
TIOGA	114,500	146,260	151,972	26	22,083	10	11,172	29	33,250	29	35,771	30	12,546	11	1,840	9	3,871	58	11,949	14	6,206
UNION	105,782	140,395	146,330	11	9,849	5	8,620	28	38,126	12	24,425	16	5,683	15	5,004	10	4,402	41	20,683	7	7,886
VENANGO	225,605	247,223	249,248	21	13,682	12	35,867	39	56,035	31	50,537	40	18,451	33	13,317	29	11,254	74	19,845	11	8,356
Franklin	74,647	83,253	84,029	9	5,442	2	4,666	10	15,737	10	26,121	12	4,361	10	4,960	8	4,365	26	8,797	3	1,285
Oil City	60,839	65,273	65,601	4	1,686	4	3,179	11	18,483	6	12,189	12	4,161	14	5,245	10	3,929	30	6,774	6	5,514
WARREN	398,616	481,399	491,422	14	11,167	7	20,023	26	49,276	21	67,964	28	15,930	25	20,460	11	6,312	68	16,711	10	9,347
Warren	251,788	301,371	306,814	9	6,190	5	12,340	13	22,250	12	36,697	10	5,847	19	13,421	9	4,458	36	11,352	7	7,607
WASHINGTON	812,766	917,453	929,832	62	56,338	21	107,327	154	202,397	95	250,600	120	70,566	96	36,835	66	35,004	254	71,021	43	27,950
Charleroi	71,351	77,413	77,950	3	1,137	3	9,266	16	17,856	10	22,085	8	3,143	20	7,757	9	3,446	16	5,737	4	1,017
Donora	14,395	17,717	18,824	1	492	1	1,105	10	5,243	2	3,619	2	576	2	281			13	1,372	3	1,694
Monongahela	49,640	60,741	64,441	3	1,507	1	761	11	20,428	9	21,328	6	3,234	1	92	3	486	18	4,577	4	1,805
Washington	271,577	295,178	296,503	16	15,702	7	46,498	38	50,037	28	75,011	34	23,970	28	10,173	21	12,059	78	29,045	13	10,467
WAYNE	160,966	224,298	236,259	16	22,457	12	13,565	29	51,862	22	40,001	33	22,411	11	7,853	15	11,938	61	13,153	11	9,192
WESTMORELAND	1,634,374	1,923,879	1,960,204	120	150,881	57	279,891	286	402,917	156	446,056	212	144,068	204	79,319	140	110,300	477	147,711	93	58,699
Arnold	11,382	13,607	14,348	2	2,051			7	3,140	1	3,048	3	1,275			1	676	10	1,010	2	1,082
Greensburg	244,854	270,554	272,860	18	15,886	10	65,058	35	53,569	11	15,677	24	11,736	50	20,202	35	28,372	71	21,311	15	9,437
Irwin	53,769	64,898	66,321	1	1,336	1	5,324	8	16,767	4	20,926	11	10,187	4	913	2	2,365	12	4,545	2	1,904
Latrobe	113,122	134,523	137,370	13	11,938	6	13,454	21	28,618	15	29,934	15	10,880	20	5,176	12	9,834	37	11,954	7	6,555
Monessen	30,816	34,163	34,578	4	3,267	1	1,393	9	9,616	5	7,345	7	3,286	3	2,192	4	1,713	15	1,929	4	1,614
New Kensington	139,066	156,316	157,772	6	4,716	3	16,521	21	34,556	12	43,905	12	12,665	17	12,047	8	10,798	38	7,837	8	5,748
WYOMING	89,422	130,818	138,468	9	12,489	4	7,512	22	36,826	14	28,359	13	10,801	5	2,264	8	3,260	30	9,189	3	6,568
YORK	1,390,768	1,869,547	1,946,184	94	130,461	49	267,219	266	417,130	155	433,432	149	105,997	160	80,646	138	100,490	403	150,552	55	50,467
Hanover	255,328	315,818	323,707	11	16,458	9	39,662	31	58,979	20	75,090	13	10,105	40	19,163	23	17,953	51	18,819	7	7,729
York	185,593	201,307	202,711	18	19,456	7	8,637	52	34,068	16	54,957	21	12,162	33	16,541	32	16,052	102	14,679	10	8,011

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RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,162,811	5,694,338	5,976,931	238	320,001	94	669,334	780	1,190,341	361	1,131,446	519	380,363	492	348,246	376	263,557	1,371	591,525	222	262,314
METROPOLITAN STATISTICAL AREAS																					
Fall River, Ma-R.I.	653,624	856,993	907,833	36	37,865	22	102,738	148	199,766	62	143,031	85	57,748	104	68,510	62	57,965	223	89,658	44	36,736
New London-Norwich, Ct-R.I.	1,360,897	1,966,451	2,117,839	76	131,323	42	185,334	197	407,322	130	494,370	138	148,684	155	89,884	128	113,272	451	207,399	60	66,762
Pawtucket-Woonsocket-Attleboro, R.I.-Ma.	1,866,130	2,654,423	2,851,509		141,253		261,578		632,077		686,873		170,357		183,334		117,824		176,852		103,981
Providence, R.I.	2,385,542	3,203,104	3,407,494		147,227		450,776		716,374		504,009		209,606		172,710		151,200		389,510		145,881
COUNTIES, Cities																					
BRISTOL	141,752	194,169	203,848	15	13,965	3	2,827	33	47,238	18	50,112	20	18,178	16	8,985	15	8,512	57	18,847	10	9,352
KENT	916,117	1,268,541	1,329,883	36	42,204	19	315,306	125	223,218	54	253,177	88	70,177	100	73,683	63	49,012	240	108,250	32	49,190
West Warwick	110,951	172,064	184,013	4	6,305	1	1,176	19	41,971	9	71,323	16	12,265	4	1,966	7	5,658	37	15,889	6	11,238
NEWPORT	370,888	488,766	508,939	21	31,159	11	31,479	62	80,197	42	121,486	40	25,520	55	21,582	28	18,439	175	79,927	20	20,044
Newport	133,921	182,269	190,823	7	5,575	6	10,809	27	27,724	10	22,166	9	7,065	37	16,426	16	5,594	98	52,044	11	9,308
PROVIDENCE	2,271,040	3,117,931	3,281,065	133	157,008	50	282,917	475	701,826	194	594,725	309	221,907	266	216,094	224	159,763	903	314,528	140	163,401
Central Falls	35,717	40,467	41,640	5	4,059			14	10,355	7	4,189	8	2,451			5	2,574	33	7,871	4	2,827
Pawtucket	299,146	358,793	368,531	18	15,257	2	41,824	52	76,666	26	60,232	30	20,945	22	25,978	27	14,619	97	21,237	17	17,749
Providence	599,787	726,814	748,609	30	49,880	13	65,961	161	142,506	40	130,027	66	39,001	91	49,087	77	54,179	304	84,475	36	26,797
Woonsocket	211,190	286,367	299,270	13	16,785	7	35,696	36	63,127	17	60,605	22	13,590	20	13,878	24	15,782	68	20,339	11	13,917
WASHINGTON	463,014	624,931	653,196	33	75,665	11	36,805	85	137,862	43	111,946	62	44,581	55	27,902	46	27,831	196	69,973	20	20,327
Westerly	152,597	229,111	243,223	9	35,488	3	21,382	25	49,988	10	19,340	17	10,702	26	9,917	17	10,393	57	23,129	6	10,905

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,498,005	17,747,847	18,698,159	993	1,351,933	621	1,895,777	2,616	4,169,806	1,434	4,030,100	1,667	1,264,013	1,963	1,030,299	1,454	1,082,977	3,372	1,640,170	775	642,204
METROPOLITAN STATISTICAL AREAS																					
Anderson, S.C.	539,700	730,097	763,911	43	64,476	29	86,113	120	173,316	63	163,698	76	49,286	86	35,549	71	46,816	138	54,113	42	29,291
Augusta, Ga-S.C.	1,452,316	2,133,628	2,256,747	100	159,058	55	290,779	257	451,470	172	524,185	157	144,206	214	131,900	147	124,330	347	189,313	85	78,131
Charleston, S.C.	1,917,608	2,741,073	2,884,224	120	182,092	62	316,176	323	632,854	185	706,380	192	168,887	275	154,442	194	174,321	454	285,732	86	77,262
Charlotte-Gastonia-Rock Hill, N.C-S.C	4,720,304	6,980,724	7,354,212	295	472,300	160	726,385	806	1,660,474	435	1,806,848	490	387,292	629	440,647	455	418,345	1,129	613,949	227	238,104
Columbia, S.C.	1,780,735	2,602,949	2,747,390	113	174,084	59	362,001	297	508,492	132	631,470	194	211,198	240	147,441	179	145,623	474	260,253	83	79,210
Florence, S.C.	511,175	659,553	684,005	46	62,945	27	85,776	118	132,815	66	157,488	75	50,651	103	38,626	59	36,031	122	43,420	29	21,767
Greenville-Spartenburg, S.C.	2,558,383	3,553,414	3,723,962	181	269,127	98	425,110	441	820,256	253	770,171	333	266,038	344	202,661	302	213,246	695	313,581	161	128,752
COUNTIES, Cities																					
ABBEVILLE	38,117	50,337	53,037	5	2,847	5	4,337	17	22,929	10	5,941	6	979	9	1,599	6	783	11	3,435	6	3,928
AIKEN	356,210	516,710	546,157	30	37,118	19	57,422	81	144,060	43	116,037	49	40,609	45	33,379	36	14,191	91	34,960	26	25,890
Aiken	145,896	201,209	210,415	12	17,293	8	26,992	22	46,271	20	40,175	17	12,413	27	13,295	18	6,512	45	17,602	11	12,596
ALLENDALE	26,407	30,246	30,921	6	2,334	1	366	10	12,359	5	6,567	8	1,857	4	910	5	1,296	5	1,181	3	854
ANDERSON	539,700	730,097	763,911	43	64,476	29	86,113	120	173,316	63	163,698	76	49,286	86	35,549	71	46,816	138	54,113	42	29,291
Anderson	338,210	442,462	459,320	20	39,629	11	58,388	51	85,205	33	97,954	42	31,986	68	26,831	41	23,746	85	37,292	24	17,882
BAMBERG	42,110	50,060	51,438	5	3,526	7	3,339	18	17,743	8	7,113	8	1,573	10	3,739	7	3,048	13	3,470	6	3,440
BARNWELL	44,695	65,962	70,194	9	4,946	3	2,545	18	28,861	9	10,285	7	1,491	7	4,471	12	3,717	14	3,783	7	4,042
BEAUFORT	348,986	597,320	646,339	25	51,836	12	30,652	63	140,971	35	133,806	24	28,106	65	41,461	54	63,842	111	77,882	9	13,988
Beaufort	107,534	181,947	206,751	6	6,542	4	14,079	17	48,198	12	63,332	8	4,575	22	13,423	14	9,902	25	15,613	5	8,962
BERKELEY	175,115	283,286	305,038	17	14,522	7	22,586	48	97,440	29	64,028	36	26,127	12	6,204	19	12,876	37	22,922	11	12,337
CALHOUN	17,036	19,517	19,991	2	2,473	1	641	2	5,637	4	4,811	4	632	3	1,513	4	830	4	459	3	823
CHARLESTON	1,543,221	2,152,056	2,253,210	82	149,379	44	272,491	230	436,879	132	560,707	123	117,505	242	138,549	153	147,298	385	240,969	61	50,145
Charleston	728,701	978,087	1,016,278	17	46,484	22	108,438	93	177,489	41	302,715	44	46,099	143	75,717	71	61,338	195	121,916	24	18,979
CHEROKEE	136,073	186,973	196,044	18	14,477	6	20,951	43	57,554	18	26,825	26	14,640	19	15,588	18	7,867	48	15,839	7	8,686
CHESTER	80,031	128,114	138,275	7	6,988	8	9,629	31	42,576	11	27,000	16	10,895	14	7,323	11	4,581	26	9,567	8	9,007
CHESTERFIELD	99,651	135,393	142,962	13	13,373	15	10,470	33	39,890	22	22,307	14	8,200	21	7,779	12	5,734	34	6,005	13	8,243
CLARENDON	73,906	97,477	101,565	8	6,489	8	5,108	31	19,638	14	23,957	21	18,069	15	5,592	8	4,246	21	6,139	9	4,433
COLLETON	100,850	157,463	168,624	7	9,839	4	9,492	27	43,486	16	17,628	22	26,786	19	11,114	10	13,373	24	12,530	11	8,627
DARLINGTON	177,541	229,825	239,395	18	17,435	17	18,841	50	53,749	41	57,402	39	17,478	23	9,816	18	9,116	49	15,333	16	12,633
DILLON	100,562	130,302	135,903	8	7,075	7	8,992	24	29,897	19	21,193	14	15,703	20	8,223	12	6,958	22	11,340	10	5,859
DORCHESTER	199,272	305,731	325,976	21	18,191	11	21,099	45	98,535	26	81,645	33	25,255	21	9,689	22	14,147	32	21,841	14	14,780
EDGEFIELD	42,970	58,178	61,015	5	3,308	2	1,174	17	13,193	9	29,133	14	2,520	10	2,409	4	2,434	9	1,356	4	1,731
FAIRFIELD	42,068	49,943	51,654	4	2,088	7	4,152	20	15,610	6	8,259	9	4,606	6	2,157	5	1,167	16	2,531	7	3,269
FLORENCE	511,175	659,553	684,005	46	62,945	27	85,776	118	132,815	66	157,488	75	50,651	103	38,626	59	36,031	122	43,420	29	21,767
Florence	340,722	429,906	442,727	22	20,125	13	63,489	56	80,907	39	112,518	47	30,888	75	27,434	39	25,099	90	35,626	18	14,795
GEORGETOWN	180,751	266,027	281,217	20	22,559	11	15,963	39	71,111	25	67,018	18	12,033	35	15,966	28	17,219	61	33,709	13	8,174
GREENVILLE	1,462,243	2,029,511	2,125,004	98	153,161	48	286,040	219	422,698	135	444,991	176	143,582	203	116,224	186	134,758	384	172,602	81	63,011
Greenville	730,711	993,437	1,034,457	34	36,350	26	204,856	80	130,752	41	278,062	73	50,323	128	60,368	96	86,610	166	80,732	32	24,983
GREENWOOD	249,218	327,579	340,774	21	27,555	13	36,709	58	73,190	37	56,796	27	13,241	47	19,615	30	19,932	55	23,244	17	13,189
Greenwood	215,203	284,524	295,635	18	25,458	11	34,518	39	61,724	25	44,948	21	12,097	41	17,941	26	15,530	46	20,892	13	11,040
HAMPTON	80,484	72,641	74,803	8	7,456	3	3,637	20	20,652	14	15,515	17	7,446	16	5,577	8	3,390	9	2,024	4	2,566
HORRY	769,330	1,329,284	1,443,169	56	130,017	37	139,056	131	282,418	65	268,052	55	36,686	146	100,856	77	113,311	319	215,915	27	41,999
Myrtle Beach	380,319	668,994	726,676	18	59,391	13	106,666	54	134,458	19	79,352	16	15,500	97	72,728	39	33,240	196	147,454	11	19,377
JASPER	54,514	71,662	74,727	4	8,505	2	66	13	13,455	8	7,516	13	22,620	5	2,382	6	4,447	15	6,425	4	1,348
KERSHAW	142,276	192,404	201,337	19	13,456	9	19,046	32	48,361	22	53,107	31	19,482	16	5,400	18	8,472	45	12,816	13	7,312
LANCASTER	178,096	213,200	219,559	13	12,631	11	20,006	54	57,449	25	28,849	28	14,769	25	9,661	25	22,780	43	13,011	10	8,794

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SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAURENS	136,189	164,067	168,665	11	7,765	15	18,974	32	48,524	29	38,000	29	12,003	20	5,135	15	5,736	32	7,795	15	8,541
LEE	36,911	46,279	48,138	5	3,206	6	2,197	16	10,386	11	12,026	8	7,169	8	2,136	5	2,921	10	2,890	1	483
LEXINGTON	491,103	720,085	761,827	43	59,250	17	43,148	114	214,995	51	151,016	61	65,141	43	29,462	48	28,039	150	73,422	31	28,604
MCCORMICK	10,830	13,523	14,281			1	18	13	6,782	2	1,275	5	1,683	1	130	4	787	4	363	2	888
MARION	98,951	128,859	134,051	7	4,137	10	8,581	27	39,856	18	24,370	16	7,850	29	9,459	15	7,992	20	6,426	11	9,136
MARLBORO	67,304	74,420	76,014	7	3,218	8	4,267	30	24,677	14	16,627	13	2,302	13	4,457	10	2,641	17	4,367	9	3,306
NEWBERRY	106,022	128,413	132,360	14	8,364	10	11,722	32	34,285	16	25,878	24	10,293	24	7,824	16	8,630	24	8,236	10	5,547
OCONEE	148,571	250,796	273,163	18	15,313	11	18,524	33	67,573	23	65,870	20	22,720	25	10,582	22	13,594	45	15,243	12	13,501
ORANGEBURG	275,566	353,344	366,557	29	36,076	26	29,682	53	68,984	38	84,781	56	32,323	51	19,486	38	20,181	78	25,841	19	14,055
Orangeburg	183,774	232,329	239,587	15	17,673	12	26,768	18	42,828	25	65,308	23	11,616	37	17,368	24	10,469	47	17,925	9	9,632
PICKENS	270,229	391,556	413,819	29	46,872	15	27,738	56	101,185	32	84,330	43	28,097	31	18,203	30	15,822	92	45,510	20	19,697
RICHLAND	1,289,632	1,882,864	1,985,563	70	114,834	42	318,853	183	293,497	81	480,454	133	146,057	197	117,979	131	117,584	324	186,831	52	50,606
Columbia	617,168	850,076	887,857	32	66,101	21	87,141	97	162,933	39	218,537	63	48,414	98	50,291	78	56,900	174	86,008	31	30,081
SALUDA	32,713	40,728	42,332	9	5,313	4	1,378	16	13,844	5	7,997	8	3,075	7	1,657	6	2,302	11	997	3	2,246
SPARTANBURG	825,911	1,132,347	1,185,139	54	69,094	35	111,332	166	296,373	86	240,850	114	94,359	110	68,234	86	62,666	219	95,469	60	46,044
Spartanburg	430,660	585,758	610,194	15	20,051	13	65,077	46	104,737	40	157,457	48	36,863	77	56,643	43	36,330	108	52,816	32	27,885
SUMTER	316,877	433,865	453,540	27	57,842	15	36,840	71	82,969	30	115,841	49	30,045	56	30,194	32	23,725	65	27,308	15	10,818
Sumter	245,685	327,046	339,969	17	36,911	10	36,349	52	60,381	19	57,499	37	21,000	56	30,194	31	22,944	51	22,810	14	10,058
UNION	87,325	108,792	112,480	11	8,807	5	7,820	22	34,541	14	13,991	19	13,566	20	5,961	11	4,635	24	6,202	11	7,525
Union	67,447	85,934	88,766	9	8,754	5	7,820	12	23,695	9	11,839	12	10,223	17	5,360	9	4,053	16	4,969	9	6,580
WILLIAMSBURG	88,698	109,352	113,409	9	5,503	10	5,718	45	31,702	12	25,351	27	8,811	18	7,335	15	8,500	17	3,584	8	4,382
YORK	422,565	631,704	670,577	32	35,314	17	52,286	95	183,161	57	153,766	53	45,692	63	30,654	46	32,562	97	60,865	25	26,659
Rock Hill	259,394	394,571	418,874	24	32,111	9	47,021	42	101,293	31	66,301	33	31,306	48	26,458	34	24,575	56	41,615	14	17,416

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,989,152	3,749,250	3,876,075	430	329,656	146	338,734	583	693,260	360	930,222	533	326,207	488	189,456	317	180,336	1,286	351,526	194	145,677
METROPOLITAN STATISTICAL AREAS																					
Rapid City, Sd	472,704	620,600	642,604	27	51,841	15	83,537	50	101,720	43	164,885	51	41,494	71	30,138	38	41,045	139	60,671	14	17,237
Sioux Falls, S.D	697,262	898,691	928,553	53	63,555	12	120,192	75	135,743	47	242,902	80	63,394	98	51,978	65	52,548	183	81,741	26	48,137
COUNTIES, Cities																					
AURORA	4,963	6,307	6,794	4	1,047	2	136	5	1,076	1	217	1	581			2	79	8	980		
BEADLE	89,818	98,576	99,626	15	6,975	4	8,048	10	16,568	17	23,396	17	9,189	22	8,015	14	5,898	38	9,173	2	5,730
Huron	81,191	88,004	88,619	10	4,379	3	7,011	8	14,619	16	22,574	12	8,193	22	8,015	14	5,898	28	7,412	2	5,730
BENNETT	12,676	16,832	17,574	3	1,198	1	123	4	3,696	3	6,689	3	1,035	3	450	1		4	710	1	1,938
BON HOMME	22,343	23,772	24,234	8	2,191	1	334	13	5,935	5	4,490	8	3,443	6	485	2	751	19	1,699	3	736
BROOKINGS	105,921	152,401	160,810	15	13,903	6	8,143	19	40,349	14	29,153	18	14,262	29	11,472	12	6,126	45	17,386	7	5,740
Brookings	98,672	144,976	153,041	10	11,473	5	7,961	14	39,004	12	28,599	15	13,433	29	11,472	12	6,126	40	17,012	7	5,740
BROWN	203,409	286,621	300,695	19	20,539	6	34,928	22	49,720	22	76,485	21	20,343	29	18,166	28	19,182	75	29,223	12	11,530
Aberdeen	181,414	262,261	275,972	11	12,458	6	34,928	15	47,658	17	67,797	18	18,710	29	18,166	27	18,761	60	27,730	11	10,937
BRULE	28,769	37,509	39,229	6	2,481	1	1,110	6	2,727	3	14,724	11	8,424	4	939	2	481	16	2,464	4	1,223
BUFFALO	1,331	1,686	1,750					2	884			1	575								
BUTTE	39,170	42,750	43,531	5	4,137	4	2,347	9	9,175	8	13,773	10	3,564	10	1,691	2	146	19	3,324	3	1,250
Belle Fourche	35,895	39,814	41,120	4	3,826	3	2,126	7	8,407	8	13,773	7	3,162	10	1,691	2	146	15	2,938	3	1,250
CAMPBELL	5,471	6,633	6,972	2	580			3	1,867	1	2,345	1	353	1	44			3	361		
CHARLES MIX	23,631	24,644	24,920	8	3,224	2	251	10	6,878	6	4,989	10	1,945	34	131	3	703	18	2,188	4	609
CLARK	10,152	10,293	10,414	5	1,490			6	976	1	4,088	4	668	2	146	2	169	10	860	2	760
CLAY	35,571	36,665	36,742	5	2,282	3	1,710	7	7,738	3	7,527	9	2,750	6	1,456	7	1,333	28	5,626	4	1,886
CODINGTON	129,132	150,955	154,014	8	13,355	5	11,116	17	29,292	11	33,050	18	14,210	30	12,244	16	8,287	40	10,071	5	5,430
Watertown	127,333	148,430	151,025	8	13,355	5	11,116	16	28,835	11	33,050	16	13,795	30	12,244	16	8,287	35	9,568	5	5,430
CORSON	5,268	8,708	9,600	3	1,515	1	269	3	2,467			2	534	1	285	1	220	9	1,028	1	71
CUSTER	17,787	24,462	25,629	3	1,276	1	295	5	6,731	1	4,746	5	3,897	1	369	1	85	18	4,052	2	29
DAVISON	114,351	149,795	155,325	14	18,708	4	13,417	11	25,333	18	31,677	20	13,361	22	11,867	14	7,878	45	19,079	4	1,949
Mitchell	111,297	146,752	152,118	11	16,767	4	13,417	11	25,333	18	31,677	19	13,208	22	11,867	14	7,878	43	18,885	4	1,949
DAY	22,252	24,479	25,021	7	1,043	3	531	8	4,469	6	6,803	4	4,605	3	754	3	488	18	1,827	3	1,045
DEUEL	8,579	9,456	9,756	2	1,799	2	454	5	1,071	2	2,532	5	364	2	416	2	376	10	1,043	2	102
DEWEY CO	13,126	15,480	15,969	2	494	2	737	6	5,170	1	3,635	6	1,817	1	207	1	579	6	1,524	1	
DOUGLAS	7,390	9,025	9,730	4	936	1	406	7	1,948	2	2,237	1	445	2	64	1	113	6	941	1	69
EDMUNDS	15,041	17,595	18,074	6	1,306			6	3,016	3	6,252	2	1,217	2	476	1	1,310	7	842	3	461
FALL RIVER	29,816	35,150	35,892	5	4,318	4	1,614	9	9,070	4	1,794	7	3,075	6	1,007	4	1,520	20	3,758	3	1,064
FAULK	5,551	6,882	7,344	3	1,087	1	191	4	738	1	2,276			1	53			4	444	2	644
GRANT	31,925	35,838	36,356	7	2,970	1	937	6	4,748	5	13,127	8	4,583	5	1,370	6	2,550	14	2,249	2	932
GREGORY	18,542	19,605	20,087	10	2,648	1	1,061	8	4,456	4	4,326	4	1,156	2	313	3	784	11	1,389	3	700
HAAKON	12,342	13,890	14,202	3	1,438	1	460	3	1,552	2	7,638	3	357	3	339	3	232	10	1,024	1	120
HAMLIN	11,265	12,539	12,903	6	1,876			7	1,836			5	4,100					9	1,066	1	931
HAND	14,696	16,404	16,585	3	1,807	1	812	5	5,142	4	2,520	4	2,565	3	596	1	458	8	1,253	2	691
HANSON	3,490	3,389	3,445	2	680			3	487	1		3	1,134			2	180	4	395		
HARDING	3,136	3,514	3,665	2	816			2	1,082			1	563					2	454	1	127
HUGHES	79,767	106,445	110,612	6	6,209	6	7,897	7	21,836	10	33,057	11	7,027	18	7,456	10	5,528	20	8,105	3	2,604
Pierre	77,855	101,370	109,208	5	5,887	5	7,489	7	21,836	10	33,057	9	6,632	17	7,327	10	5,528	20	8,105	3	2,604
HUTCHINSON	26,361	29,900	30,818	11	5,613	2	975	12	6,062	4	3,691	7	2,107	4	723	1	487	17	1,846	5	5,647
HYDE	5,005	5,743	5,890	2	1,252			3	1,569	1	824	1	570	2	280	1	458	1	211	1	
JACKSON	12,133	12,791	12,962	3	1,599			3	1,152			3	7,433	1				3	771		
JERAULD	10,070	11,358	11,541	3	925	1	288	3	4,378	2	701	3	1,813					5	674	2	1,196
JONES	13,658	16,220	16,648	1				4	2,869	3	6,308	5	5,327			1		3	926		
KINGSBURY	15,665	16,253	16,442	5	1,566	2	596	13	4,484	3	1,351	3	1,516	2	466	5	1,305	13	1,494	3	815
LAKE	38,984	54,209	60,685	7	5,452	2	1,765	6	6,592	5	23,349	9	2,771	9	2,333	5	2,374	23	4,777	3	1,622
Madison	35,435	46,692	50,444	6	4,943	2	1,765	3	4,609	4	20,333	8	2,568	9	2,333	5	2,374	20	4,366	3	1,622

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SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES— Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	72,818	106,773	112,702	9	6,403	6	4,320	17	28,161	9	28,915	18	9,734	13	5,841	10	3,623	51	15,254	6	2,957
Deadwood	14,542	26,130	30,259				2,503		3,473		10,376		2,919		1,257		953		2,344		642
Lead	9,660	12,988	14,097			2	966	5	5,556	1	2,154	4	2,163			1	244	9	1,648	2	660
LINCOLN	28,295	37,931	40,034	14	5,545	4	778	14	10,452	5	2,972	11	4,278	5	761	2	1,287	16	3,973	6	1,893
LYMAN	12,123	13,820	14,079	3	1,953			3	7,510			4	1,031					11	1,308	2	961
MCCOOK	17,386	19,625	19,921	6	3,253	1	270	12	2,304	4	5,852	8	4,240			1	60	13	1,486	1	403
MCPHERSON	7,132	7,635	7,726	3	1,031	1	79	6	1,727	1	682	5	729	3	339	2	40	8	859	3	515
MARSHALL	13,995	17,455	18,207	6	1,948	2	748	5	3,044	4	3,770	9	1,974	2	284	1	188	12	1,807	3	727
MEADE	45,560	55,791	57,362	9	7,112	3	1,672	11	12,086	7	16,352	8	6,361	6	1,723	2	346	30	5,666	4	2,334
MELLETTE	797	993	1,089			2	40	1	146			1	73	1				1	27	1	242
MINER	8,617	11,330	11,917	3	3,077	1	66	7	1,458	1	2,055	2	332					14	1,501	1	72
MINNEHAHA	697,262	898,691	928,553	53	63,555	12	120,192	75	135,743	47	242,902	80	63,394	98	51,978	65	52,548	183	81,741	26	48,137
Sioux Falls	628,804	834,329	864,951	42	60,461	11	120,088	57	129,883	39	232,740	53	51,020	92	50,362	56	45,570	157	78,639	21	46,978
MOODY	10,898	12,140	12,392	4	1,528	2	206	6	2,462	2	3,757	4	254	4	378	1	38	14	1,208	1	306
PENNINGTON	472,704	620,600	642,604	27	51,841	15	83,537	50	101,720	43	164,885	51	41,494	71	30,138	38	41,045	139	60,671	14	17,237
Rapid City	431,671	566,829	586,594	23	42,798	11	82,476	39	96,000	39	163,046	41	32,518	70	29,135	35	36,780	113	53,153	12	14,263
PERKINS	16,636	17,353	17,396	7	2,645	1	365	5	4,256	3	2,471	3	1,842	5	981	1	787	6	813	3	754
POTTER	11,172	10,842	10,754	4	1,186	1	558	6	2,568	3	1,703	6	2,058	1	218	1	203	10	842	2	631
ROBERTS	26,538	29,465	29,966	11	5,504	3	3,937	11	4,202	3	4,961	7	3,354	1	194	3	838	24	3,357	3	964
SANBORN	4,910	5,397	5,639	2	730			1	814	2	548	2	210	1	44			5	579		
SHANNON	6,887	8,974	9,436					5	4,640			2	2,837					2	232		
SPINK	25,233	28,939	29,545	5	1,935	2	753	7	5,927	8	8,811	5	4,204	4	1,097	4	268	20	3,207	2	759
STANLEY	8,480	10,952	11,326	1	2,349			3	5,404			1	824					6	1,623		
SULLY	10,243	11,744	11,934	1	847			2	677	3	8,108	3	327					5	722	1	41
TODD	11,260	11,957	11,999	3	989	1	323	3	4,794	1		6	3,672					3	363		
TRIPP	29,474	32,332	32,680	6	3,094	5	3,125	9	5,873	8	9,571	6	3,995	4	1,394	4	1,915	9	1,461	3	509
TURNER	17,198	20,005	20,671	6	2,613	3	453	8	3,504	5	6,113	4	1,082	2	70	1	153	15	1,614	5	1,054
UNION	19,642	19,976	19,995	4	1,638	1	206	9	4,600	3	1,786	10	4,711	1	75	4	522	17	2,562	2	345
WALWORTH	39,504	42,561	42,813	7	4,518	1	1,724	12	6,376	7	12,016	9	4,225	10	2,744	6	1,268	17	3,601	3	1,772
†WASHABAUGH																					
YANKTON	123,996	139,296	140,847	12	13,530	8	14,431	12	27,540	14	22,222	14	5,293	21	6,554	14	5,209	44	9,679	5	4,838
Yankton	117,495	132,749	134,201	10	12,626	8	14,431	10	25,702	12	20,953	13	5,141	21	6,584	14	5,209	36	9,129	5	4,838
ZIEBACH	1,815	1,899	2,002	1	97			1	133									2	133	1	575

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,604,644	27,056,380	28,311,293	1,348	1,592,722	938	3,473,510	3,857	5,912,203	2,083	6,710,028	2,490	1,989,317	2,803	1,410,934	1,906	1,451,951	4,913	2,412,593	1,167	961,377
METROPOLITAN STATISTICAL AREAS																					
Chattanooga, Tn-Ga	1,869,737	2,444,071	2,530,063	125	123,467	84	307,162	246	586,040	199	573,886	280	207,496	221	128,429	180	134,769	472	204,473	103	68,907
Clarksville-Hopkinsville, Tn-Ky	591,134	761,346	773,914	36	56,635	28	102,825	115	140,956	68	226,457	70	35,311	79	25,969	62	33,689	169	67,983	32	24,115
Jackson, Tn	400,985	580,154	609,252	27	49,101	18	116,540	73	103,598	39	124,423	51	36,438	59	35,676	42	28,946	96	47,615	22	17,443
Johnson City-Kingsport-Bristol, Tn-Va	1,787,685	2,271,962	2,347,242	127	160,585	82	296,490	355	513,544	203	612,487	195	114,110	234	105,931	162	109,566	404	178,165	105	77,350
Knoxville, Tn	2,880,814	3,682,658	3,795,189	192	241,285	109	442,907	515	776,988	228	833,775	313	270,322	366	193,789	270	204,376	715	419,740	137	116,115
Memphis, Tn-Ar-Ms	4,308,708	6,056,803	6,324,783	185	265,617	154	818,720	731	1,255,367	347	1,561,765	439	515,670	588	373,181	350	368,231	939	505,179	161	219,342
Nashville, Tn	4,212,811	6,528,483	6,939,973	214	326,748	138	912,602	690	1,348,531	321	1,713,617	479	540,386	564	323,116	362	352,129	1,009	666,407	217	210,967
COUNTIES, Cities																					
ANDERSON	300,662	375,662	385,612	28	24,421	22	53,708	61	90,654	29	112,912	31	21,464	28	10,036	21	15,470	61	22,140	19	11,291
Oak Ridge	191,355	237,564	242,863	12	11,109	9	44,607	29	54,704	15	60,556	13	8,055	22	8,863	13	13,174	34	18,588	8	6,570
BEDFORD	88,257	116,826	123,930	5	4,556	5	8,957	20	27,529	20	28,234	17	9,916	15	4,100	15	6,475	18	7,295	7	5,195
Shelbyville	84,560	108,468	111,774	5	4,556	5	8,957	17	26,459	20	28,234	17	9,916	15	4,100	15	6,475	16	6,725	7	5,195
BENTON	48,718	71,754	76,189	6	4,303	4	5,016	17	27,354	10	13,172	11	7,530	10	2,085	7	2,059	15	4,170	3	5,145
BLEDSOE	15,088	22,028	23,422	5	4,620	2	786	8	5,168	4	6,573	1	770	1	591	2	886	3	507	2	1,004
BLOUNT	378,522	526,422	549,478	25	33,864	11	65,400	72	109,390	37	211,115	29	22,866	26	9,639	33	25,567	69	33,754	17	17,293
Alcoa	214,854	312,406	327,317	8	12,031	6	48,622	13	48,716	17	168,435	6	2,810	14	4,891	9	7,867	27	22,309	3	7,279
Maryville	128,223	170,089	176,361	11	19,287	3	16,395	29	45,747	14	31,152	16	17,378	9	4,650	21	14,556	21	7,429	12	9,902
BRADLEY	292,841	403,295	421,376	28	38,356	13	46,075	64	93,359	35	108,838	35	22,985	36	22,198	35	16,009	65	32,284	16	14,444
Cleveland	266,133	363,467	378,690	23	21,747	13	46,075	56	82,744	32	107,019	27	16,944	36	22,198	33	15,233	61	30,557	15	13,654
CAMPBELL	121,573	140,945	143,608	11	5,901	11	9,906	26	35,813	18	35,880	30	14,612	14	5,369	14	5,143	38	13,295	9	5,549
CANNON	21,516	27,542	29,270	5	2,156	3	1,382	9	9,023	2	8,062	3	229	5	489	3	1,463	5	727	3	682
CARROLL	79,785	107,112	112,779	18	9,531	6	10,987	32	27,647	10	28,100	19	3,624	24	3,516	8	6,543	31	4,615	12	5,290
CARTER	114,585	154,699	162,925	11	14,519	10	20,061	36	44,739	22	27,917	13	5,666	14	5,075	15	6,948	32	12,524	13	8,125
Elizabethton	95,491	125,932	130,248	7	13,697	6	19,066	19	34,091	18	23,958	9	4,883	13	4,786	14	6,577	25	10,554	12	7,625
CHEATHAM	44,836	73,710	80,301	4	4,226	4	1,272	12	22,817	5	17,045	7	19,194	2	521	2	665	11	3,003	5	2,692
CHESTER	30,026	42,644	45,286	3	3,428	5	1,970	8	9,826	4	14,271	5	1,833	8	2,137	7	3,129	8	2,562	4	1,524
CLAIBORNE	51,287	60,817	62,815	5	7,294	5	5,346	26	16,741	12	5,329	14	2,616	6	1,032	13	5,763	23	5,062	4	2,501
CLAY	10,015	13,626	14,858	2	1,914	2	816	3	4,791	1	362	3	1,139	1	119			8	1,103	2	543
COCKE	91,080	112,119	116,204	9	8,959	6	12,263	23	27,108	16	19,615	14	9,669	17	7,133	10	6,249	23	8,572	8	4,109
COFFEE	180,493	258,102	271,603	18	17,239	15	40,510	34	54,523	20	61,670	27	18,189	34	7,988	23	12,881	52	22,075	17	10,605
CROCKETT	31,342	43,656	46,674	4	1,968	6	1,517	12	11,673	5	16,531	7	2,336	6	1,430	4	1,598	9	1,181	6	1,789
CUMBERLAND	123,066	162,398	169,108	7	12,301	8	15,997	31	34,581	21	41,922	22	18,769	16	6,574	10	3,423	37	13,485	9	6,723
DAVIDSON	2,912,982	4,442,080	4,700,965	118	185,815	75	734,547	382	802,886	180	1,149,648	277	319,709	355	226,844	236	266,744	726	507,883	127	133,855
Nashville	2,770,244	4,176,092	4,409,701	112	176,493	71	641,116	369	754,723	172	1,142,397	265	296,679	323	195,052	226	251,223	694	483,025	118	120,392
DECATUR	32,245	52,909	57,156	2	3,287	3	5,191	8	12,443	6	17,910	12	7,379	4	830	6	1,552	11	2,134	3	1,067
DE KALB	35,749	48,377	51,225	3	1,625	6	4,442	17	14,512	7	11,798	8	4,061	7	1,300	4	2,266	12	2,474	4	2,234

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TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DICKSON	113,733	181,854	195,342	8	10,701	5	22,055	30	45,853	15	47,265	20	15,001	23	9,484	12	11,319	31	11,466	7	5,848
DYER	136,686	195,754	206,779	13	16,018	6	18,402	28	38,340	23	54,727	21	11,836	31	14,036	22	13,447	35	12,682	11	6,944
Dyersburg	121,604	170,016	177,892	11	14,213	6	18,402	18	29,289	21	51,007	19	10,954	30	13,678	18	7,992	28	11,388	9	5,979
FAYETTE	35,369	46,661	49,124	4	1,179	5	5,312	22	17,845	11	9,495	9	2,786	5	903	4	890	7	2,347	2	1,802
FENTRESS	41,635	54,201	57,043	3	8,650	3	3,224	11	13,253	8	4,095	10	5,056	9	9,433	6	1,500	9	2,089	2	2,331
FRANKLIN	98,920	137,156	143,994	13	18,458	6	14,917	28	32,606	16	33,299	13	7,409	5	2,772	13	4,823	25	9,121	12	5,321
GIBSON	161,344	202,520	209,583	20	12,419	18	23,499	51	50,524	30	57,891	35	13,299	46	8,707	21	6,823	49	9,406	19	10,847
Milan	43,135	57,714	62,573	2	1,065	6	8,602	11	16,618	9	13,176	7	3,072	13	1,521	5	1,213	15	3,685	6	4,253
GILES	89,734	118,929	124,468	8	5,680	6	11,623	26	25,526	15	20,069	18	17,207	16	5,462	8	7,441	28	6,743	10	6,539
GRAINGER	18,379	22,811	24,918			3	491	10	4,182	3	6,828	6	2,971	1		1	950	8	1,576	2	374
GREENE	205,265	268,813	279,420	21	19,371	15	28,061	45	62,960	30	59,909	23	28,397	28	11,487	18	11,176	46	18,070	11	10,365
Greeneville	180,203	236,348	244,535	17	16,986	12	27,264	27	55,251	26	57,625	16	16,814	28	11,487	18	11,176	30	17,254	10	9,971
GRUNDY	34,606	43,711	45,743	4	7,309	4	1,140	11	9,693	4	3,805	9	10,746			4	777	9	3,173	6	2,274
HAMBLEN	246,837	322,171	333,586	17	35,293	11	38,806	58	74,740	34	84,290	26	15,131	35	17,643	27	10,476	50	21,832	17	9,768
Morristown	231,253	304,605	315,454	14	34,289	11	38,806	37	63,393	29	82,992	25	15,037	33	17,479	24	10,032	43	21,131	16	9,675
HAMILTON	1,456,406	1,890,849	1,951,250	89	91,296	57	262,327	173	376,541	129	489,215	199	143,874	167	103,854	144	110,636	392	173,480	72	53,083
Chattanooga	1,185,600	1,529,572	1,574,948	55	64,673	46	229,121	125	268,113	108	467,071	136	95,304	135	92,418	107	78,665	287	123,512	51	40,666
HANCOCK	10,702	12,496	13,227	3				3	2,957	2	774	3	1,074	3	458	2	2,044	4	1,441	4	1,294
HARDEMAN	63,866	87,519	92,297	11	12,809	7	6,568	35	24,590	13	21,360	12	5,787	11	1,313	5	2,005	14	2,555	9	2,833
HARDIN	72,934	92,165	95,985	10	8,247	8	16,035	16	15,799	19	23,902	8	3,820	17	3,098	9	3,927	27	5,661	8	3,015
HAWKINS	95,685	125,156	130,445	11	9,779	10	8,715	33	43,863	12	27,861	14	5,642	11	3,140	7	1,759	22	6,859	11	6,968
HAYWOOD	53,005	65,312	67,294	7	4,329	4	7,007	17	15,201	7	8,587	12	11,641	14	2,750	9	3,104	16	3,659	7	3,150
HENDERSON	64,868	90,360	95,802	11	9,531	5	9,238	21	16,693	12	23,386	12	6,875	12	3,479	8	4,932	20	5,497	7	3,218
HENRY	105,346	157,114	181,019	8	9,772	9	20,820	28	34,553	15	29,730	16	9,797	27	9,471	10	6,097	36	12,916	8	6,484
Paris	94,367	132,157	144,753	6	7,760	5	13,723	21	31,714	14	27,978	14	8,740	27	9,471	10	6,097	20	7,798	8	6,484
HICKMAN	26,893	33,290	35,001	4	4,853	3	860	12	12,244	5	2,852	10	4,340	3	340	3	684	13	920	2	2,143
HOUSTON	12,665	16,221	16,891	1	924	1	134	7	6,894	3	903	3	1,089	1	134	2	128	6	700	5	4,634
HUMPHREYS	53,668	65,245	66,903	6	3,031	5	9,148	21	19,329	8	17,445	12	6,051	6	882	5	1,153	20	4,424	4	1,820
JACKSON	14,105	21,320	24,655	2	1,724	1	831	6	6,474	3	931	5	1,566			3	1,272	8	1,122	2	805
JEFFERSON	72,882	94,581	98,610	10	6,887	8	7,480	17	34,410	5	7,829	21	11,262	13	2,429	10	3,592	16	6,985	10	6,494
JOHNSON	26,212	32,485	33,724	4	2,946	4	2,451	12	12,824	7	2,753	6	3,005	4	922	3	732	7	2,514	3	1,964
KNOX	1,866,396	2,340,094	2,400,666	113	148,137	55	302,060	273	460,954	137	463,138	193	181,148	244	157,691	178	146,882	438	288,937	78	71,635
Knoxville	1,471,098	1,824,969	1,868,247	80	121,522	44	274,362	206	291,261	96	380,372	134	103,309	191	124,584	136	125,744	356	246,958	61	56,431
LAKE	13,939	15,963	16,397	4	1,109	2	744	10	5,575	3	1,805	6	1,341	3	189	2	558	9	1,913	4	1,387
LAUDERDALE	49,225	65,873	69,268	6	4,538	5	8,932	17	13,446	13	14,922	13	6,095	14	3,745	7	2,943	19	2,443	5	3,063
LAWRENCE	115,744	161,299	171,139	9	11,626	10	15,589	22	30,101	33	43,441	19	11,771	19	7,462	19	14,071	31	7,069	11	7,313
LEWIS	23,682	33,194	35,105	5	2,436	7	2,518	10	9,098	7	9,020	6	2,527	4	512	5	620	5	778	3	1,834
LINCOLN	78,924	108,403	114,453	12	5,329	5	11,123	26	34,852	15	14,410	12	10,049	16	5,423	10	4,002	23	6,508	6	5,835
LOUDON	96,018	102,032	102,513	8	8,101	6	6,652	29	24,708	21	30,211	17	8,957	15	3,158	10	5,365	26	6,227	9	4,042
MCMINN	164,195	220,210	229,253	9	12,613	6	17,246	35	84,671	24	31,748	32	11,713	30	14,510	21	8,710	46	16,900	11	9,782
Athens	133,323	179,040	185,646	7	11,253	4	16,274	18	74,986	18	28,297	16	5,558	25	12,341	13	6,603	26	12,025	6	7,074
MCNAIRY	57,609	74,965	79,378	10	3,340	4	5,117	14	18,273	16	19,241	10	4,067	11	1,966	7	2,823	17	3,329	7	3,096
MACON	38,242	45,215	46,941	7	5,528	6	3,398	15	15,964	5	5,103	8	2,955	4	1,129	3	1,254	8	980	4	2,070
MADISON	400,985	580,154	609,252	27	49,101	18	116,540	73	103,598	39	124,423	51	36,438	59	35,676	42	28,946	96	47,615	22	17,443
Jackson	377,651	552,376	580,426	26	48,914	17	115,428	66	100,801	38	123,534	43	24,864	59	35,676	38	24,325	91	45,624	21	17,229
MARION	73,074	88,702	91,564	3	4,239	8	7,693	14	23,161	15	19,647	17	9,702	11	4,094	4	3,017	14	4,488	8	4,023
MARSHALL	69,607	104,980	111,750	5	3,863	7	9,868	22	27,795	13	36,213	11	5,611	14	2,947	6	5,825	17	4,794	8	5,081
MAURY	194,004	295,162	314,214	23	19,982	12	36,130	55	74,757	24	55,489	35	19,009	39	19,170	32	18,248	55	25,476	19	13,584
Columbia	171,279	257,783	272,760	17	15,761	9	35,260	37	63,758	23	55,264	26	15,799	37	17,952	24	15,712	45	19,081	16	11,636
MEIGS	13,726	15,681	16,328			2	1,661	10	6,017	5	1,999	2	598	1		2	780	6	723	1	1,450
MONROE	92,258	119,615	124,990	12	13,346	9	10,149	29	23,949	19	27,927	17	11,130	15	6,935	10	3,929	33	10,504	7	3,702
MONTGOMERY	355,104	473,498	491,112	22	37,710	15	73,434	61	89,603	42	146,541	36	20,606	36	12,756	42	22,042	111	48,541	15	13,304
Clarksville	334,264	448,250	464,832	19	36,805	14	73,092	42	74,946	41	146,200	34	20,324	36	12,756	39	21,359	103	44,301	13	12,005
MOORE	4,981	5,756	6,079	1	76	1	14	7	3,324	1		3	492					4	328	1	116
MORGAN	15,193	19,467	20,726	2	800	2	188	12	8,206	5	3,954	3	2,965	3	133			2	257	2	122
OBION	128,875	165,583	171,286	17	15,679	8	17,179	26	34,135	26	42,585	18	10,226	33	9,822	17	4,823	34	14,815	9	5,692
South Fulton	7,742	12,386	13,934	1	544			1	1,523	3	1,330	4	1,483	3	517	2	365	6	3,625	1	456
Union City	105,055	135,555	139,702	11	11,150	7	16,496	14	27,174	16	38,672	8	6,630	27	8,767	12	4,248	20	10,374	5	4,476
OVERTON	40,155	51,887	54,745	5	8,804	5	4,719	14	15,528	6	4,869	8	2,816	10	1,443	4	3,501	10	2,175	5	3,097
PERRY	9,415	15,323	17,127	2	1,279			6	7,619	4	754	3	718	1	262	2	1,313	7	901	2	762
PICKETT	10,373	13,367	14,383	1	1,892	2	579	2	2,727	3	2,104	6	1,978	1	235	1	273	2	736	2	72
POLK	21,863	26,437	27,937	3	1,294	5	2,454	9	11,186	6	2,643	3	861	3	312	3	606	8	1,284	5	1,169
PUTNAM	207,514	298,314	314,100	20	21,293	9	33,217	44	76,208	25	42,364	35	28,020	44	27,275	20	12,807	61	28,365	12	13,109
Cookeville	185,624	271,160	285,372	15	18,206	8	32,510	31	65,113	23	39,994	28	25,662	44	27,275	19	12,361	52	26,804	9	12,219
RHEA	62,640	85,915	90,152	9	6,724	7	4,785	15	31,025	15	17,142	8	5,984	19	4,872	6	2,275	21	6,333	7	4,058
ROANE	162,610	173,640	174,367	14	9,344	13	13,099	38	46,232	24	56,298	19	6,943	22	6,702	16	7,487	38	11,127	15	7,494
Harriman	71,207	82,336	86,045	6	5,204	5	6,843	11	11,535	8	33,039	8	2,593	13	2,882	6	3,854	17	7,394	5	3,273
ROBERTSON	107,633	152,753	160,668	5	3,878	4	12,781	29	38,915	15	39,699	23	26,353	16	5,435	8	7,175	23	8,401	10	6,441
RUTHERFORD	351,096	548,658	584,405	24	41,681	16	56,527	66	134,341	36	123,033	59	52,321	64	36,737	40	28,158	74	50,633	22	18,694
Murfreesboro	271,938	432,129	460,923	17	33,741	10	38,813	43	86,912	29	109,555	45	36,903	58	35,353	33	26,876	56	43,335	14	14,323
SCOTT	51,624	57,422	58,428	6	2,103	4	7,851	19	19,441	11	8,262	11	2,669	9	1,227	1	2,818	10	2,342	4	3,315
SEQUATCHIE	22,118	31,168	32,851	1	309	4	1,538	7	15,100	4	6,040	6	2,887	2	351	2	507	8	1,360	3	1,099
SEVIER	229,382	305,617	317,566	13	26,340	9	13,012	70	72,638	15	26,120	31	29,196	54	13,994	27	11,915	121	66,003	10	8,575
SHELBY	3,816,663	5,362,867	5,597,391	151	204,660	125	718,249	604	1,080,858	273	1,391,884	369	398,969	530	352,426	324	351,869	850	469,207	138	198,256
Memphis	3,363,383	4,730,030	4,936,415	118	179,819	105	644,273	521	894,370	241	1,301,277	327	353,196	425	284,012	286	325,433	751	424,986	119	182,245
SMITH	37,446	53,869	57,250	5	3,846	8	2,770	13	13,825	6	8,678	9	4,681	6	2,019	5	10,440	10	1,930	7	2,399
STEWART	16,497	23,442	25,114	2	2,431	3	1,344	7	7,255	4	4,440	1	595	1	430	3	1,666	8	1,860	3	979
SULLIVAN	751,148	916,380	936,441	39	47,007	22	131,928	116	167,287	80	294,138	75	42,571	92	49,190	56	43,191	140	72,199	37	31,494
Bristol, Tenn.-Bristol, Va.	401,418	477,924	497,051	16	24,505	13	59,913	62	89,959	46	161,303	32	25,744	58	28,940	38	26,673	94	37,584	17	14,685
Kingsport	481,401	581,524	592,609	21	37,210	17	101,668	68	101,613	42	167,241	39	26,011	63	36,895	35	22,520	79	44,559	22	19,211
SUMNER	275,722	418,349	444,589	26	43,093	13	35,458	64	114,392	38	110,765	32	26,938	37	14,690	26	14,144	54	28,598	22	18,860
TIPTON	86,674	120,580	127,061	10	12,915	10	14,913	34	30,200	21	30,394	13	7,883	13	3,899	7	2,781	16	5,873	7	3,551
TROUSDALE	16,671	18,853	19,109	2	266	2	49	10	8,306	2	2,503	6	886	2	75	2	278	2	48	3	1,081
UNICOI	32,237	41,501	43,145	5	2,562	5	5,674	7	11,650	11	8,513	6	1,672	5	828	6	2,012	17	5,277	4	1,533
UNION	14,581	17,471	18,339	3	1,636	1	756	12	4,760	2	5,833	2	1,415					2	345	1	453
VAN BUREN	2,770	4,306	4,928					4	3,059									1	218		
WARREN	112,529	154,730	163,129	15	13,438	7	15,330	30	40,252	19	30,693	11	6,653	28	11,376	12	7,643	32	10,184	9	6,342

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WASHINGTON	419,713	547,202	566,406	30	39,239	14	75,654	74	129,723	43	135,837	46	26,731	57	22,279	40	29,193	105	46,847	21	17,263
Johnson City	375,269	486,186	500,846	20	32,471	14	75,654	49	117,755	33	122,294	32	18,592	52	19,289	38	26,886	90	43,194	16	14,844
WAYNE	28,477	37,304	39,946	5	5,839	3	645	20	15,542	4	5,333	6	824	4	812	2	360	8	926	4	1,980
WEAKLEY	88,554	116,202	121,531	14	9,749	7	13,009	35	31,889	15	22,872	15	5,925	19	4,494	9	6,702	34	9,060	13	5,421
WHITE	53,526	80,481	86,181	7	4,704	5	5,679	19	17,260	13	34,713	9	4,340	9	1,625	5	1,575	12	3,230	5	2,751
WILLIAMSON	234,074	446,427	491,929	13	15,773	10	28,748	53	120,966	15	167,702	31	36,624	34	18,485	22	15,256	45	35,735	13	16,405
WILSON	172,735	264,652	281,774	16	21,581	11	21,214	54	68,361	17	58,460	30	44,246	33	10,920	16	8,668	45	20,688	11	8,172
Lebanon	134,128	210,655	224,395	12	19,100	8	18,380	31	49,245	14	44,169	24	36,221	28	9,147	15	8,405	35	20,065	8	6,862

TEXAS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	82,272,213		115,023,365		7,509,681		12,855,948		23,130,827		30,138,789		6,416,497		6,708,102		6,418,151		10,238,822		2,882,885
		108,107,102		4,211		2,465		13,103		7,438		8,234		10,139		6,525		19,755		3,196	
METROPOLITAN STATISTICAL AREAS																					
Abilene, Tx	804,342	1,033,458	1,090,739	36	105,211	23	132,167	106	175,961	71	313,813	79	58,582	115	58,699	74	59,026	169	84,297	27	25,349
Amarillo, Tx	1,220,497	1,549,886	1,634,080	59	134,793	25	167,136	154	295,502	105	486,081	102	63,876	153	111,659	118	99,544	309	146,645	37	26,596
Austin, Tx	3,399,672	5,936,234	6,566,862	152	559,029	72	708,523	497	1,240,671	245	1,664,235	313	326,209	392	382,341	311	421,446	1,005	707,192	130	132,983
Beaumont-Port Arthur, Tx	2,093,311	2,287,113	2,357,772	107	144,134	56	278,505	385	461,516	203	611,791	209	144,631	228	156,313	164	126,869	447	192,412	97	69,921
Brazoria, Tx	795,628	951,280	993,951	50	90,990	28	101,304	164	272,794	84	240,387	72	44,377	104	47,999	56	42,524	206	67,590	36	27,514
Brownsville-Harlingen, Tx	1,025,512	1,350,287	1,431,073	55	100,155	40	181,585	207	332,257	108	287,769	81	44,535	206	120,280	108	100,719	309	116,881	42	29,398
Bryan-College Station, Tx	591,693	799,075	849,002	30	73,783	16	126,698	87	184,343	43	164,817	42	44,533	81	55,940	45	35,503	161	95,356	15	13,171
Corpus Christi, Tx	1,844,288	1,842,985	1,874,602	73	108,176	53	192,247	311	426,275	170	487,527	206	132,410	211	93,955	147	109,983	512	171,223	68	37,058
Dallas, Tx	13,066,550	20,210,107	21,968,543	492	1,056,787	274	2,418,125	1,507	3,920,837	936	5,966,245	1,137	1,342,772	1,564	1,293,951	932	1,361,482	2,782	2,168,058	371	565,988
El Paso, Tx	2,120,722	2,793,116	2,956,964	83	161,908	82	451,626	334	554,804	184	688,899	179	149,487	320	205,077	194	202,743	664	276,714	73	65,584
Fort Worth-Arlington, Tx	6,122,691	9,260,143	10,020,749	267	576,835	141	1,215,427	827	1,968,759	511	2,770,307	527	534,904	689	521,004	438	494,558	1,491	929,500	191	240,870
Galveston-Texas City, Tx	1,042,954	1,175,028	1,216,156	60	90,737	26	109,767	211	306,994	88	303,773	89	67,552	130	75,476	69	41,356	295	115,989	38	36,034
Houston, Tx	18,823,669	20,339,716	21,000,699	685	1,283,803	259	2,353,271	2,371	4,045,602	1,138	1,618,151	1,408	1,179,242	1,723	1,248,382	1,241	1,201,448	3,678	1,960,958	515	577,676
Killeen-Temple, Tx	892,169	1,362,042	1,476,833	50	79,352	46	200,576	180	304,476	139	407,287	117	68,787	119	64,950	84	82,621	233	138,135	32	28,881
Laredo, Tx	701,337	1,136,250	1,241,787	34	70,819	33	197,307	116	261,635	59	155,915	48	35,955	159	171,619	55	137,375	116	71,907	22	24,023
Longview-Marshall, Tx	1,064,402	1,211,986	1,258,273	64	82,123	37	140,552	164	251,397	77	360,647	111	54,232	150	74,600	104	80,248	246	96,925	53	33,190
Lubbock, Tx	1,344,799	1,525,130	1,579,928	54	112,644	26	191,270	161	241,169	102	483,263	103	47,694	162	87,281	132	109,232	289	134,758	43	25,247
McAllen-Edinburg-Mission, Tx	1,352,119	1,678,590	1,763,605	71	150,623	53	250,221	261	364,106	162	363,863	104	50,327	238	183,118	121	115,066	318	118,187	50	42,482
Midland, Tx	713,358	880,959	924,339	32	92,672	17	118,366	80	175,619	42	200,162	57	59,120	92	50,150	66	65,519	140	73,329	13	18,274
Odessa, Tx	993,340	1,060,802	1,089,416	47	92,138	23	146,481	137	193,706	80	310,348	55	32,128	125	55,322	76	73,107	188	98,383	22	16,565
San Angelo, Tx	571,448	828,426	890,613	31	70,703	16	112,940	93	168,634	54	249,087	41	25,334	88	50,708	62	52,574	140	75,867	22	16,923
San Antonio, Tx	5,533,729	8,304,819	8,972,780	228	536,238	147	1,078,898	816	1,888,820	428	2,150,818	643	578,184	585	500,835	450	548,642	1,612	935,120	197	172,028
Sherman-Denison, Tx	488,622	754,091	819,629	45	69,699	19	102,746	68	154,000	61	230,289	49	34,934	68	42,577	47	39,085	111	57,500	21	29,099
Texarkana, Tx-Ar	585,884	827,847	883,720	36	55,283	21	113,573	115	179,539	65	209,736	60	58,217	94	51,946	58	42,814	150	66,732	28	25,569
Tyler, Tx	801,304	1,143,674	1,228,354	53	99,605	24	174,253	84	213,390	80	315,368	100	74,672	114	80,895	72	67,470	148	83,389	37	36,009
Victoria, Tx	492,936	560,106	580,535	22	49,371	14	74,633	80	111,782	40	144,967	43	37,431	66	34,164	46	30,330	112	42,590	15	10,429
Waco, Tx	943,336	1,262,047	1,341,533	48	95,444	36	174,474	165	273,223	93	340,883	116	66,730	123	64,908	84	67,832	245	119,714	36	29,314
Wichita Falls, Tx	750,305	837,155	865,992	36	65,143	25	125,962	106	138,723	82	244,493	63	38,374	108	40,971	80	58,396	182	67,100	28	20,791
COUNTIES, Cities																					
ANDERSON	178,100	275,596	299,762	18	28,989	9	17,894	42	72,192	31	79,747	18	10,899	26	16,569	15	12,781	46	16,924	12	9,828
Palestine	138,763	213,380	231,492	12	17,328	5	15,414	28	63,052	27	58,597	15	7,652	25	13,483	15	12,781	36	14,298	10	6,899
ANDREWS	61,362	80,377	85,117	3	4,849	3	3,495	13	20,990	9	31,793	9	4,653	11	4,098	4	1,068	16	6,424	4	2,617
ANGELINA	342,133	385,771	399,717	26	33,124	14	46,785	55	92,650	42	98,011	46	21,718	52	21,570	37	21,983	61	26,740	18	13,776
Lufkin	308,045	345,796	357,767	22	24,752	12	45,085	36	77,510	35	96,340	38	17,946	48	20,370	28	17,147	54	25,181	16	13,385
ARANSAS	68,176	88,341	93,521	5	17,286	3	2,465	20	32,227	9	7,566	13	8,936	7	1,531	11	5,033	20	9,823	4	1,736
ARCHER	21,545	21,561	22,147			1	331	11	5,286	4	11,717	4	902	3	478			6	782	1	443
ARMSTRONG	6,515	8,054	8,700					2	1,786	2	2,943	3	1,248	1	466			2	418	1	522
Potter	8,915	12,465	13,648	1	997	2	1,447	5	4,947	2	1,912	2	641	1	706	1	337	4	788	1	302
ATASCOSA	85,879	117,300	125,402	12	17,721	6	6,422	38	42,014	17	24,035	19	9,050	6	6,264	4	2,001	23	6,687	6	2,673
AUSTIN	82,913	107,773	114,230	7	12,011	11	9,345	25	26,197	13	33,334	15	10,000	11	3,608	9	2,632	35	7,008	7	4,309
BAILEY	28,305	36,812	38,984	3	1,979	1	1,177	8	6,283	8	16,315	3	694	9	2,827	3	1,519	12	2,557	2	914
BANDERA	18,169	25,272	27,330	4	3,640	2	824	13	10,396	3	6,741	1	1,256	2	349	2	853	7	1,152	2	
BASTROP	80,548	138,931	154,106	12	9,164	7	6,878	31	56,032	10	32,635	21	15,799	8	3,533	7	3,472	36	13,442	8	4,560
BAYLOR	29,092	28,914	29,380	2	951	3	644	6	5,425	8	9,967	5	7,023	7	1,135	2	481	7	1,426	2	1,242
BEE	105,311	125,212	130,560	11	10,770	4	8,556	30	33,329	13	30,033	17	8,942	18	10,856	12	6,632	40	9,498	7	3,987
BELL	786,685	1,209,293	1,311,723	44	75,160	35	177,068	149	256,788	119	370,040	100	61,604	111	62,816	71	68,325	206	125,171	26	24,915
Belton	45,551	68,761	76,498	4	7,054	2	8,944	16	25,499	7	16,901	9	4,668	4	1,436	3	640	17	5,956	2	1,532
Killeen	346,321	540,165	586,713	14	28,242	16	77,245	59	99,144	67	199,373	35	23,940	47	25,476	32	37,115	80	51,807	10	7,961
Temple	327,528	504,243	546,615	15	23,350	12	85,620	46	109,210	34	143,707	36	20,063	57	33,806	33	28,615	81	51,497	13	14,709
BEXAR	5,197,814	7,795,385	8,418,970	186	476,095	132	1,050,373	718	1,744,504	391	2,016,416	566	548,116	549	474,731	421	522,758	1,501	890,150	181	158,313
San Antonio	4,535,613	6,841,757	7,395,660	156	404,699	109	914,956	640	1,471,550	347	1,894,233	517	473,187	457	402,621	351	444,148	1,333	789,383	170	145,222
BLANCO	14,940	24,238	26,799	4	4,634			6	8,565	2	1,224	9	2,730	2	77	3	618	15	4,502	2	346
BORDEN	136	209	241					1				1	160								
BOSQUE	41,322	79,377	90,594	6	10,213	6	3,671	15	18,341	6	26,223	11	8,030	6	1,456	1	3,131	12	3,591	5	4,060
BOWIE	430,569	636,840	688,715	28	48,051	16	101,361	79	112,579	56	199,751	41	38,292	71	40,396	46	34,518	93	48,239	21	16,748
1Texarkana	479,503	664,155	710,318	26	43,797	17	103,310	72	137,182	51	174,721	43	36,826	77	46,308	52	40,068	109	51,893	21	21,095

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRAZORIA	795,628	951,280	993,951	50	90,990	28	101,304	164	272,794	84	240,387	72	44,377	104	47,999	56	42,524	206	67,590	36	27,514
Angleton	104,348	127,120	134,710	7	11,462	5	10,885	16	38,274	11	35,703	14	8,617	16	6,537	3	2,205	22	5,845	7	5,979
Clute	105,027	129,188	137,242	5	7,257	3	14,050	14	37,507	15	33,014	9	5,633	9	3,458	11	8,255	28	11,985	3	4,338
Freeport	95,144	104,565	107,879	3	10,706			21	31,191	17	36,062	5	3,270	6	3,806	6	2,747	32	6,938	4	2,865
Lake Jackson	121,144	147,743	154,771	4	2,625	6	50,585	18	31,816	3	9,232	9	4,830	41	20,561	13	6,736	31	14,835	5	3,262
BRAZOS	591,693	799,075	849,002	30	73,783	16	126,698	87	184,343	43	164,817	42	44,533	81	55,940	45	35,503	161	95,356	15	13,171
Bryan	354,019	455,772	480,810	23	51,279	9	42,396	52	91,967	34	144,251	28	24,778	30	22,095	33	25,709	83	43,009	11	8,630
College Station	229,142	334,943	359,577	5	19,045	7	84,302	25	89,541	9	20,566	14	19,755	51	33,845	11	9,155	75	51,586	4	4,541
BREWSTER	35,228	39,998	41,459	3	2,698	6	3,063	11	11,974	5	10,696	9	1,444	7	3,808	2	340	18	2,934	5	2,176
BRISCOE	5,277	5,111	5,335	4	668			5	2,020	3	1,292	4	123	1				2	58	1	80
BROOKS	34,622	43,526	46,035	4	3,754	2	1,546	13	13,768	6	12,744	2	1,266	4	2,498	5	2,028	13	3,442	3	515
BROWN	164,096	185,842	193,218	10	16,276	8	22,271	41	43,103	20	40,406	22	7,103	29	11,259	24	7,836	48	15,075	12	7,638
Brownwood	138,872	156,036	161,964	7	11,704	5	14,911	29	39,183	14	38,232	18	6,085	21	8,593	20	6,451	39	13,334	9	5,850
BURLESON	48,358	60,182	63,509	3	6,497	5	2,451	24	16,350	6	19,958	10	6,182	8	1,826	3	1,809	16	4,022	3	1,134
BURNET	99,651	171,896	190,639	13	29,632	9	30,780	24	35,484	12	32,870	11	9,040	13	3,255	11	11,175	30	13,370	8	5,159
CALDWELL	81,602	110,247	117,347	9	5,620	7	9,964	18	31,841	15	35,178	11	9,869	15	3,959	4	2,752	29	8,330	5	2,797
CALHOUN	93,846	121,738	129,021	10	13,887	6	11,783	21	37,395	17	25,084	14	8,887	8	6,364	5	4,327	34	8,366	5	3,847
Port Lavaca	81,473	105,639	111,733	8	11,484	5	10,229	16	31,793	13	23,124	10	6,701	8	6,364	5	4,327	23	6,310	5	3,847
CALLAHAN	27,339	40,225	44,180			6	1,924	15	14,528	6	14,082	9	2,677	2	602			8	2,931	5	1,438
CAMERON	1,025,512	1,350,287	1,431,073	55	100,155	40	181,585	207	332,257	108	287,769	81	44,535	206	120,280	108	100,719	309	116,881	42	29,398
Brownsville	524,297	705,836	750,147	18	29,840	25	119,159	81	179,244	50	133,386	26	19,440	132	83,159	62	64,508	138	49,670	21	16,751
Harlingen	341,308	438,202	462,081	23	42,152	10	49,659	52	93,397	33	115,680	35	16,529	47	26,001	27	27,265	91	44,712	9	6,928
CAMP	37,601	49,359	52,568	4	5,526	4	1,296	9	7,151	10	16,897	9	2,816	4	4,414	5	4,210	15	3,369	3	2,073
CARSON	15,244	18,917	20,122	1	274			10	6,649	2	4,721	7	4,440	1	209			8	1,224	1	466
CASS	89,597	128,351	139,137	12	9,020	8	16,099	32	44,736	12	28,000	14	3,433	16	7,297	11	5,536	21	6,426	9	4,858
CASTRO	29,195	31,746	33,040	4	1,609	1	789	10	9,822	8	9,806	2	1,085	5	1,706	2	769	7	1,104	2	597
CHAMBERS	64,803	97,406	105,273	9	6,810	4	2,502	28	32,488	8	32,108	13	15,925	7	1,820	3	1,414	12	3,813	6	3,951
CHEROKEE	152,878	184,935	196,667	12	14,694	10	18,323	27	36,909	25	62,999	26	10,121	20	18,139	6	3,333	28	8,477	9	4,712
Jacksonville	102,425	123,256	130,200	7	3,740	6	16,024	15	27,500	12	28,850	16	6,490	16	16,999	6	3,333	20	7,344	5	3,275
CHILDRESS	27,220	26,771	27,619	5	830	1	806	10	9,731	6	6,627	7	673	10	1,682	1	470	12	2,287	6	1,075
CLAY	32,398	30,949	31,368	3	1,404	1	750	6	6,354	5	7,514	9	9,184	3	524	1	466	10	1,872	2	822
COCHRAN	12,192	11,900	12,120	1	420	1	332	4	2,150	3	5,560			1	863	2	638	3	193	2	709
COKE	13,867	19,524	21,379	1	119	1	314	4	4,423	5	13,049	1	226	3	399			2	121		
COLEMAN	33,724	34,720	35,836	5	3,155	4	1,399	12	11,324	8	8,263	6	2,490	6	2,027	1	322	11	1,468	6	1,410
COLLIN	767,651	1,379,235	1,535,659	37	95,874	18	217,448	99	355,978	54	308,018	79	93,731	139	93,670	77	110,672	152	114,801	29	47,590
McKinney	180,168	313,173	346,113	7	23,686	1	18,524	19	40,621	14	192,210	6	4,610	24	15,115	11	16,366	25	12,488	13	13,088
Plano	454,612	834,768	931,160	19	41,553	12	178,868	46	239,395	25	91,757	37	64,048	101	70,981	52	52,111	91	87,582	9	28,061
COLLINGSWORTH	16,813	17,253	17,783	3	1,208	2	2,396	6	4,022	3	2,234	2	1,607	2	774	2	667	4	495	3	1,810
COLORADO	100,979	112,906	116,970	13	11,445	9	2,990	30	29,216	15	36,413	22	9,289	12	3,388	11	3,516	37	8,622	10	3,963
COMAL	170,568	257,875	280,465	17	32,752	8	15,630	49	81,492	17	65,700	23	12,094	23	12,830	15	8,915	50	23,533	8	5,930
New Braunfels	158,538	236,087	255,104	15	30,646	7	14,670	40	67,968	17	65,700	23	12,094	22	12,519	14	8,579	41	21,854	6	5,408
COMANCHE	43,429	42,525	43,413	5	1,383	6	3,978	16	13,249	12	11,567	14	1,689	9	1,648	7	930	9	1,850	4	1,345
CONCHO	12,190	13,450	13,972	4	1,141	2	62	5	1,765	2	9,291	3	532					2	205	1	125
COOKE	148,774	204,284	218,104	15	23,471	6	14,263	21	48,607	23	51,339	23	15,369	26	10,019	16	7,759	39	15,416	8	5,751
Gainesville	111,918	154,860	165,268	8	16,777	5	13,884	12	38,910	14	30,266	17	13,634	23	9,613	12	5,572	31	12,404	8	5,751
CORYELL	105,484	152,749	165,110	6	4,192	11	23,508	31	47,688	20	37,247	17	7,183	8	2,134	13	14,296	27	12,964	6	3,966
COTTLE	10,603	10,743	10,961	3	869	1	489	3	3,006	3	3,308	3	1,012	1	559	1	210	3	552	2	402
CRANE	23,252	27,532	28,732	1	585	2	1,041	6	11,019	4	10,149	5	605	4	1,618	2	122	5	1,216	1	1,222
CROCKETT	32,746	32,916	33,559	3	1,784	1	1,372	7	7,613	3	5,786	9	11,156	3	720	2	489	7	840	2	1,631
CROSBY	16,938	17,267	17,703	3	651	2	1,034	10	6,183	9	5,950	7	1,235	3	261	1	512	6	188	5	342
CULBERSON	26,405	26,023	26,452	2	1,526	1	225	5	3,781	3	4,622	13	11,731	4	365	1	387	11	1,790	1	1,024
DALLAM	32,599	55,565	72,072	4	4,614	2	1,838	8	17,222	11	23,806	9	4,701	6	4,319			14	4,879	3	815
Dalhart	42,125	57,202	62,227	4	3,869	2	1,838	9	13,868	11	21,309	8	4,538	7	3,717	1		14	4,697	3	815
DALLAS	11,097,280	16,795,938	18,182,565	360	814,843	207	1,961,802	1,155	2,980,232	748	5,096,343	912	1,097,602	1,273	1,122,922	765	1,183,934	2,353	1,893,396	281	443,197
Carrollton	249,281	376,433	403,252	13	44,017	6	30,635	25	80,341	18	148,109	20	21,927	22	13,634	24	15,530	37	27,702	6	7,521
Dallas	6,759,385	10,085,917	10,884,654	202	406,958	113	1,213,156	698	1,702,327	402	2,769,488	565	642,039	844	778,489	486	807,044	1,605	1,241,131	165	247,565
Garland	671,568	1,008,207	1,090,731	38	141,075	16	73,190	74	262,177	83	250,305	67	90,041	56	40,250	46	56,928	131	91,576	20	27,565
Grand Prairie	288,851	426,226	459,935	10	8,003	7	15,793	50	96,988	35	118,518	30	34,220	24	14,942	16	14,951	89	62,686	12	49,435
Irving	816,191	1,262,352	1,369,393	21	36,896	16	131,615	80	219,870	63	652,150	59	57,203	60	42,036	41	45,837	129	89,532	20	30,617
Richardson	681,765	1,110,297	1,214,024	26	47,351	12	142,458	49	163,705	40	493,969	45	68,909	92	64,835	65	74,429	101	76,906	14	20,066
DAWSON	72,727	77,498	79,908	6	4,375	3	4,896	18	21,732	9	22,637	13	2,382	17	5,559	8	3,441	20	5,302	8	3,753
DEAF SMITH	58,736	103,840	112,735	4	5,494	4	8,770	21	32,515	18	28,871	9	3,784	20	8,209	12	5,285	16	9,121	4	2,598
Hereford	65,615	99,925	108,578	2	4,294	4	8,770	21	32,515	17	27,660	8	3,464	20	8,209	12	5,285	15	8,691	4	2,598
DELTA	9,648	12,435	13,415	1	1,580	2	282	6	4,387	1	4,002	1	329			1	395	3	140	1	366
DENTON	720,614	1,307,010	1,457,319	46	77,639	27	174,678	116	390,246	62	355,225	65	79,633	89	52,593	55	42,315	152	106,021	28	50,841
Denton	378,429	681,589	758,036	18	34,977	15	117,121	45	156,718	26	196,451	34	48,939	59	37,158	30	21,901	81	62,910	16	35,738
Lewisville	194,613	358,654	400,335	14	24,384	5	30,349	26	102,062	23	112,666	16	18,099	21	10,565	13	15,930	41	30,638	6	11,268
DE WITT	79,459	91,966	98,326	11	8,885	8	7,241	20	20,840	13	26,457	10	9,101	18	4,425	8	2,180	39	5,376	9	4,574
DICKENS	14,915	16,123	16,642	1	853	1	309	8	4,803	3	6,902	4	502	1	648			6	735	1	658
DIMMIT	28,473	31,549	32,701	2	3,232	3	5,280	13	12,344	3	2,690	6	1,728	6	952	2	1,072	9	1,896	2	1,552
DONLEY	28,087	32,953	34,606	2	856	1	1,613	5	5,653	4	17,340	6	1,505	1	1,928	2	900	7	962	2	1,376
DUVAL	26,677	35,168	37,934	3	1,783	1	1,205	21	14,430	7	6,923	8	4,103	5	1,272	3	673	10	2,201	3	736
EASTLAND	76,136	85,465	89,067	5	4,678	6	2,329	23	23,001	16	23,782	16	8,590	19	4,571	5	1,953	27	7,286	11	4,126
ECTOR	993,340	1,060,802	1,089,416	47	92,138	23	146,481	137	193,706	80	310,348	55	32,128	125	55,322	76	73,107	188	98,383	22	16,565
Odessa	922,762	997,868	1,026,158	37	71,517	21	144,626	116	186,069	77	308,535	50	30,985	99	46,586	71	70,887	167	88,371	21	16,354
EDWARDS	4,378	5,087	5,373	2	974	1		2	2,510			1	187	1	44			5	283	1	294
ELLIS	230,468	353,836	385,091	23	32,500	9	35,692	69	100,249	33	90,740	43	33,713	32	14,666	17	10,977	51	27,018	14	13,044
Ennis	67,827	103,064	112,076	5	4,762	5	17,910	23	35,256	11	15,842	12	8,482	12	4,223	5	4,583	18	10,079	5	4,337
Waxahachie	93,615	140,515	151,950	7	6,696	4	17,086	19	43,186	15	37,918	11	6,036	15	8,377	6	4,987	20	11,923	6	5,731
EL PASO	2,120,722	2,793,116	2,956,964	83	161,908	82	451,626	334	554,804	184	688,899	179	149,487	320	205,077	194	202,743	664	276,714	73	65,584
El Paso	2,058,895	2,714,371	2,873,504	76	153,579	79	444,498	311	534,619	177	672,098	166	138,530	318	203,745	191	202,622	o44	269,116	70	63,773
ERATH	107,394	125,565	134,168	10	12,970	7	10,954	24	28,443	16	37,712	17	4,301	26	6,481	11	2,721	29	10,582	10	5,290
Stephenville	94,962	112,372	118,175	8	11,614	5	9,329	19	24,042	12	35,165	13	3,193	24	6,218	10	2,593	24	9,812	7	4,466
FALLS	56,771	72,902	79,665	8	5,049	10	9,345	22	20,506	11	10,137	10	6,010	0	9,687	6	1,680	15	2,646	7	5,049
Marlin	40,007	52,636	56,845	2	877	6	8,876	13	17,473	10	6,439	7	5,163	7	4,728	4	781	11	2,685	5	2,514
FANNIN	87,661	111,352	117,785	8	6,339	4	7,160	28	24,559	13	54,846	19	2,683	14	1,873	8	2,611	18	4,059	7	4,922
Bonham	67,811	90,094	97,522	5	4,059	3	6,721	11	15,591	8	49,657	10	2,449	13	1,838	5	2,371	9	3,003	6	4,750
FAYETTE	106,000	109,094	111,959	9	8,334	14	6,029	38	25,833	18	23,778	24	11,467	17	3,520	8	2,826	47	14,801	8	3,207
FISHER	13,385	16,563	17,511	3	1,016	1	721	6	4,487	4	5,522	2	617	2	751	1	560	6	1,241	5	1,290

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TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FLOYD	25,336	29,322	30,512	4	1,656	3	856	7	5,524	7	12,220	5	3,916	5	1,119	1	215	13	1,319	4	961
FOARD	5,845	6,080	6,268	1	1,047			2	1,547	2	2,148	2	832	1	94			3	125	1	
FORT BEND	495,179	667,288	709,296	37	101,832	9	20,524	80	185,030	53	215,290	54	44,079	40	30,022	32	22,117	94	37,041	20	19,396
Richmond																					
Rosenberg	229,553	306,323	324,544	14	30,610	5	10,894	27	70,789	25	142,675	21	12,597	21	16,655	11	13,094	29	11,414	5	6,894
FRANKLIN	21,584	27,887	29,659	2	3,281	1	933	8	7,977	2	6,078	5	2,632	2	577	2	2,141	8	828	3	1,844
FREESTONE	53,732	59,739	61,967	5	2,102	7	3,134	16	19,277	11	13,185	11	9,627	7	815	5	1,537	14	5,989	5	1,764
FRIO	33,911	33,177	33,756	8	2,839	2	687	15	10,924	6	8,006	7	1,414	7	1,148	2	1,410	11	2,362	3	1,245
GAINES	45,838	64,295	68,957	1	1,554	2	597	19	19,692	11	27,606	8	1,421	8	2,278	8	3,733	16	5,264	4	2,552
GALVESTON	1,042,954	1,175,028	1,216,156	60	90,737	26	109,767	211	306,994	88	303,773	89	67,552	130	75,476	69	41,356	295	115,989	38	36,034
Galveston	370,984	412,575	426,057	16	19,330	8	50,517	74	102,663	22	82,096	35	23,045	50	28,501	26	17,081	143	60,070	11	10,275
League City	69,293	76,750	79,255	3	8,958	1	5,024	14	23,560	8	16,994	9	7,191	4	2,313	6	1,932	9	5,015	5	3,928
Texas City	237,588	268,306	277,452	13	16,489	5	14,591	36	62,828	23	100,742	16	14,981	31	19,107	18	10,782	48	17,373	10	9,070
GARZA	19,688	24,517	25,769	4	1,879	1	945	9	10,193	4	1,383	10	5,057	3	772	2	707	8	1,602	2	701
GILLESPIE	78,647	110,112	118,211	5	21,402	7	5,705	22	28,256	10	25,636	11	6,707	11	3,316	14	5,808	34	8,923	4	2,530
GLASSCOCK	815	1,101	1,337					1	268									1	87		
GOLIAD	15,749	23,814	25,835	2	2,654	1	1,750	9	10,494	4	5,188	1	1,083	1	719	1	322	6	1,629	1	1,121
GONZALES	70,748	93,604	100,934	7	7,705	8	12,508	26	25,646	10	20,846	14	6,656	12	4,301	5	4,649	25	5,890	9	3,543
Gonzales	54,227	72,532	78,633	5	6,055	5	12,030	20	22,290	7	16,165	7	2,679	8	2,903	3	3,260	13	2,807	6	2,736
GRAY	160,057	156,611	159,700	18	8,264	6	16,301	38	41,181	18	36,102	15	5,393	34	14,342	18	8,953	40	11,295	7	3,401
Pampa	153,159	149,868	152,636	16	7,333	6	16,301	34	40,693	17	34,067	12	5,014	33	13,916	17	8,449	37	10,776	6	2,908
GRAYSON	486,622	754,091	819,629	45	69,699	19	102,746	68	154,000	61	230,289	49	34,934	66	42,577	47	39,085	111	57,500	21	29,099
Denison	156,591	241,315	261,892	16	12,973	4	24,259	20	54,326	22	80,339	15	12,710	22	14,502	11	6,282	39	19,273	7	15,732
Sherman	267,343	415,051	450,675	21	44,483	11	74,703	25	74,245	25	112,698	20	15,651	38	25,729	29	30,609	50	33,767	7	9,241
GREGG	838,132	942,520	976,393	51	66,856	26	119,271	123	199,363	84	283,891	74	30,718	119	59,851	84	49,334	202	77,609	40	25,137
Kilgore	133,447	147,455	152,264	7	4,789	3	11,035	24	31,992	12	59,806	10	3,312	20	7,368	9	3,591	31	8,722	6	4,089
Longview	642,577	730,844	757,591	38	58,439	21	102,997	79	149,950	61	189,858	51	23,363	92	50,471	69	45,455	143	66,673	28	20,061
GRIMES	59,449	57,075	58,131	7	9,644	5	7,817	16	9,637	9	18,255	10	2,402	5	1,177	3	677	25	2,725	5	1,138
GUADALUPE	165,347	251,559	273,345	25	27,361	7	12,895	49	62,824	20	68,702	34	17,974	13	13,274	14	16,969	61	21,437	8	7,785
Seguin	140,013	213,718	231,952	16	22,270	7	12,895	32	46,218	18	67,156	25	15,378	13	13,274	13	15,070	41	14,840	7	6,489
HALE	150,732	165,653	171,057	16	8,610	13	22,094	37	36,812	26	51,386	15	3,042	24	10,346	19	7,972	44	11,920	12	5,967
Plainview	137,774	151,215	155,941	11	7,372	10	20,190	28	32,027	22	48,746	11	2,369	22	10,154	18	7,815	39	11,647	9	4,908
HALL	16,651	23,142	24,975	2	1,786	2	1,864	7	11,799	3	2,997	4	481	5	866	1	600	6	1,483	4	1,155
HAMILTON	26,306	35,100	38,002	6	2,537	2	2,326	17	10,647	8	5,895	7	2,520	4	1,203	5	1,856	11	2,050	5	2,198
HANSFORD	30,133	36,303	37,921	4	2,657	2	1,811	6	8,068	4	16,041	1	1,104	8	2,636	4	1,574	5	2,025	2	718
HARDEMAN	17,333	23,651	25,504	4	1,310	3	553	5	10,744	4	1,420	6	1,644	7	2,029	1	307	5	3,062	1	730
HARDIN	166,045	196,220	204,785	9	17,034	10	18,909	53	49,413	25	79,430	19	7,586	15	4,830	6	3,214	32	6,704	14	7,906
HARRIS	17,342,296	18,170,576	18,664,050	575	988,663	221	2,240,902	2,108	3,500,920	998	4,835,565	1,260	1,037,999	1,605	1,175,960	1,157	1,137,033	3,409	1,831,249	447	512,326
Baytown	402,225	419,392	429,203	19	36,834	7	34,512	67	103,190	39	130,856	35	19,678	31	16,831	27	15,477	92	51,087	15	11,800
Houston	13,047,509	14,005,778	14,381,723	374	625,870	156	1,746,483	1,552	2,514,561	692	3,615,225	952	799,352	1,247	989,283	869	927,735	2,585	1,456,722	329	399,675
Pasadena	718,241	738,429	753,156	33	39,905	11	132,502	88	157,307	46	181,225	57	38,310	70	31,648	51	37,468	141	64,376	18	20,840
HARRISON	226,270	269,466	281,880	13	15,267	11	21,281	41	51,964	27	76,756	37	23,514	31	14,749	20	30,914	44	19,316	13	8,053
Marshall	184,608	222,169	232,181	8	12,047	8	19,616	27	45,143	22	72,175	26	16,527	30	14,613	15	15,465	33	14,405	11	7,698
HARTLEY	12,370	11,160	11,197	1	1,195			3	2,082	2	2,155	1	652	1	776	2	2,182	2	1,786		
HASKELL	31,059	35,093	36,642	5	2,001	6	2,003	10	7,402	7	13,962	8	894	12	3,664	3	784	10	1,702	4	1,473
HAYS	167,730	289,504	320,343	14	37,179	7	19,435	40	69,771	18	66,270	38	29,034	30	15,252	13	9,947	75	48,608	10	4,387
San Marcos	144,658	249,915	276,094	8	21,900	4	13,546	34	60,566	15	64,828	28	26,122	20	15,252	12	9,209	64	45,787	10	4,387
HEMPHILL	26,469	21,815	21,658	4	4,644			5	4,556	5	4,929	5	3,117	4	999	3	51	8	1,315	2	902
HENDERSON	165,223	171,672	177,459	14	12,679	11	15,021	29	43,076	18	46,901	22	16,399	20	7,993	15	3,348	39	8,554	14	7,999
Athens	96,886	107,743	111,362	8	5,410	4	7,042	11	20,766	12	32,286	15	11,223	18	7,336	9	2,287	17	5,694	8	4,786
HIDALGO	1,352,119	1,678,590	1,763,605	71	150,623	53	250,221	261	364,106	162	360,863	104	50,327	238	183,118	121	115,066	318	118,147	50	42,482
Edinburg	130,900	160,199	167,722	3	7,430	5	14,107	32	48,961	13	46,618	14	7,400	16	10,209	9	9,858	40	12,227	6	5,174
McAllen	719,190	890,235	933,031	27	71,875	22	147,027	76	124,469	57	191,776	31	18,925	147	138,003	74	83,369	131	66,133	19	21,385
HILL	109,706	141,047	149,852	17	10,685	7	11,965	29	35,539	18	38,489	24	17,752	12	2,828	9	2,763	25	9,999	11	4,945
Hillsboro	63,524	88,170	96,385	10	6,336	3	7,747	11	21,921	9	27,568	13	7,691	8	2,183	4	752	12	4,973	5	3,010
HOCKLEY	90,500	125,242	133,957	8	8,325	5	8,319	20	36,807	19	49,023	9	2,704	11	5,346	8	1,834	28	9,522	4	4,166
HOOD	97,599	177,512	198,291	6	18,663	5	19,568	23	39,416	10	69,880	10	6,618	11	6,626	6	4,649	22	15,398	6	4,328
HOPKINS	120,208	186,189	202,610	12	12,582	7	15,886	18	40,796	14	67,757	11	11,501	25	11,192	10	4,557	37	19,838	6	6,265
Sulphur Springs	112,421	175,180	190,267	10	11,407	6	14,617	11	37,181	14	67,757	11	11,501	25	11,192	10	4,557	29	16,196	6	6,265
HOUSTON	74,092	111,913	121,743	5	3,318	4	4,942	15	27,819	16	47,365	14	3,395	9	5,869	5	4,393	16	6,058	6	4,075
HOWARD	227,242	255,817	265,127	11	11,242	8	31,549	40	57,328	28	77,605	24	15,553	36	15,136	20	8,405	58	21,249	11	6,150
Big Spring	218,675	246,657	255,541	9	9,708	8	31,549	38	55,149	28	77,605	22	14,572	36	15,136	20	8,405	52	19,857	11	6,150
HUDSPETH	4,819	5,105	5,365	1	369	1	423	4	1,972	1		3	1,273	1				3	373		
HUNT	252,362	402,249	439,801	25	36,232	11	40,579	50	109,788	39	95,484	32	20,630	41	22,065	25	21,275	81	31,589	14	13,772
Greenville	164,916	258,750	281,494	10	16,170	8	31,499	29	63,977	22	68,232	20	17,336	33	17,976	19	17,187	40	18,615	8	8,983
HUTCHINSON	129,576	138,514	142,557	11	10,892	4	9,219	10	39,803	14	34,899	12	3,312	26	12,020	16	5,173	38	11,074	10	5,336
Borger	115,639	123,340	126,714	9	9,345	4	9,219	22	34,186	12	30,999	11	3,098	25	11,657	15	4,918	32	9,658	8	4,503
IRION	2,273	2,956	3,205	1				2	1,554												
JACK	24,843	26,503	27,483	6	2,446	2	137	7	6,901	6	6,799	6	1,523	8	811	3	1,170	9	3,354	2	1,382
JACKSON	52,454	65,224	68,620	4	4,726	5	2,693	25	20,936	15	25,709	11	3,132	11	2,019	5	1,745	20	2,911	6	1,706
JASPER	147,485	180,696	189,703	16	29,719	10	17,991	38	43,539	28	51,854	20	11,035	16	5,048	10	6,948	31	7,843	12	5,299
JEFF DAVIS	3,161	4,630	5,048	1	187			4	3,202			1	535					2	312		
JEFFERSON	1,538,129	1,745,659	1,807,406	70	104,555	34	227,024	246	325,221	132	439,162	146	107,462	178	132,595	133	110,034	339	166,168	64	50,347
Beaumont	952,310	1,091,149	1,131,067	45	79,950	22	165,224	129	160,159	75	271,668	81	67,572	112	82,973	80	83,277	202	111,655	30	26,086
Port Arthur	333,255	372,756	385,287	11	14,388	8	42,263	59	85,635	30	113,213	31	20,673	44	26,171	29	18,353	75	27,421	12	10,642
JIM HOGG	27,089	37,843	40,622	3	3,942	1	2,308	10	8,330	7	11,068	7	4,971	3	592	2	1,847	8	1,803	2	763
JIM WELLS	190,663	192,361	196,155	17	16,508	9	12,592	46	50,336	26	59,631	25	10,072	21	9,724	14	7,653	48	12,801	8	4,060
JOHNSON	293,534	453,633	494,974	21	46,318	9	46,128	59	123,221	42	142,150	33	18,406	44	24,746	18	9,975	71	30,631	15	19,697
Cleburne	168,070	258,574	280,862	12	22,948	6	31,255	26	58,082	27	98,622	13	6,473	32	18,183	12	7,159	34	16,832	9	8,377
JONES	63,275	64,701	66,109	2	1,379	6	2,169	21	13,499	13	28,189	15	5,965	7	4,050	3	986	15	2,710	7	2,350
KARNES	62,232	86,558	92,681	8	8,211	5	3,540	29	24,082	9	32,457	16	6,042	7	1,838	7	1,999	26	5,909	5	1,797
KAUFMAN	184,628	254,630	274,188	19	18,772	11	24,245	49	68,813	28	71,057	31	23,520	25	8,957	16	10,556	55	17,229	15	7,946
Terrell	93,624	133,542	147,415	6	5,956	4	12,853	20	34,735	13	47,065	12	8,746	10	6,254	8	5,025	22	8,482	7	5,280
KENDALL	47,981	76,207	83,833	8	4,722	5	1,909	12	19,269	8	35,987	8	7,122	5	1,758	2	581	27	5,314	4	1,648
KENEDY	410	360	381			1	381	1													
KENT	3,537	3,932	4,076			1		1	1,293	1	1,877	2	759								
KERR	158,510	245,109	266,421	12	35,624	10	25,480	32	65,301	14	47,719	21	14,870	25	13,454	13	11,832	53	21,915	7	6,637
Kerrville	139,322	213,767	232,012	7	24,555	7	21,521	27	59,311	10	41,944	17	12,742	25	13,454	12	11,148	48	20,802	7	6,637

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KIMBLE	26,513	36,735	39,472	1	2,064	2	932	7	8,406	4	9,582	8	9,624	1	744	1	700	11	3,091	1	942
KING	1,200	1,402	1,480									1	1,304								
KINNEY	3,350	3,918	4,221	1		1	339	3	2,218	2		3	154					4	623		
KLEBERG	154,450	177,792	184,505	7	13,330	8	12,588	35	56,715	15	42,306	20	7,896	20	9,810	11	7,969	50	19,599	9	3,229
KNOX	14,240	17,177	18,220	5	810	2	108	9	8,212	4	1,236	9	1,987	5	1,143			4	780	3	1,932
LAMAR	204,226	274,304	293,412	15	33,222	9	39,302	35	56,117	28	65,997	14	9,321	34	16,018	22	14,684	49	21,648	12	9,389
Paris	189,466	252,711	268,348	14	31,443	8	35,830	27	51,142	27	64,091	12	8,271	34	16,018	21	14,146	45	20,234	11	8,761
LAMB	55,671	62,755	65,255	15	4,292	4	3,361	18	19,071	9	16,906	8	4,334	15	4,670	6	1,976	18	3,322	5	2,814
LAMPASAS	42,613	59,130	63,231	4	3,559	5	6,350	9	13,473	10	21,472	10	5,267	7	2,609	5	1,643	16	3,645	4	2,008
LA SALLE	13,439	13,368	13,668	1	649	5	2,427	7	3,338	3	1,874	5	1,039	2	1,163			4	553	1	703
LAVACA	80,827	106,707	113,592	15	15,225	7	3,301	31	34,492	15	29,424	14	6,218	12	3,111	13	5,919	24	3,342	9	4,340
LEE	67,117	82,066	86,072	8	7,525	5	1,843	20	22,448	6	17,391	13	10,409	10	2,567	7	7,785	19	7,105	4	1,743
LEON	33,857	53,928	59,800	5	6,672	3	2,569	18	13,892	3	3,447	17	8,094	6	2,222	1	5,541	15	5,757	3	1,581
LIBERTY	254,463	383,887	415,948	22	40,315	13	5,336	54	110,352	34	157,166	30	20,705	27	10,977	11	6,922	47	22,010	17	14,485
LIMESTONE	72,009	109,981	128,380	5	9,438	5	28,339	31	35,136	10	21,704	13	6,569	13	5,360	10	4,824	19	4,502	5	3,187
Mexia	53,700	79,650	88,300	3	8,392	3	19,757	15	25,064	6	15,807	8	4,140	10	5,047	6	3,861	12	3,044	2	2,384
LIPSCOMB	11,104	10,959	11,184	2	399	2	69	6	3,122	2	2,864	4	2,443	2	377	1	30	7	1,202	1	84
LIVE OAK	41,434	26,514	25,561	4	2,003	2	123	18	6,412	7	8,278	14	4,182	6	562	3	119	14	1,606	3	479
LLANO	40,591	52,590	56,172	7	5,755	5	2,362	17	15,127	7	12,918	7	2,845	5	1,284	3	1,414	16	3,596	4	1,630
LOVING	81	168	238																		
LUBBOCK	1,344,799	1,525,138	1,579,928	54	112,644	26	191,270	161	268,169	105	483,263	103	47,694	162	87,281	132	109,232	289	134,758	43	25,247
Lubbock	1,237,481	1,403,646	1,453,866	46	102,790	24	187,398	134	249,697	93	418,588	92	43,965	155	85,881	129	109,049	269	131,044	38	24,094
LYNN	14,141	14,859	15,328	2	406	2	215	10	4,941	7	6,705	2	516	2	142	2	480	7	686	2	343
MCCULLOCH	37,979	40,735	42,124	4	1,707	3	2,723	12	12,691	8	11,784	8	1,393	13	2,119	5	3,342	10	2,596	5	673
MCLENNAN	943,336	1,262,047	1,341,533	48	95,444	36	174,474	165	273,223	93	340,883	116	66,730	123	64,908	84	67,832	245	119,714	36	29,314
Mart	NO DATA AVAILABLE FOR THIS CITY																				
Waco	753,075	1,009,047	1,071,440	25	81,825	22	166,306	96	184,315	67	266,002	73	41,967	104	57,755	70	56,544	194	105,467	24	23,370
MCMULLEN	1,392	2,169	2,520					2	996			1	535	1				1	62		
MADISON	46,563	54,353	56,589	4	3,063	5	1,642	9	11,955	4	16,904	11	7,875	6	2,055	3	1,256	9	5,482	4	2,013
MARION	24,648	28,660	30,055	3	1,344	2	1,314	8	6,370	4	9,153	8	4,622	2	687	2	993	10	2,215	3	1,024
MARTIN	19,132	25,087	26,663	1	783			3	3,125	4	15,485	4	4,574	1	504			3	807	1	137
MASON	11,405	13,804	14,491	3	1,957	2	354	7	3,793	4	3,425	5	1,281	2	744	1		7	1,208	1	459
MATAGORDA	170,412	220,050	232,501	16	16,976	9	9,594	45	65,044	23	60,997	28	11,052	25	16,734	12	8,474	53	19,534	9	5,831
Bay City	140,391	183,322	193,808	10	12,397	6	8,662	24	55,070	16	51,481	21	8,727	21	16,091	11	8,269	36	15,420	8	5,645
MAVERICK	142,835	161,971	168,110	10	12,716	11	16,731	29	41,872	16	21,085	18	7,935	50	32,627	12	8,732	27	5,994	6	4,885
MEDINA	90,923	139,329	151,624	7	6,755	6	6,544	24	33,995	18	78,685	10	2,430	12	2,648	4	3,767	21	6,618	7	2,433
MENARD	7,133	12,047	13,409	3	3,046			7	4,917	2	3,337	1	383	2	262			1	362	1	279
MIDLAND	713,358	680,959	924,339	32	92,672	17	118,366	80	175,619	42	200,162	57	59,120	92	50,150	66	65,519	140	73,329	13	18,274
Midland	675,433	644,113	886,973	27	78,596	17	118,366	72	172,782	41	189,057	54	54,636	91	47,818	66	65,519	136	72,668	13	18,274
MILAM	63,616	86,367	92,517	9	7,852	10	10,617	21	20,036	14	25,145	16	7,473	15	3,770	8	2,625	19	4,027	6	2,863
MILLS	14,084	16,335	17,362	5	4,498	3	573	4	3,268	2	3,605	4	513	1	795	2	938	4	678	1	313
MITCHELL	40,257	46,225	47,908	2	1,875	2	1,452	9	13,253	6	10,331	11	5,648	6	4,267	5	1,468	13	3,063	4	3,003
MONTAGUE	71,318	82,812	86,704	9	7,051	5	12,052	19	18,230	14	27,370	12	2,170	13	1,513	10	2,940	20	4,311	7	3,605
MONTGOMERY	549,300	831,359	899,763	42	140,219	12	52,072	96	224,329	47	212,028	48	61,357	44	29,680	37	31,346	107	60,349	26	27,981
Conroe	549,300	804,268	655,423	18	131,080	8	38,111	37	131,398	29	199,030	23	27,624	35	27,718	23	24,276	51	35,090	15	16,465
MOORE	84,379	105,193	110,715	8	4,877	3	8,012	20	28,164	15	29,458	12	10,978	13	6,103	9	5,953	21	7,396	4	3,548
MORRIS	52,391	42,794	42,460	4	1,318	3	1,888	23	12,299	13	11,718	9	5,216	9	1,876	5	2,027	13	2,023	7	1,773
MOTLEY	4,196	4,507	4,726	2	894	1	331	3	1,075	3	769	1	460					2	90	1	98
NACOGDOCHES	219,676	288,471	306,830	23	32,517	8	20,917	41	66,933	34	73,938	26	11,250	34	23,606	19	15,667	49	20,058	15	11,825
Nacogdoches	204,365	268,577	284,940	19	28,251	7	20,668	34	62,361	29	71,327	21	10,751	33	23,400	19	15,667	46	18,932	14	11,591
NAVARRO	193,956	188,526	191,597	10	10,559	6	13,378	33	35,717	29	52,010	31	14,751	31	9,158	15	7,710	42	12,854	11	5,301
Corsicana	180,784	177,241	179,880	8	10,437	6	13,378	24	33,416	26	50,192	24	13,065	26	8,857	15	7,710	35	12,032	10	5,137
NEWTON	25,932	33,981	36,321	2	1,571	3	1,319	16	12,636	4	9,116	7	3,061	3	681	1		7	1,067	3	1,526
NOLAN	97,899	103,568	106,357	8	4,292	6	5,092	17	24,058	14	25,096	14	13,638	13	4,630	13	2,740	25	7,146	9	6,128
Sweetwater	83,042	87,877	90,227	7	3,262	6	5,092	16	19,871	14	25,096	10	8,254	12	3,741	13	2,740	21	6,313	8	4,742
NUECES	1,608,873	1,602,938	1,629,445	58	99,861	37	179,048	258	345,815	138	416,275	156	109,263	180	82,765	128	104,797	435	157,601	47	30,008
Corpus Christi	1,497,256	1,492,467	1,517,019	55	99,303	32	173,844	215	308,252	129	390,803	132	92,239	166	76,838	127	104,624	403	147,980	41	26,799
OCHILTREE	59,830	66,023	68,276	4	5,405	3	5,720	11	15,794	5	20,578	6	2,299	11	5,370	7	1,588	10	4,360	4	2,480
OLDHAM	6,959	7,433	7,830					2	1,469			4	1,805	1				4	903	1	511
ORANGE	389,137	343,234	345,581	28	22,545	12	32,572	86	86,682	46	93,199	48	39,583	35	18,868	25	13,621	76	19,540	19	11,668
Orange	220,995	195,202	195,223	14	10,878	6	16,229	40	47,297	27	63,051	22	12,754	18	10,045	13	8,256	40	11,747	8	4,320
PALO PINTO	131,377	163,792	172,815	8	17,052	4	7,645	42	42,546	19	47,954	23	16,946	16	5,229	10	5,629	46	10,661	7	4,730
Mineral Wells	95,972	115,529	118,757	7	11,148	4	6,936	28	25,434	17	37,347	13	5,573	16	5,229	10	5,629	34	8,559	6	3,504
PANOLA	74,234	81,209	84,131	5	5,763	5	4,890	15	20,401	16	27,482	13	6,397	15	3,088	5	1,826	16	4,482	6	3,382
PARKER	198,011	295,793	320,260	19	23,963	6	16,392	33	78,317	20	99,552	32	34,868	20	11,387	9	5,099	40	20,904	9	8,882
Weatherford	126,297	186,984	204,652	11	16,590	5	9,122	19	44,824	19	63,171	20	26,190	16	9,081	8	3,028	29	15,699	8	5,271
PARMER	19,690	33,738	37,493	6	3,246	2	1,626	10	12,917	6	4,554	1	412	3	233	1	58	9	1,866	3	702
PECOS	86,106	91,814	94,317	9	8,780	5	5,171	21	25,845	13	19,819	22	11,645	13	4,945	9	3,520	28	6,632	6	1,952
POLK	107,793	169,270	184,962	10	32,264	7	22,514	23	42,484	15	45,997	16	7,525	7	2,598	10	5,920	25	9,120	5	4,002
POTTER	859,003	1,055,939	1,107,572	40	89,057	19	125,241	104	179,194	72	316,371	69	53,180	95	79,606	75	59,580	219	108,869	29	19,746
Amarillo	1,155,099	1,468,143	1,546,406	55	128,282	22	165,699	144	277,358	99	450,014	95	61,002	143	107,684	109	97,045	287	135,089	35	24,817
PRESIDIO	20,868	26,096	27,531	8	3,453	5	5,554	8	4,326	4	3,229	9	1,831	4	1,689	3	1,244	14	1,173	2	1,190
RAINS	12,284	20,510	22,564	2	1,133			5	9,459	1	4,960	3	479	1	350	2	779	2	506	1	1,410
RANDALL	361,494	493,947	526,508	19	45,736	10	41,895	50	116,306	33	169,710	33	10,696	58	32,053	43	39,964	90	37,776	8	6,850
REAGAN	16,793	25,915	27,643	2	2,659	3	1,232	5	6,499	1	10,446	6	2,671					4	1,380	1	826
REAL	4,973	4,887	5,030	2	967			5	1,550	4	495	2	595	1	102			3	470	3	184
RED RIVER	66,108	111,299	123,525	6	6,260	3	23,983	16	21,617	5	10,203	5	1,895	7	20,146	3	2,011	8	4,752	5	3,104
REEVES	72,150	83,666	86,976	4	3,415	5	3,746	17	23,659	11	29,099	15	4,100	12	6,394	5	2,471	21	5,057	4	3,009
Pecos	68,871	79,884	82,990	4	3,415	4	5,106	14	21,333	11	29,099	13	3,795	12	6,394	5	2,471	11	4,904	4	3,009

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
REFUGIO	44,747	50,480	52,359	2	612	2	847	14	12,011	7	15,834	14	10,912	8	2,821	2	647	20	4,322	4	1,467
ROBERTS	2,592	2,310	2,307	1	1,604			1	276			1	216			2		1	211		
ROBERTSON	49,404	58,954	62,106	8	4,053	7	7,346	23	16,420	13	19,996	14	2,439	7	1,659	3	1,014	16	2,751	7	2,072
ROCKWALL	65,909	119,458	133,721	7	17,159	2	4,259	19	25,319	11	44,862	7	14,573	6	1,145	2	3,028	19	9,593	4	3,370
RUNNELS	50,712	56,149	58,439	9	3,359	5	3,320	18	17,197	8	17,141	7	2,929	8	2,957	3	1,034	16	2,763	5	1,488
RUSK	139,047	172,722	181,771	15	11,587	11	20,252	36	36,964	28	53,877	30	11,338	25	8,317	14	10,520	32	10,156	17	6,614
Henderson	108,615	134,852	141,327	11	9,464	7	17,097	17	22,115	19	47,389	22	7,860	20	7,219	12	9,666	24	8,031	11	5,355
SABINE	30,385	45,565	49,977	2	5,144	1	1,100	13	12,176	7	13,718	8	1,671	4	488	2	1,918	7	1,586	4	1,873
SAN AUGUSTINE	25,491	30,259	31,822	5	2,235	4	1,086	6	6,277	5	11,328	4	962	7	3,362	3	1,791	8	1,327	3	662
SAN JACINTO	16,696	26,227	29,090	3	1,136	1	144	14	10,767	5	8,745	5	2,822					8	1,755	2	277
SAN PATRICIO	235,413	240,047	245,157	15	8,315	16	13,199	53	80,460	32	71,252	50	23,147	31	11,190	19	5,186	77	13,622	21	7,050
SAN SABA	17,837	20,687	21,822	2	1,863	3	558	9	6,617	4	6,137	3	723	4	2,216	3	433	4	329	1	554
SCHLEICHER	5,963	6,425	6,637	1	316	3	701	5	3,480	1	1,219			1				2	57		
SCURRY	89,080	113,514	119,817	3	4,283	4	7,875	22	28,515	21	33,841	16	6,397	16	7,720	16	6,363	26	10,931	7	4,797
Snyder	85,798	109,842	115,920	3	4,283	4	7,875	18	26,917	21	33,841	15	6,194	18	7,720	15	6,155	24	10,502	7	4,797
SHACKELFORD	14,065	14,840	15,279	2	1,261	2		5	4,641	4	4,393	4	1,819	2	488	1	541	5	984	1	90
SHELBY	92,089	112,320	118,538	13	10,013	9	13,807	27	31,426	9	23,881	18	7,612	11	4,360	5	5,305	13	3,242	9	5,593
SHERMAN	7,836	8,801	9,130	2	481	1	93	3	3,086	4	3,143	3	1,193	2	411	1	30	2	115	1	134
SMITH	801,304	1,143,674	1,228,354	53	99,605	24	174,253	84	213,390	80	315,368	100	74,673	114	80,895	72	67,470	148	83,389	37	36,009
Tyler	717,762	1,027,364	1,101,982	34	75,051	19	173,087	58	188,248	64	299,773	71	47,915	106	79,027	64	65,197	128	76,106	31	31,051
SOMERVELL	10,372	16,029	17,634	1	483	1		5	9,489	2	1,977	3	408			1	366	7	1,828	2	573
STARR	73,602	99,121	105,826	9	8,358	8	5,834	31	42,206	15	17,815	16	6,418	10	5,528	5	6,738	22	4,262	4	1,032
STEPHENS	51,591	54,167	55,802	3	1,357	3	1,370	11	14,106	14	18,975	6	882	10	3,168	4	1,314	20	3,806	6	4,982
STERLING	3,647	5,582	6,120					4	2,977			2	1,670								
STONEWALL	6,839	8,546	9,087	1	147			4	3,051	1	1,155	2	871	1	197			3	1,782	1	33
SUTTON	26,728	24,483	24,709	1	539	2	891	4	5,946	3	8,159	6	2,372	6	900	2	185	10	2,893	1	467
SWISHER	32,452	34,333	35,386	6	2,055	6	1,479	10	10,033	5	6,665	5	1,960	3	673	2	767	12	2,129	6	4,169
TARRANT	5,631,146	8,510,717	9,205,515	227	506,554	126	1,152,907	735	1,767,221	449	2,528,505	462	481,630	625	484,871	411	479,484	1,380	877,965	167	212,291
Arlington	1,217,641	1,889,286	2,049,625	38	86,508	24	268,071	122	387,488	74	663,529	71	84,667	133	128,258	77	76,320	259	212,680	25	35,058
Euless	91,666	139,758	155,828	5	24,716	2	13,932	18	51,339	8	4,671	11	12,796	8	3,712	7	3,918	38	24,660	3	3,476
Fort Worth	2,781,453	4,107,450	4,425,528	96	197,238	58	506,982	354	720,455	210	1,332,508	247	243,845	310	223,044	217	272,628	730	431,973	86	102,941
Haltom City	170,148	252,184	272,861	19	55,106	7	14,746	24	67,330	33	37,151	7	6,057	14	10,121	13	21,659	31	13,331	8	15,592
Hurst	410,064	632,066	684,705	13	33,982	15	221,072	30	102,023	20	117,371	15	15,306	70	64,782	41	47,368	54	33,922	5	5,020
TAYLOR	804,342	1,033,458	1,090,739	36	105,211	23	132,167	106	175,961	71	313,813	79	58,582	115	58,699	74	59,026	169	84,297	27	25,549
Abilene	754,962	976,831	1,031,853	33	86,954	21	131,687	93	168,747	68	304,382	72	45,773	110	57,275	73	59,006	154	79,672	26	24,965
TERRELL	6,670	5,844	5,932			1	590	1	686	2	1,838	4	1,670					4	336		
TERRY	67,250	70,349	72,178	7	4,211	5	4,616	18	17,667	10	25,378	8	2,991	12	4,398	6	1,562	13	3,968	6	3,542
THROCKMORTON	5,542	5,713	5,900					4	1,484	2	2,117	2	704	1				2	273	1	321
TITUS	143,396	163,613	169,867	9	14,694	5	22,927	20	27,584	15	42,827	21	15,214	23	8,982	14	7,698	38	10,576	12	7,773
Mount Pleasant	130,872	152,637	159,892	8	13,190	5	22,927	15	26,546	14	40,196	18	13,911	22	8,623	14	7,698	33	9,249	12	7,773
TOM GREEN	571,448	828,426	890,613	31	70,703	16	112,940	93	168,634	54	249,087	41	25,334	88	50,708	62	52,574	140	75,867	22	16,923
San Angelo	559,591	816,379	878,213	29	68,102	16	112,940	86	166,907	52	244,769	40	25,119	88	50,708	62	52,574	137	75,207	22	16,923
TRAVIS	2,933,316	5,077,040	5,605,312	114	484,717	55	640,291	386	988,640	183	1,423,181	216	251,204	343	337,792	269	389,646	827	612,930	98	111,889
Austin	2,740,007	4,777,144	5,277,955	88	406,401	51	589,133	340	932,325	170	1,410,834	199	232,367	314	321,584	249	388,855	769	583,344	89	103,042
TRINITY	36,139	35,879	36,907	6	1,822	3	1,798	13	9,771	5	13,107	6	2,921	4	953	2	196	11	1,289	3	1,196
TYLER	48,722	76,384	83,616	6	3,067	4	11,856	18	24,748	7	26,784	11	2,904	3	1,571	4	1,502	11	2,478	5	3,279
UPSHUR	85,713	90,385	93,334	7	2,328	4	7,592	17	16,334	11	30,289	15	5,033	13	2,533	6	843	23	4,467	6	3,658
UPTON	13,524	17,421	18,466	3	3,293	3	891	9	8,119	1	718	8	2,570			1	436	9	1,194	1	565
UVALDE	95,428	134,400	144,076	8	15,933	4	11,184	25	42,565	20	26,263	23	6,799	18	11,082	10	5,099	30	10,526	7	4,351
VAL VERDE	170,732	187,346	193,545	12	16,242	8	13,674	33	46,727	27	54,839	18	7,577	41	15,672	17	6,827	54	15,118	5	2,430
Del Rio	168,423	185,183	191,329	12	16,242	8	13,674	30	45,963	25	53,961	16	7,393	41	15,672	17	6,827	52	14,996	5	2,430
VAN ZANDT	99,490	140,707	151,784	16	18,428	11	3,075	22	32,348	18	50,657	27	10,611	17	4,809	5	1,708	27	5,698	13	11,147
VICTORIA	492,936	560,106	580,535	22	49,371	14	74,633	80	111,782	40	144,967	43	37,431	66	34,164	46	30,330	112	42,590	15	10,429
Victoria	480,830	548,628	568,688	21	48,657	13	73,424	70	109,386	39	144,861	36	35,325	66	34,164	46	30,330	101	38,871	15	10,429
WALKER	201,309	284,357	304,758	16	31,965	6	24,495	35	63,376	20	75,859	21	22,139	25	11,987	12	9,196	60	39,229	8	8,250
Huntsville	189,983	269,165	287,982	15	31,052	6	24,495	26	56,029	17	73,768	19	21,182	25	11,987	12	9,196	55	38,400	8	8,250
WALLER	182,431	286,606	311,642	9	12,774	4	34,437	23	24,971	6	198,082	16	15,102	7	1,743	4	4,030	21	9,699	5	3,488
WARD	63,774	69,746	71,952	2	3,384	4	6,516	18	19,914	3	18,756	14	5,823	11	3,275	5	3,729	19	5,015	5	1,861
WASHINGTON	144,213	199,818	216,065	14	22,324	4	15,889	38	55,613	11	56,385	17	8,952	23	13,324	20	8,697	30	9,658	11	7,589
Brenham	134,314	183,740	200,215	10	20,446	4	15,889	27	51,694	10	52,698	14	7,666	22	12,905	19	8,383	22	7,886	11	7,589
WEBB	701,337	1,136,250	1,241,787	34	70,819	33	197,307	116	261,635	59	155,915	48	35,955	159	171,619	55	137,375	116	71,907	22	24,023
Laredo	690,756	1,119,919	1,223,782	32	67,018	32	192,437	112	261,028	59	155,915	46	34,653	155	169,248	55	137,375	113	71,468	22	24,023
WHARTON	207,045	234,258	247,540	16	14,062	10	17,206	49	57,705	35	84,109	26	10,777	33	13,644	24	11,946	55	16,610	13	7,969
WHEELER	35,365	44,793	47,394	6	4,608	3	2,297	9	13,521	7	11,269	5	1,723	4	1,794	3	1,473	11	3,874	3	1,539
WICHITA	750,305	837,155	865,992	38	65,143	25	125,962	108	138,723	82	244,493	63	38,374	108	40,971	80	58,396	182	67,100	28	20,791
Wichita Falls	658,759	739,832	765,481	34	63,161	17	111,764	88	119,218	67	199,211	52	34,317	101	40,695	76	56,973	162	62,704	22	18,135
WILBARGER	72,988	78,023	80,486	7	3,586	5	9,313	15	19,501	13	18,682	17	6,326	16	5,011	7	3,213	19	5,986	4	3,568
Vernon	70,971	76,127	78,500	7	3,586	5	9,313	14	18,996	13	18,682	13	5,639	16	5,011	7	3,213	18	6,815	4	3,568
WILLACY	44,972	57,814	61,278	7	3,555	3	2,411	21	17,808	9	20,234	12	3,432	5	1,774	4	4,135	12	2,053	3	2,072
WILLIAMSON	298,626	569,690	641,207	24	37,133	10	48,797	71	182,260	44	174,784	59	45,971	29	29,297	29	21,853	103	45,654	22	16,707
Taylor	65,319	126,974	147,525	5	12,449	2	13,848	12	38,052	11	37,261	15	11,739	7	3,740	9	3,602	23	8,263	6	4,963
WILSON	53,957	71,751	76,698	5	4,871	6	3,818	23	24,261	9	25,887	9	3,598	7	3,728	1	1,301	16	2,175	3	1,280
WINKLER	49,414	44,068	44,299	2	3,686	3	2,560	13	6,455	7	14,863	6	4,022	9	2,055	8	2,830	16	2,350	2	2,207
WISE	112,448	193,511	214,877	6	7,499	12	21,408	28	43,499	16	91,810	16	20,618	16	4,511	3	1,248	18	4,133	8	3,837
WOOD	94,076	132,843	143,365	9	11,918	8	13,051	23	37,162	21	38,728	16	5,447	16	5,657	13	3,731	23	6,695	7	5,454
YOAKUM	30,478	45,698	49,518	6	6,044	3	2,497	10	16,054	10	14,469	4	1,248	4	3,471	3	957	6	1,443	2	482
YOUNG	91,641	107,997	113,121	6	4,801	8	16,291	16	28,614	14	27,260	13	4,287	17	4,601	10	4,881	25	7,131	6	2,591
ZAPATA	14,808	24,177	26,965	3	730	1		15	10,440	4	2,869	6	3,379	1	2,818	1		10	2,178	2	
ZAVALA	22,215	39,685	44,726	2	3,844	1	1,776	10	17,388	2	4,273	9	2,775	6	2,987	3	1,999	12	3,663	3	570

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

UTAH RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,327,012	8,590,438	9,027,593	383	656,632	205	1,032,445	867	1,895,492	615	2,081,319	842	657,791	742	422,426	537	564,124	1,693	720,907	225	238,738
METROPOLITAN STATISTICAL AREAS																					
Provo-Orem, Ut	771,604	987,094	1,024,498	33	79,847	28	136,229	109	214,814	93	231,100	104	71,108	109	53,866	60	62,078	199	68,324	34	32,146
Salt Lake City-Ogden, Ut	4,220,819	5,812,675	6,099,145	203	406,462	88	768,573	504	1,234,637	326	1,460,567	421	365,251	464	316,928	370	428,367	1,011	493,372	120	142,436
COUNTIES, Cities																					
BEAVER	14,543	29,283	33,008	2	2,764	2	1,060	6	7,201	2	930	12	9,900	4	1,213	2		10	5,443	1	1,157
BOX ELDER	108,517	169,306	181,849	11	9,221	4	9,403	25	41,376	19	54,717	24	18,088	15	4,942	10	8,740	40	17,527	6	7,776
CACHE	213,991	288,287	302,081	18	27,648	9	41,834	32	64,533	23	57,477	28	18,819	33	11,327	29	19,061	56	19,994	12	8,443
Logan	179,865	243,506	254,959	10	17,590	7	32,320	18	53,957	20	56,345	20	15,489	31	10,590	25	17,632	43	17,915	8	7,337
CARBON	115,958	124,894	126,303	8	7,825	8	10,231	14	39,549	16	27,063	14	10,747	20	3,662	11	6,136	30	9,086	4	2,623
DAGGETT	3,170	4,470	4,748			1		2	2,526			3	1,306					1	498		
DAVIS	506,448	721,559	761,835	26	46,065	13	71,579	69	170,971	39	244,888	56	50,660	55	24,711	40	60,380	85	39,698	15	8,236
DUCHESNE	61,339	68,215	69,439	3	2,636	4	5,251	12	18,057	12	20,068	11	8,280	5	569	3	2,373	19	2,574	3	3,265
EMERY	27,415	25,753	25,757	5	3,909	3	267	9	5,943	2		11	7,804	4	596	1	83	14	2,837	2	914
GARFIELD	7,549	8,240	8,530	2	538	2	492	6	2,098	3	897	7	888					5	1,274	1	375
GRAND	52,533	53,059	53,040	2	3,571	3	2,135	9	14,395	8	5,323	14	8,252	6	952	1	592	18	4,543	2	1,192
IRON	112,630	148,778	154,999	9	15,150	8	10,000	14	29,642	16	41,748	19	20,190	17	4,850	9	7,163	32	12,462	5	2,093
JUAB	20,211	22,833	23,430	2	1,178			3	4,888	7	6,350	8	5,147	1	185	2	300	12	2,869	2	693
KANE	16,451	21,553	22,592	3	1,792	3	992	4	2,874	1	387	13	7,749	1	547	1	339	11	4,098	2	902
MILLARD	29,028	81,531	97,528	6	11,203	3	2,034	5	30,981	5	13,397	18	14,141	2	357	2	4,297	16	6,127	3	2,704
MORGAN	7,295	8,522	8,818					2	733	4	5,791	2	541			1		5	808	1	351
PIUTE	1,118	1,438	1,665			1		2	518			1	280					1	22		
RICH	4,005	6,353	6,806			1	612	1	1[illegible]			4	3,562					5	1,077		
SALT LAKE	3,037,190	4,132,297	4,326,762	135	285,963	57	545,070	367	863,005	219	959,045	295	263,410	314	246,791	262	316,489	740	377,635	83	107,990
Salt Lake City	1,257,670	1,634,998	1,698,683	46	110,337	19	159,588	156	258,342	[illegible]	379,312	123	98,252	160	122,906	114	156,678	374	196,719	35	44,510
SAN JUAN	26,099	26,941	27,235	2	454	3	4,340	11	5,64[illegible]		5,352	10	6,269			1	138	10	1,729	2	372
SANPETE	25,681	34,333	36,487	3	2,054	5	1,815	18	10,909	7	5,803	11	2,984	5	1,322	4	2,123	16	1,966	6	1,683
SEVIER	67,563	85,696	88,802	8	7,335	6	5,309	9	18,622	10	21,664	25	13,376	18	5,070	5	2,382	24	5,895	6	1,952
SUMMIT	54,204	75,821	80,065	5	8,994			13	24,400	6	8,494	12	4,823	5	757	4	426	44	17,568	2	2,144
TOOELE	73,697	91,458	94,483	7	7,115	4	3,365	14	32,264	11	14,395	10	15,162	4	1,466	3	2,780	26	8,916	3	2,391
UINTAH	135,511	145,176	146,621	13	27,618	10	11,620	14	29,619	15	35,236	19	11,131	10	3,645	7	5,376	28	7,922	2	7,202
UTAH	771,604	987,094	1,024,498	53	79,847	28	136,229	109	214,814	93	231,100	104	71,108	109	53,866	60	62,078	199	68,324	34	32,146
Provo	271,081	329,294	338,737	13	26,730	5	22,643	28	58,995	40	106,624	45	24,966	21	10,589	20	29,098	59	23,373	13	12,692
WASATCH	29,853	30,170	30,291	3	1,917	3	1,167	5	8,108	5	5,525	[illegible]	5,852	2	246			20	4,502	1	745
WASHINGTON	123,591	233,656	273,248	14	27,184	5	15,333	26	50,570	16	59,014	29	25,187	17	9,926	11	11,370	36	18,389	5	15,179
St. George	103,817	191,139	212,969	11	19,941	4	13,990	16	37,677	14	49,581	19	17,362	15	8,429	10	10,034	24	14,374	5	9,638
WAYNE	2,637	4,903	6,125	1	217	1	353	2	845			1	954					4	1,085		
WEBER	677,181	958,819	1,010,548	42	74,434	18	151,924	68	200,661	68	256,634	70	51,181	95	45,426	68	51,498	186	76,039	22	26,210
Ogden	519,842	735,502	774,795	34	67,686	14	129,994	45	129,037	46	212,066	50	37,572	83	37,530	47	35,450	131	52,978	12	14,947

VERMONT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,600,585	3,740,801	3,961,176	265	340,854	155	271,696	662	830,281	286	892,681	339	236,809	316	168,217	255	152,680	908	341,106	142	109,741
METROPOLITAN STATISTICAL AREAS																					
Burlington, Vt	672,418	1,001,785	1,084,127	51	90,441	20	82,386	121	197,167	46	233,356	59	41,475	94	67,915	79	57,367	177	100,935	28	26,584
COUNTIES, Cities																					
ADDISON	113,957	164,803	174,707	12	15,429	10	9,706	40	45,819	17	36,615	22	12,692	12	8,100	9	2,677	39	13,187	8	6,164
BENNINGTON	256,230	389,906	416,083	17	30,134	13	23,826	49	71,109	21	62,594	22	16,854	31	17,567	21	16,016	73	30,268	9	10,226
Bennington	119,735	180,185	191,656	6	5,610	7	20,236	25	45,471	14	39,680	10	9,126	15	9,245	8	7,620	26	13,897	6	3,655
CALEDONIA	123,848	169,663	178,433	17	16,648	9	15,441	30	41,142	16	42,877	19	10,145	14	7,191	14	5,877	32	10,786	10	4,812
St. Johnsbury	NO DATA AVAILABLE FOR THIS CITY																				
CHITTENDEN	672,730	983,207	1,041,024	50	90,500	19	104,793	125	198,291	46	233,356	59	43,204	95	65,514	79	57,367	174	100,750	28	26,584
Burlington	220,546	330,198	350,937	11	28,420	5	55,027	46	51,848	11	31,858	20	12,559	53	47,222	32	20,856	76	47,535	9	9,215
ESSEX	6,324	9,161	9,947			1	2,572	3	1,934	1	229	4	395					10	2,175		
FRANKLIN	152,858	224,445	238,104	15	17,131	8	14,179	51	60,646	22	65,602	22	18,962	20	8,505	12	7,325	50	11,735	7	7,541
St. Albans	100,199	145,311	153,564	5	6,639	3	11,874	17	30,251	13	50,019	13	10,984	16	7,679	9	6,776	20	6,288	4	5,413
GRAND ISLE	9,649	16,332	18,291	1	234	5	1,771	6	3,492	2	4,899	1	743					6	795		
LAMOILLE	89,739	119,894	125,481	12	18,467	6	6,488	33	29,810	13	13,935	14	7,665	12	3,699	6	3,246	48	14,817	9	4,599
ORANGE	72,824	99,113	104,313	15	23,086	11	4,449	28	25,368	6	11,432	14	7,685	6	3,420	6	840	30	6,659	6	3,282
ORLEANS	82,821	122,864	133,254	8	6,694	10	7,494	28	33,982	13	43,734	16	8,049	6	1,418	8	2,791	31	8,176	7	4,626
Newport	35,344	75,636	89,067	2	470	1	1,621	11	17,228	4	43,663	5	4,655	5	319	7	654	18	5,446	4	3,420
RUTLAND	315,013	454,219	481,524	33	37,145	24	32,533	89	94,069	48	127,312	44	21,760	40	21,730	30	17,912	121	41,603	19	13,502
Rutland	191,662	269,744	284,077	15	23,678	7	27,467	38	50,588	17	64,767	21	12,422	36	18,042	21	13,942	59	24,009	11	9,813
WASHINGTON	261,564	364,844	384,192	31	28,114	16	26,892	67	80,330	38	99,916	36	20,870	31	9,463	38	22,453	101	34,788	14	11,547
Barre	97,146	131,229	137,405	9	10,296	5	24,848	14	31,902	8	16,598	8	5,761	13	3,819	16	11,177	25	11,250	7	6,599
Montpelier	69,003	101,193	111,923	8	8,468	2	387	17	15,951	12	50,293	8	6,503	10	3,310	9	3,813	21	7,517	1	738
WINDHAM	214,718	315,977	335,304	24	28,662	11	12,465	52	80,621	14	48,234	45	39,617	30	15,218	20	10,916	100	38,426	12	10,503
Bellows Falls	32,143	46,808	51,696	3	1,850	2	2,735	7	14,473	3	10,669	8	4,594	7	3,467			13	1,585	3	3,143
Brattleboro	124,310	185,461	196,944	13	12,455	4	7,224	24	46,347	8	31,913	19	23,436	17	10,123	15	6,480	44	22,901	7	6,136
WINDSOR	228,310	306,373	320,519	30	28,[illegible]0	12	9,087	61	63,668	29	101,946	41	28,168	19	6,392	12	5,260	93	26,941	13	6,355
Hartford		43,062	57,416		3,201		980		10,762		23,673		4,801		827		1,058		2,886		1,900
Springfield	46,166	60,204	62,589	5	4,077	2	3,275	8	17,193	6	7,471	10	7,851	4	1,961	2	4,675	17	7,130	3	2,240
White River Junction	NO DATA AVAILABLE FOR THIS CITY																				

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VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,706,372	34,438,223	36,225,773	1,277	1,992,567	984	4,311,824	4,465	7,566,553	2,208	8,266,587	2,652	2,469,246	2,846	1,830,094	2,314	2,165,011	6,024	3,145,972	1,076	1,335,339
METROPOLITAN STATISTICAL AREAS																					
Charlottesville, Va	597,451	763,333	791,293	27	56,534	23	100,885	134	171,644	45	128,628	59	47,275	81	54,841	64	47,603	138	64,476	20	26,134
Danville, Va	394,769	462,916	474,778	22	30,165	30	42,056	109	115,514	57	110,201	58	23,311	48	37,479	38	19,448	118	39,447	21	22,120
Johnson City-Kingsport-Bristol, Tn-Va	1,787,685	2,271,962	2,347,242	127	160,585	82	296,490	355	513,544	203	612,487	195	114,110	234	105,931	162	109,566	404	178,165	105	77,350
Lynchburg, Va	666,943	819,674	844,423	46	51,825	26	129,066	148	183,788	66	164,042	77	56,231	86	36,958	62	41,807	157	68,602	35	33,957
Norfolk-Virginia Beach-Newport News, Va	5,370,031	7,509,423	7,882,405	213	411,174	144	940,872	889	1,482,282	455	1,818,674	434	467,440	706	448,202	480	575,871	1,502	770,585	188	214,337
Richmond-Petersburg, Va	3,824,238	5,499,369	5,804,199	153	268,377	92	785,715	598	1,213,663	311	1,270,207	394	423,078	432	295,606	322	296,174	954	491,887	162	234,442
Roanoke, Va	1,104,421	1,435,560	1,490,577	68	72,977	38	209,143	229	328,070	100	269,286	121	119,031	146	79,094	105	92,576	274	137,208	64	59,014
Washington, D.C-Md-Va	17,824,496	25,859,111	27,257,308	521	1,099,633	291	3,342,114	1,967	5,141,450	817	6,088,471	1,391	1,782,630	1,784	1,679,886	1,384	1,806,494	3,770	2,861,652	546	1,088,587
COUNTIES, Cities																					
ACCOMAC	102,321	126,662	131,899	9	4,501	11	10,229	40	42,524	11	15,162	17	6,127	12	4,438	11	4,701	36	11,818	6	5,487
ALBEMARLE	154,192	222,826	235,248	9	21,963	8	52,204	40	41,459	5	23,458	17	15,113	37	28,566	15	8,654	31	19,247	5	4,652
ALLEGHANY	743	1,425	1,744			1	369	3	392									2	148		
AMELIA	16,454	19,441	20,031			3	779	7	5,008	3	4,823	5	5,184	1	295	1	1,315	4	451	2	48
AMHERST	90,081	106,586	109,299	8	6,565	5	5,144	32	35,839	12	24,588	16	12,079	5	2,307	4	1,390	25	8,139	5	6,026
APPOMATTOX	37,339	46,266	48,004	2	2,433	3	3,579	8	10,893	6	16,141	6	4,385	1	472	2	712	11	3,008	2	2,465
ARLINGTON	832,535	1,021,349	1,049,931	19	16,789	10	79,358	99	186,738	36	364,886	66	58,016	45	24,011	73	64,627	211	136,919	31	58,054
AUGUSTA	143,151	209,257	222,263	17	31,280	6	4,916	34	39,102	17	85,952	25	18,621	10	3,532	5	1,577	34	13,135	4	2,146
BATH	9,245	11,969	12,714			4	677	5	3,626	1	1,063	4	890	4	1,507	4	1,226	6	280	1	23
BEDFORD	18,293	29,949	32,942	6	8,895			16	10,245	5	2,569	4	1,782			4	1,731	10	2,042	4	1,607
BLAND	6,259	11,042	12,384	1				5	2,584	3	6,689	5	1,124	1				3	340	1	
BOTETOURT	50,158	68,787	72,446	5	4,348	2	3,917	21	11,436	5	3,688	17	29,300	4	1,019	3	1,793	16	4,130	5	1,119
BRUNSWICK	28,679	34,916	36,360	3	2,048	7	1,507	24	12,642	8	9,853	5	1,318	5	1,781	1	545	5	836	2	1,323
BUCHANAN	103,931	111,786	114,182	6	6,236	13	13,997	15	16,932	15	20,531	17	6,602	18	4,328	10	8,654	18	6,557	9	6,638
BUCKINGHAM	17,364	22,132	23,280			6	2,540	8	7,467	5	3,903	7	3,624	1	807			9	1,209	1	137
CAMPBELL	95,679	128,806	135,292	13	12,979	7	5,681	30	42,637	17	30,684	24	8,192	6	2,085	12	6,170	26	8,785	7	8,922
CAROLINE	35,983	49,420	52,154	4	838	1	622	18	16,064	9	11,850	15	9,842	1	525	3	239	10	5,174	4	1,490
CARROLL	44,966	55,049	57,942	4	2,396	7	6,031	13	14,277	10	7,894	12	5,054	7	4,455	5	1,601	18	3,327	4	3,290
CHARLES CITY	2,163	2,751	2,993					2	1,032			2	919					1	127		
CHARLOTTE	17,311	21,741	23,409	2	80	5	1,279	17	8,179	4	3,399	6	1,946	4	630	2	375	7	867	3	1,173
CHESTERFIELD	689,965	952,820	997,855	44	80,469	17	177,490	96	235,297	48	157,920	61	61,256	87	57,496	58	48,156	114	64,300	26	43,428
CLARKE	22,987	33,480	36,229	3	2,961	3	667	8	10,097	1	1,949	9	4,645	4	422	5	895	14	3,680	2	1,526
CRAIG	4,513	5,373	5,699					4	2,386			1	822					3	513	1	196
CULPEPER	78,514	113,961	122,000	10	6,098	7	15,848	23	35,025	11	20,675	12	8,297	11	3,896	9	7,327	15	6,902	4	6,640
Culpeper	68,711	94,637	103,279	7	5,082	5	13,329	14	32,362	6	10,457	12	8,297	11	3,896	8	6,870	13	6,384	4	6,640
CUMBERLAND	14,436	17,384	17,885	3		1	2,726	8	6,857	1	2,413	4	1,797	2	261	4	1,555	3	367	1	78
DICKENSON	55,766	65,412	67,847	3	7,434	9	3,584	15	19,252	10	18,957	9	2,848	5	520	7	1,872	15	2,812	4	1,989
DINWIDDIE	23,651	26,436	27,080	3	2,865			16	12,550			7	4,942	1	809			6	1,853	2	1,926
ESSEX	55,319	64,249	65,750	5	9,987	3	6,477	12	16,676	10	9,503	6	2,183	10	2,993	4	3,690	11	6,869	3	384
FAIRFAX	3,329,480	4,992,391	5,295,060	97	211,336	43	739,956	305	1,009,485	129	1,164,850	272	357,888	348	398,777	293	406,750	555	454,345	79	202,524
FAUQUIER	124,736	172,563	181,387	15	13,924	4	2,164	36	53,036	11	30,063	19	17,966	14	6,026	9	3,173	34	18,913	7	9,183
FLOYD	23,922	27,314	28,094	3	1,922	6	1,009	10	6,053	7	11,542	3	656	1	54	5	2,747	5	630	2	104
FLUVANNA	17,770	21,181	21,983	3	3,210			10	7,176	5	4,630	4	3,641	1	518			1	101	1	457
FRANKLIN	71,930	105,148	112,515	6	8,408	11	3,877	32	36,344	13	18,809	10	4,644	8	6,415	11	4,694	19	7,363	8	6,821
FREDERICK	71,319	126,343	138,286	5	25,698	3	8,240	26	32,374	10	41,111	13	14,361	3		8	4,828	19	5,983	1	
GILES	69,622	69,435	69,578	4	6,044	8	4,330	25	24,357	9	19,112	8	2,079	5	1,066	8	2,769	12	1,742	6	3,241
GLOUCESTER	82,227	127,309	136,175	11	9,848	4	11,415	18	49,564	11	27,442	7	3,878	6	1,937	7	4,343	20	6,964	4	6,456
GOOCHLAND	23,024	33,353	35,304	1	1,399	2	1,541	9	7,397	7	7,932	7	7,145	1	483	4	2,435	7	849	1	380
GRAYSON	21,577	35,097	39,336	1	1,305	3	1,913	11	12,444	6	8,158	5	627	1	97	4	4,284	9	1,338	3	1,473
GREENE	15,787	20,902	22,126			4	2,013	10	6,317	3	7,504	2	1,999	1	713			5	544	1	805
GREENSVILLE	2,128	3,437	4,040					2	131			1	2,076							1	
HALIFAX	20,589	29,645	32,541	5	4,611	3	1,580	10	8,432	4	2,809	8	4,432			1	1,000	11	1,084	2	1,030
HANOVER	207,866	260,978	269,490	13	15,241	5	6,920	41	66,032	20	32,702	43	75,050	9	3,822	13	6,684	48	24,161	12	11,658
HENRICO	1,063,072	1,767,895	1,906,793	28	63,412	27	345,242	117	380,829	70	433,491	85	111,646	111	114,153	85	108,318	220	156,585	38	81,994
HENRY	125,501	188,555	202,467	14	20,578	7	5,207	41	59,072	15	37,250	36	19,354	12	6,794	13	5,706	31	14,846	7	9,792
HIGHLAND	4,414	5,093	5,375			1	165	1	1,364	1	733	3	897			2	98	2	659		
ISLE OF WIGHT	50,710	57,311	58,314	10	4,156	6	2,588	18	22,602	5	12,082	10	2,794	4	928	5	868	22	4,662	3	3,039
JAMES CITY	85,944	153,672	167,796	1	1,784			18	24,951	2	2,306	5	4,290	6	7,080	5	104,288	11	11,223	1	3,423
KING AND QUEEN	4,913	5,833	6,284	1	89	1	212	5	2,260	2	1,303	1	656					3	192		
KING GEORGE	15,705	19,746	20,550	2	2,265	1	933	8	5,211	4	5,496	6	2,276			1	246	5	1,538	2	
KING WILLIAM	38,767	44,789	45,803	2	3,011	3	807	11	13,250	6	13,785	8	6,118	3	547	6	2,704	6	823	4	1,754
LANCASTER	48,035	59,405	61,593	4	6,363	8	2,336	14	18,163	19	16,227	14	2,485	10	2,424	7	3,944	14	2,151	4	2,013
LEE	46,963	51,142	52,379	8	5,296	9	4,294	28	18,129	11	8,376	8	2,805	7	1,194	6	1,075	18	2,457	4	2,299
LOUDOUN	260,928	426,091	459,553	22	49,206	9	20,889	43	150,885	27	79,291	33	28,634	33	17,927	25	23,739	49	29,724	11	23,602
LOUISA	35,531	44,567	46,298	5	4,237	5	2,591	18	19,452	6	5,672	11	6,438	1	26	4	1,035	11	1,899	3	1,841
LUNENBURG	26,465	27,305	27,465	3	1,435	9	2,123	13	9,613	9	3,981	7	2,629	5	619	5	945	7	756	2	1,778
MADISON	23,210	23,930	24,045	3		3	657	13	9,522	3	3,047	8	2,619	1				7	866	1	6,064
MATHEWS	18,677	26,394	28,013	3	3,032	2	842	10	11,479	6	3,486	4	2,404	3	894	3	1,092	6	866	2	1,185
MECKLENBURG	113,490	120,853	122,445	13	6,749	16	7,923	33	32,680	23	26,161	22	11,293	20	6,440	14	4,664	25	6,709	10	5,449
MIDDLESEX	21,762	26,795	27,829	6	3,579	5	932	14	10,079	6	2,232	3	1,626	3	339	3	1,459	9	1,703	3	604
MONTGOMERY	260,493	333,200	348,059	17	19,290	17	41,550	47	74,812	35	81,624	31	26,716	29	11,764	31	14,729	72	32,984	13	9,653
Christiansburg	115,612	140,168	148,353	9	16,700	5	15,974	20	25,797	20	42,031	14	13,049	11	5,495	16	4,294	20	9,244	5	3,514
NANSEMOND																					
NELSON	30,216	29,947	30,328	2	3,067	5	304	18	4,102	4	9,907	7	2,227	2		2	1,760	7	1,092	2	670
NEW KENT	17,892	21,487	22,161	2	2,184	1	751	9	6,605	4	5,313	8	3,829					7	1,612	1	787
NORTHAMPTON	44,471	52,845	54,736	6	4,676	7	3,532	14	21,467	9	3,792	14	3,882	5	961	3	863	15	3,368	4	3,850

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Mdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NORTHUMBERLAND	28,325	35,277	36,526	5	3,688	4	722	16	13,637	5	2,861	5	1,718	1	359			7	1,280	2	7,030
NOTTOWAY	47,855	49,494	49,646	4	2,540	6	1,853	19	13,078	10	11,650	11	2,927	8	2,086	7	4,437	19	3,370	6	2,836
ORANGE	60,355	86,436	91,652	4	5,598	10	4,973	11	20,464	15	25,929	12	11,619	4	2,442	3	1,785	9	4,295	5	5,930
PAGE	57,636	71,429	74,120	3	1,598	6	4,757	22	20,676	9	11,453	10	3,994	2	325	8	2,692	25	12,315	5	5,023
PATRICK	28,352	34,061	35,835	1	1,550	9	6,211	16	10,553	4	4,464	5	1,876	2	731	5	835	7	1,146	5	1,986
PITTSYLVANIA	90,161	99,084	101,948	7	14,459	17	4,548	49	28,541	12	17,425	20	5,297	10	2,121	8	1,802	39	8,428	3	4,331
POWHATAN	18,249	22,358	23,082	1	1,029	1	425	10	6,470	5	11,233	3	2,137			1	448	2	178	1	354
PRINCE EDWARD	75,420	119,317	128,141	10	10,376	8	15,431	18	29,207	8	27,618	10	5,649	9	1,733	11	10,503	25	12,022	5	1,472
PRINCE GEORGE	36,557	64,044	70,017	1	2,953	2	11,842	7	14,106	4	18,588	8	7,351	1	1,229	1	620	4	8,449		
PRINCE WILLIAM	656,944	1,035,488	1,107,531	26	104,220	13	98,014	96	217,611	48	283,191	65	104,121	50	44,906	55	63,883	126	93,953	16	39,361
Woodbridge	285,692	450,805	492,083		43,197		37,253		95,689		119,556		43,916		20,371		41,032		40,205		15,174
PULASKI	96,925	126,150	131,347	7	11,357	4	10,799	25	39,845	9	24,887	14	12,503	13	3,325	7	3,764	28	6,918	9	6,284
Pulaski	63,346	80,645	83,460	3	5,307	3	8,151	15	19,666	6	22,749	7	5,709	12	3,068	7	3,764	19	4,134	7	4,907
RAPPAHANNOCK	6,566	9,385	10,078	1	361	2	1,000	9	2,444			4	1,021			2	577	4	1,230		
RICHMOND	25,814	42,744	46,241			5	2,495	12	20,286	8	6,683	3	4,720	5	1,556	6	4,148	5	2,681	1	251
ROANOKE	238,306	309,821	321,928	19	15,329	6	46,530	52	98,264	14	19,242	27	32,772	43	26,309	28	26,158	53	28,943	12	13,800
ROCKBRIDGE	65,331	76,413	78,780	7	8,108	2	1,182	18	11,730	9	12,337	23	32,201			4	2,375	14	4,325	2	138
ROCKINGHAM	99,364	103,359	105,078	16	20,868	8	4,994	40	24,243	17	20,972	23	4,624	13	2,701	16	2,969	43	7,272	7	2,769
RUSSELL	63,097	73,438	75,871	6	7,187	6	3,979	24	23,859	11	14,823	10	4,130	5	1,327	11	5,957	15	4,469	5	3,066
SCOTT	82,229	117,070	124,146	9	14,097	5	1,884	30	35,267	9	41,100	10	9,399	5	1,472	5	3,913	16	3,635	6	3,468
Gate City	NO DATA AVAILABLE FOR THIS CITY																				
SHENANDOAH	96,948	123,921	128,956	9	9,549	7	2,385	41	37,673	14	21,446	30	22,825	10	4,419	10	3,627	27	9,324	7	3,579
Strasburg	NO DATA AVAILABLE FOR THIS CITY																				
SMYTH	104,479	161,212	173,259	9	20,776	10	13,913	21	39,774	21	32,840	18	9,569	13	7,183	12	5,716	29	10,949	10	7,769
SOUTHAMPTON	32,456	38,475	39,724	5	1,375	6	953	21	9,048	6	12,954	10	5,102	1	1,281	4	1,661	12	2,032	2	451
SPOTSYLVANIA	164,558	210,410	217,757	3	3,683	8	56,886	27	44,453	13	56,953	16	14,478	26	8,665	5	6,304	29	14,155	3	2,690
STAFFORD	98,836	169,664	184,783	13	25,394	3	242	28	61,217	7	28,420	13	24,630	1	3,705	4	139	22	20,810	1	9,058
SURRY	6,810	8,831	9,252			1	393	4	4,820	2	946	1	707			1	105	3	1,529	1	125
SUSSEX	38,562	49,502	51,702	2	1,551	5	1,590	17	16,994	5	8,977	8	2,499	2	391	5	486	9	5,235	4	2,148
TAZEWELL	246,762	270,238	273,926	20	24,865	20	23,424	62	82,199	28	72,700	23	10,557	31	6,961	21	10,255	41	11,954	21	12,006
Bluefield	28,885	30,185	30,618	2	1,892	1	707	10	16,173	2	3,272	3	1,145	3	381	4	986	6	1,521	3	929
WARREN	81,095	103,578	107,475	9	7,500	4	9,939	31	36,124	8	16,676	16	9,894	12	5,113	9	4,085	31	8,470	3	1,246
WASHINGTON	105,343	146,159	153,981	13	14,175	7	10,485	22	46,582	7	23,507	15	10,205	18	5,285	9	10,986	27	14,452	8	3,480
WESTMORELAND	34,846	42,717	44,284	2	1,662	4	2,027	17	15,623	7	12,723	5	2,213	2	815	2	321	16	3,937	3	1,721
WISE	159,118	199,950	207,200	13	18,743	12	13,779	42	74,989	27	36,648	19	14,146	16	5,390	15	4,514	30	10,671	9	7,184
WYTHE	115,208	151,540	158,028	4	5,338	9	9,996	19	32,052	14	31,733	19	34,739	12	6,882	7	4,748	30	13,069	8	6,585
YORK	78,537	101,846	105,583	5	2,927	2	7,320	19	22,058	12	9,558	14	13,326	7	2,353	11	6,971	29	22,376	4	2,934
INDEPENDENT CITIES																					
ALEXANDRIA	790,334	1,279,926	1,374,549	21	37,875	10	223,318	72	191,182	39	440,531	52	63,232	63	52,828	60	81,021	173	151,185	21	41,904
BEDFORD	61,051	58,595	58,130	6	4,079	8	6,925	26	20,364	12	10,838	13	3,656	5	1,116	4	1,574	20	3,095	5	2,034
BRISTOL	186,745	223,795	229,753	9	19,207	9	42,089	37	34,433	19	53,594	16	12,224	32	18,662	24	11,564	45	16,372	5	5,019
BUENA VISTA	21,480	24,139	24,558	2	1,191	5	1,481	8	7,882	1	2,103	7	3,241	2	791	2	412	10	2,384	4	1,819
CHARLOTTESVILLE	409,702	498,424	511,936	15	31,361	11	46,668	74	116,692	32	93,036	36	26,522	42	25,044	49	38,949	101	44,584	13	20,220
CHESAPEAKE	424,507	576,155	602,007	24	57,840	9	69,426	79	136,547	40	155,396	38	61,874	47	16,316	28	17,371	91	40,627	14	16,791
CLIFTON FORGE	22,124	23,629	23,847	4	746	4	1,836	3	10,341	3	3,509	4	2,399	3	255	4	483	9	1,017	3	2,280
COLONIAL HEIGHTS	70,372	79,422	80,616	2	2,649	3	4,669	10	13,990	9	24,888	14	9,021	7	5,107	6	2,221	25	8,257	3	2,609
COVINGTON	85,084	126,720	134,612	10	12,296	8	13,152	13	27,380	9	34,443	9	8,286	14	9,438	9	6,026	22	9,190	5	5,409
DANVILLE	304,608	363,832	372,830	15	15,706	13	37,508	60	86,973	45	92,776	38	18,014	38	35,358	30	17,646	79	31,019	18	17,789
EMPORIA	62,594	74,901	76,701	6	2,107	3	3,852	14	18,418	11	14,154	14	12,539	11	4,239	10	5,183	20	7,078	6	2,821
FAIRFAX	467,619	728,158	776,406	17	40,264	7	135,525	29	94,357	23	245,910	30	37,285	40	28,427	41	63,084	69	60,640	11	27,217
FALLS CHURCH	190,410	214,456	217,417	6	3,380	3	40,533	13	22,375	6	85,530	14	7,940	13	20,170	21	10,745	23	13,239	6	6,948
FRANKLIN	44,567	68,519	73,033	6	3,821	7	8,830	12	16,020	7	9,927	4	2,401	13	6,560	10	5,729	9	5,777	6	7,029
FREDERICKSBURG	227,952	359,298	384,770	13	25,303	7	39,875	30	63,256	17	63,904	24	35,105	39	17,724	24	27,775	64	41,599	10	22,061
GALAX	66,161	76,402	78,111	6	4,047	5	9,176	10	19,820	17	14,200	6	5,140	12	3,771	9	5,598	20	6,947	4	3,053
HAMPTON	723,726	980,545	1,022,941	15	18,278	18	153,006	99	179,547	49	197,556	47	42,469	96	64,990	57	58,135	144	79,503	18	19,122
HARRISONBURG	210,220	358,343	388,603	14	14,041	10	72,899	28	85,492	25	65,050	17	21,764	27	16,429	32	29,648	57	37,512	7	13,957
HOPEWELL	100,120	122,370	125,855	5	11,601	5	15,774	20	32,866	7	13,819	9	8,537	15	9,082	13	6,676	25	10,681	7	8,946
LEXINGTON	56,342	66,491	68,160	6	3,948	6	5,287	11	18,682	6	10,343	9	6,479	8	1,754	9	3,296	27	9,739	4	3,031
LYNCHBURG	481,183	584,282	599,832	25	32,281	14	118,241	86	105,312	37	108,770	37	35,960	75	32,566	46	34,247	106	51,678	23	19,009
MANASSAS	189,337	334,570	364,581	4	29,018	5	18,571	17	74,895	18	146,370	13	20,735	5	4,549	13	11,742	27	23,794	4	6,844
MANASSAS PARK	11,731	15,764	16,450					2	2,038	1	1,403	2	1,948			2	1,138	4	4,561	1	2,622
MARTINSVILLE	146,273	180,118	185,506	7	3,743	10	31,168	21	40,361	20	36,177	12	7,138	28	9,172	21	11,183	27	13,164	7	8,132
NEWPORT NEWS	692,040	970,710	1,018,722	32	81,966	17	130,812	122	173,865	65	307,277	54	63,031	86	52,912	63	33,360	199	84,294	23	24,191
NORFOLK	1,210,315	1,627,208	1,696,090	38	64,301	35	221,761	187	276,353	101	406,326	90	90,651	156	123,282	121	120,508	412	191,759	42	44,521
NORTON	72,796	85,420	87,331	9	11,342	4	10,012	9	13,873	5	27,344	4	3,086	11	4,552	2	2,033	11	4,807	5	4,341
PETERSBURG	265,741	357,281	372,710	14	17,339	10	76,416	39	48,284	35	99,829	31	26,626	41	19,714	24	21,551	72	25,002	17	15,017
POQUOSON	17,882	20,643	21,129	1	602	1	3,008	7	6,574	2	1,561	1	779	1	813	1	3,948	6	1,140	1	946
PORTSMOUTH	416,078	522,867	539,456	14	28,364	17	61,768	75	116,462	49	144,469	35	28,267	67	39,819	32	24,819	112	39,942	18	19,369
RADFORD	63,163	95,805	102,071	6	5,153	2	8,145	17	20,263	7	30,497	4	3,086	14	6,133	11	7,278	17	5,920	5	5,196
RICHMOND	1,305,566	1,788,174	1,870,243	39	67,234	19	144,645	222	388,205	102	464,492	116	104,619	159	83,711	117	99,065	423	189,833	54	67,343
ROANOKE	641,354	838,343	870,764	33	40,556	25	142,439	131	163,263	59	178,627	62	46,865	83	46,789	59	54,618	159	89,885	35	32,239
SALEM	174,603	218,609	225,439	11	12,744	5	16,257	25	55,107	22	67,729	15	10,094	16	4,977	15	10,007	46	14,250	12	11,856
SOUTH BOSTON	85,925	100,336	102,772	8	8,696	10	15,702	18	25,763	13	16,109	12	5,726	12	3,331	15	7,785	21	6,505	11	4,986
STAUNTON	137,831	177,696	184,078	15	10,635	12	33,289	18	49,837	13	23,536	14	10,467	20	7,190	17	11,285	38	14,716	9	9,995
SUFFOLK	202,959	263,615	273,432	16	23,016	8	8,532	39	65,724	21	49,439	20	16,524	20	14,293	16	12,038	35	12,888	12	10,777
VIRGINIA BEACH	1,263,086	1,897,712	2,014,349	51	116,051	30	261,265	191	361,677	93	469,753	110	125,048	193	102,526	121	162,112	390	222,246	43	56,609
WAYNESBORO	106,843	114,920	115,886	8	6,797	6	12,798	15	26,008	19	27,220	12	8,654	14	4,612	14	6,920	27	9,616	7	5,677
WILLIAMSBURG	172,730	267,141	284,725	5	6,197	3	12,559	35	68,960	10	47,591	13	17,303	21	21,881	18	27,978	53	57,623	8	9,198
WINCHESTER	211,040	326,252	348,432	10	15,414	11	49,177	39	70,340	23	79,255	19	12,594	40	18,993	26	21,431	74	33,465	13	22,641

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WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	20,007,660	25,990,633	27,148,431	1,335	1,875,296	480	3,021,708	3,299	5,873,656	1,880	5,401,255	2,144	1,614,577	1,909	1,342,514	1,958	1,444,352	6,543	3,083,861	842	1,125,267
METROPOLITAN STATISTICAL AREAS																					
Bellingham, Wa	539,403	626,491	643,104	50	62,476	19	74,321	97	137,569	62	119,048	62	35,635	55	25,573	67	37,209	207	76,914	20	23,643
Bremerton, Wa	566,598	746,783	7[illegible]37	45	72,153	12	70,150	105	180,711	63	152,042	64	43,590	65	23,662	72	43,532	181	83,881	36	53,715
Olympia, Wa	588,942	745,917	775,422	43	59,189	16	102,315	110	187,848	60	133,357	54	46,280	67	29,011	55	43,560	193	83,118	19	31,287
Richland-Kennewick-Pasco, Wa	718,353	799,066	814,711	37	51,265	21	105,772	109	188,572	76	159,631	71	50,905	76	33,021	70	35,120	219	74,517	36	48,763
Seattle, Wa	9,140,333	12,332,058	12,942,427	432	778,061	155	1,449,406	1,246	2,576,797	665	2,545,137	813	736,552	794	769,980	879	770,594	2,617	1,570,804	324	513,408
Spokane, Wa	1,653,724	2,238,990	2,352,476	93	136,972	36	299,698	251	494,269	167	524,826	172	127,585	147	110,014	169	133,349	516	246,685	65	88,581
Tacoma, Wa	2,121,085	2,810,033	2,940,561	126	242,465	34	362,768	326	571,872	206	658,606	242	196,917	158	116,331	200	151,919	616	306,320	78	102,568
Vancouver, Wa	685,927	916,777	962,193	46	54,284	13	164,768	163	230,457	63	159,625	74	52,847	66	40,850	53	41,656	252	114,665	23	42,101
Yakima, Wa	758,566	915,522	945,791	58	62,366	25	111,464	126	222,156	86	208,114	89	58,116	88	50,529	68	35,234	259	91,083	38	35,520
COUNTIES, Cities																					
ADAMS	46,489	53,098	54,470	8	4,658	1	3,914	13	14,801	10	7,530	12	4,929	4	1,566	6	1,674	29	6,615	6	3,133
ASOTIN	47,610	60,770	69,686	4	7,880			15	21,380	9	3,564	6	4,301	2	1,021	6	4,107	23	8,395	4	4,291
Clarkston	41,628	50,060	52,871	3	5,143			13	16,991	9	3,564	5	3,236	2	998	6	4,107	19	6,348	4	4,291
BENTON	514,913	571,656	582,720	28	19,410	15	79,993	88	145,912	51	84,604	51	35,356	67	28,598	58	30,032	152	53,932	26	37,128
Kennewick	304,741	346,378	354,048	14	26,909	9	56,692	33	78,006	32	52,097	22	18,721	41	23,230	24	16,485	73	27,817	11	21,990
Richland	155,165	165,556	167,690	6	7,589	3	19,820	33	47,714	11	19,659	21	14,114	14	3,926	23	10,390	50	19,050	11	13,693
CHELAN	257,776	351,901	370,719	25	36,439	12	34,701	48	76,198	39	82,849	41	20,755	40	13,927	29	17,010	105	36,213	15	18,494
Wenatchee	178,388	238,880	250,833	12	14,308	8	27,559	21	36,082	29	71,500	26	13,389	30	12,069	22	13,049	61	24,180	8	14,942
CLALLAM	228,661	276,077	285,003	31	21,255	16	26,080	49	67,881	36	60,495	26	16,286	23	9,152	18	10,143	78	30,255	12	17,060
Port Angeles	136,407	164,463	169,662	17	9,896	5	14,002	27	33,550	21	34,979	15	10,703	14	7,572	15	8,795	43	19,381	6	10,777
CLARK	685,927	916,777	962,193	46	54,284	13	164,768	163	230,457	63	159,625	74	52,847	66	40,850	53	41,656	252	114,665	23	42,101
Vancouver	234,119	289,914	300,011	12	20,261	3	28,759	44	53,212	29	95,177	23	14,765	12	2,816	19	16,186	85	41,055	7	10,517
COLUMBIA	11,755	11,182	11,192	4	950	2	643	6	3,668	2	863	3	2,076			2	451	9	1,510	2	310
COWLITZ	382,755	435,012	444,574	27	25,659	15	61,418	81	115,759	44	96,678	40	29,102	22	8,771	32	14,931	137	49,259	13	17,108
Kelso	50,786	58,146	59,567	5	5,357	1	178	21	24,336	4	2,437	8	6,203	2	329	6	4,013	37	10,099	3	2,687
Longview	270,188	305,708	312,014	16	16,549	12	60,838	40	58,132	35	84,782	20	15,733	19	8,242	26	10,918	72	29,047	7	11,319
DOUGLAS	76,796	100,145	104,747	8	8,417	1	8,752	16	37,867	5	9,966	7	2,509	9	7,056	10	2,572	37	11,683	5	6,375
FERRY	9,073	12,083	12,666	1	1,242			8	6,570	3	1,399	2	326	3	409	1	338	9	1,198	1	531
FRANKLIN	203,440	227,410	231,991	9	11,855	6	25,779	21	42,660	25	75,027	20	15,549	9	4,423	12	5,088	67	20,585	10	11,635
Pasco	175,083	196,569	200,426	6	9,916	5	21,659	12	29,535	23	72,055	16	13,187	6	3,413	12	5,088	54	16,850	8	10,487
GARFIELD	3,107	3,013	3,020	3	513			2	1,158	1	363	2	133			2	83	3	222	1	141
GRANT	192,561	236,184	244,849	34	32,631	8	6,138	42	65,597	33	47,402	26	14,462	31	11,635	15	7,073	88	26,440	11	14,366
Moses Lake	105,559	131,954	136,983	11	16,249	2	5,977	18	31,960	16	31,532	11	7,368	18	8,363	9	3,084	38	14,157	4	8,831
GRAYS HARBOR	289,227	322,291	328,861	31	29,046	8	16,926	65	103,110	25	50,799	48	18,774	45	11,875	30	17,951	140	37,566	18	16,816
Aberdeen	162,796	182,472	185,985	19	20,149	2	13,671	19	51,035	14	27,912	22	7,747	32	9,580	23	13,457	48	16,708	8	14,015
ISLAND	122,705	156,872	163,791	18	17,269	5	5,763	30	44,590	21	33,404	17	8,842	14	3,531	20	11,178	59	20,108	7	6,206
JEFFERSON	61,855	82,653	87,383	14	10,967	4	1,686	16	25,532	7	5,666	12	8,499	9	2,722	8	2,368	44	11,120	2	2,308
KING	7,553,166	10,104,527	10,589,753	315	619,068	121	1,165,597	993	2,065,396	519	2,055,115	641	582,419	628	662,702	718	632,176	2,164	1,328,967	269	432,815
Auburn	248,718	327,342	341,739	11	19,211	3	1,817	22	56,964	29	172,571	23	16,336	8	3,120	13	16,386	43	20,172	7	13,596
Bellevue	803,820	1,107,575	1,165,087	28	104,784	8	110,512	81	146,229	45	287,702	53	56,061	104	141,432	91	80,285	159	105,392	18	39,601
Kent	256,358	346,626	364,427	19	48,837	6	14,678	29	53,299	26	101,711	30	27,266	15	9,360	24	9,960	85	42,704	9	17,839
Renton	422,357	563,834	590,481	15	41,834	5	51,547	42	87,119	31	213,289	31	30,072	22	15,676	35	27,457	81	38,662	9	25,578
Seattle	3,076,876	3,994,403	4,167,227	102	174,294	46	447,346	429	740,070	197	735,144	237	200,226	247	332,021	286	245,367	1,104	635,028	123	151,369
KITSAP	566,598	746,783	780,937	45	72,153	12	70,150	105	180,711	63	152,042	64	43,590	65	23,662	72	43,532	181	83,881	36	53,715
Bremerton	306,656	405,869	424,524	11	19,325	5	54,931	43	70,042	37	104,597	25	17,034	23	14,483	40	30,198	96	46,106	15	32,415
KITTITAS	118,754	135,486	138,763	11	7,285	9	10,768	22	33,560	13	22,378	29	23,639	16	5,766	8	3,372	65	21,039	5	1,791
Ellensburg	96,722	111,249	113,910	5	3,514	7	9,707	15	26,597	11	20,856	20	21,299	11	5,389	8	3,372	40	14,390	4	1,743
KLICKITAT	36,871	40,720	41,849	8	4,511	3	471	15	11,137	9	9,271	12	4,843	5	900	1	126	24	4,068	5	1,909
LEWIS	259,079	299,807	307,825	26	25,291	10	33,837	62	79,406	30	51,031	40	28,956	26	8,597	24	10,817	104	31,776	14	13,729
Centralia	93,842	109,424	112,461	12	10,759	1	308	18	35,560	12	20,071	10	7,373	7	2,090	8	3,346	44	15,589	5	5,397
Chehalis	108,359	121,283	123,736	7	7,513	5	32,994	14	20,575	12	23,122	9	6,158	17	6,028	13	6,633	21	7,281	4	6,675
LINCOLN	23,448	25,931	26,626	4	3,419	2	381	15	9,463	7	4,980	9	1,606	4	220	1	124	18	2,369	5	1,576
MASON	102,054	124,466	128,915	14	12,706	6	6,071	23	47,105	10	15,950	22	12,172	8	2,651	13	5,200	51	13,531	5	3,223
OKANOGAN	117,811	131,498	134,656	20	10,784	6	15,386	29	37,157	18	16,506	22	9,196	19	5,733	8	4,360	68	14,001	12	6,006
PACIFIC	54,997	58,927	60,032	10	8,392	4	4,615	23	18,031	6	3,553	15	4,256	5	1,804	5	923	46	9,625	7	2,811
PEND OREILLE	23,426	35,736	38,552	2	840	2	1,283	8	20,816	2	3,890	8	2,904	1	233			14	2,618	2	2,440
PIERCE	2,121,085	2,810,033	2,940,561	126	242,465	34	362,768	326	571,872	206	658,606	242	196,917	158	116,331	200	151,919	616	306,320	78	102,568
Tacoma	1,045,780	1,382,533	1,444,811	30	57,566	15	282,880	110	200,730	96	364,407	99	89,692	84	75,614	89	82,969	294	146,842	38	44,909
SAN JUAN	31,193	45,554	48,839	8	11,487	2	1,554	13	16,957	1	1,266	4	2,637	5	1,392	1	217	26	6,215	2	997
SKAGIT	357,017	417,943	429,600	41	35,866	8	13,076	76	107,164	51	111,976	45	22,718	54	24,669	35	16,447	132	45,805	17	21,851
Mount Vernon	177,979	215,144	222,040	14	14,480	3	7,572	27	44,357	20	68,515	11	7,570	33	17,637	19	10,771	45	20,803	8	14,723
SKAMANIA	8,334	9,249	9,470	3	686	2		8	4,215	1	1,273	3	759					8	1,147	1	508
SNOHOMISH	1,587,167	2,227,531	2,352,674	117	158,993	34	283,809	253	511,401	146	490,022	172	154,133	166	107,278	161	138,418	453	241,837	55	80,593
Everett	484,613	665,698	700,515	25	36,208	11	120,867	87	116,794	59	156,184	42	34,972	54	24,362	48	37,231	157	80,691	14	31,663
SPOKANE	1,653,724	2,238,990	2,352,476	93	136,972	36	299,698	251	494,269	167	524,826	172	127,585	147	110,014	169	133,349	516	246,685	65	88,581
Spokane	1,071,683	1,420,072	1,486,006	37	58,573	23	228,317	148	301,129	89	305,722	105	70,682	102	83,586	108	94,759	325	157,227	45	61,145
STEVENS	84,921	112,045	117,393	20	16,722	9	3,553	23	33,387	12	21,843	17	9,394	14	5,539	11	4,808	49	11,996	5	3,543
THURSTON	588,942	745,917	775,422	43	59,189	16	102,315	110	187,848	60	133,357	54	46,280	67	29,011	55	43,560	193	83,118	19	31,287
Olympia	326,254	408,203	423,583	18	22,680	9	65,446	51	70,970	37	109,371	29	22,785	42	18,281	39	29,092	104	39,863	10	11,296
WAHKIAKUM	5,347	6,494	6,879	1	647	3	253	4	3,321			1	450					5	888		
WALLA WALLA	191,487	215,480	220,031	17	14,002	7	22,657	25	45,341	23	52,089	19	8,024	24	12,125	23	11,703	68	20,912	12	14,086
Walla Walla	176,584	199,973	204,205	13	12,420	7	22,657	16	38,280	22	51,651	14	6,772	24	12,125	21	11,502	56	18,662	9	12,849
WHATCOM	539,403	626,491	643,104	50	62,476	19	74,321	97	137,569	62	119,048	62	35,635	55	25,573	67	37,209	207	76,914	20	23,643
Bellingham	380,299	437,593	448,327	23	39,387	10	62,876	46	92,134	44	79,565	38	23,201	42	19,223	53	28,247	136	51,617	14	19,536
WHITMAN	89,620	98,379	100,418	12	6,501	4	1,120	29	32,234	14	23,885	15	3,602	10	2,249	16	4,203	44	9,300	14	4,072
Pullman	58,120	64,402	65,514	3	2,433	2	715	13	22,674	7	15,133	8	2,226	5	1,257	13	3,380	25	6,725	4	2,153
YAKIMA	758,566	915,522	945,791	58	62,366	25	111,464	126	222,156	86	208,114	89	58,116	88	50,529	68	35,234	259	91,083	38	35,520
Sunnyside	78,331	95,837	99,582	8	6,421	4	5,946	11	27,407	9	25,067	9	8,293	11	4,303	8	4,773	25	9,153	4	2,004
Yakima	440,758	523,802	538,869	20	33,438	11	75,632	43	97,376	36	134,248	43	31,550	43	29,164	45	24,599	127	54,231	19	18,826

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	7,521,088	8,801,693	9,025,500	543	667,297	500	1,237,994	1,553	2,121,101	783	1,966,269	1,062	597,643	903	400,550	661	427,448	1,955	637,171	433	336,528
METROPOLITAN STATISTICAL AREAS																					
Charleston, W.V	1,326,599	1,533,123	1,558,336	71	108,452	43	204,153	196	335,091	92	412,952	146	107,435	125	72,535	91	68,410	307	114,822	54	55,382
Cumberland, Md-W.V	423,361	551,140	572,260	26	32,534	31	96,663	102	120,516	39	95,376	69	42,772	69	30,107	51	30,367	141	49,754	33	27,980
Huntington-Ashland, W.V-Ky-Oh	1,354,068	1,626,598	1,641,780	88	101,086	62	295,418	222	354,388	142	295,777	175	118,545	176	88,978	117	83,571	329	131,987	78	59,904
Parkersburg-Mariette, W.V-Oh	749,921	960,499	989,559	44	62,333	29	109,218	119	200,767	81	223,369	88	77,895	74	42,668	61	50,214	210	85,621	28	41,651
Steubenville-Weirton, Oh-W.V	558,505	613,488	629,969	39	38,880	20	88,028	135	168,791	64	122,007	95	45,776	68	25,829	52	28,314	239	51,270	39	25,028
Wheeling, W.V-Oh	800,346	895,638	904,036	47	43,102	38	158,269	145	207,049	70	162,031	104	71,067	109	41,019	74	51,588	246	78,071	42	29,977
COUNTIES, Cities																					
BARBOUR	35,555	33,438	33,452	6	5,136	5	1,292	12	9,398	5	7,648	9	1,826	4	844	3	439	14	2,343	3	1,278
BERKELEY	181,272	252,516	264,926	16	14,968	7	25,342	40	75,673	21	49,490	25	28,130	26	18,570	14	5,112	58	16,698	8	10,754
Martinsburg	111,732	149,706	155,589	9	11,840	6	21,062	22	45,450	12	22,723	11	8,103	21	14,397	11	3,629	34	11,794	6	8,809
BOONE	99,133	96,927	96,556	9	11,627	14	12,980	23	28,980	9	14,294	22	6,478	7	2,371	9	4,216	15	5,076	7	5,159
BRAXTON	57,276	68,336	70,445	6	11,379	10	7,724	14	17,303	11	14,619	11	7,848	4	607	2	464	19	3,237	4	2,457
BROOKE	75,491	77,210	77,278	3	1,820	5	6,872	22	22,216	10	10,193	19	10,267	10	2,554	7	4,978	37	9,815	6	4,278
CABELL	646,738	765,356	780,278	31	49,663	25	182,840	89	237,535	45	147,329	65	43,408	95	50,171	53	41,633	168	68,399	35	23,976
1Huntington	437,526	510,532	519,482	23	36,020	16	63,095	59	104,732	33	114,192	49	31,933	53	31,601	40	33,355	141	54,646	27	18,622
CALHOUN	16,638	24,758	26,961	3	2,666	5	2,355	7	9,221	5	4,490	5	662	1	190	1	821	1	210	3	2,079
CLAY	19,061	21,729	23,098	2	160	4	2,090	8	9,573	1	2,440	5	2,214	1	354	2	177	3	154	2	
DODDRIDGE	7,860	10,866	11,747	2	145	2	654	2	5,785	1	376	3	1,799	2	184	1	335	3	479	1	
FAYETTE	189,828	199,684	200,296	19	13,425	15	20,441	46	41,203	17	60,022	31	11,948	31	6,840	23	13,085	48	10,552	15	11,242
GILMER	15,515	17,853	18,421	3	1,186	3	944	7	6,303	4	4,650	2	1,033	1	184	1	592	9	1,330	2	23
GRANT	26,628	34,990	36,547	5	5,398	4	1,516	11	11,947	5	10,240	7	1,877			4	1,118	7	1,583	1	466
GREENBRIER	160,044	196,342	203,654	15	9,637	14	21,449	39	63,095	23	50,335	26	14,029	23	8,562	9	2,229	40	11,285	14	9,510
Lewisburg	23,318	29,616	31,715	2	2,670	4	4,068	1	2,738	3	8,186	3	1,704	7	2,819	1	613	5	1,980	4	2,301
Ronceverte	25,400	29,638	31,050		1,913		2,347		7,782		4,582		4,548		2,115		263		2,131		994
White Sulphur Springs	18,886	22,863	24,189	5	1,945	1	774	4	5,012	3	5,490	4	2,214	7	2,587	1	196	6	796	2	1,403
HAMPSHIRE	36,163	48,802	51,534	4	6,715	4	1,827	13	14,404	8	10,801	7	4,350	3	1,940	2	1,822	10	2,060	3	1,142
HANCOCK	135,245	150,863	165,775	11	9,940	4	22,214	35	57,955	15	24,353	22	10,467	12	6,424	9	6,226	62	13,837	12	7,000
2Weirton	127,858	126,450	125,460	9	8,394	5	16,549	26	34,939	14	20,753	17	9,876	11	5,152	7	4,721	55	13,695	8	6,281
HARDY	29,913	44,760	47,730	5	7,838	4	1,987	11	15,774	2	5,994	10	4,854	2	894	2	575	11	2,620	3	2,300
HARRISON	310,493	371,933	380,789	19	29,556	13	59,255	63	89,485	38	85,507	36	23,373	29	11,971	25	13,869	84	29,059	20	17,088
Clarksburg	129,320	152,919	156,103	7	9,735	5	28,782	20	28,182	12	26,107	17	11,288	24	10,509	9	5,618	43	14,796	9	9,367
JACKSON	78,772	90,737	92,519	10	6,640	7	7,774	23	33,804	8	6,705	19	12,335	11	3,072	10	2,803	22	7,760	6	7,154
JEFFERSON	73,570	111,769	119,193	10	9,641	3	4,248	24	36,869	6	11,595	15	7,395	7	3,940	8	5,688	39	22,144	4	4,196
KANAWHA	1,198,033	1,356,700	1,373,929	57	91,752	38	194,547	174	292,376	78	355,024	123	81,487	118	70,453	84	65,243	278	102,609	47	50,773
Charleston	626,090	688,162	693,336	23	38,157	17	142,743	65	105,619	38	176,493	49	36,240	65	45,757	39	28,119	150	60,760	22	20,066
LEWIS	66,109	85,153	88,384	7	4,586	4	10,193	13	21,927	13	20,767	16	4,974	9	5,080	11	6,743	23	6,929	5	3,181
LINCOLN	31,436	43,447	46,657	5	3,005	9	4,221	14	14,901	6	6,554	13	5,308	1		5	2,086	12	2,189	3	1,782
LOGAN	199,461	192,029	190,543	12	12,667	24	30,186	37	43,016	24	41,192	33	12,539	26	8,565	13	10,105	51	10,498	14	9,674
Logan	94,997	93,587	92,779	5	5,234	9	12,482	7	20,443	13	22,299	7	2,336	19	6,499	7	6,892	14	4,094	8	5,916
MCDOWELL	115,635	111,064	110,711	7	4,863	17	8,453	37	36,493	10	23,701	19	6,888	17	4,776	19	7,131	27	5,078	9	4,450
Welch	56,108	58,504	59,302	3	1,896	6	5,318	10	20,473	3	12,973	2	659	13	4,046	8	3,141	12	2,658	3	2,303
MARION	310,234	322,296	322,343	17	21,285	19	70,594	69	73,721	36	63,321	35	18,864	39	16,496	30	19,480	72	16,520	16	11,070
Fairmont	225,872	233,474	233,059	9	10,510	12	42,181	48	60,368	24	45,282	25	14,204	36	16,272	26	12,644	52	14,571	11	9,420
MARSHALL	134,102	142,661	143,592	12	8,499	8	26,045	28	44,122	17	25,046	13	6,019	15	5,735	11	5,815	40	9,096	9	5,732
Moundsville	77,996	83,195	83,653	5	1,491	4	13,433	18	24,769	12	17,919	6	2,874	11	4,654	6	3,319	25	6,330	6	3,883
MASON	66,900	82,758	85,379	10	10,290	2	6,559	24	28,191	3	8,406	13	3,725	8	1,337	6	1,539	21	5,200	5	5,919
Point Pleasant	34,717	42,978	45,731	5	5,323	2	3,742	13	15,879	2	3,193	7	2,751	6	572	3	439	15	4,494	4	2,699
MERCER	363,737	394,750	397,718	21	28,419	26	75,846	66	74,831	37	95,004	36	19,701	57	19,110	37	26,261	74	26,864	22	14,236
3Bluefield	141,118	161,656	163,836	7	12,468	12	31,690	19	17,157	15	42,673	5	4,602	35	11,519	19	17,220	29	10,939	9	6,465
MINERAL	49,721	64,874	67,708	4	3,221	8	7,458	21	15,202	9	14,270	12	4,997	10	2,473	10	3,226	26	6,326	7	3,224
Kayser	30,762	41,794	45,471	4	3,221	2	2,449	9	10,697	5	9,674	6	2,400	8	2,028	9	2,935	11	3,790	5	2,396
MINGO	150,699	168,978	172,186	12	18,593	15	16,703	28	28,374	11	43,694	25	10,654	26	13,009	12	16,351	28	5,307	7	7,774
Williamson	65,236	79,628	84,425	4	6,318	5	7,655	4	2,830	4	19,635	9	5,072	17	10,313	8	13,574	11	2,645	6	6,822
MONONGALIA	299,723	365,376	375,203	18	31,468	10	55,338	51	88,329	26	60,596	42	25,418	45	21,241	35	26,307	68	27,104	15	15,501
Morgantown	211,902	278,617	288,684	8	20,714	6	40,332	40	77,449	15	37,732	24	19,012	41	20,527	22	18,322	54	21,403	14	14,783
MONROE	12,440	17,251	18,479	3	2,434	5	1,441	8	3,837	5	3,145	4	1,057	3	599	3	364	4	250	4	2,360
MORGAN	19,668	27,123	28,703	4	3,508	4		8	7,693	6	4,484	5	2,993	1	2,091	2	2,846	13	1,619	1	288
NICHOLAS	103,319	107,080	107,509	7	10,783	13	18,196	18	29,112	11	20,485	22	5,429	10	2,481	9	2,675	19	4,707	6	3,998
OHIO	290,628	314,114	316,166	10	18,360	11	25,482	54	54,969	21	75,298	32	30,055	24	10,971	35	31,949	92	33,986	13	10,334
Wheeling	251,703	273,704	275,629	9	16,880	11	25,482	49	52,569	17	63,792	25	14,425	24	10,971	34	31,332	81	28,251	12	9,692
PENDLETON	15,183	23,692	25,923	1	806	3	1,224	4	9,793	7	6,870	2	732	4	1,314	1	569	5	930	1	
PLEASANTS	17,444	21,083	21,618	3	3,410	3	1,136	6	6,070	6	6,625	4	1,012	2	843	1	249	6	1,334	2	77
POCAHONTAS	31,691	38,724	40,235	4	2,155	7	1,955	13	9,354	6	12,784	10	3,031	1	578	2	540	18	5,552	2	32
PRESTON	78,290	94,709	97,853	11	7,032	8	6,997	19	24,830	18	37,490	15	4,563	6	1,892	5	1,592	19	3,546	3	2,043
PUTNAM	128,566	176,423	184,407	14	16,699	5	9,606	22	42,715	14	57,928	23	25,948	7	2,082	7	3,167	29	12,213	7	4,609
RALEIGH	418,734	492,279	501,563	25	40,450	22	96,803	77	107,055	28	105,750	49	26,972	47	25,197	40	28,663	68	31,726	19	16,717
Beckley	299,592	351,632	357,679	16	24,667	13	72,152	37	56,454	21	88,084	21	13,435	42	24,305	33	24,644	51	28,328	14	11,850
RANDOLPH	121,183	141,398	145,622	10	14,475	9	16,392	21	37,249	14	35,040	25	7,880	17	6,550	8	4,963	40	10,512	5	5,488
Elkins	83,661	99,774	105,145	8	12,454	3	8,823	12	20,985	10	24,134	12	4,143	17	6,550	6	4,098	22	7,316	5	5,488
RITCHIE	26,128	35,487	37,393	4	915	5	1,620	15	13,185	7	12,289	5	2,369	2	196	2	407	9	2,012	2	1,928
ROANE	54,052	65,635	67,334	4	9,259	5	6,309	14	19,660	12	19,510	7	3,153	8	2,005	2	191	10	1,995	4	2,842
SUMMERS	34,610	61,741	74,228	4	4,677	5	8,642	14	21,659	3	4,369	8	5,553	7	2,807	4	1,994	8	2,790	3	3,961
TAYLOR	37,256	51,533	58,876	6	6,296	3	3,698	13	13,073	8	9,085	8	4,018	4	621	6	2,030	14	4,132	3	4,273
TUCKER	27,496	37,938	39,872	4	2,091	5	2,568	5	11,137	2	7,097	8	3,409	1	792	1	414	10	3,735	2	63
TYLER	19,516	27,552	29,154	3	3,346	2	3,881	8	7,377	5	7,026	6	2,569	3	433	2	319	10	1,526	3	49
UPSHUR	88,492	109,631	114,439	9	13,133	4	12,739	19	27,463	13	28,217	14	5,502	13	4,185	4	1,303	22	9,089	4	4,170

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WAYNE	107,190	152,969	161,745	7	10,247	8	29,748	23	40,303	19	26,869	18	14,092	19	6,974	6	3,789	24	10,175	4	2,316
WEBSTER	29,790	38,441	40,394	5	3,095	6	2,592	9	11,921	3	6,720	7	7,399	2	387			5	664	4	1,341
WETZEL	92,274	108,193	110,392	10	9,486	6	12,150	19	32,145	9	21,668	13	5,611	12	5,198	13	4,878	22	7,999	8	4,825
WIRT	5,306	9,016	9,815	1	314	1	1,217	2	1,865	1	1,820	5	1,665	1	1,054			5	822		
WOOD	480,778	611,447	630,370	24	40,759	17	73,767	76	118,567	47	153,031	35	32,343	58	31,920	41	34,630	117	51,861	20	18,677
Parkersburg	331,202	405,691	415,390	14	22,127	12	11,652	47	94,363	34	123,074	23	23,141	27	11,861	21	17,863	83	36,535	15	15,669
WYOMING	100,069	89,279	87,858	9	7,378	15	9,874	35	27,063	14	23,008	18	5,421	11	1,433	9	3,447	16	1,635	5	2,717

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	20,553,996	27,584,174	28,692,221	1,805	1,835,569	739	3,478,694	3,107	5,674,406	1,844	6,001,650	2,701	2,090,724	2,413	1,192,669	1,879	1,541,817	9,493	3,101,937	961	799,609
METROPOLITAN STATISTICAL AREAS																					
Appleton-Oshkosh-Neenah, WI	1,287,214	1,774,070	1,850,192	99	115,072	43	265,694	168	335,010	126	390,811	149	126,960	155	81,460	132	108,318	553	191,644	52	41,767
Duluth, Mn-Wi	1,185,822	1,465,621	1,501,718	120	133,179	48	200,362	204	294,572	100	239,064	149	115,455	165	68,303	107	66,880	487	156,419	58	45,649
Eau Claire, Wi	646,064	942,789	992,734	47	79,464	21	129,278	92	157,602	64	250,620	82	66,898	66	42,102	65	48,700	264	97,915	25	21,810
Green Bay, WI	875,583	1,218,335	1,272,317	60	74,159	31	251,794	104	180,614	62	275,747	85	82,946	131	64,244	93	82,715	360	138,711	28	22,279
Janesville-Beloit, WI	623,390	848,191	882,327	39	46,318	22	151,195	85	181,548	46	153,760	82	80,377	93	38,075	53	37,364	257	90,886	32	27,490
Kenosha, WI	454,807	532,242	541,062	34	22,914	13	64,907	75	138,883	33	79,481	75	53,575	41	17,665	46	24,054	250	68,724	22	16,511
La Crosse, Wi	511,606	692,276	719,085	31	46,364	17	111,272	66	126,968	47	151,167	55	42,928	86	36,568	59	48,852	226	80,879	18	20,260
Madison, WI	1,783,865	2,413,610	2,506,267	101	113,508	44	297,165	241	396,776	102	534,671	180	165,403	221	120,245	133	286,583	628	291,986	74	62,379
Milwaukee, Wi	6,483,257	8,674,441	9,008,273	351	407,291	127	1,179,669	735	1,829,000	360	1,928,548	664	613,919	631	397,578	567	508,032	2,394	972,361	289	289,323
Minneapolis-St. Paul, Mn-Wi	11,433,732	17,394,121	18,418,821	608	1,169,786	193	2,645,223	1,317	3,099,759	614	4,235,234	1,028	1,333,767	1,182	893,778	912	988,427	2,743	1,770,630	359	499,508
Racine, WI	736,356	999,684	1,029,492	44	60,955	23	130,249	121	221,530	74	219,435	83	73,934	90	44,691	77	55,242	309	103,763	32	32,037
Sheboygan, WI	385,038	480,893	494,107	33	39,658	14	81,185	58	106,297	37	99,974	49	31,691	38	13,863	34	19,570	185	48,831	16	16,024
Wausau, WI	453,278	630,369	658,894	45	59,347	15	95,264	59	127,216	50	144,768	60	48,224	57	30,029	39	34,166	181	52,364	17	9,839
COUNTIES, Cities																					
ADAMS	23,618	34,058	36,129	3	1,506	3	2,628	8	10,960	4	7,909	6	3,458	3	327	2	811	16	3,962	2	142
ASHLAND	74,941	111,489	121,086	13	11,168	4	9,659	13	19,726	8	22,812	20	9,097	11	6,666	6	3,225	39	10,669	6	3,235
Ashland	59,702	89,532	99,475	6	2,977	3	8,655	6	16,191	5	19,960	13	7,365	11	6,666	6	3,225	25	8,960	4	2,787
BARRON	174,189	216,604	222,665	25	21,267	12	22,256	46	37,179	39	59,248	29	17,597	22	8,503	20	7,296	102	21,376	12	7,301
BAYFIELD	29,369	38,813	40,655	7	5,395	4	1,568	11	11,369	3	1,948	8	3,173	4	384	1		52	8,878	3	1,440
BROWN	875,583	1,218,335	1,272,317	60	74,159	31	251,794	104	180,614	62	275,747	85	82,946	131	64,244	93	82,715	360	138,711	28	22,279
Green Bay	528,522	730,438	761,246	33	42,135	18	155,358	59	92,789	31	133,488	53	55,353	94	46,079	55	58,446	227	89,420	20	16,814
BUFFALO	31,656	35,418	35,929	7	3,089	1	422	18	9,025	5	6,765	8	3,031	1	66	5	1,042	36	5,329	3	1,322
BURNETT	38,141	55,734	59,250	8	10,445	6	2,454	11	12,634	8	13,003	8	4,535	2	735	2	498	41	7,035	3	1,155
CALUMET	87,175	109,113	112,519	13	8,398	6	17,635	25	24,[illegible]	11	26,146	13	6,048	11	2,122	8	3,419	56	12,758	5	3,376
CHIPPEWA	202,325	306,874	325,831	29	30,178	8	15,339	34	50,321	32	106,558	27	22,076	16	7,373	13	8,132	108	25,727	9	7,372
Chippewa Falls	108,208	160,824	169,516	8	9,667	4	12,880	12	28,690	9	44,181	11	12,087	12	6,827	7	5,101	40	14,098	5	4,416
CLARK	74,721	99,707	104,124	20	13,206	11	5,014	23	26,953	15	26,106	16	5,010	8	849	10	3,379	62	9,310	7	3,770
COLUMBIA	187,806	254,286	265,146	25	27,734	10	7,515	40	51,383	21	56,985	46	29,969	30	10,422	17	7,341	147	35,428	13	7,801
Portage	74,416	101,430	110,435	6	9,367	4	5,805	8	16,101	7	26,109	22	13,630	17	6,644	7	5,212	37	13,409	5	4,152
CRAWFORD	58,127	74,594	77,361	8	6,214	6	5,731	17	17,860	8	23,262	8	3,482	7	3,411	5	2,648	45	8,063	3	1,721
DANE	1,783,865	2,413,610	2,506,267	101	113,508	44	297,165	241	396,776	102	534,676	180	165,403	221	120,245	133	286,583	628	291,986	74	62,379
Madison	1,065,123	1,426,319	1,477,461	42	58,990	28	259,847	138	224,373	52	270,603	89	77,315	186	109,473	82	86,892	395	203,680	43	44,116
DODGE	230,844	289,362	298,487	33	34,347	13	42,851	39	60,484	34	53,936	35	19,535	43	15,043	20	8,847	134	26,116	13	6,579
Beaver Dam	113,125	142,276	146,200	11	8,471	6	31,550	7	23,780	16	33,702	12	8,118	29	11,157	11	5,977	40	12,186	5	2,437
DOOR	119,594	172,124	181,350	18	20,039	6	13,328	32	41,085	12	29,333	19	14,372	22	5,220	11	5,774	79	30,683	5	3,206
DOUGLAS	187,905	228,332	233,932	22	27,201	7	19,739	37	41,745	16	36,719	27	17,860	27	10,089	12	5,688	134	37,701	9	6,548
Superior	165,022	197,605	201,394	15	19,801	6	18,376	28	37,217	16	36,719	20	15,639	27	10,089	11	5,459	92	28,245	9	6,548
DUNN	106,969	135,640	139,935	14	8,935	6	14,271	20	30,595	11	29,141	25	15,968	14	5,474	11	3,612	70	16,620	6	4,867
EAU CLAIRE	443,739	635,915	666,903	18	49,286	13	113,939	58	107,281	32	144,062	55	44,822	50	34,729	52	40,568	156	72,188	16	14,438
Eau Claire	408,378	599,929	630,795	17	37,403	10	113,670	45	100,590	22	140,841	46	39,477	46	34,032	46	37,505	119	68,174	14	13,529
FLORENCE	6,688	9,247	9,811	1	633			2	887	2	2,837	1	250					17	2,869	1	133
FOND DU LAC	379,939	496,877	514,481	27	25,135	14	68,017	63	114,468	46	113,092	45	27,950	50	21,880	44	28,429	161	51,664	16	17,738
Fond du Lac	267,548	338,740	348,071	13	13,277	9	60,019	32	74,722	22	73,472	31	20,937	38	17,488	28	15,326	83	34,111	12	13,750
FOREST	15,316	21,120	22,551	4	3,182	3	1,014	9	7,537	3	949	10	2,955	1	181	1	305	23	2,238	2	271
GRANT	176,843	225,835	234,214	38	26,185	11	12,589	33	52,920	28	56,757	44	19,774	24	7,128	22	9,552	111	23,519	15	5,850
GREEN	200,956	260,578	269,293	18	12,172	8	9,770	33	47,757	22	57,107	19	6,795	24	7,929	11	7,389	67	18,545	8	6,268
Monroe	161,456	211,649	218,773	6	8,186	6	8,751	17	38,628	12	37,960	11	4,526	19	7,908	7	4,361	34	12,666	5	4,716
GREEN LAKE	91,927	109,328	111,630	16	8,239	7	19,458	19	22,607	12	21,350	15	8,711	8	4,063	6	3,124	48	10,438	5	1,889
IOWA	137,098	162,778	166,461	12	8,968	3	11,965	16	17,902	11	23,460	13	3,894	13	1,999	5	3,863	33	8,295	5	10,132
IRON	31,304	36,453	37,201	8	5,824	2	1,204	5	10,208	4	2,556	12	5,714			1	1,852	22	3,963	2	1,211
Hurley	7,232	14,486	16,904		4,270		161		2,504		645		1,195		77		136		4,120		400
JACKSON	72,256	94,709	98,299	13	11,996	4	1,222	18	24,154	14	21,899	14	16,191	10	1,042	4	1,187	45	9,722	2	1,947
JEFFERSON	221,624	337,426	357,959	27	23,727	12	47,180	32	85,628	27	46,956	36	37,366	33	14,930	23	16,662	145	47,442	12	9,967
Fort Atkinson	54,509	84,021	93,858	6	7,866	2	6,988	6	25,673	8	10,104	8	8,594	9	5,460	5	3,136	22	12,573	3	1,968
Watertown	92,216	141,021	149,318	5	5,825	7	31,374	8	30,576	6	30,519	10	10,031	12	7,994	10	4,012	43	12,451	4	5,268
JUNEAU	82,872	105,464	109,029	18	13,399	9	3,937	22	18,019	8	23,754	25	22,596	6	1,335	5	2,048	57	12,342	6	2,935
KENOSHA	454,807	532,242	541,062	34	22,914	13	64,907	75	138,883	33	79,486	75	53,575	41	17,665	46	24,054	250	68,724	22	16,511
Kenosha	342,674	396,447	402,162	19	10,327	9	56,730	59	103,072	22	62,101	48	37,081	36	16,326	41	21,969	178	50,565	19	14,518
KEWAUNEE	53,085	68,206	70,860	7	6,935	4	1,199	16	17,364	9	16,808	8	5,695	6	1,192	12	4,909	36	7,517	4	1,372
LA CROSSE	511,606	692,276	719,085	31	46,364	17	111,272	66	126,968	47	151,167	55	42,928	86	36,568	59	48,852	226	80,879	18	20,260
La Crosse	418,865	559,817	579,891	18	39,244	12	101,214	46	80,620	32	116,460	43	32,824	82	36,045	57	47,188	183	65,787	13	14,784
LAFAYETTE	34,307	39,453	40,357	10	5,634	3	692	10	8,609	9	8,913	8	3,140	6	1,054	5	1,040	35	4,233	3	503

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WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LANGLADE	105,989	163,820	175,792	9	13,362	4	12,434	16	37,518	11	43,210	19	26,867	12	6,564	5	1,865	46	13,797	4	4,212
Antigo	90,288	134,666	149,458	6	8,229	4	12,434	13	37,034	7	29,593	15	25,426	12	6,564	4	1,389	25	9,741	4	4,212
LINCOLN	87,341	128,440	136,457	12	9,639	8	6,988	17	45,736	10	12,393	19	14,282	14	4,130	11	4,500	62	16,181	8	5,392
Merrill	47,881	72,206	80,314	6	4,512	6	4,915	11	27,733	5	5,805	11	7,746	8	3,051	7	3,864	19	8,394	5	3,962
MANITOWOC	287,121	360,404	370,805	28	24,025	16	66,966	52	72,133	35	74,603	52	31,046	39	9,392	30	16,792	168	36,871	11	10,485
Manitowoc	190,307	240,776	247,416	14	15,095	12	64,600	27	40,378	17	47,222	26	16,398	32	6,746	19	10,786	95	21,489	6	7,230
Two Rivers	50,449	64,351	66,443	3	2,809	2	1,393	8	16,079	12	14,433	12	8,727	5	2,393	6	3,621	33	7,953	3	2,779
MARATHON	453,278	630,369	658,894	45	59,347	15	95,264	59	127,216	50	144,768	60	48,224	57	30,029	39	34,166	181	52,364	17	9,839
Wausau	276,940	371,805	385,468	16	35,300	10	68,519	25	67,059	23	82,123	30	20,482	42	25,489	20	16,868	89	29,012	13	7,919
MARINETTE	156,768	200,642	207,928	22	17,626	8	20,619	32	46,384	15	38,807	28	14,802	21	10,095	14	6,994	96	21,425	7	6,587
Marinette	90,226	111,852	114,576	9	8,511	3	19,276	11	20,588	7	21,452	10	7,045	21	10,095	6	4,616	37	7,853	4	4,476
MARQUETTE	22,732	32,285	34,112	7	3,700	3	545	11	9,280	4	6,128	5	3,158	2	164	2	404	44	7,405	3	136
MENOMINEE	3,267	2,689	2,610	1		1	601	2	1,851									3	34		
MILWAUKEE	4,540,875	5,734,185	5,895,169	200	211,937	80	841,258	522	1,148,266	228	1,089,231	431	384,833	470	293,737	393	380,209	1,750	700,916	209	200,728
Milwaukee	2,490,938	3,073,554	3,149,773	105	128,384	44	381,071	349	690,943	128	469,996	254	212,403	276	152,870	229	221,185	1,195	452,654	124	123,429
MONROE	133,553	167,575	172,867	25	19,429	7	12,572	20	35,980	13	29,155	34	26,441	17	5,061	12	4,444	85	23,471	7	5,203
OCONTO	68,370	96,785	102,594	14	14,937	7	2,582	27	22,732	12	22,011	15	13,409	3	773	5	1,563	63	11,442	4	2,368
ONEIDA	180,038	238,415	247,603	22	25,681	11	21,330	24	53,944	27	54,373	28	14,803	24	12,018	19	8,092	99	27,762	10	4,735
Rhinelander	87,757	113,326	116,970	7	6,481	7	17,413	4	11,739	12	34,975	16	7,231	15	9,063	10	4,357	37	11,870	6	2,782
OUTAGAMIE	634,770	887,106	926,839	51	67,883	22	162,428	67	155,188	64	225,454	62	49,988	77	33,171	62	63,259	228	82,893	18	15,520
Appleton	308,902	409,970	425,240	13	10,038	12	109,478	37	77,526	22	52,779	29	25,558	55	23,352	47	38,495	115	40,691	10	9,419
OZAUKEE	269,938	398,271	420,049	20	29,846	5	12,503	38	90,310	28	145,316	41	33,191	22	9,470	29	16,254	109	38,789	14	14,815
PEPIN	23,186	40,367	43,862	6	7,390	1	682	5	7,329	4	10,697	3	1,236	3	1,206	6	2,041	18	6,084	4	528
PIERCE	93,158	105,816	107,434	21	8,386	2	1,061	30	22,495	17	23,575	24	12,121	7	1,980	12	4,735	83	17,127	1	5,539
POLK	111,928	144,150	149,303	24	15,965	6	3,584	27	33,516	19	28,178	28	13,995	13	3,350	10	4,732	83	19,086	9	6,050
PORTAGE	243,124	330,658	344,569	28	24,999	8	35,020	29	61,488	19	60,248	26	15,860	29	20,046	22	15,741	110	41,627	9	8,046
Stevens Point	201,390	273,763	284,820	14	10,162	5	32,820	20	51,812	14	53,258	17	9,651	27	19,754	13	8,314	83	34,638	7	7,664
PRICE	52,952	66,891	69,584	15	7,262	4	2,116	15	20,664	10	12,932	13	5,790	12	2,016	5	2,047	31	5,419	4	2,379
RACINE	736,356	990,684	1,029,492	44	60,955	23	130,249	121	221,530	76	219,435	83	73,934	90	44,691	77	55,242	309	103,763	32	32,037
Racine	442,537	577,830	596,967	22	26,080	14	116,354	80	150,224	30	66,365	43	32,757	71	38,157	49	36,211	174	54,952	18	22,598
RICHLAND	61,965	75,434	77,545	12	7,673	3	3,152	17	18,064	11	20,895	9	4,521	9	4,402	7	2,432	29	5,365	4	2,347
ROCK	623,390	848,191	882,327	39	46,318	22	151,195	85	181,548	46	153,760	82	80,377	93	38,075	53	37,364	257	90,886	32	27,490
Beloit	220,919	288,975	298,508	10	12,626	7	47,915	27	65,844	14	54,349	29	37,061	27	11,925	18	10,166	86	29,006	11	10,537
Janesville	328,786	459,105	479,272	17	17,851	12	102,453	36	92,907	22	86,011	35	31,115	52	23,901	29	23,998	103	48,364	14	12,884
RUSK	44,247	66,209	70,757	11	15,787	3	3,482	8	15,454	4	9,902	14	7,618	8	2,795	6	1,331	22	3,646	2	419
ST. CROIX	150,143	223,874	236,922	18	16,884	11	18,107	22	42,217	18	65,607	33	30,869	15	4,736	16	4,945	82	25,187	8	8,240
SAUK	196,977	264,292	275,154	32	30,958	9	14,249	45	85,388	22	38,082	36	16,670	22	11,233	16	9,354	122	36,387	15	9,600
Baraboo	64,369	87,619	95,369	12	12,696	3	5,639	10	26,057	10	12,483	10	5,119	12	5,854	7	5,480	28	7,696	4	2,548
SAWYER	55,389	72,125	74,899	12	11,294	4	1,332	16	19,449	4	10,243	10	8,745	6	1,487	4	1,497	47	7,921	4	1,064
SHAWANO	112,313	132,766	136,592	24	18,289	7	11,956	33	30,501	23	28,100	20	9,055	12	3,722	9	4,129	83	13,833	8	4,724
Shawano	73,011	89,861	95,478	9	10,662	5	10,737	14	19,856	11	18,327	10	5,773	12	3,722	7	3,803	33	6,510	6	4,303
SHEBOYGAN	385,038	480,893	494,107	33	39,658	14	81,185	58	106,297	37	99,974	49	31,691	38	13,863	34	19,570	185	48,831	16	16,024
Sheboygan	262,418	328,172	336,762	12	15,445	8	67,378	30	73,922	20	64,161	29	18,638	33	12,746	16	14,130	117	33,126	12	13,195
TAYLOR	45,890	55,394	57,119	9	4,812	2	3,914	16	9,485	9	16,681	8	5,615	8	1,614	4	3,106	29	4,229	4	1,738
TREMPEALEAU	87,500	106,461	109,682	20	12,339	10	2,555	31	22,241	17	32,561	18	8,156	8	883	4	2,890	68	11,030	6	1,611
VERNON	63,337	78,659	81,400	15	7,132	4	1,138	26	24,563	10	10,320	16	8,162	15	5,440	12	4,934	40	8,571	4	3,135
VILAS	81,167	106,758	111,914	17	9,816	6	2,927	27	36,079	14	15,739	21	8,955	10	2,782	7	1,324	80	14,395	7	2,864
WALWORTH	313,589	406,122	420,213	30	30,205	15	16,115	46	94,315	34	92,810	58	33,234	32	14,615	23	8,891	193	68,908	14	11,192
WASHBURN	54,792	70,563	73,211	6	7,270	3	1,807	17	21,946	8	13,425	10	5,282	4	1,942	5	1,795	59	8,984	2	3,749
WASHINGTON	291,099	436,023	461,455	27	39,357	11	44,688	41	115,946	22	67,400	39	36,154	29	19,441	42	25,138	144	51,116	16	14,764
WAUKESHA	1,381,345	2,105,962	2,231,600	104	126,151	31	281,220	134	474,478	82	626,601	153	159,741	110	74,930	103	86,431	391	181,540	50	59,016
Waukesha	335,282	484,855	508,673	18	24,590	8	63,437	24	89,163	23	187,774	32	38,030	23	10,595	27	14,419	99	36,667	13	12,725
WAUPACA	166,229	235,614	248,032	25	14,605	14	24,276	37	53,296	35	62,219	26	17,008	23	7,505	17	10,102	105	28,044	8	6,010
WAUSHARA	58,949	83,385	87,815	13	8,610	7	4,130	14	16,692	13	22,097	17	9,669	4	977	1	676	35	5,723	2	729
WINNEBAGO	565,269	777,851	810,834	35	38,791	15	85,631	75	154,857	51	139,211	74	70,924	67	46,167	42	41,640	269	95,993	29	22,871
Menasha	59,255	78,389	81,195	5	5,045	3	10,859	9	17,063	5	18,843	3	4,389	2	1,125	5	4,833	34	7,135	3	1,535
Neenah	102,988	144,601	151,387	7	9,599	2	6,430	13	35,005	7	28,769	18	19,126	18	12,830	9	6,093	48	13,467	8	8,768
Oshkosh	319,804	441,129	459,539	13	17,946	7	65,200	34	77,750	26	69,998	35	28,174	40	30,686	31	21,143	137	56,589	14	11,148
WOOD	409,429	616,046	652,201	41	39,869	16	99,099	48	113,144	46	154,062	42	28,382	57	35,299	36	26,344	144	49,962	12	11,505
Marshfield	170,679	250,301	263,984	14	16,511	6	52,277	12	40,461	16	24,090	15	8,656	27	17,824	12	13,834	47	20,685	4	6,255
Wisconsin Rapids	188,761	286,719	303,709	16	14,818	6	45,263	21	60,862	21	81,839	19	16,421	27	17,215	21	11,914	65	23,452	6	4,620

WYOMING RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,818,525	3,214,897	3,359,711	270	305,203	123	234,416	315	674,005	265	731,326	430	338,687	386	167,620	252	145,808	897	341,318	110	114,865
METROPOLITAN STATISTICAL AREAS																					
Casper, Wy	502,022	474,925	481,533	32	39,171	11	41,016	50	91,620	38	140,516	48	24,584	68	28,404	46	27,988	105	40,771	12	16,378
Cheyenne, Wy	392,658	533,896	570,682	30	36,228	11	63,006	39	83,089	35	133,099	40	53,530	53	32,857	40	36,140	109	53,779	11	17,444
COUNTIES, Cities																					
ALBANY	153,847	191,435	202,141	17	13,094	4	4,743	16	40,472	17	42,552	31	24,241	21	10,714	19	11,281	54	28,004	6	9,003
Laramie	137,105	176,832	187,572	16	12,979	4	4,743	15	40,102	16	42,188	27	13,451	21	10,714	19	11,281	49	26,368	6	9,003
BIG HORN	29,753	33,410	34,928	9	2,950	6	1,390	7	10,500	5	5,077	11	3,047	6	1,113	5	2,019	23	4,068	5	1,239
CAMPBELL	187,943	215,775	225,602	17	31,661	3	13,141	14	49,685	15	45,147	13	13,479	23	10,599	17	11,486	41	20,841	4	10,535
Gillette	179,158	207,943	217,538	16	30,176	3	13,141	13	46,855	15	45,147	11	11,835	23	10,599	16	10,945	39	20,021	4	10,535
CARBON	120,705	141,817	151,574	13	9,796	6	7,137	16	33,035	12	24,486	34	32,409	14	6,472	6	2,777	41	11,753	6	7,142
Rawlins	75,084	94,756	101,313	6	4,650	4	6,328	8	22,297	8	20,959	19	12,322	10	5,780	4	2,461	21	6,732	3	5,930
CONVERSE	69,702	68,586	70,348	8	6,953	3	2,517	11	16,626	6	17,066	11	8,444	7	1,879	7	2,144	26	7,875	3	1,800

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WYOMING RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1986 estimate	E&P 1987 estimate	TOTAL RETAIL SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		NUMBER OF STORES (1982) and 1987 ESTIMATE OF SALES (THOUSANDS) Apparel		Furniture		Eat/Drink		Drugs	
CROOK	14,571	20,242	21,822	4	2,167	3	600	7	4,735	1	612	7	5,741	2	540			13	3,890	2	148
FREMONT	196,973	194,557	198,732	24	21,512	10	13,606	24	40,750	25	47,743	28	15,036	26	10,381	21	7,494	69	17,146	7	8,162
Riverton	111,377	115,854	117,346	12	13,357	4	6,556	9	24,101	16	31,036	9	7,142	16	7,098	15	5,135	26	8,411	2	3,127
GOSHEN	47,049	56,276	59,188	9	7,848	2	2,784	7	13,297	6	7,979	11	7,261	11	3,357	3	509	22	5,497	3	2,750
HOT SPRINGS	33,091	40,647	42,876	6	5,333	3	926	5	14,926	3	6,672	6	3,569	5	2,058	1	802	13	3,962	2	1,700
JOHNSON	38,987	46,163	48,391	7	5,757	2	1,551	5	8,471	3	7,894	15	10,049	4	1,865	3	1,019	20	5,825	3	1,379
LARAMIE	392,658	533,896	570,682	30	36,228	11	63,006	39	83,089	35	133,099	40	53,530	53	32,857	40	36,140	109	53,779	11	17,444
Cheyenne	345,307	471,929	505,053	26	34,015	9	51,447	34	72,817	29	124,252	33	26,440	53	32,857	39	35,928	98	50,449	11	17,444
LINCOLN	66,496	90,099	96,491	7	5,359	4	1,477	7	20,424	9	28,268	15	14,181	13	3,490	2	751	39	12,169	5	3,234
NATRONA	502,022	474,925	481,533	32	39,171	11	41,016	50	91,620	38	140,516	48	24,584	68	28,404	46	27,988	105	40,771	12	16,378
Casper	465,485	441,109	447,384	27	31,974	9	40,688	41	83,205	36	139,393	40	16,861	68	28,404	46	27,988	86	33,500	12	16,378
NIOBRARA	17,228	20,590	21,762	1	882	3	568	2	3,406	1	4,046	8	5,338	3	883	1	266	8	2,897	1	772
PARK	136,292	162,257	170,214	13	14,129	18	21,534	13	37,530	13	38,780	24	12,327	25	9,746	16	5,383	48	13,692	6	4,307
PLATTE	40,453	45,983	48,059	6	3,975	4	2,878	9	13,312	8	10,709	12	5,930	8	1,624	2	782	19	4,376	2	601
SHERIDAN	140,755	156,095	162,013	15	14,110	5	11,278	13	28,029	17	39,443	16	9,377	21	8,844	17	9,531	48	15,378	9	8,395
Sheridan	125,295	140,762	146,160	12	12,769	5	11,278	8	22,869	14	36,136	11	8,163	21	8,844	15	9,000	35	13,315	9	8,395
SUBLETTE	24,063	28,595	30,072	3	1,519	1	586	7	12,453	3	2,468	10	5,075	4	710	4	1,019	17	3,153	2	493
SWEETWATER	249,082	270,317	279,015	21	30,551	10	25,957	25	64,306	22	54,941	45	27,586	26	12,083	18	11,480	68	25,657	6	8,135
Rock Springs	184,891	200,637	207,079	14	21,318	7	21,051	17	41,634	16	43,837	30	17,990	22	10,926	16	10,532	40	18,300	4	6,200
TETON	114,374	154,094	164,884	6	16,903	5	6,099	12	28,248	6	13,083	18	14,974	20	10,352	11	7,471	55	27,060	5	5,931
UINTA	149,226	168,725	175,305	10	26,805	3	5,471	16	35,961	8	25,520	19	37,454	10	4,801	3	2,449	26	27,177	3	2,656
WASHAKIE	53,918	60,443	63,003	7	5,966	3	4,845	4	10,922	7	24,265	4	1,836	10	3,219	7	2,636	16	3,349	3	1,210
Worland	51,807	59,006	61,405	7	5,966	3	4,845	3	10,519	7	24,265	3	1,768	10	3,219	7	2,636	9	2,420	3	1,210
WESTON	39,337	39,970	41,076	5	2,534	3	1,306	6	10,208	5	10,960	4	3,219	6	1,629	3	381	17	2,999	4	1,451

CANADA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1986 estimate	E&P 1987 estimate	TOTAL RETAIL SALES (THOUSANDS) Gen. Mdse.	Apparel	Furniture	Groceries	1987 ESTIMATE OF SALES (THOUSANDS) Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
CANADA TOTALS	32,681,075	157,733,615	166,070,445	19,976,460	8,881,301	4,819,880	36,932,138	1,397,860	21,925,757	39,316,725	11,565,905	6,368,828
CANADIAN METROPOLITAN AREAS												
Calgary	767,104	4,638,694	5,191,778	882,127	390,977	306,237	998,096	6,257	285,845	1,265,770	221,719	174,846
Chicoutimi-Jonquiere	189,542	765,723	848,034	84,678	72,328	47,084	230,281	5,266	66,320	191,955	67,954	28,903
Edmonton	921,464	5,428,724	6,072,618	1,143,834	403,733	292,555	1,097,567	15,411	285,506	1,494,630	227,116	245,514
Halifax	400,042	1,758,616	1,952,698	227,068	122,603	42,814	406,621	11,045	256,248	456,793	115,292	112,183
Hamilton	797,791	2,979,245	3,290,881	437,157	145,931	71,925	740,666	21,602	425,478	831,654	210,434	129,357
Kitchener	408,784	776,065	828,534	223,736	52,340	18,687	60,499	3,468	110,533	258,890	51,569	2,119
London	499,891	2,075,911	2,301,057	294,106	111,169	44,791	463,802	10,822	373,175	561,592	146,891	89,064
Montreal	4,127,742	18,397,221	20,435,718	1,876,772	1,377,155	800,913	5,405,793	252,337	2,646,972	4,206,604	1,521,931	916,597
Oshawa	174,738	96,769	85,630	3,585	4,259	722	18,891	1,226	10,992	18,292	15,081	4,728
Ottawa-Hull	1,008,308	3,753,327	4,145,473	518,463	195,971	80,337	908,642	31,924	754,573	902,842	234,424	150,058
Quebec	822,551	4,633,425	5,177,835	466,853	392,620	211,000	1,261,408	56,793	615,718	1,212,246	352,623	178,731
Regina	311,601	1,136,585	1,254,440	166,610	55,076	258,593	232,102	9,074	122,389	211,506	33,917	45,142
St. Catharines-Niagara	499,715	557,966	566,287	152,301	59,111	7,990	113,673	5,584	16,061	145,108	27,893	1,748
St. John	160,867	583,273	643,617	92,545	34,388	12,372	152,780	2,089	76,196	153,123	42,948	20,519
St. John's	226,104	1,020,283	1,133,737	121,177	84,040	34,919	279,453	11,683	50,936	321,228	79,028	60,540
Saskatoon	227,243	936,576	1,037,909	174,756	80,025	22,598	200,732	5,314	160,795	186,121	33,196	51,604
Sudbury	287,814	946,585	1,040,695	105,880	55,674	21,541	244,194	5,500	153,656	271,644	62,533	33,850
Thunder Bay	199,335	775,406	857,702	117,859	30,216	10,930	189,004	3,023	166,907	180,667	47,099	35,570
Toronto	4,557,563	21,698,720	24,147,457	2,452,748	1,234,232	473,909	4,814,930	138,814	4,614,548	5,991,146	1,383,232	1,003,661
Trois-Rivieres	141,796	442,680	485,663	42,147	44,458	15,581	127,319	16,100	49,883	126,379	6,372	23,148
Vancouver	1,937,706	787,604	623,304	209,641	11,287	3,757	34,140	472	22,513	209,722	88,210	23,977
Victoria	341,157	535,027	562,723	109,417	28,390	21,477	106,341	1,959	85,281	80,064	28,009	17,368
Windsor	425,065	1,640,787	1,814,462	227,187	96,172	47,457	366,016	9,479	289,622	459,718	106,843	73,048
Winnipeg	851,980	3,564,056	3,951,495	668,495	189,416	144,323	1,036,036	13,434	407,027	706,369	304,999	129,574
PROVINCES, Cities												
ALBERTA	2,675,088	16,086,543	16,980,641	2,831,957	1,166,064	764,732	3,124,469	67,998	1,079,588	4,428,089	759,836	711,164
Calgary	767,104	4,638,694	5,191,778	882,127	390,977	306,237	998,096	6,257	285,845	1,265,770	221,719	174,846
Edmonton	871,784	5,125,679	5,733,378	1,154,898	392,986	286,051	1,010,014	13,531	276,304	1,351,520	200,904	235,397
Fort McMurray	50,083	401,448	451,643	20,474	5,896	1,695	22,223	505	365,454	16,692	2,710	5,127
Grande Prairie	35,678	212,495	237,755	48,609	13,289	7,654	32,959	1,740	15,797	62,907	13,175	14,404
Lethbridge	106,513	453,858	503,479	71,253	49,225	34,421	94,339	1,925	25,864	130,645	14,824	20,453
Medicine Hat	53,519	256,383	285,364	34,424	27,600	19,660	56,943	1,804	10,529	76,100	11,559	13,506
Red Deer	79,426	420,766	469,529	64,622	27,316	18,200	54,625	2,251	19,839	187,962	9,153	16,698
BRITISH COLUMBIA	3,743,512	18,009,995	18,961,093	2,661,206	777,103	514,978	4,056,998	113,931	3,220,147	3,327,655	1,254,336	637,862
Cranbrook	32,703	248,059	278,824	22,356	17,527	8,999	58,536	2,775	30,362	54,301	22,878	19,779
Dawson Creek	29,265	212,209	238,344	25,773	8,650	2,603	51,292	5,533	36,760	72,491	15,851	8,913
Fort St. John	24,934	180,827	203,097	30,855	6,874	2,962	30,969	4,836	41,786	51,533	11,244	10,126
Kamloops	83,445	106,848	110,191	8,824	6,663	3,124	16,115	349	36,728	19,525	4,519	2,482
Kelowna	54,812	86,539	91,071	7,604	6,695	3,865	18,134	527	13,253	16,040	5,561	6,284
Kimberley	12,806	73,311	81,954	9,459	4,366	3,971	25,768	1,216	6,243	11,351	4,787	4,795
Nanaimo	53,930	46,719	45,689	7,010	2,574	1,701	9,066	292	7,566	8,573	2,068	977
Nelson	27,970	175,872	197,001	21,519	12,853	7,429	46,759	2,037	18,671	30,135	13,343	14,334
Penticton	44,801	35,936	34,669	2,334	2,077	952	6,577	389	6,520	6,506	2,630	2,165
Port Alberni	41,235	273,924	307,165	76,064	14,278	14,134	53,678	5,297	28,303	54,603	12,807	11,103
Prince George	108,877	645,130	721,738	123,778	25,965	26,941	110,992	2,199	96,032	189,284	34,593	11,843
Prince Rupert	30,273	32,052	32,306	3,383	2,435	928	7,236	73	6,602	3,745	1,082	2,214
Terrace	15,287	110,852	124,504	27,610	5,140	1,586	26,647	2,086	22,396	22,440	4,909	5,387
Trail	28,136	158,870	177,546	29,586	10,327	5,216	34,494	933	14,659	43,749	10,145	9,206
Vancouver	945,456	556,254	500,654	72,340	23,721	21,001	76,393	1,330	115,380	82,710	18,619	21,896

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | 1987 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1986 estimate	E&P 1987 estimate	Gen. Mdse	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
Vernon	45,192	60,729	62,949	8,401	2,875	1,961	10,817	446	7,836	16,155	3,069	3,687
Victoria	230,645	365,755	385,056	92,264	24,288	17,835	45,782	925	62,319	60,009	11,765	11,916
MANITOBA	1,346,444	5,938,242	6,244,362	1,014,222	300,319	219,491	1,554,093	42,016	635,987	1,255,631	529,392	208,641
Brandon	62,765	232,225	256,434	45,009	18,838	12,597	45,841	1,243	20,476	70,400	13,866	7,490
Dauphin	20,607	83,137	92,070	16,042	6,964	2,632	16,082	250	8,947	23,372	8,656	2,453
Flin Flon	11,883	42,307	46,653	16,365	5,173		11,149		6,022			
Portage La Prairie	25,116	96,159	106,308	8,583	7,537	4,616	27,491	691	12,291	24,356	9,701	2,965
Roblin	1,133	5,062	5,623	523	435	59	1,261	291	238	2,007	620	80
Swan River	13,307	53,704	59,475	15,128	3,661	1,452	8,343	491	5,022	12,702	7,380	1,421
Thompson	31,959	113,329	124,953	15,607	3,926	1,674	34,996	310	18,827	21,902	10,266	4,689
Winnipeg	553,450	2,237,515	2,478,096	565,762	158,079	109,783	493,916	10,224	261,487	442,163	145,458	78,386
NEW BRUNSWICK	851,489	3,661,983	3,849,348	561,529	183,752	101,817	819,954	24,029	411,506	911,152	357,413	158,243
Caraquet												
Fredericton	88,344	385,127	427,525	82,817	29,757	9,026	63,999	1,799	37,823	120,581	26,505	19,886
Moncton	110,900	508,152	564,902	103,784	39,478	17,336	109,647	668	60,916	117,464	30,817	28,475
Saint John	153,715	556,445	616,263	91,405	33,723	11,815	142,212	1,689	73,801	153,123	36,713	19,118
NEWFOUNDLAND	599,435	2,761,596	2,905,740	448,232	176,986	80,304	815,543	40,177	169,415	584,738	260,275	134,729
Corner Brook	47,136	184,222	203,806	23,253	12,112	7,514	54,240		12,294	48,801	21,503	8,010
St. John's	180,111	802,386	891,282	114,996	82,766	32,724	221,518	10,526	42,134	209,911	43,904	53,151
NOVA SCOTIA	1,122,563	5,674,936	5,978,425	769,701	282,848	135,790	1,388,717	71,477	640,942	1,324,553	487,419	305,270
Amherst	21,278	105,163	117,147	14,855	5,756	2,105	29,247	1,987	7,110	28,768	12,372	6,144
Halifax	246,804	1,082,689	1,202,101	169,381	90,806	27,682	224,190	6,313	176,572	263,011	59,932	62,[illegible]
New Glasgow	37,133	175,842	195,658	23,387	15,330	5,066	41,823	5,901	11,287	50,952	18,952	10,[illegible]
Sydney	78,441	307,315	340,011	48,056	25,644	10,756	87,280	1,376	22,312	92,085	14,864	10,[illegible]
Truro	38,930	184,375	205,153	28,271	9,805	7,268	33,779	2,944	14,069	55,333	21,579	[illegible]6
ONTARIO	12,605,695	61,490,887	64,749,901	6,949,206	3,021,869	3,251,066	13,255,209	467,217	10,623,437	16,881,443	4,310,916	2,464,341
Barrie	86,035	470,094	524,960	45,858	17,057	9,031	87,961	5,929	62,590	205,861	29,109	16,178
Belleville	82,589	348,099	386,029	29,145	20,561	10,044	69,324	2,733	52,613	133,046	15,963	15,513
Brampton	108,207	647,944	725,049	50,861	33,966	13,296	175,858	4,415	60,525	234,887	68,769	30,974
Brantford	101,063	448,245	497,842	41,284	33,588	14,274	120,330	2,711	63,218	144,117	25,453	16,858
Brockville	45,876	194,057	215,226	21,486	9,409	3,210	40,202	1,957	37,049	49,656	18,506	12,677
Cambridge												
Chatham	84,557	460,366	514,053	73,887	31,708	14,715	99,566	2,574	77,767	124,503	25,780	21,304
Cobourg	28,696	122,673	136,098	16,257	8,483	3,589	34,164	1,593	23,534	23,474	5,983	6,273
Cornwall	85,051	286,673	315,476	37,156	16,164	6,992	70,202	1,256	45,975	80,014	17,392	9,496
Fort Frances	22,600	87,698	96,998	5,192	5,442	1,802	19,643	913	19,042	24,575	6,410	5,257
Guelph	109,148	458,887	508,850	50,579	27,836	9,829	121,110	1,994	56,972	146,324	29,114	20,920
Hamilton	538,778	2,001,677	2,210,662	344,499	103,223	56,844	455,730	12,976	286,801	533,470	128,580	124,932
Ingersoll	17,080	75,409	83,742	2,090	1,434	1,256	11,090	480	22,127	30,289	6,409	3,218
Kenora	42,273	171,644	190,126	4,988	5,201	1,040	20,463	933	113,366	18,244	8,435	6,557
Kingston	117,595	446,869	493,908	50,453	36,835	13,401	106,151	2,178	81,734	104,200	29,974	21,215
Kirkland Lake												
Kitchener	226,542	860,935	951,563	240,272	54,080	20,137	123,057	3,735	103,585	274,261	47,514	21,499
Lindsay	33,695	144,481	160,308	10,572	7,523	3,540	34,596	2,030	15,819	48,081	13,141	9,391
London	408,680	1,688,460	1,871,286	254,648	98,327	36,475	384,070	7,939	304,106	441,568	101,876	73,719
Niagara Falls	124,831	455,010	502,178	30,507	17,892	8,306	88,908	1,831	172,436	92,702	26,128	23,843
North Bay	94,969	417,381	463,440	58,819	19,064	9,955	92,708	3,424	78,101	121,602	31,341	8,274
Orillia	49,837	211,427	234,511	25,012	9,623	4,597	50,512	3,138	33,454	53,759	16,370	14,794
Oshawa	155,171	602,811	666,759	123,224	32,407	15,082	137,768	7,258	80,003	156,795	29,879	28,772
Ottawa	636,858	2,420,368	2,675,155	347,962	161,343	55,844	470,552	9,242	516,836	651,111	111,192	101,643
Owen Sound	41,949	185,638	206,165	16,388	14,141	5,086	48,570	3,054	19,254	56,519	14,623	10,718
Pembroke	41,324	153,872	169,950	22,549	12,629	3,304	37,201	1,693	15,697	42,867	10,001	9,021
Peterborough	129,559	485,523	536,375	64,908	28,324	14,111	113,114	2,632	61,051	160,049	21,148	17,691
Port Colborne	29,724	118,166	130,801	11,563	6,361	2,086	36,370	928	19,786	30,742	7,839	5,683
Port Hope	15,290	68,699	76,329	3,117	3,703	656	17,174	1,066	9,558	15,906	13,711	4,298
St. Catharines	213,400	1,256,859	1,405,925	212,882	99,079	26,866	301,605	7,791	163,282	363,872	80,342	46,258
St. Thomas	53,409	238,115	264,501	19,144	13,243	4,513	52,586	1,841	26,152	87,319	24,392	13,267
Sarnia	89,857	399,769	444,042	45,916	25,020	13,044	90,224	2,526	56,872	143,012	23,222	14,668
Sault Ste. Marie	131,344	867,032	972,130	137,396	48,550	18,850	226,334	7,636	134,744	230,089	55,908	22,252
Simcoe	34,744	154,529	171,641	13,235	14,283	4,313	36,212	2,052	12,931	49,298	10,608	10,786
Sioux Lookout	8,205	36,052	40,030	6,816	677	452	7,785	407	12,086	4,635	2,147	1,890
Stratford	51,328	224,833	249,619	28,941	11,174	3,777	51,581	1,472	34,601	66,510	13,747	13,456
Sudbury	222,365	726,837	798,904	99,994	49,074	17,056	167,253	3,476	107,690	223,199	38,816	26,033
Thunder Bay	189,897	701,113	774,144	117,231	30,216	10,907	183,411	3,023	93,209	180,317	43,468	35,050
Timmins	53,155	270,403	301,438	29,324	22,105	6,761	83,593	2,400	55,082	51,668	11,674	15,116
Toronto	1,534,094	7,261,906	8,080,165	1,119,854	556,607	185,737	1,412,205	45,845	1,999,878	1,361,964	239,387	382,051
Waterloo	61,547	329,631	367,929	50,479	13,643	6,572	84,834	1,651	40,888	98,796	18,289	19,824
Welland	74,311	315,248	349,667	24,105	19,053	9,519	76,413	1,081	43,399	112,722	23,343	15,036
Whitby	58,815	266,208	295,836	41,054	5,479	2,091	55,912	2,548	27,968	109,213	25,912	9,639
Windsor	365,351	1,384,674	1,530,291	220,384	92,124	42,932	318,052	6,409	248,228	340,982	85,761	60,451
Woodstock	59,709	255,625	283,613	25,777	11,589	5,191	51,060	1,292	54,870	92,829	14,064	6,183
PRINCE EDWARD ISLAND	146,763	662,474	696,853	147,064	34,306	5,504	122,712	4,896	79,523	168,745	50,085	24,948
Charlottetown	53,162	223,994	248,399	60,849	20,948	2,728	40,480	718	31,709	48,777	8,239	9,538
Summerside	23,916	89,549	98,925	25,586	7,416	998	17,716	1,954	3,663	26,720	6,506	2,471
QUEBEC	8,324,718	37,519,006	39,465,290	3,449,250	2,622,892	1,629,833	10,370,210	471,229	4,347,018	9,143,163	3,313,791	1,459,125
Chicoutimi	77,551	322,545	357,544	27,444	43,903	14,419	74,768	1,613	22,747	120,599	19,440	11,470
Granby	56,978	183,934	202,071	20,808	17,698	9,446	51,683	1,414	18,641	56,621	8,530	6,175
Montreal	2,085,284	9,191,869	10,207,095	1,044,898	837,821	477,395	2,480,864	128,725	1,650,813	1,629,428	600,388	529,791
Quebec	429,267	2,408,976	2,691,792	262,688	240,327	103,054	637,821	13,392	316,202	655,194	116,907	101,679
Rouyn	39,614	155,181	171,690	15,426	19,164	6,689	34,818	535	12,326	59,103	14,557	2,863
Sherbrooke	141,507	458,641	503,946	31,703	53,780	22,853	115,574	3,379	43,664	133,667	39,602	19,235
Trois Rivieres	91,434	284,821	312,448	32,079	35,786	11,745	74,912	5,585	33,475	70,517	16,435	12,863
SASKATCHEWAN	1,187,559	5,467,752	5,753,098	993,286	309,457	112,375	1,317,862	83,854	659,228	1,243,359	227,541	256,332
Lloydminster	10,863	50,428	56,137	10,071	2,410	816	13,745	2,141	4,308	15,455	2,604	1,348
Moose Jaw	55,213	229,904	254,860	49,065	13,334	7,189	58,092	4,193	25,999	54,263	6,473	8,435
Prince Albert	52,596	202,470	223,880	30,124	14,489	6,618	52,872	887	20,028	59,032	6,822	8,456
Regina	239,519	907,378	1,002,786	166,610	55,076	25,859	232,102	9,074	110,112	211,306	33,224	43,518
Saskatoon	222,243	892,120	987,817	174,756	80,075	22,598	200,732	5,314	110,703	186,121	33,196	51,604
YUKON NW TERRITORIES	77,809	460,201	485,694	150,807	5,707	4,090	106,371	11,036	38,966	48,197	14,901	8,173

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

The irony of research

Basic biomedical research, the kind of research that has brought us the polio vaccine, open-heart surgery, kidney dialysis and antibiotics, is not in the best of health.

What an irony: The very enterprise that has done so much to improve this nation's health is now in real danger itself.

And as with many other things, the source of this trouble is lack of money; money that is urgently needed, especially by voluntary health agencies like the American Heart Association.

This nation simply is not spending enough on basic biomedical research. If you consider the nation's total expenditures on health care, the total allocation to research amounts to only two cents of every health dollar.

The financial crunch is so severe that today's scientists with promising, approved research projects cannot find financial support for their proposed investigations. As a result, vital science is not getting done. Research momentum is slowing down.

That's where the American Heart Association comes in. Since its beginning, the American Heart Association has contributed a third of a billion dollars to support heart disease and stroke research.

The American Heart Association support has not only been stable, allowing research projects to continue uninterrupted and to plan for future ones, but it has been innovative. For example, we established the Career Investigatorship Program, fellowships and a national Grant-in-Aid program which supports hundreds of research projects.

And to attract more young physicians with clinical (patient care) backgrounds to do basic research, the American Heart Association instituted the Clinician Scientist Award.

Voluntary contributions, not tax dollars, support American Heart Association research. It's one way to keep research itself in good health.

The right way to exercise

Joggers cover the landscape these days, thanks to our growing awareness of health and how to maintain it.

But how many of us are aware of the proper way to exercise? After good exercise, according to the experts, we should experience a "pleasant sense of fatigue," not total exhaustion.

And if you're a beginner with a rather sedentary lifestyle, it's wise to check with your doctor to plan an exercise program that suits your needs. The doctor can give you an exercise test to determine your present capabilities and to identify any potential hazards.

Basic information is also available from health agencies like the American Heart Association in your area.

In selecting your physical activity, remember that it should be something you enjoy — and something you can enjoy the year around. It should be something rhythmic and repetitive, like jogging, roller skating, swimming or riding a bike. Exercise should challenge your circulatory system and the pumping action of your heart, at an intensity that is appropriate for you.

And remember your warm-up and cool-down periods so that you increase your heart rate gradually and bring it back to normal gradually.

Follow the program regularly, at least three times a week, preferably not on consecutive days.

And don't hunt for an excuse to avoid exercise!

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Photo: Wayne Smith

Every time the experts think the Atlanta market's gotten as "good" as it can get, a new statistic comes out that proves them wrong. The way things look, this may never stop.

After having the #1 retail sales increase among the top 20 markets in 1984, Atlanta repeated the performance in 1985. Between January 1984 and April 1986, a new shopping center opened, broke ground or announced its intention to open in Atlanta almost every four days.

The number of adults with household incomes of $50,000 or more has increased 239% in the past five years. And Atlanta's projected to be the 10th fastest growing employment market in the U.S. through the year 2000.

There are a lot more numbers. You can see them in our new market book, *Atlanta—Something to Boast About.* Or in our *1986 Scarborough Atlanta Market Study,* which shows what Atlanta shops for and where.

The point is, simply, take a closer look at Atlanta. Because the view just keeps getting better.

For more information about the Atlanta market, call the Atlanta Journal-Constitution Marketing Department at (404) 526-5283.

The Atlanta Journal
THE ATLANTA CONSTITUTION

WANT SALES RESULTS? OUR MARKETS STACK UP

ARIZONA
Flagstaff *Arizona Daily Sun*

CALIFORNIA
Banning *The Record Gazette*
Pass Area This Week
Hanford *The Hanford Sentinel*
Kings County News
Napa *Napa Register*
Novato *Novato Advance*
North Marin Shopping News
Petaluma *Argus-Courier*
Rohnert Park *Rohnert Park-Cotati Clarion*
Santa Maria *Santa Maria Times*
Central Coast This Week
Santa Paula *The Santa Paula Daily Chronicle*
Taft *Daily Midway Driller*
Westside Shopping News

CONNECTICUT
Manchester *Manchester Herald*

FLORIDA
Crestview *Okaloosa News Journal*
Spotlight
Niceville/Valparaiso *Bayou Times*

HAWAII
Honolulu *Waikiki Beach Press*
Honolulu *Japanese Beach Press*
Honolulu *Kauai Beach Press*
Honolulu *Maui Beach Press*
Kauai *The Garden Island*

ILLINOIS
DeKalb *The Daily Chronicle*
Chronicle Shopper

KENTUCKY
Georgetown *Georgetown News & Times*
Hazard *The Hazard Herald Voice*

MASSACHUSETTS
Haverhill *The Haverhill Gazette*

MISSOURI
Flat River *The Daily Journal*

MONTANA
Hamilton *Ravalli Republic Postscript*
Bitterroot Valley Real Estate Directory

OREGON
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South Coast Week
Oregon City *The Enterprise Courier*
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Lewistown *The Sentinel*
Reedsville *County Observer*

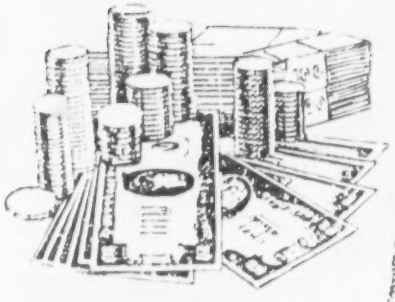
UTAH
Provo *The Daily Herald*
Herald Magazine

VERMONT
Newport *The Newport Daily Express*

WASHINGTON
Pullman *Pullman Herald*

WISCONSIN
Rhinelander *The Daily News*
Fun Country

UNITED STATES RETAIL SALES PER HOUSEHOLD



$15,804

SCRIPPS LEAGUE RETAIL SALES PER HOUSEHOLD

$17,415

From New England to Hawaii, Scripps League Newspapers deliver sales results for national and local advertisers. Our dynamic markets, with lower costs of living and family values, offer more buying power. If you want more customers in these strong markets, grow with us.

Source: 1986 Editor & Publisher Market Guide estimates, home counties of Scripps League Newspapers

"Proclaim liberty through all the land unto all the inhabitants thereof."
[Lev. 25:10]

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